



HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

CURRICULUM AND SYLLABUS

M.B.A. Degree Programme **(Regulations 2018-19)**

Syllabus with
M.B.A. (FULL TIME)

ACADEMIC REGULATIONS
(M.E. /M.Tech / M.B.A. / M.C.A.) (Full-Time / Part-Time)
(Effective 2018 -19)

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE
VISION AND MISSION

VISION

To make every man a success and no man a failure.

MISSION

To provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer the academically inclined the resources to gain quality education in all spheres of engineering, applied sciences and management, without compromising the quality and code of ethics to each student of the Institution.

DEPARTMENT OF MANAGEMENT VISION AND MISSION

VISION

To advance the practice of management and create business leaders within a global context who are responsible leaders.

MISSION

- To bridge management and technology to advance our standing as a leading, comprehensive school of management, furthering our global reputation for educational experiences.
- To provide students with pioneering ideas and analytical insights through scholarly research, education, professional and community service.

VALUE

Our pursuits will be guided by a culture of responsibility and mutual respect. This culture is reinforced by the following values:

Relevance and innovation

Offering rigorous academic programs in a variety of specializations, we prepare our students for successful careers in their chosen fields.

Commitment and Professional Conduct

We aim to shape business leaders who are conscientious, ethical, civic-minded citizens and who add value to their communities.

Diversity and inclusion

We are dedicated to providing opportunities and support for students from diverse backgrounds and capabilities.

Entrepreneurship

Promote this spirit by championing new initiatives and ventures that engage and benefit the multiple stakeholders of our School of Management community.

School of Management**PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

The program is expected to enable the students to

- PEO I** Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment.
- PEO II** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.
- PEO III** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.
- PEO IV** Demonstrate an understanding and appreciation of ethical principles at both professional and community levels.
- PEO V** Apply critical reasoning processes to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative assumptions in furtherance of effective decision making.
- PEO VI** Develop superior oral and written communication skills relevant to business, possess effective communication skills, specifically to write business documents clearly, and analytically and speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.

- PEO VII** Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director and manager in a variety of roles.

PROGRAM OUTCOMES (ALIGNED WITH GRADUATE ATTRIBUTES) (PO)

At the end of this program, graduates will be able to

- PO1** Make effective strategic decisions using appropriate decision support systems that incorporate a comprehensive knowledge of the corporate and entrepreneurial environment and different business disciplines, theories and practices.
- PO2** Demonstrate effective leadership and interpersonal skills in a learn environment and recommend actions that improve organizational effectiveness.
- PO3** Conduct an analysis of the political, economic, social, technological, legal and environmental factors relaxant to strategic decision-making for a global organisation.
- PO4** Identify and analyze ethical aspects of management problems and recommend how an organisation can operate in an economically, socially and environmentally sustainable manner
- PO5** Make effective strategic decisions in an uncertain environment displaying well developed analytical and critical thinking and qualitative and quantitative research skills.
- PO6** Prepare professional quality business documents and deliver a professional quality business presentation.
- PO7** To select appropriate projects for a business enterprise and manage firm growth strategies such as mergers, acquisitions, international expansion, and new venture development, in line with the Vision and Mission of the enterprise.

PROGRAM SPECIFIC OUTCOMES (PSO)

At the end of this program, the business management graduates will be able to execute the following outcomes

- PSO1:** Ability to promote, run and sustain businesses which deliver value to its stakeholders.

PSO2: Ability to cope up and compete in the changing global business scenario by developing sustainable competitive advantage.

ACADEMIC REGULATIONS FOR MBA**Under Choice Based Credit System (CBCS)****(Effective from Academic year 2018 - 19)****1.0 Vision, Mission and Objectives**

- 1.1** The Vision of the Institute is "To make every man a success and no man a failure".
- The Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development and to offer quality education in all spheres of Engineering, Technology, Applied Sciences, Fashion Design and Management studies without compromising on the quality and code of ethics.

1.2 Further, the Institute always strives

- To train our graduates with the latest and the best in the rapidly changing fields of Engineering, Technology, Management studies, Science and Humanities.
- To develop graduates with a global outlook possessing Knowledge, Skills and Attitude capable of taking up challenging responsibilities in the respective fields.
- To mould our graduates as citizens with moral, ethical and social values so as to fulfil their obligations to the nation and the society.
- To promote research in the field of Science, Humanities, Engineering, Technology and allied branches.

1.3 Aims and Objectives of the Institute are focused on

- Providing state of the art education in Engineering, Technology, Applied Sciences and Management studies.
- Keeping pace with the ever changing technological scenario and help the graduates to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and the nation.
- To inculcate a flair for Research, Development and Entrepreneurship.

2.0 Admission

- 2.1.** The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the M.B.A. programme will be decided by the Board of Management of the Institute as per the directives of AICTE/ UGC / MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

2.2. Eligibility for Admission

Passed 10 + 2 + 3 examination

Graduates who obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination

- 2.3** The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.

- 2.4.** In all matters relating to admission to the MBA degree, the decision of the Board of Management of the Institute shall be final.

- 2.5.** If at any time after admission, it is found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission of the candidate and will forfeit the fee paid and legal action may be taken against the candidate as decided by the Board of Management.

3.0 Student Discipline

- 3.1** Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

- 3.2** Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the

Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Student Affairs) to recommend to the Vice Chancellor the implementation of the decision. The student concerned may appeal to the Vice Chancellor whose decision will be final.

- 3.3** Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide for stringent punishments including imprisonment. Once the involvement of a student(s) is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

4.0 Structure of the M.B.A. Degree Programme

Choice Based Credit System (CBCS) is introduced from the Academic year 2018 - 19 in the curriculum to provide students a balanced approach to their educational endeavour.

- 4.1** Under CBCS, the degree programme will consist of the following categories of courses:

- i) **General Core foundation (CF)** courses comprising of
 - Humanities courses; Basic Science Courses, English, Value Education, Environmental Sciences and Professional Development,
- ii) **Compulsory Courses (CC) consisting of**
 - a. **Professional Core (PC)** courses introducing the students to the

foundation of Design topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/Studio/ Project etc.,

- iii) **Departmental Elective (DE)** courses enabling the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.
- iv) **Non –Departmental Electives (NE)** are courses offered by Engineering and Non-Engineering departments (across disciplines) other than their parent Department.
- v) **Non-CGPA courses** offered in certain semesters which are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.2 Non CGPA courses

The student shall select any two courses /activity from the following **Table 1** during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F).

Table 1. Non CGPA Courses

No.	Course / Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Open elective courses offered from department	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2

12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication	4

The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

4.2.1 The Non CGPA course credits can be earned by every student for the requirements of the award of degree

4.2.2 The credits will not be calculated for CGPA. However, the courses with Grades will be mentioned in the Grade Sheet.

4.3 All MBA Programmes will have the curriculum and syllabi (course contents) as approved by the Board of Studies and Academic Council of the Institute.

4.4 Credits are the weightages are assigned to the courses based on the following general pattern:

4.4.1 One lecture / Tutorial period per week
--- 1 credit

4.4.2 Two periods of Practical / Studio per week
--- 1 credit

4.5 The curriculum for **MBA** programmes is designed to have a minimum of **93 credits** distributed across four semesters of study for the award of degree

Table 2. Distribution of Credits for MBA

No.	Category	Credits	Percentage
1	Foundation	24	
2	Professional Core	21	
3	Elective -	36	
4	Project (SIP +	2+10	
	Total Credits	93	100
NON – CGPA			
	Professional	4	---

4.6 The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

5.0 Faculty Advisor

5.1

To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

5.2 Class Committee and Course Committee

5.3 Every section / batch of the MBA Degree programme will have a Class Committee consisting of Faculty and students.

5.4 The constitution of the Class Committee will be as follows:

- One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean of the respective school;
- Course coordinator of each of the lecture based courses (for common courses);
- Workshop Superintendent (for first two semesters);
- Four students from the respective class nominated by Head of the Department
- Faculty Advisors of the respective class.

All teachers offering the common courses shall be invited to attend class committee meetings.

5.5 A **Course committee** shall be constituted by the HOD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

5.6

The basic responsibilities of the Class Committee and Course committee are

- a. To review periodically the progress of the classes
- b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.
- c. The method of assessment as recommended by the Department Exam Committee "DEC" will be announced to the students at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).
- d. The Class Committee and Course Committees shall meet at least thrice in a semester as per the Academic Plan issued by the Dean - Academics
- e. Class Committee / Course Committee shall also review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.

6.0 Registration for courses in a Semester

6.1 A student will be eligible for registration of courses in any semester only if the student satisfies regulation 11.0 (progression) 12.0 (maximum duration of the programme) and only if he/she has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

6.2 Except for the first year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule.
Late registration /enrolment will be permitted by the Dean - Academics, on recommendation by the Head of the respective department,

with a late fee as decided from time to time.

6.3 The student shall make the choice of course in consultation with the Faculty Advisor.

6.4 Students may have to pay additional fee for registering in certain elective courses under Non - Departmental Electives / Additional Credit Courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

7.0 MBA with specialization:

- a. Students, who are desirous of pursuing their special interest areas other than the chosen Specialization / Management, may opt for additional courses in specialisation groups offered by a department other than their parental department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Specialization. The number of credits to be earned for specialization is 36 credits. The students are permitted to register for their specialization courses during the III & IV semester.
- b. The students have to pay the requisite fee for the additional courses

8.0 Attendance

8.1 The teacher handling a course must finalise the attendance 3 calendar days before the last instructional day of the course.

- a. A student whose attendance is less than 75% (Total Contact Hours - "TCH") in any course, whatever may be the reason for the shortfall of the attendance, will **not** be permitted to appear for the end-semester examination in that particular course in which attendance shortfall exists.
- b. The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports/ Minor Medical conditions etc.

- c. A student who earns an attendance ("TCH" – Total Contact Hours) between 40% and 75% in any course will be awarded a grade of **"RC"** which means Repeat the Course until the student gets a regular grade. Such students will **not** be permitted to attend the End Semester Examinations for that course.
- d. Such students with **"RC"** grade in any course may be permitted to attend the immediately following Summer / Winter course as detailed in clause 10.0.
- e. The student, whose attendance falls below 40% for a course in any semester, will be categorized as **"RA"** meaning detained in the particular

No.	Category of Courses	CIA weightage	ESE Weightage
1.	Theory Course	50%	50%
2.	Practical /	80%	20%
3.	Theory Course with Practical	60%	40%
4.	Department (DE)/ Non – Department	50%	50%
5.	Design Project	100%	---
6.	Internship / Personality	100%	---
7.	Project and Viva Voce	50%	50%

course for want of attendance and they will not be permitted to write the End semester exam for that course. The procedure for repeating the course categorized as **"RA"** is mentioned in Clause 11.

- 8.2** Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization. For medical cases submission of complete medical history and records with prior information

from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted **only twice** for a student in the entire duration of the programme.

The Vice Chancellor, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Vice Chancellor deems it fit and deserving, but in any case the condonation cannot exceed 10%

9.0 Assessment Procedure

- 9.1** Every course shall have two components of assessment namely,

- a. Continuous Internal Assessment "CIA"
This assessment will be carried out throughout the semester as per the Academic Schedule
- b. End Semester Examination "ESE". This assessment will be carried out at the end of the Semester as per the Academic Schedule

The weightages for the various category of the courses for CIA and ESE is given in Table 3.

Table 3 Weightage of the CIA and ESE for various categories of the courses

9.2 Theory Course / DE / NE Assessment weightages:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis is given in

Table 4.

Table 4: Weightage for Assessment

No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	1 period
2.	Second Periodical Assessment	10%	1 Period
3.	Third Periodical Assessment	10%	1Period
4.	Seminar/Assignments/Project/ Lab	10%	--
5.	Surprise Test / Quiz / Lab	10%	--
6.	End Semester Exam	50%	2 to 3 hours

9.3 Practical: For practical courses, the assessment will be done by the course teachers as below:

Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee "DEC"

- Continuous Internal Assessment --80%
- End Semester Examination -- 20%

9.4 Theory courses with practical / studio

Component: For theory courses with practical component the assessment will be calculated as follows as approved by the "DEC".

- Continuous Internal Assessment - 60%
- End Semester Exam - 40%

9.5 Design Project / Studio– Assessment

The general guidelines for assessment of Design Project is given in Table 6

Table 5: Assessment pattern for Design Project

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Review	Concept	20%
2.	Second Review	Design	30%
3.	Third Review	Experiment/Analysis	20%

4.	Project report and Viva – Voce	Results and Conclusion	30%
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A student has to compulsorily attend summer internship between 2nd and 3rd semester for a minimum period of one month.

In lieu of summer internship, the student is permitted to register for undertaking case study / project work under a faculty of the Institute and carry out the project for minimum period of one month.

In both the cases, the internship report in the prescribed format duly certified by the faculty in-charge shall be submitted to the HOD. The evaluation will be done through presentation and viva. The course will have a weightage of 2 credits as defined in the respective curriculum.

9.6 For End of Programme Project / Dissertation /Internship/ Thesis, the assessment will be done on a continuous as given in Table 6

Table 6: Assessment of Project work

No.	Review / Examination scheme	Weightage
1.	First Review	10%
2.	Second Review	20%
3.	Third Review	20%
4.	Project report and Viva – Voce	50%

For the end of programme project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

9.7 For Non – CGPA courses the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

9.8 Flexibility in Assessment:

The respective Departments under the approval of the “DEC” Department Exam Committee may decide the mode of assessment, based on the course requirements.

9.9 A student whose internal assessment marks is **less than 40%** in any theory, DE, NE courses and **less than 50%** in Practical/ Studio/ Design Project/Theory cum studio/ Dissertation/ Thesis will **not be permitted** to appear for the end-semester examination in that particular course and will be categorized in “RC” grade for that course. This grade shall appear in the grade sheet till the course is successfully completed in the subsequent semester(s).

10.0 Procedures for Course Repetition / Make up

10.1 Summer / Winter Course:

- The students who secures “RC” grade (Attendance between 40% and 74% for course(s) or Internal marks of less than 40% for any course(s)) are eligible for registering for the Summer / Winter Course which will be conducted during the Summer / Winter break, to improve their Attendance and/or Internal marks in the courses, by paying the requisite fee. (Clause 15.0)
- Such students shall attend the classes during the summer / winter break and take assessments to become eligible for writing the End Semester Examinations during the immediately following Repeat Examinations (Clause 11.3). The students who fail to improve their attendance and / or internal marks during the summer / winter

courses will be categorized under “RA” for that course.

10.2 Course – Repetition

If a student is detained in any course in any semester for shortage of attendance under “RA”, he/she shall re-register the same course once again whenever it is offered next and gain required attendance and get the new internal assessment marks to become eligible to appear for the end semester examination for that course, by paying the requisite fee.

10.3 Repeat Examinations

- Normally, the results of the End semester Examinations for Regular Theory courses are announced within a period of 10 days after the last regular examination. The students who wish to apply for revaluation of regular courses can do so immediately after the announcement of results.
- The students who fail to secure a pass or being absent for genuine reasons in their End semester Examination for the regular courses are permitted to appear for the Repeat Exams by paying the prescribed fee. Revaluation is not permitted for the Repeat Examinations.
- The students with “RC” grades, who have secured the requisite attendance and internal assessment marks as applicable, by successfully completing the Summer / Winter course, are eligible to register for the Repeat Examinations.

11.0 Progression to higher semester

11.1 MBA – Regular: Student has to satisfy the following conditions as laid down in Table 7 for progression from one academic year to next.

Table 7 Minimum Eligibility for progression MBA Regular

To enroll	Minimum no. of credits to be earned
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for semester	
3	25 credits together in 1 st , and 2 nd Semesters
4	40 credits up to 3 rd Semester

If a student fails to satisfy the above criterion in any semester, the student has to discontinue the programme until they become eligible for progression. In case of medical leave and exceptional cases the student concerned may appeal to the Vice Chancellor for relaxation once during the entire programme and Vice Chancellor's decision will be final.

- 11.3** If a student earns **RA** (due to lack of minimum attendance as specified in clause 8.1e) **or RC grade** (due to lack of minimum internal marks as specified in clause 8.1c) **in all courses prescribed in a semester**, he/she is detained and will not be allowed to proceed to the next semester. He/she has to re-register for the courses in the following academic year only.

12.0 Maximum Duration of the Programme

A student may complete the programme at a slower pace than the regular pace, but in any case in **not more than 4 years (8 semesters) for MBA**, excluding the semesters withdrawn as per clause **13.0**.

A student completing the **MBA** programmes during the extended period will not be eligible for Institute ranking.

13.0 Temporary Withdrawal from the Programme

- A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
- A student may be permitted by the Vice-Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health,

Start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

14.0 Declaration of results

14.1 Theory Courses / Department Elective (DE) / Non – Department Elective (NE)

A student shall secure the following minimum marks in each theory course in a semester to secure a pass in that course

- Continuous Internal Assessment “CIA” Minimum -- 40%
- End Semester Examination “ ESE” minimum -- 50%
- Passing minimum – 50% (End Semester Examination marks and Continuous Internal Assessment marks taken together)

Supplementary Examinations: If a candidate fails to secure a pass in a Theory / DE / NE courses due to not satisfying the minimum passing “U” grade – as per clause 15.1 he/she shall register, pay the requisite fee and re-appear for the End Semester Examination during the following semesters. Such examinations are called Supplementary Examinations. During the even semester, the supplementary exams will be conducted for odd semester courses and vice – versa. He/she need not attend the contact course. However, the Internal Assessment marks secured by the candidate will be retained for all such attempts.

A candidate can apply for the revaluation of his/her end semester examination answer paper in a theory course after the declaration of the results, on payment of a prescribed fee

- After 5 years, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who secures 50% in the end semester examination will be declared to

have passed the course and earned the specified credits for the course irrespective of the score in internal assessment marks for the course.

- e. If a candidate fails to secure a pass in Design Project / Theory cum Studio /Studio / Dissertation / Internship/Thesis courses due to not satisfying the minimum passing requirement “U” grade – as per clause 16.1 he/she shall register and re – do the courses in the subsequent semester when offered by the departments by paying the prescribed fee.
- f. Revaluation is **not** permitted for Design Project / Theory cum Studio /Studio / Dissertation / Internship/Thesis. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
- g. Candidate who earns required credits for award of degree after 5 years for MBA for (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only *second class* irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.

14.9 Semester Abroad Programme: Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

15.0 Grading

15.1 A grading system as shown in Table 9 will be followed.

Table 9 Grading system

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
55-59	D	06	Average
50-54	E	05	Pass
<50	U	00	To Reappear for end-semester examination
--	RC	00	Repeat Course (Summer / Winter) due to Attendance deficiency (40% to 74%) and/or Lack of minimum Internal Marks (40%)
--	RA	00	Repeat the course for want of minimum attendance (below 75%) and Internal marks in subsequent regular semesters

15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered by the student to the sum of C_i for all “i”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

- 15.3** The Grade card will not include the computation of GPA and CGPA for courses with letter grade **RC, RA and U** until those grades are converted to the regular grades.

15.4

A course successfully completed cannot be repeated.

16.0 Grade Sheet

16.1 Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

- 16.2** A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than **U, RC, RA** in that course.

- 16.3** After results are declared, grade sheet will be issued to each student which will contain the following details:

- Program and discipline for which the student has enrolled.
- Semester of registration.
- The course code, name of the course, category of course and the credits for each course registered in that semester
- The letter grade obtained in each course
- Semester Grade Point Average (GPA)
- The total number of credits earned by the student up to the end of that semester in each of the course categories.
- The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
- Credits earned under Non CGPA courses.
- Additional credits earned for **MBA** with specialization.

17.0 Class/Division

- 17.1** Classification is based on CGPA and is as follows:

CGPA ≥ 8.0: First **Class with distinction**

6.5 ≤ CGPA < 8.0: **First Class**

5.0 ≤ CGPA < 6.5: **Second Class.**

- 17.2 i)** Further, the award of '**First class with distinction**' is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in his/her first appearance with effect from II semester, within the minimum duration of the programme.

- ii) The award of '**First Class**' is further subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses **within 2 years for MBA programmes**

- (iii) The period of authorized discontinuation of the programme (vide clause 12.0) will not be counted for the purpose of the above classification.

- (iv) To be eligible for award of **MBA**, the student must have earned 36 credits in the relevant courses offered as specialization papers and has successfully earned 93 credits.

18.0 Transfer of credits

- 18.1.** Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.

- 18.2** The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry based on the recommendation of the credit transfer committee on a case to case basis.

18.3 Admission norms for working Professional:

Separate admission guidelines are available for working / experienced professionals and

candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.

19.0 Eligibility for Award of the MBA Degree

- 19.1** A student shall be declared to be eligible for award of the **MBA** if he/she has satisfied the clauses 4.6 / 7 respectively within the stipulated time (clause 12).
- Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study ;
 - No dues to the Institute, Hostels, Libraries etc.; and
 - No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

20.0 Change of Specialization

- 20.1** If the number of students in any discipline of MBA class as on the last instructional day of the 2nd Semester is less than the sanctioned strength, then the vacancies in the said disciplines can be filled by transferring students from other disciplines subject to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.
- 20.2** All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline subject to the availability of vacancies and as per norms.

21.0 Power to modify

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, subject to the approval by the Board of Management

MBA CURRICULUM**Semester I**

SEMESTER- I									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	MBB4701	ORGANIZATIONAL BEHAVIOUR	3	0	0	3	1	3
2	PC	MBB4702	MANAGERIAL (MICRO) ECONOMICS	3	0	0	3	1	3
3	PC	MBB4703	LEGAL AND BUSINESS ENVIRONMENT	3	0	0	3	1	3
4	PC	MBB4704	CORPORATE GOVERNANCE AND BUSINESS ETHICS	3	0	0	3	1	3
5	PC	MBB4705	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	3	0	0	3	1	3
6	PC	MBB4706	ENTREPRENEURSHIP & INNOVATION	3	0	0	3	1	3
7	PC	MBB4707	BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING	3	1	0	4	1	4
PRACTICAL									
8	PC	MBB4708	BUSINESS COMMUNICATION	0	0	4	2	0	4
			Total	21	1	4	24	7	26
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- II									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	MBB4721	RESEARCH METHODS IN BUSINESS	3	0	0	3	1	3
2	PC	MBB4722	OPERATIONS MANAGEMENT	3	0	0	3	1	3
3	PC	MBB4723	MARKETING MANAGEMENT	3	0	0	3	1	3
4	PC	MBB4724	HUMAN RESOURCES MANAGEMENT	3	0	0	3	1	3
5	PC	MBB4725	CORPORATE STRATEGY	3	0	0	3	1	3
6	PC	MBB4726	CORPORATE FINANCE	3	0	0	3	1	3
PRACTICAL									
7	PC	MBB4727	COMPUTER LAB AND SOFTWARE APPLICATION	0	0	4	2	0	4
			Total	18	0	4	20	6	22
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE		ELECTIVE	3	0	0	3	1	3
2	DE		ELECTIVE	3	0	0	3	1	3
3	DE		ELECTIVE	3	0	0	3	1	3
4	DE		ELECTIVE	3	0	0	3	1	3
5	DE		ELECTIVE	3	0	0	3	1	3
6	DE		ELECTIVE	3	0	0	3	1	3
7	DE		ELECTIVE	3	0	0	3	1	3
8	DE		ELECTIVE	3	0	0	3	1	3
PRACTICAL									
9	PC	MBB4941	SUMMER PROJECT	0	0	4	2	0	4
			Total	24	0	4	26	8	28
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE		ELECTIVE	3	0	0	3	1	3
2	DE		ELECTIVE	3	0	0	3	1	3
3	DE		ELECTIVE	3	0	0	3	1	3
4	DE		ELECTIVE	3	0	0	3	1	3
PRACTICAL									
5	PC	MBB4942	FINAL PROJECT	0	0	20	10	0	20
			Total	12	0	20	22	4	32
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

Total (24+20+26+22) = 92 Credits

SEMESTER- III - FINANCE									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4801	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4802	BANK MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4803	ADVANCED CORPORATE FINANCE	3	0	0	3	1	3
4	DE	MBC4804	FINANCIAL MARKETS AND INSTRUMENTS	3	0	0	3	1	3
5	DE	MBC4805	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING	3	0	0	3	1	3
			Total	15	0	0	15	5	15
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - FINANCE									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4901	DERIVATIVES MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4902	INTERNATIONAL FINANCE	3	0	0	3	1	3
3	DE	MBC4903	TAXATION	3	0	0	3	1	3
			Total	09	0	0	09	3	09
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III – MARKETING MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4811	CONSUMER BEHAVIOUR	3	0	0	3	1	3
2	DE	MBC4812	RETAIL MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4813	SALES AND DISTRIBUTION MANAGEMENT	3	0	0	3	1	3
4	DE	MBC4814	INTEGRATED MARKETING COMMUNICATION / PROMOTIONAL STRATEGY	3	0	0	3	1	3
5	DE	MBC4815	DIGITAL AND SOCIAL MEDIA MARKETING	3	0	0	3	1	3
			Total	15	0	0	15	5	15
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV – MARKETING MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4911	PRODUCT AND BRAND MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4912	SERVICE MARKETING	3	0	0	3	1	3
3	DE	MBC4913	INTERNATIONAL MARKETING	3	0	0	3	1	3
			Total	09	0	0	09	3	09
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III – HUMANS RESOURCE MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4821	RECRUITMENT AND SELECTION	3	0	0	3	1	3
2	DE	MBC4822	EMPLOYEE RELATIONS	3	0	0	3	1	3
3	DE	MBC4823	HR METRICS & ANALYTICS	3	0	0	3	1	3
4	DE	MBC4824	COMPENSATION AND BENEFITS MANAGEMENT	3	0	0	3	1	3
5	DE	MBC4825	PERFORMANCE MANAGEMENT SYSTEMS	3	0	0	3	1	3
			Total	15	0	0	15	5	15
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - HUMANS RESOURCE MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4921	STRATEGIC HUMAN CAPITAL MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4922	INTERNATIONAL HUMAN RESOURCES MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4923	CROSS CULTURAL MANAGEMENT	3	0	0	3	1	3
			Total	09	0	0	09	3	09
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III - SYSTEMS									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4831	INFORMATION TECHNOLOGY MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4832	E-COMMERCE TECHNOLOGY AND MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4833	KNOWLEDGE MANAGEMENT SYSTEMS	3	0	0	3	1	3
4	DE	MBC4834	DECISION SUPPORT SYSTEMS	3	0	0	3	1	3
5	DE	MBC4835	SOFTWARE DEVELOPMENT	3	0	0	3	1	3
			Total	15	0	0	15	5	15
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - SYSTEMS									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4931	ENTERPRISE RESOURCE PLANNING	3	0	0	3	1	3
2	DE	MBC4932	DATABASE MANAGEMENT SYSTEMS	3	0	0	3	1	3
3	DE	MBC4933	BUSINESS ANALYTICS & M – COMMERCE (PROPOSED)	3	0	0	3	1	3
			Total	09	0	0	09	3	09
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III - OPERATIONS									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4841	LOGISTICS MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4842	MATERIALS MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4843	TOTAL QUALITY MANAGEMENT	3	0	0	3	1	3
4	DE	MBC4844	PROJECT MANAGEMENT	3	0	0	3	1	3
5	DE	MBC4845	SERVICES OPERATIONS MANAGEMENT	3	0	0	3	1	3
			Total	15	0	0	15	5	15
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - OPERATIONS									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4941	SUPPLY CHAIN MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4942	LEAN SIX SIGMA	3	0	0	3	1	3
3	DE	MBC4943	MAINTENANCE MANAGEMENT	3	0	0	3	1	3
			Total	09	0	0	09	3	09
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III – AVIATION MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4851	AIRLINE AND AIRPORT MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4852	AIRLINE MARKETING MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4853	AIRLINE OPERATIONS AND SCHEDULING	3	0	0	3	1	3
4	DE	MBC4854	AIRLINE FINANCE	3	0	0	3	1	3
5	DE	MBC4855	AVIATION LAW	3	0	0	3	1	3
6	DE	MBC4856	AVIATION SAFETY MANAGEMENT & ACCIDENT INVESTIGATION	3	0	0	3	1	3
7	DE	MBC4857	AIR CARGO MANAGEMENT	3	0	0	3	1	3
8	DE	MBC4844	PROJECT MANAGEMENT	3	0	0	3	1	3
			Total	24	0	0	24	8	24
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV – AVIATION MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4951	AIRLINE ECONOMICS	3	0	0	3	1	3
2	DE	MBC4952	AIRLINE ADVERTISING AND SALES PROMOTION	3	0	0	3	1	3
3	DE	MBC4941	SUPPLY CHAIN MANAGEMENT	3	0	0	3	1	3
4	DE	MBC4954	CREW RESOURCE MANAGEMENT	3	0	0	3	1	3
			Total	12	0	0	12	4	12
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III - MEDIA AND ENTERTAINMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4861	FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT PAPER I	3	0	0	3	1	3
2	DE	MBC4862	FILM AND TELEVISION PRODUCTION PROGRAMMING MANAGEMENT PAPER I	3	0	0	3	1	3
3	DE	MBC4863	MEDIA BUSINESS PRACTICES PAPER I	3	0	0	3	1	3
4	DE	MBC4864	MEDIA MANAGEMENT PAPER I	3	0	0	3	1	3
5	DE	MBC4865	SOCIAL MEDIA AND RICH MEDIA PAPER I	3	0	0	3	1	3
6	DE	MBC4866	SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT PAPER I	3	0	0	3	1	3
7	DE	MBC4867	FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT PAPER II	3	0	0	3	1	3
8	DE	MBC4868	FILM AND TELEVISION PRODUCTION PROGRAMMING MANAGEMENT PAPER II	3	0	0	3	1	3
			Total	24	0	0	24	8	24
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - MEDIA AND ENTERTAINMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4961	MEDIA BUSINESS PRACTICES PAPER II	3	0	0	3	1	3
2	DE	MBC4962	MEDIA MANAGEMENT PAPER II	3	0	0	3	1	3
3	DE	MBC4963	SOCIAL MEDIA AND RICH MEDIA PAPER II	3	0	0	3	1	3
4	DE	MBC4964	SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT PAPER II	3	0	0	3	1	3
			Total	12	0	0	12	4	12
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III - HOSPITAL AND HEALTHCARE MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4871	HUMAN ANATOMY, PHYSIOLOGY AND MEDICAL TERMINOLOGY	3	0	0	3	1	3
2	DE	MBC4872	HEALTH ENVIRONMENT	3	0	0	3	1	3
3	DE	MBC4873	HOSPITAL ARCHITECTURE PLANNING, DESIGN AND MAINTENANCE	3	0	0	3	1	3
4	DE	MBC4874	HOSPITAL INFORMATION SYSTEM	3	0	0	3	1	3
5	DE	MBC4875	HOSPITAL MATERIALS MANAGEMENT	3	0	0	3	1	3
6	DE	MBC4876	HOSPITAL AND PATIENT RELATION MANAGEMENT	3	0	0	3	1	3
7	DE	MBC4877	HOSPITAL SUPPORTIVE SERVICES AND FACILITIES MANAGEMENT	3	0	0	3	1	3
8	DE	MBC4878	PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE	3	0	0	3	1	3
			Total	24	0	0	24	8	24
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - HOSPITAL AND HEALTHCARE MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4971	MEDICAL RECORDS MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4972	INTERNATIONAL HEALTH MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4973	PATIENT CARE PLANNING AND MANAGEMENT	3	0	0	3	1	3
4	DE	MBC4974	QUALITY MANAGEMENT AND HOSPITAL ACCREDITATION SYSTEMS	3	0	0	3	1	3
			Total	12	0	0	12	4	12
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III – TOURISM MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4881	HOTEL FRENCH	3	0	0	3	1	3
2	DE	MBC4882	FOOD AND BEVERAGE MANAGEMENT	3	0	0	3	1	3
3	DE	MBC4883	ROOMS DIVISION MANAGEMENT	3	0	0	3	1	3
4	DE	MBC4884	HOSPITALITY MARKETING MANAGEMENT	3	0	0	3	1	3
5	DE	MBC4885	TOURISM PRINCIPLES AND PRACTICES	3	0	0	3	1	3
6	DE	MBC4886	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	3	0	0	3	1	3
7	DE	MBC4887	HOSPITALITY LAW	3	0	0	3	1	3
8	DE	MBC4888	FACILITY MANAGEMENT	3	0	0	3	1	3
			Total	24	0	0	24	8	24
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - TOURISM MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC4981	INTERNATIONAL TOURISM MANAGEMENT	3	0	0	3	1	3
2	DE	MBC4982	FOOD AND BEVERAGE CONTROL	3	0	0	3	1	3
3	DE	MBC4983	EVENT MANAGEMENT	3	0	0	3	1	3
4	DE	MBC4984	SAFETY AND SECURITY MANAGEMENT	3	0	0	3	1	3
			Total	12	0	0	12	4	12
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III - LOGISTICS MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC48101	FUNDAMENTALS OF LOGISTICS	3	0	0	3	1	3
2	DE	MBC48102	WAREHOUSING AND DISTRIBUTION OPERATIONS	3	0	0	3	1	3
3	DE	MBC48103	FREIGHT FORWARDING (OCEAN & AIR CARGO)	3	0	0	3	1	3
4	DE	MBC48104	SURFACE TRANSPORTATION	3	0	0	3	1	3
5	DE	MBC48105	MIS FOR LOGISTICS	3	0	0	3	1	3
6	DE	MBC48106	INTERNATIONAL LOGISTICS MANAGEMENT	3	0	0	3	1	3
7	DE	MBC48107	RETAIL LOGISTICS AND E-COMMERCE	3	0	0	3	1	3
8	DE	MBC48108	LINEAR LOGISTICS	3	0	0	3	1	3
			Total	24	0	0	24	8	24

L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours

SEMESTER- IV - LOGISTICS MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC49101	BEST PRACTICES IN TRANSPORTATION	3	0	0	3	1	3
2	DE	MBC49102	COURIER, EXPRESS & PARCEL SERVICES	3	0	0	3	1	3
3	DE	MBC49103	IN-PLANT LOGISTICS	3	0	0	3	1	3
4	DE	MBC49104	DOCUMENTATION OF EXPORTS & IMPORTS	3	0	0	3	1	3
			Total	12	0	0	12	4	12
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III - SPORTS MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC48111	SPORTS ORGANIZATION AND ADMINISTRATION	3	0	0	3	1	3
2	DE	MBC48112	SPORTS FACILITIES PLANNING AND MANAGEMENT	3	0	0	3	1	3
3	DE	MBC48113	ETHICS IN SPORTS	3	0	0	3	1	3
4	DE	MBC48114	SPORTS BIOMECHANICS	3	0	0	3	1	3
5	DE	MBC48115	SPORTS PHYSIOLOGY & KINESIOLOGY	3	0	0	3	1	3
6	DE	MBC48116	SPORTS TRAINING AND CONDITIONING	3	0	0	3	1	3
7	DE	MBC48117	SPORTS MEDIA, COMMUNICATIONS & EVENT MANAGEMENT	3	0	0	3	1	3
8	DE	MBC48118	CONTEMPORARY ISSUES IN SPORTS	3	0	0	3	1	3
			Total	24	0	0	24	8	24
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- IV - SPORTS MANAGEMENT									
SL. NO	COURSE	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	DE	MBC49111	COACHING & MENTORING	3	0	0	3	1	3
2	DE	MBC49112	SPORTS BETTING AND CORRUPTION	3	0	0	3	1	3
3	DE	MBC49113	SPORTS PSYCHOLOGY & SOCIOLOGY	3	0	0	3	1	3
4	DE	MBC49114	SPORTS MEDICINE & NUTRITION	3	0	0	3	1	3
			Total	12	0	0	12	4	12
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER I

COURSE TITLE	ORGANISATIONAL BEHAVIOUR			CREDITS	3
COURSE CODE	MBB4701	COURSE CATEGORY	PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course describes about the fundamentals understanding of the interactions that occur among people in the workplace. This course provides the student with the tools to understand and evaluate individual, group and organizational processes. The student will gain an appreciation of the relevance of the study of organizational behaviour to the practice of human resource management.				
Course Objective	<ol style="list-style-type: none"> 1. To understand about the evolution of Organisational Behaviour and relevance of OB to Managerial Roles 2. To understand about the Personality, its types and Big Five personality model and Motivation 3. To understand about the group dynamics, team building, and group decision making techniques 4. To understand about the importance of leadership, and influence of leaders on individuals 5. To understand about the power, and politics, and conflicts in organisation 				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Ability to understand the importance of interpersonal skills, and the various disciplines contributing to OB 2. Familiarize with attitudes, emotions, and various theories about motivation and its relevance in work place 3. Familiarize with group think, group shift, problem solving techniques, and transforming individuals into team players. 4. Recognize the various types of leadership traits, and the various types of leadership theories. 				

	5. Familiarize with sources of power, stages of conflict, and identifying and managing functional conflicts
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Prerequisites: Management Concepts

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	1	1	1	1	1	1	-	-	-	-	-	1	2	-
CO-2	2	2	1	2	1	1	1	-	-	-	-	-	1	2	-
CO-3	2	1	1	3	3	1	1	-	-	-	-	-	1	2	-
CO-4	3	3	1	1	3	1	2	-	-	-	-	-	1	2	-
CO-5	1	1	1	1	3	1	1	-	-	-	-	-	1	2	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: FOCUS AND PURPOSE

9L

Introduction to Organizational Behaviour (OB), Managerial skills, importance of interpersonal skills, Managerial Roles, Disciplines that contribute to the OB field, Challenges and opportunities for OB, Evolution of behavioral sciences.

Practical component:

Case Study on Challenges and opportunities on OB.

Suggested Readings:

Evolution of Behavioural Sciences

**CO-1
BTL-3**

MODULE 2: INDIVIDUAL BEHAVIOUR

9L

Ability, personality, types of personality, Big five personality model, MBTI, Attitudes, Emotions, Emotional Intelligence, Perception, Influence of Perception in Decision Making, Motivation and theories of Motivation.

Practical component:

Case Study on theories of Motivation

Suggested Readings:

Big Five Personality Model

**CO-2
BTL-4**

MODULE 3: GROUP BEHAVIOUR

9L

Groups in Organizations, group think and group shift, group decision making techniques, social loafing, team building, problem solving teams, cross functional teams, team composition, transforming individuals into team players in organizations. Practical component: Case Study on Cross Functional Teams Suggested Readings: Transforming individuals into team players		CO-3 BTL-3
MODULE 4: LEADERSHIP		9L
Types of Leadership, Ethics, trust and influence, Trait theory , Behavioral theory contingency theory, Attribution theory and path goal theory. Leader member exchange theory, Fiedler's model, Leader participation model, Charismatic leaders and Transformational leaders. Practical component: Case Study on various types of leadership Suggested Readings: Examples on Charismatic Leaders and transformational leaders		CO-4 BTL-3
MODULE 5: POWER, POLITICS AND ORGANISATIONAL STRUCTURE		9L
Sources of power, Organizational Politics, Conflict in organizations, stages of conflict process, conflict management techniques, identifying and managing functional conflicts, organization climate and culture. Practical component: Case Study on resolving conflicts in organisation Suggested Readings: Organisational Culture		CO-5 BTL-3
TEXT BOOKS		
1	Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education, 11 th edition, 2018.	
2	Schermerhorn, Osborn, et al, Organizational Behavior, Wiley Publications, 12 th edition, 2013	
REFERENCE BOOKS		
1	Fred Luthans, Organizational Behavior: An Evidence - Based Approach , McGraw Hill, 12 th Edition, 2017	
2	Mcshane, Organizational Behavior, McGraw Hill , 6 th edition, 2017	
E BOOKS		
1	https://bookboon.com/en/organisational-behaviour-ebook	
2	www.free-ebooks.net/ebook/Management-and-Organization-Behavior	
MOOC		

1	https://www.mooc-list.com/course/organizational-analysis-coursera
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COURSE TITLE	MANAGERIAL (MICRO) ECONOMICS			CREDITS	3
COURSE CODE	MBB4702	COURSE CATEGORY	PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course describes about the application of economic models and rationale choice to business decision making. The topics covered includes an overview of managerial economics, the importance of analyzing demand and supply; costs of production and the organization of the firm; market structure and pricing and output decisions and also the game theory and its relation to Behavioural Economics				
Course Objective	<ol style="list-style-type: none">1. To understand about the theory of firm and demand for the commodity and market supply2. To understand about the elasticity of demand in terms of price and income and its relation to demand for the product3. To understand about the production function in terms of short run and long run and analyzing economies of scale4. To understand about the different types of market structure and its relation to firm’s equilibrium5. To understand about the Game theory and Strategic Interaction				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none">1. Ability to understand the importance of demand and supply of products and laws of demand and supply.2. Familiarize with and analyse the demand for products and services in terms of price, income and other factors3. Ability to analyse the production functions in short run and long run and its relationship with costs4. Creating the various types of market structures and finding out the firm’s equilibrium in different market structures5. Correlate the applicability of game theory in the market scenario				
Prerequisites: Management Principles, Business Operations, Basic Manufacturing unit knowledge					
CO, PO AND PSO MAPPING					

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	2	1	1	3	3	1	1	-	-	-	-	-	2	2	-
CO-2	2	1	2	2	3	1	1	-	-	-	-	-	2	2	-
CO-3	2	1	2	1	3	1	2	-	-	-	-	-	2	3	-
CO-4	3	1	1	2	2	1	1	-	-	-	-	-	2	3	-
CO-5	3	1	1	2	3	1	1	-	-	-	-	-	2	3	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														9L	
<p>The Theory of the firm – The Nature and function of Profits - The Demand for a Commodity – Market Demand – Market Supply – Adjustment to Changes in Demand and Supply.</p> <p>Practical component: Case Study on Demand and Supply of commodity</p> <p>Suggested Readings: Adjustment to Changes in Demand and Supply.</p>														CO-1 BTL-3	
MODULE 2: DEMAND ANALYSIS														9L	
<p>Price Elasticity of Demand – Income Elasticity of Demand - Cross-Price Elasticities of demand in the Real World – Total Average and Marginal Relationship – Optimization Analysis.</p> <p>Practical component: Identifying the elasticity of demand in terms of price and income for the commodities used in day to day life</p> <p>Suggested Readings: Optimization Analysis</p>														CO-2 BTL-3	
MODULE 3: PRODUCTION AND COST FUNCTION														9L	
<p>Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.</p> <p>Practical component: Case Study on analyzing economies of scale for different firms</p> <p>Suggested Readings: Relation to production to cost function</p>														CO-3 BTL-3	
MODULE 4: PERFECT AND IMPERFECT MARKET														9L	

Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition.. Practical component: Case Study on analyzing different market structures for different products Suggested Readings: Market efficiency		CO-4 BTL-3
MODULE 5: GAME THEORY AND BEHAVIORAL ECONOMICS		9L
Game Theory and Economic way of thinking – Strategic Interaction – Informal Game Theory and Modern Behavioral Economics – Challenge to Standard Economic Assumptions Practical component: Problems on Game theory Suggested Readings: Challenges to Standard Economic Assumptions		CO-5 BTL-3
TEXT BOOKS		
1	David C. Colander, Economics, McGraw Hill Education (India) Edition 2019.	
2	Dominick Salvatore, Siddhartha K Rastogi, Managerial Economics – Principles and Worldwide Applications, Oxford University Press, New Delhi, 2018.	
REFERENCE BOOKS		
1	Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.	
E BOOKS		
1	elibrary.worldbank.org	
MOOC		
1	https://www.mooc-list.com/course/introduction-managerial-economics-edx	
2	www.coursera.org/specializations/managerial-economics-business-analysis	

COURSE TITLE	LEGAL AND BUSINESS ENVIRONMENT			CREDITS	3
COURSE CODE	MBB4703	COURSE CATEGORY	PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course describes about the laws relating to contract, its nature and elements, special contracts vis a vis indemnity and guarantee. The course covers the aspects relating to corporate law in terms of incorporation, memorandum and articles. The course illustrates about the Factories Act, Payment of Wages Act, relating to Industrial Law, important provisions of Income tax and Corporate Taxes. The course describes about consumer protection and redressal mechanism and IT Act				
Course Objective	<ol style="list-style-type: none"> 1. To understand about the nature of contract act and its application in real life situations and also various special acts in contract act 2. To understand about the Corporate Law and the various provisions relating to Management, Corporate Governance 3. To understand about the Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act and Workmen Compensation Act 4. To understand about the various laws relating to Individual taxes and corporate taxes 5. To understand about the various laws relating to safeguard of consumers 				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Ability to understand the importance of contract act in business world and the various special acts to be understood in different situations 2. Familiarize with the laws relating to corporate and understand the importance of various documents like memorandum and articles 3. Ability to analyse the various acts which are meant for safeguarding employees and protecting their interests 4. Understand the various provisions relating to individual and corporate and attempting to implement in real world 5. Understand and analyse the various laws relating to protection of consumers, the ways in which the redressal mechanism works and IT Act 				

Prerequisites: Management Principles, Business Operations, Basic Manufacturing unit knowledge															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	1	2	3	1	3	1	-	-	-	-	-	1	2	-
CO-2	1	1	1	1	1	3	2	-	-	-	-	-	1	1	-
CO-3	2	2	2	2	2	3	2	-	-	-	-	-	1	2	-
CO-4	2	1	2	1	1	3	1	-	-	-	-	-	1	1	-
CO-5	3	1	2	2	2	3	1	-	-	-	-	-	3	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: MERCANTILE LAW														9L	
<p>Introduction to legal Business Environment-Sources of Law and Growth of Judicial System in India-Contract Law: Nature and Elements of Contracts-Classification-Formation-Performance, Breach-Remedies-Void, Voidable, Unenforceable, Illegal and Quasi-Contracts-Law relating to Indemnity and Guarantee, Bailment and Pledge, Sale of Goods-Agreement to Sell and sales Contracts, Warranties, Conditions, Performance and Rights of Unpaid Seller-Banking Instruments: Provisions of Negotiable Instruments for Banking and Commercial Mediums of Exchange</p> <p>Practical component: Case Laws on Contract Act</p> <p>Suggested Readings: Rights of an Unpaid Seller.</p>														CO-1 BTL-3	
MODULE 2: CORPORATE LAW														9L	
<p>Nature, Definitions, Types and Classification of Companies, Incorporation, Memorandum and Articles of Association, Prospectus, Important provisions of Companies Act 2013 relating to Management, Corporate Governance and Winding</p> <p>Practical component: Analysing the Memorandum and Articles of Association of a company</p> <p>Suggested Readings: Corporate Governance</p>														CO-2 BTL-3	
MODULE 3: INDUSTRIAL LAW														9L	
<p>Overview of-Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act and Workmen Compensation Act.</p> <p>Practical component: Case Study on Workmen Compensation Act</p>														CO-3 BTL-3	

Suggested Readings: Bonus paid by companies		
MODULE 4: INCOME TAX LAW AND GOODS AND SERVICES ACT		9L
Important provisions of Income Tax Act relating to Individual and Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST Practical component: Identifying the residential status of individuals Suggested Readings: Collection of GST among different states		CO-4 BTL-3
MODULE 5: CONSUMER PROTECTION LAWS AND INFORMATION TECHNOLOGY ACT		9L
Consumer Movement In India, Scope of Coverage, Redressal Mechanisms and RTI Act; Information Technology Act 2000 with latest Amendments Practical component: Case Laws on Consumer Protection Act Suggested Readings: Latest Amendments in Information Technology Act		CO-5 BTL-3
TEXT BOOKS		
1	Balachandran, V and Thothadri , S. Business Law , 2 nd ed.,Tata Mcgraw Hill , 2009	
2	Elements of Mercantile Law- N.D.Kapoor, SULTAN CHAND & SONS, 34 th Edition, 2010.	
REFERENCE BOOKS		
1	RESPECTIVE BARE ACTS	
2	COMPENDIUM OF SUPREME COURT CASES;	
3	LAW JOURNAL	
E BOOKS		
1	http://www.freebookcentre.net/Law/Law-Books.html	
2	http://197.14.51.10:81/pmb/DROIT/1405899646.pdf	
MOOC		
1	www.mooc-list.com/tags/business-law	
2	https://www.mooc-list.com/course/business-law-wma	

COURSE TITLE	CORPORATE GOVERNANCE & BUSINESS ETHICS			CREDITS	3
COURSE CODE	MBB4704	COURSE CATEGORY	PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course describes about the structure, principles, sources of corporate governance and best practices. It also includes the role and responsibilities of shareholders (principals), the boards of directors (the principals' representatives), and the executive management (agent). They also include executive compensation policies, boardroom structure and practices, corporate disclosure and transparency, and the value of the shareholder vote. The course looks into corporate governance ethics and the environmental concerns as a result of unethical behavior. The course suggests the framework for effective corporate governance, and the role of corporate governance in transition economies.				
Course Objective	<ol style="list-style-type: none"> 1. To understand about the structure of corporate governance, its principle, mechanism and also the importance and values of business ethics 2. To understand about the rights and privileges of shareholders, and the role of auditors in protecting the public interests 3. To understand about the ethics, the roots of unethical behavior leading to environmental concerns 4. To understand about the corporate governance in transition economies and the framework for effective corporate governance 5. To understand about the roles and responsibilities of stakeholders, government and whistle blowing 				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Interpret the accountability hierarchy from a corporate governance and ethical perspective 2. Use ethical theories and frameworks to analyze ethical dilemmas in business and resolve practical problems 3. Identify different stakeholders and understand why they may hold differing perspectives on ethical issues 4. Review issues and address risks related to regulatory framework 5. Understand key legal and regulatory obligations imposed on corporations 				

Prerequisites: Nil															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	1	3	3	1	1	1	-	-	-	-	-	1	2	-
CO-2	3	1	1	3	1	1	2	-	-	-	-	-	1	1	-
CO-3	1	1	1	2	1	1	2	-	-	-	-	-	1	2	-
CO-4	1	1	1	1	1	1	1	-	-	-	-	-	1	1	-
CO-5	2	1	2	2	1	1	1	-	-	-	-	-	3	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: CORPORATE GOVERNANCE AND ETHICS – INTRODUCTION														9L	
Corporate Governance, Definition, Aspects, Structure, Principles, Function, Mechanism, Sources, Global Convergence, Best Practices Business Ethics, Definition, Evolution, Theories, Values, Characteristics of an Ethical Organisation Practical component: Collecting various corporate governance from different companies Suggested Readings: Best Practices of Corporate Governance														CO-1 BTL-3	
MODULE 2: AGENTS OF CORPORATE ETHICS														9L	
Rights and privileges of share holders, Corporate Governance and stakeholders, Role of Auditors, Ethics of Consumer Protection Practical component: Analysing the role of auditors Suggested Readings: Ethics of Consumer Protection														CO-2 BTL-3	
MODULE 3: ETHICS AND GOVERNANCE														9L	
Corporate Governance Ethics, Roots of Unethical Behaviour, Environmental concerns, Role of Media and Advertising, Role of public policies in governing business. Practical component: Case Study on Unethical Behaviour Suggested Readings: Role of public policies in governing business														CO-3 BTL-3	
MODULE 4: CONTEMPORARY ISSUES														9L	

Corporate Governance in Developing and Transition Economies, Models, The Indian Scenario, Framework for effective Corporate Governance, Ethical Issues in Management Practical component: Case Study on Ethical Issues in Management Suggested Readings: Contemporary issues in The Indian Scenario		CO-4 BTL-3
MODULE 5: REGULATORY BODIES AND CSR		9L
Regulatory Bodies, Stakeholders’ Role and Responsibility, Role of government in ensuring Corporate Governance, Corporate Social Responsibility, Methods and means of checking corruption, Whistle blowing Practical component: Case Laws on Consumer Protection Act Suggested Readings: Role of government in ensuring Corporate Governance		CO-5 BTL-3
TEXT BOOKS		
1	Business Ethics and Corporate Governance (Principles & Practice), S S Khanka, S. CHAND Publications 2014	
2	Business Ethics and Corporate Governance , Fernando A.C., Pearson 2012	
REFERENCE BOOKS		
1	Corporate Governance: Principles, Policies and Practices, A C Fernando, E K Satheesh, K P Muraleedharan, Pearson 2018	
2	The SAGE Handbook of Corporate Governance, Thomas Clarke & Douglas Branson, SAGE Publications, 2012	
E BOOKS		
1.	https://bookboon.com/en/corporate-governance-and-international-business-ebook	
2.	https://blogs.cfainstitute.org/investor/2013/01/17/the-best-learning-resources-on-corporate-governance-robert-ag-monks-shares-his-picks/	
MOOC		
1	https://www.coursera.org/lecture/change-for-the-finance-professional/defining-corporate-governance-qfDfl	
2	https://www.coursera.org/learn/media-ethics-governance	

COURSE TITLE		FINANCIAL REPORTING, STATEMENTS AND ANALYSIS								CREDITS			3		
COURSE CODE		MBB4705			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE	
15%		15%				10%			5%		5%			50%	
Course Description		This course provides an introduction to the objectives, principles, assumptions and concepts of financial accounting. It focuses on procedures and practices from the accounting cycle through financial statement presentation with an emphasis on recognizing, valuing, reporting, and disclosing assets, liabilities, and equity. This course presumes no previous accounting knowledge.													
Course Objective		1. To understand about the basic concepts and conventions of financial accounting, Generally accepted accounting principles 2. To understand about the basic mechanics of accounting 3. To understand about the importance of final accounts, the importance of depreciation, and the preparation of Financial Statements as per Companies Act 4. To understand about the requirements of Companies Act, 2013 and the disclosure of Accounting Policies 5. To understand about the analysis and interpretation of financial statements													
Course Outcome		1.To classify and record the transactions according to Indian accounting system 2. To apply the concept of accounting cycle 3. To prepare and analyze various financial statements 4. To able to prepare financial statements of corporate entities 5. To analyze and interpret the values in financial statements in a clear and comparative way													
Prerequisites: Basic Accounting Knowledge															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	1	1	1	1	1	1	-	-	-	-	-	1	2	-
CO-2	3	1	1	1	1	1	2	-	-	-	-	-	1	1	-

CO-3	1	1	1	1	1	1	2	-	-	-	-	-	1	2	-
CO-4	1	1	1	1	1	1	1	-	-	-	-	-	1	1	-
CO-5	2	1	2	2	1	1	1	-	-	-	-	-	1	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: ACCOUNTING CONCEPTS, PRINCIPLES, BASES AND POLICIES														9L	
<p>Introduction to Financial, Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and Profit & Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting- Accounting Standards - Scope and functions of Accounting Standards Board- International Financial Reporting System</p> <p>Practical component: Case Study on various types of Accounting</p> <p>Suggested Readings: Accounting Standards</p>														CO-1 BTL-3	
MODULE 2: ACCOUNTING MECHANICS														9L	
<p>Meaning of double entry accounting- Classification of accounts under Traditional approach and under Accounting Equation approach- Transactions and events-Meaning and roles of debit and credit- writing up Journals, passing journal entries, Introduction to various Secondary Books of account- Posting to Ledger- Depreciation methods and accounting- Inventory valuation methods - Preparing Trial balance, Adjustment entries</p> <p>Practical component: Practical Problems on Journal, Secondary books and Depreciation</p> <p>Suggested Readings: Transaction and Events</p>														CO-2 BTL-4	
MODULE 3: FINANCIAL STATEMENT PREPARATION														9L	
<p>Final Accounts: Introduction , Adjustments before preparing final accounts , Depreciation , Bad Debts and accounting treatment of bad debts , Provision for doubtful debts , Reserves for Discount on Debtors and Creditors , Closing Stock-Preparation of Trading Account, Profit and Loss Account and Balance Sheet as Per Companies Act. Financial Statement as Per Companies Act 2013</p> <p>Practical component: Solving problems final accounts</p> <p>Suggested Readings: Financial Statement as Per Companies Act 2013</p>														CO-3 BTL-4	
MODULE 4: FINANCIAL REPORTING														9L	

Requirements as per the Companies Act, 2013, Management Discussion and Analysis (MD&A) Directors Report, Auditors Report, Financial Statements and Notes to Accounts (Schedule III), Statement of changes in equity, Non-controlling interest, Revenue Recognition, Segment reporting, Disclosure of Accounting Policies, Related Party Disclosures, Voluntary Disclosures, Convergence of Indian Accounting Standards with IFRS. Practical component: Preparation of Financial statements as per Companies Act, 2013 Suggested Readings: Convergence of Indian Accounting Standards with IFRS.		CO-4 BTL-4
MODULE 5: FINANCIAL STATEMENT ANALYSIS		9L
Meaning and type of Financial statement-Analysis and interpretation of financial statements-Types of financial analysis- Techniques of financial analysis- Limitations-Ratio Analysis, Meaning of Ratios, Classification of ratios, Advantages and Limitations, Inter firm and Intra firm comparison using ratio analysis- Cash flow analysis, preparation of Cash flow statement, Utility and Limitations of Cash flow statements. - Practical exposure to Accounting software (Tally or Wings). Practical component: Solving problems on analysis and interpretation of financial statements Suggested Readings: Practical exposure to Accounting software		CO-5 BTL-4
TEXT BOOKS		
1	M.Y.Khan & P.K.Jain - Management Accounting, Tata McGraw Hill publishing company Ltd., 2011	
2	M.A.Sahaf - Management Accounting (Principles & Practice): Vikas Publishing House Pvt. Ltd., 2010	
REFERENCE BOOKS		
1	R.Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt., Ltd., 2003	
2	Bhattacharya S.K., John Dearden - Accounting for Management text and cases - Vikas publishing house, New Delhi, 2001	
3	Dr.S.N. Maheshwari- Principle of Management Accounting: Sultan Chand & Sons, New Delhi, 2010	
E BOOKS		
1	http://www.freebookkeepinghelp.com/accounting-textbooks - ebooks.html	
2	http://bookboon.com/en/accounting-and-finance-ebooks	
MOOC		
1	https://www.coursera.org/learn/uva-darden-financial-accounting	
2	https://www.coursera.org/learn/financial-accounting-basics	

COURSE TITLE	ENTREPRENEURSHIP AND INNOVATION			CREDITS	3
COURSE CODE	MBB4706	COURSE CATEGORY	PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course is designed for those interested in starting their own business, either as their primary income or extra income, including individual contributor businesses The curriculum is centered on three key aspects of entrepreneurship: 1) the individual, their traits, skills, and attributes that make entrepreneurs successful, 2) the business ideas, how to generate them, where to look for them, how to expand them, and 3) how to ensure they are valid business ideas with potential to meet profit goals. These elements, developed in the course, will assist any current or potential entrepreneur develop and grow a business now or in the future.				
Course Objective	<ol style="list-style-type: none"> 1. To understand about the concept of entrepreneurship and dimensions of entrepreneurship, innovation and design thinking 2. To understand about the new venture creation and identifying attributes of strategic resources and understanding about SWOT 3. To understand about the nature of planning in emerging ventures and forms of business ownership 4. To understand about the importance of business plan and the art of pitching 5. To understand about the problems and issues and support services required for small businesses 				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur. 2. Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs 				

	<div>3. Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.</div> <div>4. Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.</div> <div>5. Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units</div>														
Prerequisites: Basics of Marketing/Finance, Business Environment and Managerial Theories															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	3	2	2	3	2	1	-	-	-	-	-	1	2	-
CO-2	1	1	2	1	1	1	2	-	-	-	-	-	1	1	-
CO-3	1	1	1	1	1	1	1	-	-	-	-	-	1	2	-
CO-4	1	1	1	1	1	1	1	-	-	-	-	-	1	1	-
CO-5	2	1	2	2	1	1	1	-	-	-	-	-	3	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: ENTREPRENEURIAL COMPETENCE														9L	
<div>Entrepreneurship concept – Entrepreneurship as a Career – dimensions of Entrepreneurial Competencies – Entrepreneurial assessment - Part-time vs. Full time Entrepreneurship – Intrapreneurship – Role of Mentors. Innovation and Entrepreneurship – Design Thinking – Process.</div> <div>Practical component:</div> <div>Case study on successful entrepreneurs</div> <div>Suggested Readings:</div> <div>Part-time vs. Full time Entrepreneurship</div>														CO-1 BTL-3	
MODULE 2: ENTERPRISE PROMOTION														9L	
<div>New Venture Creation – Resources, Capabilities, and strategies – identifying attributes of strategic resources – Opportunity Analysis – innovator or imitator – SWOT analysis – Internal and External Environment Analysis – Industry Analysis – Embryonic Companies and Spin off’s – Opportunities in Emerging/Transition/Decline industries – Porter’s five forces model – Startup India – Make in India – Govt. Support Schemes for Startups</div> <div>Practical component:</div> <div>Case Study on SWOT Analysis</div> <div>Suggested Readings:</div>														CO-2 BTL-4	

Make in India – Govt. Support Schemes for Startups	
MODULE 3: STRATEGIC PLANNING FOR EMERGING VENTURES	9L
<p>The nature of planning in emerging firms – Strategic planning and its value – Entry Wedge – Resource based strategies – First mover advantage – Isolating Mechanisms – Industry stages and Strategy – Evaluating Strategy and Entrepreneurial Opportunities. Structural Planning – Forms of business ownership – Franchising – networking and alliances – Buying an existing business – Identifying the right Business Model Canvas – Seven Domains of John Mullins.</p> <p>Practical component: Case Study on Entrepreneurial opportunities</p> <p>Suggested Readings: Seven Domains of John Mullins.</p>	CO-3 BTL-4
MODULE 4: BUSINESS PLAN PREPARATION & PITCHING	9L
<p>Business Plan – Myths, importance, content, sections – expectations of investors – Dos and Don'ts – innovative methods of presenting a business plan – mind map, animated videos, etc.</p> <p>Incubators, Accelerators, Angels, VCs and Crowd funding – Expectation of investors - Art of Pitching – importance, types - Elevator pitch, 3 minutes pitch, etc</p> <p>Practical component: Art of Pitching</p> <p>Suggested Readings: Incubators, Accelerators, Angels, VCs and Crowd funding</p>	CO-4 BTL-4
MODULE 5: STRATEGIC EVALUATION	9L
<p>Issues-Problems-Response to Enterprise Problems - Business Development Services – Definition, Scope - Support Services Required By Small Enterprises - Important Support Schemes from Government – Industrial Sickness – Definition – Causes – Symptoms – Prediction – Revival – Managerial Deficiencies - Revival of Sick unit – BIFR and SICA's Role – Strategic Choices in Decline industries – Leadership – Niche – Harvest – Divest – Turnaround Strategies..</p> <p>Practical component: Case study on sickness of firms</p> <p>Suggested Readings: Important Support Schemes from Government</p>	CO-5 BTL-4
TEXT BOOKS	

1	D.F.Kuratko and T.V.Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.
2	Abrams (2016). The Successful Business Plan: Secrets and Strategies. Planning Shop, USA, 6 th Edition
REFERENCE BOOKS	
1	Raj Shankar (2012). Entrepreneurship: Theory & Practice. Vijay Nicole
2	Hisrich et.al (2010). Entrepreneurship. Tata McGraw Hill, New Delhi
3	Dollinger (2003). Entrepreneurship. Pearson, New Delhi
E BOOKS	
1	http://www.freebookcentre.net/Business/Entrepreneurship
MOOC	
1	www.mooc-list.com/tags/entrepreneurship

COURSE TITLE	BUSINESS STATISTICS & ANALYTICS FOR DECISION MAKING			CREDITS	4
COURSE CODE	MBB4707	COURSE CATEGORY	PC	L-T-P-S	3-1-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course is designed to learn statistical techniques for further study in business, economics, and finance. The course covers descriptive statistics, probability, discrete and continuous random variables, estimation, hypothesis testing, regression analysis. The course emphasizes statistics to solve management problems				
Course Objective	<ol style="list-style-type: none"> 1. To understand about the strength and direction of relationship between two variables and the linearity between them using correlation analysis and the regression analysis 2. To understand and recognize the relevance and applications of probability in decision making 3. To understand about the population by taking a sample from an entire population and use it to describe about the population. 4. To understand about the importance of hypothesis testing as a crucial component in decision making where one of the competing options needs to be selected. 5. To understand about the importance of chi square test as a crucial component in decision making where more than two population proportions can be considered equal. 				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Ability to understand the concept of Correlation, Regression and Time Series Analysis. 2. Ability to apply the knowledge of Probability theory and extend its applications to normal distribution 3. To understand the concept of Sampling distribution and apply the techniques in estimating the population parameter. 4. Ability to formulate hypothesis and applying test of hypothesis in various Test of level of significance for decision making. 				

	5. Ability to understand the concept of Non-Parametric tests and its application to test the level of significance in different form of Non-parametric tests, in the process of decision making														
Prerequisites: Basics of Statistics															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	3	2	2	3	2	1	-	-	-	-	-	1	2	-
CO-2	1	1	2	1	1	1	2	-	-	-	-	-	1	1	-
CO-3	1	1	1	1	1	1	1	-	-	-	-	-	1	2	-
CO-4	1	1	1	1	1	1	1	-	-	-	-	-	1	1	-
CO-5	2	1	2	2	1	1	1	-	-	-	-	-	3	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: CORRELATION, REGRESSION AND TIME SERIES ANALYSIS													12L		
Correlation analysis – Simple applications – regression Analysis – Time Series Analysis – Variations in Time Series, trend analysis, Cyclical variations, Seasonal variations. Practical component: Solving problems on Correlation, Regression and Time Series Suggested Readings: Variations in Time series													CO-1 BTL-4		
MODULE 2: PROBABILITY													12L		
Basic definitions and rules for Probability, Conditional probability – Baye’s Theorem Random variables – Mathematical Expectation – Normal Distribution Practical component: Solving problems on Normal Distribution Suggested Readings: Baye’s Theorem													CO-2 BTL-4		
MODULE 3: SAMPLING DISTRIBUTIONS AND ESTIMATION													12L		
Introduction to Sampling distributions – Sampling distribution of mean and proportion - Application of Central limit theorem – Sampling Techniques – Estimation: Point of Interval – Estimation for population parameters of large samples and small samples – Determining the Sample size Practical component: Solving problems on Sampling distribution Suggested Readings:													CO-3 BTL-4		

Determining the Sample size.		
MODULE 4: TESTING OF HYPOTHESIS - PARAMETRIC TESTS		12L
Hypothesis testing: One sample and two sample tests for mean and proportion of Large samples – One sample and two sample tests for means of small samples (t test) – F test for two sample standard deviations – ANOVA One and Two way classification Practical component: Solving problems on Hypothesis Testing Suggested Readings: Practical applications of Hypothesis testing		CO-4 BTL-4
MODULE 5: NON-PARAMETRIC TESTS		12L
Chi-square Test for Independence of attributes and goodness of fit – Sign test for paired data – Mann-Whitney U Test and Kruskal Wallis test – One sample run test Practical component: Solving problems on Chi square Suggested Readings: Mann-Whitney U Test and Kruskal Wallis test		CO-5 BTL-4
TEXT BOOKS		
1	Dr. S. P. Gupta (2012) -- “Statistical Methods” – Sultan Chand & Sons , New Delhi	
2	Srivatsava T.N. and Shailaja Rego – Tata McGraw Hill, 2008	
REFERENCE BOOKS		
1	Levine D.M.Krehbiel T.C and Berenson M.L. – “Business Statistics” – A First Course Pearson Education Asia, 2 nd Edition, New Delhi, 2002	
2	Gupta S.C and Kapoor V.K. – “Fundamentals of Mathematical Statistics” – Sultan Chand and Sons, New Delhi, 2002	
3	Bowerman B.L. Connel R.T.O. and Hand M.L. – “Business Statistics in Practice”. 2 nd edition – McGraw Hill/Irwin, 2001	
E BOOKS		
1	www.chegg.com/textbooks/business-statistics-analytics-for-decision-making	
MOOC		
1	www.mooc-list.com/tags/business-analytics	
2	www.coursera.org/specializations/business-statistics-analysis	

COURSE TITLE	BUSINESS COMMUNICATION (PRACTICAL)			CREDITS	2
COURSE CODE	MBB4708	COURSE CATEGORY	PC	L-T-P-S	0-0-4-0
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-5
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course is designed to apply the principles of business communication through creation of effective business documents and oral presentations. The course includes study and application of team communication and use of technology to facilitate the communication process				
Course Objective	<div>1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation</div> <div>2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.</div> <div>3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication</div> <div>4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.</div> <div>5. To develop the ability to research and write a documented paper and/or to give an oral presentation.</div>				
Course Outcome	<div>1. To understand and apply business communication strategies and principles to prepare effective communication for domestic and international business situations</div> <div>2. Acquire in-depth knowledge of principles of employment and oral communication</div> <div>3. To demonstrate clear, concise, thoughtful and good understanding of effective business writing using accurate research and reporting.</div> <div>4. To demonstrate a good understanding of Business etiquette and relationship building skills, developing & delivering effective presentations.</div> <div>5. Comprehend the function of public relations, design a strategic communication plan within the business context</div>				
Prerequisites: Basics of Communication, Etiquettes					

CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	3	2	2	3	2	1	-	-	-	-	-	1	2	-
CO-2	1	1	2	1	1	1	2	-	-	-	-	-	1	1	-
CO-3	1	1	1	1	1	1	1	-	-	-	-	-	1	2	-
CO-4	1	1	1	1	1	1	1	-	-	-	-	-	1	1	-
CO-5	2	1	2	2	1	1	1	-	-	-	-	-	3	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO BUSINESS COMMUNICATION														6L	
Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers and gateways in communication, 7C's of communication, ethical considerations for business communication. Practical component: Examples for 7C's of communication Suggested Readings: Ethical considerations in business communication														CO-1 BTL-5	
MODULE 2: EMPLOYMENT COMMUNICATION														6L	
Resume Writing-planning, organizing contents, layout, guidelines for good resume; Application Letter, Group Discussions- nature, uses & importance, guidelines for GD, Interview, types of interview; guidelines for candidate and interviewers preparation; Practice Mock Interview in classrooms ORAL COMMUNICATION, principles of successful oral communication, Art of Public Speaking, effective listening, non-verbal communication, body language, paralanguage Practical component: Individual Presentations Suggested Readings: Paralanguage														CO-2 BTL-5	
MODULE 3: WRITTEN COMMUNICATION														6L	
Purpose of writing, pros & cons of written communication, principles of effective writing, writing technique. BUSINESS LETTER & REPORTS - Introduction to Business letters, types of business letters; Reports - definition & purpose, structure, types, format and drafting of various types of business reports Practical component: Various forms of letter writing														CO-3 BTL-5	

Suggested Readings: Principles of effective writing		
MODULE 4: GROUP COMMUNICATION		6L
Meetings: need, importance & planning of meetings, drafting of - notice, agenda, minutes & resolutions of meetings, writing memorandum, press release, press conference, Business etiquettes-netiquettes, telephonic & table etiquettes. PRESENTATION SKILLS - what is a presentation? elements of presentation, 4Ps of presentation, structuring, rehearsing and delivery methods Practical component: Presentation Suggested Readings: Business etiquettes		CO-4 BTL-5
MODULE 5: CORPORATE COMMUNICATION		6L
Definition, importance, scope & components of corporate communication, professional communicator responsibilities, corporate communication & public relation, role of social media in communication. CASE METHOD OF LEARNING: Dimensions of a Case, Case Discussion, Usefulness of the Case Method, Training of Managers, Use the Case Method Practical component: Case study as a solving tool Suggested Readings: Role of social media		CO-5 BTL-5
TEXT BOOKS		
1	Lesikar RV & Pettit Jr. JD (2012)- Basic Business Communication : Theory & Application (Tata Mc Graw Hill)	
2	Raman,Meenakshi,Prakash Singh (2011)-Business Communication(Oxford University Press)	
REFERENCE BOOKS		
1	Rizwi Ashraf (2006) - Effective Technical Communication (Tata Mc Graw Hill)	
2	Krizan, Buddy, Merrier (2012) - Effective Business Communication (Cengage Learning)	
3	P.D. Chaturvedi (2014) - Business Communication (Pearson Education)	
E BOOKS		
1	bookboon.com/en/business-communication	
2	http://www.e-booksdirectory.com	
MOOC		
1	www.mooc-list.com/tags/business-communication	
2	www.coursera.org	

SEMESTER II

Course Title	RESEARCH METHODS IN BUSINESS									Credits		4			
Course Code	MBB4721			Course Category			PC- PROFESSIONAL COURSE			Course Code		MBB4721			
Version	1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-3			
ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE			
15%	15%			10%			5%			5%		50%			
Course Description	This course introduces students to the business research methods in business mainly centered on statistical aspects.														
Course Objective	1. To familiarize students with basic of research and the research process. 2. To help students in conducting research work and making research reports.														
Course Outcome	Upon completion of this course, the students will be able to 1. Apply a range of quantitative or qualitative research techniques to business and management problems. 2. Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making. 3. Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.														
Prerequisites: CSB231 – Basics of statistics															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															

MODULE – 1: INTRODUCTION, RESEARCH PROCESS & RESEARCH DESIGN		6L
Business research – Definitions and significance – The Research Process - Types of Research – Exploratory and Causal research – <i>Theoretical and empirical research</i> – Cross Sectional and Longitudinal studies – research hypothesis – hypothesis testing		CO-1 BTL-2
MODULE – 2: RESEARCH DESIGN AND MEASUREMENT		6L
Research design – Definition – types of research design – Explorative and Causal Research design – Descriptive and experimental design – <i>different types of experimental Design</i> – validity of research design – Internal and external validity – Variable in research – Measurement and scaling – Different scales		CO-2 BTL-2
MODULE – 3: DATA COLLECTION		6L
Types of data – Primary and Secondary data – <i>Survey vs Observation</i> – Experiments – Construction of Questionnaire and instrument validation of questionnaire – Sampling plan – Sample size – Sampling techniques – Random and non-random Sampling methods		CO-3 BTL-3
MODULE – 4: DATA PREPARATION AND ANALYSIS		6L
Data preparation – editing – coding – <i>validity of data</i> – multivariate statistical Techniques – Factor Analysis – Discriminant analysis – Cluster analysis - multiple regression And Correlation – Application of SPSS package		CO-4 BTL-2
MODULE – 5: RESEARCH REPORT		6L
Research Report – different types – contents of report – report writing – lay out of report - need of executive summary – <i>chapterisation – contents of chapter</i> – the role of audience – result section – recommendation and implementation section		CO-5 BTL-2
TEXT BOOKS		
1.	Donald R. Cooper and Ramcis S. Schindler, - Business Research Methods – Tata McGraw Hill Publishing Company Limited, New Delhi, 2000	
REFERENCE BOOKS		
1.	Uma Sekaran. Research Methods for Business – John Wiley and Sons Inc., New York, 2000	
2.	Donald H. Mc. Burney, Research Methods, Thomson Asia P. Ltd – Singapore, 2002	
E BOOKS		
1.	www.free-ebooks.net/ebook/Business-Research-Methodology	
MOOC		
1.	www.coursera.org	
2.	www.mooc-list.com/tags/research-methods	

Course Title	OPERATIONS MANAGEMENT (Common to MBA General, M&A, Aviation, HHM, HOSPITALITY MGMT)			Credits	3
Course Code	MBB4722	Course Category	PC - PROFESSIONAL COURSE	L-T-P-S	3-1-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	Operating Management introduces operation function in an organisation, helping you understand how managers design, and use, manage and improve systems and processes to create value to their customer effectively and efficiently.
Course Objective	<ol style="list-style-type: none"> 1. Appreciate the strategic role of OM in creating and enhancing a firm's competitive advantages 2. Understand key concepts and issues of OM in both manufacturing and service organisation 3. Analyse business processes in services/manufacturing for improvement.
Course Outcome	<ol style="list-style-type: none"> 1. Understanding the competitive advantage and trade-offs 2. Enabling the importance of facility layout and line balancing 3. illustrating different techniques in forecasting and inventory management techniques 4. Analysing supply chain management and MRP to enhancing operations knowledge 5. Understanding the project, Quality and Sustainable operations Management to enhancing updated production knowledge.

Prerequisites: Management Principles, Business Operations, Basic Manufacturing unit knowledge.

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-

CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION TO OPERATIONS MANAGEMENT														6L	
Operations as a source of competitive advantage; <i>Trade-offs</i> and combinations, Process Analysis, Difference between Manufacturing and Service Operations														CO-1 BTL-2	
MODULE – 2: FACILITY LAYOUT AND LINE BALANCING														6L	
Product, Process Matrix, capacity planning- <i>Process Selection</i> and Facility layout: Designing product and process layouts and line balancing.														CO-2 BTL-2	
MODULE – 3: FORECASTING AND INVENTORY MANAGEMENT														6L	
Forecasting and its types, Inventory Management: <i>Deterministic demand model</i> –EOQ-Continuous and Periodic review Inventory models.														CO-3 BTL-3	
MODULE – 4: SUPPLY CHAIN MANAGEMENT AND MRP														6L	
Supply chain management; Lean vs Agile supply chains; <i>Aggregate Production Planning</i> ; Master Production Schedule and MRP.														CO-4 BTL-2	
MODULE – 5: PROJECT MANAGEMENT														6L	
Project Management, <i>Quality management</i> and Sustainable Operations Management.														CO-5 BTL-2	
TEXT BOOKS															
1.		R. Paneer Selvam, Production and Operations Management, Prentice Hall of India, 2002.													
2.		Sang M Lee and Marc J Schniederjans, Operation Management, All India Publishers and Distributors, First Indian edition 1997.													
REFERENCE BOOKS															
1.		Robert H. Lowson, Strategic operations Management (The new competitive advantage), Vikas Publishing House, First Indian reprint 2003													
E BOOKS															
1.		www.free-ebooks.net/ebook/Business-Research-Methodology													
MOOC															
1.		www.coursera.org													
2.		www.mooc-list.com/tags/research-methods													

Course Title	MARKETING MANAGEMENT (Common to MBA General, M & A, Aviation, HHM, HOSPITALITY MGMT.)			Credits	3
Course Code	MBB4723	Course Category	PC - PROFESSIONAL COURSE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	Marketing Management is a course that examines the role and importance of marketing in the firm and other organisation.
Course Objective	1.To enhance your knowledge about marketing theories, principles, strategies and concepts how they are applied 2.To provide you with opportunities to analyse marketing activities within the firm 3.To allow you to apply marketing concepts and theories to realistic marketing situations.
Course Outcome	Upon completion of this course, the students will be able to 1. Understand The principles of marketing, outlined in marketing environmental study. 2.Enabling the importance of buyer behaviour and market segmentation 3. illustrating product, product mix and production life cycle for developing marketing skills 4.Analysing the pricing and physical distribution systems to enhancing marketing knowledge 5. Understanding the Branding decisions, image, Identity, and personality to positioning the Brand

Prerequisites: Management Principles, Types of Business, Management Theories

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: MARKETING CONCEPTS, FUNCTIONS AND ENVIRONMENTAL FACTORS														6L	
Definition of Marketing Management- Concepts - Importance – Functions. <i>Analyzing Marketing Environment and Competition:</i> various environmental factors affecting the marketing function.														CO-1 BTL-2	
MODULE – 2: CONSUMER BEHAVIOUR AND MARKET SEGMENTATION														6L	
Consumer Behaviour - Buying motives. Market Segmentation - bases - Target Marketing - <i>Positioning for Competitive Advantage</i> - Product/ Service.														CO-2 BTL-2	
MODULE – 3: PRODUCTS, MIX, LIFECYCLE														6L	
The Product - Product Classification - <i>Product Life Cycle (PLC)</i> - Product mix - modification & elimination - packing - Developing new Products- strategies.														CO-3 BTL-3	
MODULE – 4: PRICING & PHYSICAL DISTRIBUTION														6L	
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – <i>Multi product pricing</i> .														CO-4 BTL-2	
MODULE – 5: BRANDING DECISIONS														6L	
Physical distribution - <i>Management of physical distribution</i> - marketing risks.														CO-5 BTL-2	
TEXT BOOKS															
1.		Philip Kotler (2014) - Marketing Management													
2.		R.S.N. Pillai (2010) - Marketing Management													
REFERENCE BOOKS															
1.		Cundiff and Still - Fundamentals of modern marketing, 2002													
2.		Nanda Kumar - Marketing Management, 2001													
E BOOKS															
1.		http://www.freebookcentre.net/Business/Marketing													
MOOC															
1.		www.coursera.org/learn/marketing-management													
2.		www.mooc-list.com/tags/marketing-management													

Course Title		HUMAN RESOURCES MANAGEMENT						Credits		4					
Course Code		DMBB1724		Course Category				L-T-P-S		3-1-0-2					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-4					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		This course provides an Introduction to the various functions of human resource management, Including compensation and benefits, staffing, recruitment and selection, research, labour relations, training and development, health and safety, planning, mediation and arbitration.													
Course Objective		1. Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions; 2. Know the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element’s key concepts & terminology; and 3. Apply the principles and techniques of human resource management gained through this course to the discussion of major personnel issues and the solution of typical case problems.													
Course Outcome		1. Demonstrate an understanding of Human Resources and varied applications. 2. Ability to implement Human Resource planning. 3.Explore performance Appraisal Methods and use appropriate method 4. Analysing the training needs and effectively use for capacity building and career development. 5. Critically use managerial skills to negotiate, build and expand network.													
Pre-requisites: Personality theories, Motivation theories															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction														6L	
Nature and scope of Human Resources Management – Introduction, <i>HR as a Factor of Competitive Advantage</i> , Line and staff responsibility of HR Managers.														CO-1 BTL-2	
MODULE – 2: Human Resource Planning														6L	
Concept of HR planning –Characteristics–Steps in HR planning – <i>Job Analysis</i> –Factors affecting recruitment–sources of recruitment – Recruitment & Selection process–HRD.														CO-2 BTL-2	
MODULE – 3: Performance Appraisal														6L	
Performance Appraisal-methods, limitations and problems, ethics, Potential Appraisals, Compensation Management-job evaluation, wage/ salary fixation, incentives, bonus, <i>ESOPs, Fringe Benefits</i> , Career Planning & Development, Employee Separations, Downsizing & Outplacement , HRIS, Fundamentals of Industrial Relations and Fundamentals of Labour Laws.														CO-3 BTL-3	
MODULE – 4: TRAINING AND DEVELOPMENT														6L	
Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Training need analysis-Delivery Methodology- Evaluation- <i>Capacity Building</i> - Competency Mapping- Transfer – Promotion and termination of services – Career development.														CO-4 BTL-2	
MODULE – 5: Managerial Skills for Effectiveness														6L	
Building organizational culture- team management- networking skills- interaction across business functions- collaboration and presentation skills- development of a project that addresses an organizational challenge- Building peer support for team's projects- Identifying operational and strategic gaps- identifying mentor to support professional development- Understand leadership challenges and strategies- <i>Negotiation & Assertiveness skills</i> - Mapping personal leadership and learning journey- Expanding professional and personal networks.														CO-5 BTL-2	
TEXT BOOKS															
1.		Human Resource Management (Texts and Cases)– K Ashwathappa- McGraw-Hill Education (India) Pvt. Limited 2017													
2.		Human Resource Management – Gary Dessler, Biju Varkkey, Pearson education, 2015													
REFERENCE BOOKS															
1.		Human Resource Management – Wendell L French- Houghton Mifflin Company 2003.													
2.		Human Resource Management – Tripathi- Cengage Learning, 2012.													
E BOOKS															

1.	http://www.freebookcentre.net/Business/Human-Resources-And-Personnel-Management
MOOC	
1.	www.coursera.org/Hr
2.	www.mooc-list.com/tags/human-resource

Course Title	CORPORATE STRATEGY			Credits	3
Course Code	MBB4725	Course Category	PC - PROFESSIONAL COURSE	Course Code	MBB4725
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The goal of this course is to develop a good understanding of the link between theory and practice with particular focus on corporate strategy.				
Course Objective	1.To introduce the concepts of strategic management and understand its nature in competitive and institutional landscape 2. To provide an underpinning of a strategy formulation process and frameworks, tools and techniques of strategic analysis and its application.				
Course Outcome	1.The learner shall be able to distinguish between strategic and tactical decisions 2.The learner shall be able to analyze the external business environment 3. To learner shall be able to analyze the firm level environment. 4. To learner shall be able to classify competitive positioning of a firm. 5. To learner shall be able to analyze the pros and cons of a corporate strategy.				
Pre-requisites: Fundamentals of management					

CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION TO STRATEGIC MANAGEMENT														6L	
Strategy – Meaning, Definition – <i>Strategic vs. Tactical decisions</i> – Strategic Management Process – Strategy implementation – Sustainable Competitive Advantage														CO-1 BTL-2	
MODULE – 2: ANALYZING THE EXTERNAL ENVIRONMENT														6L	
Strategic Context of Firms – <i>PESTLE Analysis</i> - Five Forces – Complementors – Government Actions – Defining Industry Boundaries – Strategic Groups – Industry Analysis														CO-2 BTL-2	
MODULE – 3: ANALYZING THE INTERNAL ENVIRONMENT														6L	
TOWS Matrix – BCG Matrix – Resource Based View of Firms – VRIO Framework – <i>Business Model</i>														CO-3 BTL-3	
MODULE – 4: COMPETITIVE POSITIONING														6L	
Competitive Positioning – Generic Strategies – When to use – Risks – Determining Competitive Scope – Value Chain Analysis – Crafting Successful strategies														CO-4 BTL-2	
MODULE – 5: CORPORATE STRATEGY														6L	
Vertical Integration – Diversification (Product, Geographic) – Costs vs. Benefits – Choosing a Portfolio – Managing a Multi-business Firm														CO-5 BTL-2	
TEXT BOOKS															
1.	Ghemawat P., Strategy and the Business Landscape, 2 nd Edition, Pearson, 2007														
2.	Srinivasan R., Strategic Management: The Indian Context, Prentice Hall, 2014.														
REFERENCE BOOKS															
1.	Grant Robert M., Contemporary Strategy Analysis, 9 th Edition, Wiley, 2016														
2.	Richard P. Rumelt, Good strategy bad strategy: the difference and why it matters, 2011														
E BOOKS															

1.	bookboon.com/en/business-strategy-ebooks
MOOC	
1.	www.coursera.org/learn/corporate-strategy
2.	https://www.edx.org/course/strategic-management-0

Course Title	CORPORATE FINANCE			Credits	4
Course Code	DMBB1725	Course Category		L-T-P-S	3-1-0-2
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course covers basic models of valuation of corporate capital, including pricing models for primary financial assets, real assets valuation and investment project analysis, capital structure and various types of corporate capital employed, derivative assets and contingent claims on assets.				
Course Objective	1.Gain an understanding of financial markets and processes 2.Learn techniques for determining the intrinsic value of securities 3.Discover the complex interaction between the economy, the financial markets, and psychology				
Course Outcome	1. To apply the discounting and compounding techniques to measure the risk and return and determine value of bond & equity. 2. To determine the cost of capital and to take decision on investing in the capital investments of projects. 3. To construct the capital structure and dividend policy and its impact on firm’s value 4. To calculate the working capital requirements, and cash, inventory and receivables balances To compare the advantages of long term sources of finance, and to decide the suitable financial services i.e. Factoring, leasing and venture capital financing.				
Prerequisites: To know the fundamentals concepts of all the functional areas of finance department and the vital role and functions of finance manager					
CO, PO AND PSO MAPPING					

CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: FOUNDATIONS OF FINANCE														6L	
Financial management – An overview, time value of money. Introduction to the concept of risk and return of a single asset and of a portfolio. <i>Valuation of bonds and shares option valuation</i>														CO-1 BTL-2	
MODULE – 2: INVESTMENT DECISIONS														6L	
Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, Comparison of DCF techniques, Project selection under capital rationing, <i>Inflation and capital budgeting</i> . Concept and measurement of cost of capital, Specific costs and overall cost of capital														CO-2 BTL-2	
MODULE – 3: FINANCING AND DIVIDEND DECISION														6L	
Financial and operating leverage, capital structure, Cost of capital and revaluation, designing capital structure. Dividend policy, <i>Aspects of dividend policy</i> , practical consideration, forms of dividend policy, practical considerations, forms of dividends, share splits.														CO-3 BTL-3	
MODULE – 4: WORKING CAPITAL MANAGEMENT														6L	
Principles of working capital: concepts ,need; Determinants, issues and estimation of working capital, <i>Accounts Receivables Management</i> and factoring, Inventory management, Cash management, Working capital finance, Trade credit, Bank finance and Commercial paper.														CO-4 BTL-2	
MODULE – 5: LONG TERM SOURCES OF FINANCE														6L	
Indian capital and stock market, new issues market. Long term finance: <i>Shares debentures</i> and term loans, lease, hire purchase, project financing, venture capital financing														CO-5 BTL-2	
TEXT BOOKS															
1.		M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill Publishing company Ltd., 4th edition, 2004													
REFERENCE BOOKS															
1.		Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2000													

2.	Hrishikes Bhattacharya – Working capital management, strategies and techniques, Prentice – Hall of India Pvt. Ltd., New Delhi 2001.
E BOOKS	
1.	http://www.freebookcentre.net/Business/Finance-Books
MOOC	
1.	www.edx.org/course/corporate-finance
2.	www.coursera.org/learn/wharton-finance

Course Title	COMPUTER LAB AND SOFTWARE APPLICATION (PRACTICAL)			Credits	2
Course Code	MBB4727	Course Category	PC- PROFESSIONAL COURSE	Course Code	MBB4727
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	Computer technology's impact on individuals and our world. Finding and accessing worldwide sources of information, presenting ideas orally, graphically and in writing.				
Course Objective	1. Identify the function of computer hardware components 2. Identify the factors that go into an individual or organizational decision on how to purchase computer equipment 3. Identify how to maintain computer equipment and solve common problems relating to computer hardware.				
Course Outcome	1. Understand to use word, excel, power point and database 2. Ability to perform word, excel, power point, access and database. 3. Learn and develop objectives are concerned with more complex learning outcomes. 4. Understand, design and present a concrete structure for the database. 5. Understand the use emerging technology and research when necessary.				

Pre-requisites: MS Excel, MS Power point, Package Development															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: BUSINESS APPLICATION SOFTWARE														20L	
MS office – MS Excel, MS Power Point, MS Word, MS Access, MS Front Page, MS Project, Accounting packages, Statistical Packages, Operations Research Package, Packages in functional areas of management.														CO-1 BTL-2	
MODULE – 2: DATABASE MANAGEMENT PACKAGES														20L	
Sql server or oracle or ingress; front-end tool – Visual basic or Developer 2000														CO-2 BTL-2	
MODULE – 3: INHOUSE DEVELOPMENT OF A PACKAGE														20L	
Development of Package														CO-3 BTL-3	
TEXT BOOKS															
1.		Rajagopalan, SP. (2010) Computer Application in Business, Vikas Publishing House, New Delhi													
REFERENCE BOOKS															
1.		Martin. (2010) Principles of Data Base Management, Prentice Hall of India, New Delhi.													
E BOOKS															
1.		https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-852j-integrating-the-lean-enterprise-fall-2005/lecture-notes/14_ent_info_sys.pdf													
MOOC															
1.		https://www.mooc-list.com/course/management-information-systems-saylororg													

SEMESTER III
FINANCE - SPECIALIZATION

COURSE TITLE		SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT							CREDITS			3			
COURSE CODE		MBC4801			COURSE CATEGORY			DE		L-T-P-S			3-0-0-0		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-3		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course is designed to teach the fundamentals of investments along with the analysis and strategies to become successful investor. It will start from the investment introduction to the performance Evaluation of securities and portfolio. To understand deeper how market works, students will be taught the stock market fundamental.													
Course Objective		1. To discuss the risk return trade-off of an individual investor in the stock market investment 2. To understand how investment in securities market is evaluated based on Fundamental and Technical analysis 3. To apply Modern Portfolio Theory in the stock market analysis 4. To understand active and passive investment strategies, and measure portfolio performance 5. To analyze and pick the stock for investment in stock market													
Course Outcome		Upon completion of this course, the students will be able to 4. To be able to set investment objectives, identify the sources of investment information and investor protection 5. To Understand follow the compliance requirements laid down by SEBI 6. To calculate the intrinsic value of a security using the fundamental analysis techniques 7. To analyze and interpret the charts on stock market performance 8. To apply portfolio theory for portfolio construction and evaluation.													
Prerequisites: Basics of Finance															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO SECURITY MARKET														(6L+6L=12)	
Investment setting – Securities – Sources of investment information – Security market indications – <i>Security Contract regulation Act.</i> Investor Protection Practical component: Security Market Price Analysis Suggested Readings: SEBI Guidelines														CO-1 BTL-1	
MODULE 2: OVERVIEW OF CAPITAL MARKET														(6L+6L=12)	
Overview of capital market, Institutional structure in capital market, Reforms and state of capital market, New issue market and problems, Securities and Exchange Board of India (SEBI), <i>Debt Market.</i> Practical component: Share Trading practices Suggested Readings: National Stock Exchange Manuals														CO-2 BTL-1	
MODULE 3: STOCK PRICE ANALYSIS														(6L+6L=12)	
Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis – Industry classification. Economy and Industry Analysis. Industry life cycle – Company Analysis Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – <i>Graham and Dodds investor ratios</i> Practical component: Analyzing stock Price data using various techniques. Suggested Readings: Best practices for Share trading														CO-3 BTL-3	
MODULE 4: STOCK MARKET ANALYSIS														(6L+6L=12)	

Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators. Trend – Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – ROC Momentum – MACD – RSI – <i>Stocastics</i> .Practical component: Analysis on Stock Market . Suggested Readings: Stock Market Analysis using Techniques	CO-4 BTL-2
MODULE 5: PORTFOLIO MANAGEMENT (6L+6L=12)	
<i>Portfolio Theory – Portfolio Construction</i> – Diagnostics Management – Performance Evaluation – Portfolio revision- Mutual Funds Practical component: Constructing Portfolio and Managment. Suggested Readings: Portfolio Management	CO-5 BTL-3
TEXT BOOKS	
1.	Fischer, D. E., & Jordan, R. J. (1975). <i>Security analysis and portfolio management</i> . Prentice Hall of India Private Ltd., New Delhi, 6 th Edition
REFERENCE BOOKS	
1.	Avadhani, V. A. (2009). <i>Securities analysis and portfolio management</i> . Himalaya Publishing House, 12 th Edition
2.	V.K.Bhalla, ‘Investment Management’, S.Chand & Company Ltd., Seventh Edition, 2000
E BOOKS	
1.	Security Analysis and Portfolio Management, NCFM, NSEINDIA.com
MOOC	
1.	Security Analysis and Portfolio Management, MOOC, NPTEL http://nptel.ac.in/courses/110105035/2
2.	www.nseindia.com

COURSE TITLE	BANK MANAGEMENT				3
COURSE CODE	MBC4806	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course has been designed to create trained professionals who can handle various financial activities associated with Banking sectors and operate efficiently in the Banking environment in the financial service sector along with handling various technologies employed in the field of Banking.				
Course Objective	1. To Understand the peculiarities of valuing a bank, factors shaping the banking industry 2. To Apply key concepts of value-based bank management like deposit and loan pricing 3. To Understand key concepts of risk management in banking 4. To Understand how the economic and regulatory environments of the bank impact bank decision-making 5. To provide students with a foundation for more advanced academic and professional training and development in bank management.				
Course Outcome	Upon completion of this course, the students will be able to 1. To understand what is banking, risks in banking, financial stability, and the role of international bodies such as FSB and BCBS 2. To understand the structure of banking system, and the important laws and regulations governing its functioning 3. To analyse the credit management system available in banks and the institutional infrastructure supporting it 4. To understand other banking services and products 5. To know, understand and analyse various current issues in Indian and international banking				
Prerequisites: Basic concepts of economy, management and finance					
CO, PO AND PSO MAPPING					

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	3	-		-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1:BANKS AND RISKS IN BANKING (6L+6L=12)															
What are banks – Evolution – Role of Banks – Bank Balance Sheet – Risks in Banking – Credit Risk – Market Risks – Operational Risk – Liquidity Risk – Other banking risks – Systemic Risk – Financial Stability – Global Financial Crisis, 2007-09 – Financial Stability Development Council – Financial Stability Board and Basel Committee on Banking Supervision Practical component: Analysing Risk of a bank Suggested Readings: Banking Regulations														CO-1 BTL-1	
MODULE 2: BANKING STRUCTURE, LAWS AND REGULATION (6L+6L=12)															
Overview of banking laws – Public and private sector banks – Cooperative banks – Regional Rural Banks - Banking in other countries - Reserve Bank of India Act, 1934 – Banking Regulation Act, 1949 – Nationalisation Acts, 1970 and 1980 – Important banking regulations – Capital Adequacy – Basel-I, Basel-II, and Basel-III – Other banking regulation standards Practical component: Implication Basel Accords Suggested Readings: Basel I, II, III														CO-2 BTL-2	
MODULE 3: CREDIT MANAGEMENT (6L+6L=12)															
Principles of Lending – 5Cs of lending – Different types of loans – Funded- and non-funded credit limits – Lending to different types of borrowers – Priority sector lending – Corporate lending, Lending to MSMEs, agriculture, NBFCs – Retail finance – Types of security – Credit rating – Credit Information Companies – CERSAI Practical component: Analysing the lending pattern of a Bank Suggested Readings: Banking regulation on Lending practices														CO-3 BTL-3	

MODULE 4: OTHER BANKING SERVICES AND PRODUCTS (6L+6L=12)	
<p>Different types of bank deposits – Core Banking Solution and ATMs – Credit, debit and other cards – Other payment system products – Correspondent banking – Vostro and Nostro accounts – Packing credit – Bills discounting – Factoring and forfaiting – Leasing – Securitisation</p> <p>Practical component:</p> <p>Different Payment system products</p> <p>Suggested Readings:</p> <p>Vostro and Nostro Accounts</p>	<p>CO-4 BTL-3</p>
MODULE 5: CURRENT ISSUES AND PROBLEMS (6L+6L=12)	
<p>Deposit insurance - Non-performing Assets – Bank Frauds – Profitability of banks – Prompt Corrective Action – SARFAESI and Debt Recovery Tribunals – Insolvency and Bankruptcy Code – Corporate Governance in banks – Bank consolidation – Other current issues – Technology in banking: FinTech – IT security and banking</p> <p>Practical component:</p> <p>Analysing Non-performing assets of a bank.</p> <p>Suggested Readings:</p> <p>Technology in Banking</p>	<p>CO-5 BTL-2</p>
TEXT BOOKS	
1.	Rose, P. S., & Hudgins, S. C. (2013). <i>Bank management & financial services</i> . McGraw-Hill, 9 th Edition
REFERENCE BOOKS	
1.	Sharma, M. (2008). <i>MANAGEMENT OF FINANCIAL INSTITUTIONS: With Emphasis on Bank and Risk Management</i> . PHI Learning Pvt. Ltd,
2.	Meera Sharma, Management of Financial Institutions: With Emphasis on Bank and Risk, Prentice-Hall India Learning India Pvt. Ltd., 2008.
E BOOKS	
1.	Report on Currency and Finance, 2008 (www.rbi.org.in)
MOOC	
1.	https://www.coursera.org/learn/money-banking
2.	https://www.coursera.org/learn/money-banking

COURSE TITLE			ADVANCED CORPORATE FINANCE											3		
COURSE CODE			MBC4803			COURSE CATEGORY			DE		L-T-P-S			3-0-0-0		
Version			1.0			Approval Details					LEARNING LEVEL			BTL-3		
ASSESSMENT SCHEME																
First Periodical Assessment			Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%			15%			10%			5%		5%			50%		
Course Description			The course is designed to offer superior information and background in corporate valuation, risk management, financial planning and corporate governance. The objective of the course is to gain an appreciation of the theoretical controversies surrounding corporate finance policies, leading to formulation of financing strategies.													
Course Objective			<div><div>1. To analyse different sources of debt and equity financing.</div><div>2. To discuss practices to optimize the use of net working capital.</div><div>3. To analyse different sources of short-term debt financing.</div><div>4. To Describe how corporate finance practices vary for international operations.</div><div>5. To Measure the financial performance of a business using the principles of Economic Value-Added.</div></div>													
Course Outcome			<div>Upon completion of this course, the students will be able to</div> <div><div>1. Understand and analyse the essential features of projects, and learn how to develop a systematic approach towards of generation of ideas and understanding the purpose of assessment and appraisal of the promoters of the management</div><div>2. Understanding the purpose of market analysis and its significance on appraisal of market viability</div><div>3. Understanding the purpose of financial appraisal, assessing the various components of cost of project, and preparing projected financial statements</div><div>4. Understanding risk and difference between business risk and financial risk, and understanding the various types and measures of risk</div><div>5. Understanding the implementation process and analysing the cost over runs</div></div>													
Prerequisites:																
CO, PO AND PSO MAPPING																
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3	

CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-		2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: FOUNDATION (6L+6L=12)															
Project Fundamentals, Features, identification, Project life cycle, Project Appraisal and financing, Appraisal of Promoters and Management by Lending Institutions, and its significance, IRR Spread, Determination of IRR using excel software Practical component: Determination of IRR using excel software Suggested Readings: Project Appraisal of Promoters														CO-1 BTL-1	
MODULE 2: BANKING STRUCTURE, LAWS AND REGULATION (6L+6L=12)															
Market Analysis and Appraisal, Demand Forecasting, Product Pricing Decisions, Tata Nano's case study , Technology and knowhow selection, Infrastructural facilities and inputs of production, Significance of Technology Appraisal , Social Cost Benefit Analysis Practical component: Demand Forecasting Suggested Readings: Market Analysis														CO-2 BTL-2	
MODULE 3: FINANCIAL ANALYSIS (6L+6L=12)															
Assessment of Cost of project, purpose of financial analysis and appraisal, Assessment of Components of Cost of Project, Total cost of the project, Sources of Project finance, Financial Subsidies, Projected Financial Statements , Techniques of Financial analysis Practical component: Techniques of Financial Analysis Suggested Readings: Cost of a Project														CO-3 BTL-3	
MODULE 4: PROJECT RISK MANAGEMENT (6L+6L=12)															

<p>Business risk vs Financial risk, <i>Risk management in Project finance</i>, Types and Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Break Even Analysis, Simulation Analysis, Decision Tree Analysis</p> <p>Practical component: Project Risk Analysis</p> <p>Suggested Readings: Measures and analysis of Project Risk Management</p>	<p>CO-4 BTL-3</p>
<p>MODULE 5: PROJECT MANAGEMENT (6L+6L=12)</p>	
<p>Time and Cost Overruns and Over Run Financing, Network techniques for project management, Pre-requisites for Successful Project Implementation, Performance Audit, Project Leadership, Project knowledge Management, <i>Closure and Audit</i></p> <p>Practical component: Time and Cost Overruns</p> <p>Suggested Readings: Performance Audit</p>	<p>CO-5 BTL-2</p>
<p>TEXT BOOKS</p>	
<p>1.</p>	<p>Gupta, A. (2017). <i>Project Appraisal and Financing</i>. PHI Learning Pvt. Ltd..</p>
<p>REFERENCE BOOKS</p>	
<p>1.</p>	<p>Chandra, P. (2009). <i>Projects 7/E</i>. Tata McGraw-Hill Education. 9th Edition</p>
<p>E BOOKS</p>	
<p>1.</p>	<p>http://www.ddegjust.ac.in/studymaterial/mba/fm-405.pdf</p>
<p>MOOC</p>	
<p>1.</p>	<p>http://www.nptel.ac.in/courses/112102107/79 : Project conception and Appraisal</p>
<p>2.</p>	<p>http://nptel.ac.in/courses/112102106/4: Project and Production management</p>

COURSE TITLE	FINANCIAL MARKETS AND INSTRUMENTS				3
COURSE CODE	MBC4804	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course is designed how financial markets actually operate in the real world, focusing on how and where securities are traded and how various market types differ from one another in practice. The course includes the basics of algorithmic trading, dark pools, buying on margin and short selling.				
Course Objective	<div>1. To demonstrate a working knowledge of financial terms and concepts</div> <div>2. To analyse how financial markets and instruments operate and how they can be used to achieve economic objectives</div> <div>3. To understand and critically engage in profits and risks faced by investors and strategies to for effective portfolio management</div> <div>4. To demonstrate a working knowledge of financial terms and concepts</div> <div>5. To demonstrate the ability to think independently and analytically work in regulating financial sector.</div>				
Course Outcome	<div>Upon completion of this course, the students will be able to</div> <div>1. Understand the importance and functions of financial institutions.</div> <div>2. Study the role of central banks and monetary policy in India and abroad.</div> <div>3. Examine the role of different types of financial markets, their functioning and instruments.</div> <div>4. Study different types of financial and allied services.</div> <div>5. Understand and study the role of risk management in financial markets.</div>				
Prerequisites: Basic concepts of economy, management and finance.					
CO, PO AND PSO MAPPING					

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-		2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: FINANCIAL MARKETS AND INSTITUTIONS														(6L+6L=12)	
<p>Why study financial markets and institutions – Overview of financial system – Fundamentals of financial markets – Interest rates, their role, and relationship with risk and term structure – Are financial markets efficient? – Why do financial institutions exist – Why do financial crises occur – Why and how do they affect the economy</p> <p>Practical component: Risk and Term Structure</p> <p>Suggested Readings: Financial Markets and Institutions</p>														CO-1 BTL-1	
MODULE 2: CENTRAL BANKS AND MONETARY POLICY														(6L+6L=12)	
<p>Central banks – Evolution and role – Major central banks in the world and their structure and functions – Monetary Policy – Central bank independence and relationship with the government – Reserve Bank of India – History, role and functions – Conduct of monetary policy: Tools, goals, strategy, and tactics</p> <p>Practical component: Conduct of Monetary Policy</p> <p>Suggested Readings: RBI Manual</p>														CO-2 BTL-2	
MODULE 3: FINANCIAL MARKETS														(6L+6L=12)	
<p>Money market – Bond and government securities markets – Capital market – Foreign exchange market – Functioning of the markets, major instruments, participants, laws and regulations – Dematting – Mutual funds and other intermediaries</p> <p>Practical component: Opening Demat Account</p> <p>Suggested Readings: Functions of Financial Markets</p>														CO-3 BTL-3	
MODULE 4: FINANCIAL SERVICES														(6L+6L=12)	

<p>Insurance sector, products, and regulation – Leasing and other allied financial services: Types of leases, leasing in India – Venture capital and private equity: Evolution, differences, and stages – Credit rating – Bill discounting, factoring, and forfaiting</p> <p>Practical component: Credit Rating Analysis</p> <p>Suggested Readings: Types of Financial Services</p>	<p>CO-4 BTL-3</p>
<p>MODULE 5: INTRODUCTION TO RISK MANAGEMENT (6L+6L=12)</p>	
<p>What is risk – Risk-Return framework – Risks in financial institutions – Introduction to credit risk, market risk, operational risk, liquidity risk, and other risks – Identifying, measuring, monitoring, and mitigating risk – Introduction to derivative products</p> <p>Practical component: Risk Analysis</p> <p>Suggested Readings: Risk and Return Framework</p>	<p>CO-5 BTL-2</p>
<p>TEXT BOOKS</p>	
<p>1.</p>	<p>Frederic, S. (2012). <i>Financial markets and institutions</i>. Pearson Education India, Eighth Edition</p>
<p>REFERENCE BOOKS</p>	
<p>1.</p>	<p>Saunders, A., & Lange, H. P. (1997). <i>Financial institutions management: a modern perspective</i>. New York: Irwin.</p>
<p>2.</p>	<p>Madura, J. (2012). <i>Financial institutions and markets</i>. South-Western.</p>
<p>E BOOKS</p>	
<p>1.</p>	<p>NSE Fact Book - https://www.nseindia.com/research/dynaContent/NSE_Factbook-2018_Final.pdf</p>
<p>MOOC</p>	
<p>1.</p>	<p>https://www.coursera.org/learn/financial-markets-global</p>
<p>2.</p>	<p>MOOC courses by Robert Shiller (Yale), Ashwath Damodaran (NYU)</p>

COURSE TITLE	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING				3
COURSE CODE	MBC4805	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course aims to facilitate understanding of corporate merger and acquisition activity, restructurings and corporate governance. It combines applied theoretical approach with the case study method through detailed analysis of domestic and global restructuring cases.				
Course Objective	<div>1. To examine the reasons to acquire, choice of target and recognition of the anticipated challenges, risks and pitfalls of the approach</div> <div>2. To identify the key issues and concepts of mergers and acquisitions.</div> <div>3. To understand the major strategies that underlies most M&A transactions.</div> <div>4. To examine the necessary conditions for value to be created.</div> <div>5. To assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.</div>				
Course Outcome	<div>Upon completion of this course, the students will be able to</div> <div>1. Understanding the concept of restructuring, the reasons for which restructuring is undertaken, the various methods and applying the concept for restructuring.</div> <div>2. Analysing the strategies that are prevalent in M & A decisions, the process involved in the M & A, and tackling the managerial challenges</div> <div>3. Understanding the different methods of restructuring, and Valuation approaches, and applying the concept for valuing the business</div> <div>4. Understanding the different types of takeovers, and ill effects and applying the concept to insulate the business from takeover</div> <div>5. Understanding the regulatory framework of M & A, its impact on the corporates, and analysing the regulatory framework to undertake the mergers.</div>				
Prerequisites: Basic knowledge of financial management					

CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO -8	PO -9	PO -10	PO -11	PO -12	PSO -1	PSO -2	PSO -3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-		2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: CORPORATE RESTRUCTURING														(6L+6L=12)	
Meaning, need & scope, types of corporate restructuring strategies, the regulatory framework for corporate restructuring, Mergers, Meaning, <i>Reasons for mergers, objectives of mergers</i> , Steps involved in Mergers, theories of Mergers, Amalgamation, Methods of accounting for amalgamation, consideration for amalgamation Practical component: Merger and Amalgamation analysis Suggested Readings: Corporate Restructuring Strategies														CO-1 BTL-1	
MODULE 2: STRATEGIC PERSPECTIVE OF M & A														(6L+6L=12)	
A strategic perspective, Industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A, Merger Process, Dynamics of M&A process, Five-stage model, due diligence (detailed discussion), <i>Managerial challenges of M & A</i> Practical component: Merger and Acquisition Process Suggested Readings: Product Life Cycle Analysis														CO-2 BTL-2	
MODULE 3: METHODS OF RESTRUCTURING & VALUATION														(6L+6L=12)	
Different methods of restructuring, Joint Ventures, Sell off and Spin off, Divestitures, Equity carve out Leveraged buy outs (LBO), Management buy outs, Master limited partnerships, Employee stock ownership plans (ESOP), Valuation – Valuation approaches, Valuing operating and financial synergy, Valuing corporate control, Valuing of LBO, <i>Methods of financing mergers, cash offer, share exchange ratio</i> Practical component: Cash Offer, Share exchange Ratio Suggested Readings:														CO-3 BTL-2	

Corporate share valuation		
MODULE 4: TAKE OVERS		(6L+6L=12)
Takeovers, types, hostile takeover approaches, Take over defenses – financial defensive measures – Coercive offers and defense – <i>anti-takeover amendments</i> – poison pill defense Practical component: Take over defenses Suggested Readings: Takeovers and approaches		CO-4 BTL-2
MODULE 5: LEGAL & REGULATORY FRAMEWORK		(6L+6L=12)
The regulatory framework of mergers and acquisitions, Provisions of the Companies Act, 1956 relating to M & A, buyback of shares, <i>provisions of SEBI act, 1992 and 1997</i> , provisions relevant to M & A activity in the Income Tax Act, and Foreign Exchange Management Act. Practical component: Buyback of shares analysis Suggested Readings: SEBI Act		CO-5 BTL-3
TEXT BOOKS		
1.	Krishnamurti, C., & Vishwanath, S. R. (Eds.). (2008). <i>Mergers, acquisitions and corporate restructuring</i> . SAGE Publications India.	
REFERENCE BOOKS		
1.	Godbole, P. G. (2013). <i>Mergers, acquisitions and corporate restructuring</i> . Vikas Publishing House.	
E BOOKS		
1.	Mergers & Acquititions Module, NCFM, NSEINDIA.COM	
MOOC		
1.	https://www.edx.org/course/ma-concepts-theories-new-york-institute-finance-ma1-1x : M&A Concepts	
2.	https://www.futurelearn.com/courses/mergers-acquisitions-concepts-theories	

SEMESTER IV
FINANCE - SPECIALIZATION

COURSE TITLE		DERIVATIVES MANAGEMENT											3		
COURSE CODE		MBC4901			COURSE CATEGORY			DE		L-T-P-S			3-0-0-0		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-3		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course emphasizes the use of derivatives in financial risk management . It includes an option market making simulation which aims to help students to gain practical knowledge about the sophisticated options market-making mechanism.													
Course Objective		1. To examines the function and operation derivative markets serve in finance 2. To understand the Structure of Derivatives Market 3. To understand the regulatory framework of futures and options Market 4. To assess the risk associated with the derivatives market 5. To apply the knowledge the derivative product and take a proper investment decision													
Course Outcome		1. Understand derivatives, derivative products, market structure, and risks in derivative products 2. Study and analyse forward contracts and futures products 3. Study and analyse option products, types of options, pricing of options, and complex options 4. Understand and analyse swaps and other derivatives 5. Study and analyse derivative markets with special reference to Indian derivative markets													
Prerequisites: Basic concepts of economy, management and finance.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-		2	-	-	-	-	-	-	-	-	-	-	-

CO-3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1:INTRODUCTION														(6L+6L=12)	
Definition – Types of derivatives – Forward contracts – Futures Contracts – Options – Swaps – Types of Traders – OTC and Exchange traded derivatives – Types of settlement – Derivatives according to underlying – Uses and advantages of derivatives – Risks in derivatives – Cases of derivative disasters Practical component: Cases of Derivative Disasters Suggested Readings: Derivatives Products														CO-1 BTL-1	
MODULE 2: FORWARD CONTRACTS AND FUTURES														(6L+6L=12)	
Specifications of futures contracts – Margin requirements – Marking to market – Hedging using futures – Forward Rate Agreements – Types of futures contracts – Securities, stock index futures, currencies and commodities – Delivery options – Relationship between Futures prices, Forward prices, and Future spot prices Practical component: Futures Trading Suggested Readings: Futures Trading														CO-2 BTL-2	
MODULE 3: OPTIONS														(6L+6L=12)	
Definition – Exchange traded options, OTC options – Specifications of options – Call and put options – American and European Options – Intrinsic value and Time Value of Options – Option payoff – Options on securities, stock indices, currencies and futures – Option pricing models – Differences between Future and Option contracts – Complex options – Real options Practical component: Options Trading Suggested Readings: Options Contracts														CO-3 BTL-3	
MODULE 4: SWAPS AND OTHER DERIVATIVES														(6L+6L=12)	

Definition of Swap – Interest Rate Swap – Currency Swap – Role of financial intermediary – Warehousing – Valuation of Interest Rate Swaps and Currency Swap - Bonds and FRNs – Credit risk – Swap options – Caps, Floors and Collars – Credit derivatives – Weather derivatives Practical component: Swap Market Suggested Readings: Swap Trading	CO-4 BTL-3
MODULE 5: DERIVATIVE MARKETS (6L+6L=12)	
Derivative markets across the world – BIS Triennial Survey on Derivative markets – Evolution of derivative markets in India – Regulatory Framework for derivatives trading –ISDA requirements – Exchange trading in derivatives – Currency derivatives – Equity derivatives – Interest Rate derivatives – Contract terminology and specifications – Commodity derivatives – Contango and backwardation – Open interest – Recent developments Practical component: Derivative Market Suggested Readings: Regulatory Framework for Derivatives	CO-5 BTL-2
TEXT BOOKS	
1.	Chance, D. M., & Brooks, R. (2015). <i>Introduction to derivatives and risk management</i> . Cengage Learning, 10 th Edition
REFERENCE BOOKS	
1.	Somanathan, T. V., Nageswaran, V. A., & Gupta, H. (2017). <i>Derivatives</i> . Cambridge University Press, 10 th Edition
2.	Hull, J., Treepongkaruna, S., Colwell, D., Heaney, R., & Pitt, D. (2013). <i>Fundamentals of futures and options markets</i> . Pearson Higher Education AU.
E BOOKS	
1.	Microsoft Word - Derivative Work Book updated.doc (bseindia.com)
MOOC	
1.	Derivatives - Options & Futures (Coursera) MOOC List (mooc-list.com)
2.	Derivatives, Futures, Swaps, and Options edX

COURSE TITLE	INTERNATIONAL FINANCE				3
COURSE CODE	MBC4902	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The objective of this course is to provide students with an in depth knowledge of these issues. The main topics covered in this course are: forex markets, international Parity conditions, forex risks, currency derivatives and hedging issues, issues with currency investment strategies, issues with cross border financing decisions and cross border investment decisions.				
Course Objective	<ol style="list-style-type: none"> 1. To provide students with an in depth knowledge of these issues in forex markets, international Parity conditions, forex risks, currency derivatives and hedging issues 2. To understand how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms. 3. To understand the issues pertaining to multinational financing and investment decisions. 4. To analyze critically about the relevant issues pertaining to international finance 5. To understand different export schemes and financial support of the business via international finance. 				
Course Outcome	<ol style="list-style-type: none"> 1. To understand International Dimensions of Financial Management and components of financial system 2. To study international monetary system and its role for promoting the international and financial support 3. To understand the foreign exchange market, pricing method and tools for hedging 4. To analyze and calculate. dimensions of Foreign Exchange Risk Exposure and Managing Translation Exposure and Economic Exposure 5. To understand the different export schemes and financial support for the business 				

Prerequisites: Knowledge about the concept of Dimensions, monetary system, FEM and FERM															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-		2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTERNATIONAL DIMENSIONS OF FINANCIAL MANAGEMENT														(6L+6L=12)	
Role of financial managers in the International context, Emergence of the MNC, Domestic Financial Management & International Financial Management, Components of International Financial System Practical component: International Financial System Suggested Readings: MNCs and Components of IFS														CO-1 BTL-1	
MODULE 2: INTERNATIONAL MONETARY SYSTEM														(6L+6L=12)	
Exchange rate regimes, International Monetary Fund (IMF), European Monetary System (EMS), Economic & Monetary Union (EMU) Practical component: European Common Currency Arrangements Suggested Readings: International Financial Statistics														CO-2 BTL-2	
MODULE 3: FOREX MANAGEMENT														(6L+6L=12)	
Foreign Exchange Markets – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting. Practical component: Currency Derivatives Trading Suggested Readings: Foreign Exchange Market Mechanism														CO-3 BTL-3	
MODULE 4: FOREIGN EXCHANGE RISK MANAGEMENT (FERM)														(6L+6L=12)	

Two dimensions of Foreign Exchange Risk Exposure namely Accounting Exposure & Economic Exposure – meaning, Managing Transactions Exposure through Money Market Hedge, Forward Market Hedge, Risk Shifting, Pricing Decisions, Exposure Netting, Currency Risk Sharing, Foreign Currency Options Managing Translation Exposure through Funds Adjustment, Forward contracts & Exposure netting, Managing Economic Exposure: Marketing Management of Exchange Risk , Production Management of Exchange Risk & Financial Management of Exchange Risk		CO-4 BTL-3
Practical component: Analysis foreign exchange market Risk		
Suggested Readings: Hedging Techniques		
MODULE 5: EXPORT PROMOTION SCHEMES (6L+6L=12)		
Government Organizations Promoting Exports – Export Incentives : Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House		CO-5 BTL-2
Practical component: Export Incentives		
Suggested Readings: Export Promotion Schemes		
TEXT BOOKS		
1.	Apte, P. G., & Kapshe, S. (2020). <i>International Financial Management</i> /. McGraw-Hill Education.	
REFERENCE BOOKS		
1.	Bhalla, V. K. (2014). <i>International Financial Management (Text and Cases)</i> . S. Chand Publishing.	
2.	Buckley, A. (2004). <i>Multinational finance</i> . Pearson Education.	
E BOOKS		
1.	Eco-International-Finance.pdf (ccsuniversity.ac.in)	
MOOC		
1.	International Finance Free Online Courses and MOOCs MOOC List (mooc-list.com)	
2.	Finance Courses Online - Learn Finance Skills Coursera	

COURSE TITLE	TAXATION				3
COURSE CODE	MBC4903	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course introduces the student to Indian Income Tax legislation and practice, related to the filing of personal income tax returns and Corporate Income Tax returns.				
Course Objective	<ol style="list-style-type: none"> 1. To identify and comply with the relevant provision of the Income Tax Act as it relates to the taxation of individuals and company. 2. To determine income subject to taxation including employment income, property income, self-employment income, capital gains and losses and other sources of income. 3. To Identify, interpret and evaluate the various deductions, non-refundable tax credits and refundable tax credits available to individuals 4. Apply tax planning principles to minimize exposure to income tax to the extent permitted by law. 5. To understand the concept of GST and its implications. 				
Course Outcome	<ol style="list-style-type: none"> 1. Understanding of the tax, its nature and characteristics, and the basic concepts in tax, analysing tax evasion, tax avoidance and tax planning 2. Understanding the various sources of income for an individual and applying the concept to calculate the total income and tax liability of an individual 3. Understanding the sources of income for HUF. Firms, AOP etc., and the tax structure for various persons 4. Understanding the computation of corporate tax and its implications, MAT 5. Understanding the concept of GST, its implications on revenue on central and state governments, and collection of CGST and SGST 				

Prerequisites: Basic knowledge on the tax structure, the income tax rates, the various sources of income, goods and services..

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-		2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: GENERAL

(6L+6L=12)

Concept of Tax, Nature and Characteristics, Direct and Indirect Taxes, Tax evasion, Tax planning, and Tax avoidance, Distinction between tax, fees and cess, Rights and powers of Taxation.

Practical component:

Tax Planning and Tax avoidance

Suggested Readings:

Direct and Indirect Tax system in India

**CO-1
BTL-1**

MODULE 2: DIRECT TAX REGIME

(6L+6L=12)

The Income Tax Act, 1961, Basis of taxation of Income, Basic Concepts, Person, Residential Status and incidence of Tax, Income from Salary, Income from House Property, Profits & Gains from Business or Profession, Capital Gains, Income from Other sources, Permissible deductions, Income Tax Authorities

Practical component:

Tax Calculation

Suggested Readings:

Income Tax Act 1961 and its updation

**CO-2
BTL-2**

MODULE 3: TAXATION OF HUF, FIRMS, AOP & OTHER PERSONS

(6L+6L=12)

Taxation of Individuals including Non-residents, Hindu Undivided Family, **Firms, LLP, Association of Persons**, Cooperative Societies, Trusts, Charitable and Religious Institutions

Practical component:

Individual Tax calculation

Suggested Readings:

Indian Taxation system

**CO-3
BTL-3**

MODULE 4: (6L+6L=12)	
<p>Corporate Taxation – classification, Tax Incidence, computation of Taxable Income and Assessment of Tax Liability, Dividend Distribution Tax (DDT), Minimum Alternate Tax and other Special provisions relating to Companies Wealth Tax Act, 1957</p> <p>Practical component: Computation of Taxable Income and Assessment of tax liability</p> <p>Suggested Readings: Corporate Taxation</p>	<p>CO-4 BTL-3</p>
MODULE 5: GST (6L+6L=12)	
<p>GST, Introduction, Genesis, Council, Role of CBEC, features, Benefits, Good, Services, Input Tax Credit, Computation and Collection of CGST and SGST, Registration, Electronic Way Bills.</p> <p>Practical component: Computation and Collection of CGST and SGST</p> <p>Suggested Readings: Goods and Services Tax system in India</p>	<p>CO-5 BTL-4</p>
TEXT BOOKS	
1.	Singhania, V. K., & Singhania, M. Income Tax Part II. <i>Tax Mann's Publications Pvt Ltd, New Delhi.</i>
REFERENCE BOOKS	
1.	Datar, A. P., Kanga, J., Palkhivala, N. A., & Vyas, D. (2013). The Law and Practice of Income Tax.
2.	Majumder, S. D. (2016). GST and E-Commerce. <i>Nat'l L. Sch. India Rev.</i> , 28, 123.
E BOOKS	
1.	<u>An e-book for Service Tax in India – 10th Edition (2016) – GST India-Goods and Services Tax in India</u>
MOOC	
1.	Free Online Course: Direct Tax - Laws and Practice from Swayam Class Central
2.	http://nptel.ac.in/courses/109104071

SEMESTER III
MARKETING SPECIALIZATION

COURSE TITLE		CONSUMER BEHAVIOUR								CREDITS		3			
COURSE CODE		MBC4811			COURSE CATEGORY			DE		L-T-P-S		3-0-0-1			
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL		BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance		ESE			
15%		15%			10%			5%		5%		50%			
Course Description		The course shall provide insights into the theoretical aspects as well as the practical application of Consumer Behaviour and application of consumer behavior concepts to marketing realities, enabling the participant to appreciate the practical utility of a subjective field like Consumer Behaviour.													
Course Objective		<div>1. To understand the role of consumer behavior in marketing</div> <div>2. To identify the qualitative and quantitative methods of measuring consumer behavior.</div> <div>3. To explain the influence of motivation, perception, personality, attitude, learning an self-image and Life styles</div> <div>4. To understand how family, reference group, socio-cultural and opinion leadership influences buying behaviour</div> <div>5. To know the alternative views of consumer behaviour</div>													
Course Outcome		<div>Upon completion of this course, the students will be able to</div> <div>1. To identify the dimensions of consumer behavior and market opportunity.</div> <div>2. To measure the Psychological influences on Consumer Behavior.</div> <div>3. Illustrating Organizational and Institutional Consumer Behavior.</div> <div>4. Analyzing the influences on Consumer Behavior to enhancing consumer knowledge.</div> <div>5. Correlating the Marketing Ethics to enhance consumer behavior</div>													
Prerequisites: Marketing Principles, Buyer Behaviour and Motives															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-

CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-
CO-5	-	2	-	-	-	-	-	-	-	-	-	-	3	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: DIMENSIONS OF CONSUMER BEHAVIOUR, MARKET OPPORTUNITY															(6L)
Concepts – Significance – Dimensions of Consumer Behavior - Market Opportunity Identification–Analysis & Evaluation-Introduction and overview.														CO-1 BTL-2	
MODULE 2: PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR															(6L)
Psychological Influences on consumer behavior - Perception-Learning-Motivation and values–Personality-Attitudes and Persuasion-Decision														CO-2 BTL-2	
MODULE 3: ORGANIZATIONAL AND INSTITUTIONAL CONSUMER BEHAVIOR															(6L)
Buying and Disposing-Groups and Consumer Behavior-Organizational and Institutional Consumer Behavior														CO-3 BTL-3	
MODULE 4: INFLUENCES ON CONSUMER BEHAVIOR															(6L)
Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior - Consumer Behavior in the networked era														CO-4 BTL-4	
MODULE 5: MARKETING ETHICS AND CONSUMER BEHAVIOR															(6L)
Alternative views on Consumer Behavior-Marketing Ethics and Consumer Behavior .														CO-5 BTL-3	
TEXT BOOKS															
1.	Leon G.Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, 2002														
REFERENCE BOOKS															
1.	Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2nd Edition. 2. Assel, Consumer Behavior - A Strategic Approach, Biztranza, 2008.														
2.	Philip Kotler, Consumer Behaviour, 14 th Edition, 2012														
E BOOKS															
1.	https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_tutorial.pdf														
MOOC															
1.	https://onlinecourses.nptel.ac.in/noc17_mg05														
2.	https://www.edx.org/course/consumer-behaviour														

COURSE TITLE		RETAIL MANAGEMNET										CREDITS		3	
COURSE CODE		MBC4812			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course shall provide insights into the theoretical aspects as well as the practical application of Retail Management and application of Retail Management concepts to marketing realities, enabling the participant to appreciate the practical utility of a subjective field like Retail Management													
Course Objective		1. To understand the role of Retailing in marketing 2. To identify the concepts of retailing and latest trends in Indian Retailing 3. To Understanding the current retailing issues and developments in the Industry. 4. To understand the contemporary topics in retail industry 5. To know the continuous improvement methods in retail management.													
Course Outcome		Upon completion of this course, the students will be able to 1. Ability to understand the challenges and opportunities of retail and explain the trends in global and Indian Retailing 2. Ability to apply the knowledge of organized and unorganized formats, emerging trends in retail formats and MNC's role in organized retail formats. 3. Ability to analyze the Choice of retail locations, Positioning of retail shops, Building retail store Image , Merchandizing and category management 4. Ability to engage in self-study to formulate, design, implement, analyze and demonstrate an Retail advertising and promotions, Online retail Emerging trends 5. Evaluate real and complex Understanding of Retail shopper behavior and Shopper Profile Analysis													
Prerequisites: To understand the comprehensive view of retailing, retail consumer behavior and apply marketing concepts in a practical retail environment															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-

CO-2	-	-	-	-	3	-	-	-	-	-	-	-	3	-
CO-3	-	-	-		-	2	-	-	-	-	-	-	2	-
CO-4	-	-	3	-	-	-	-	-	-	-	-	-	1	-
CO-5	-	1	-	-	-	-	-	-	-	-	-	-	3	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE 1: INTRODUCTION													6L	
An overview of Global Retailing – Challenges and opportunities – <i>Retail trends in India</i> – Socio economic and technological Influences on retail management													CO-1 BTL-2	
MODULE 2: RETAIL FORMATS													(6L)	
Organized and unorganized formats – Different organized retail formats – Characteristics of each format– <i>Emerging trends in retail formats</i> –MNC's role in organized retail formats.													CO-2 BTL-3	
MODULE 3: RETAILING DECISIONS													(6L)	
Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - <i>Retail service quality management</i> –Merchandizing and category management													CO-3 BTL-4	
MODULE 4: RETAIL SHOP MANAGEMENT													(6L)	
Visual Merchandise Management–Space Management – Retail Inventory Management – - Retail store brands – Retail advertising and promotions – <i>Online retail</i> – Emerging trends													CO-4 BTL-4	
MODULE 5: EVALUATION AND CONTINUOUS IMPROVEMENT METHODS													(6L)	
Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - <i>Factors influencing retail shopper behavior</i> – Complaints Management													CO-5 BTL-3	
TEXT BOOKS														
1.	Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007													
REFERENCE BOOKS														
1.	Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008													
2.	Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.													
E BOOKS														
1.	https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf													
MOOC														
1.	https://www.edx.org/course/retail-fundamentals-2													
2.	nptel.ac.in/courses/110104070/36													

COURSE TITLE		SALES AND DISTRIBUTION MANAGEMENT							CREDITS			3			
COURSE CODE		MBC4813			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course shall provide insights to formulate a sales strategy in various areas and to determine the place and role of channel management and supply chain in the marketing mix of the organization.													
Course Objective		1. To understand the role of Sales and Distribution in marketing 2. To identify the role of sales force 3. To explain the influence of Channel Management 4. To understand the types of retailers 5. To know the contemporary views of sales supply chain													
Course Outcome		Upon completion of this course, the students will be able to 1. Ability to understand the Evolution, nature and importance, strategies and tactics and emerging trends in sales and distribution 2. Ability to apply the knowledge of sales force recruitment, training and motivation and compensation for sales force 3. Ability to analyze the channel designing, selecting channel partners and channel conflict 4. Ability to engage in self-study to formulate, design, implement, analyze and demonstrate distribution and retail management 5. Evaluate real and complex Understanding of elements of supply chain													
Prerequisites: To acquire knowledge in sales management and Distribution domain															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	-	3	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	1	-

CO-3	-	-	-	-	-	2	-	-	-	-	-	-	3	-	-
CO-4	-	-	-	-	-	-	2	-	-	-	-	-	-	1	-
CO-5	-	-	-	-	1	-	-	-	-	-	-	-	2	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														6L	
Evolution of Sales Management – nature and importance – Sales Objective - selling process, Strategies and tactics – Emerging Trends – Buying Decision Process – Situations – Role of Marketing and Selling – Sales forecasting techniques														CO-1 BTL-2	
MODULE 2: SALES FORCE														(6L)	
Sales quota – Sales Territory – Designing – assigning Sales people - managing-Concepts of Sales organization- Specialization – Size of the sales force – recruiting and selecting- sales force – training- motivating-compensating and reading the sales force – controlling sales force.														CO-2 BTL-3	
MODULE 3: CHANNEL DESIGNING														(6L)	
Channel design factor – ideal structure – Selecting channel partners – Training up, Motivating and evaluating channel members – Channel design implementations – Channel power – Channel design – Channel conflict.														CO-3 BTL-4	
MODULE 4: DISTRIBUTOR & RETAILER MANAGEMENT														(6L)	
Types of retailers – role of retailer – retailing strategies – store design – franchising – e-tailing – wholesaler – functions – classification – limitations of wholesalers.														CO-4 BTL-4	
MODULE 5: SALES SUPPLY CHAIN														(6L)	
Elements of channel information systems – logistics –Definition – origin – Key activities focus areas of SCM – IT as enabler of SCM – selling in international markets														CO-5 BTL-5	
TEXT BOOKS															
1.		Tanner, J and Honey cut ED; Sales Management, Pearson Education, 2009													
REFERENCE BOOKS															
1.		Sales Management by Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni. 2002													
2.		Marketing Channels by Louis W. Stern, Adel I. El-Ansary & Anne T. Coughlan, 2010													
E BOOKS															
1.		http://gurukpo.com/Content/MBA/Sales_Management.pdf													
MOOC															
1.		https://onlinecourses.nptel.ac.in/noc16_mg02													
2.		https://www.coursera.org/learn/sales-management													

COURSE TITLE		INTEGRATED MARKETING COMMUNICATION/ PROMOTIONAL STRATEGY								CREDITS			3		
COURSE CODE		MBC4814			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course shall provide insights to understand the most important issues when planning and evaluating marketing communications strategies and executions and to apply Sales promotion techniques, PR and Publicity strategies to creating valuable brands.													
Course Objective		1. To understand the basic concepts of advertising and sales promotion 2. To identify the role of Advertisement media 3. To explain the influence of Sales Promotion techniques 4. To understand the meaning of Public Relations 5. To know the scope of Publicity													
Course Outcome		Upon completion of this course, the students will be able to 1. Ability to understand the Enhancing Brand Equity through IMC 2. Ability to apply the knowledge of Reach and frequency of advertisements 3. Ability to analyze the Scope and role of sale promotion and Objectives of sales promotion 4. Ability to engage in self-study to formulate, design, implement, analyze and demonstrate an application of Marketing Public Relation function. 5. Evaluate real and complex Packaging, Point of Purchase Communications and Signage													
Prerequisites: To understand the basic concepts of advertising and sales promotion and how business organisations and other institutions carry out such activities.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-

CO-2	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	1	-	-
CO-5	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO ADVERTISEMENT														6L	
Concept –definition-scope-Objectives-functions-principles of advertisement – Enhancing Brand Equity through IMC-Role of Advertisement and Promotions in Segmentation, <i>Targeting and Positioning</i>														CO-1 BTL-2	
MODULE 2: ADVERTISEMENT MEDIA														(6L)	
Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - Traditional vs Modern Media: <i>Online and Mobile Advertising</i> -Social Media for Advertising and Promotion-Direct Marketing and Other Media-Advertising Media: Planning and Analysis-Measuring Ad Message Effectiveness														CO-2 BTL-3	
MODULE 3: SALES PROMOTION														(6L)	
Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented- Consumer Sales Promotion: Sampling and Couponing- <i>Consumer Sales Promotions</i> : Premiums and Other Promotions														CO-3 BTL-4	
MODULE 4: PUBLIC RELATIONS														(6L)	
Introduction – Meaning – Objectives –Scope-Functions-integrating PR in to Promotional Mix- <i>Marketing Public Relation function</i> - Process of Public Relations-advantages and disadvantages of PR														CO-4 BTL-4	
MODULE 5: PUBLICITY														(6L)	
Introduction – Meaning – Objectives - Tools – Goals of Publicity – Scope of Publicity – Importance of Publicity – Public Relations, <i>Word-of-Mouth Influence</i> and Sponsorships-Packaging, Point of Purchase Communications and Signage														CO-5 BTL-5	
TEXT BOOKS															
1.		George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 7th edition, 2010													
REFERENCE BOOKS															
1.		Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 2003.													
2.		S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2001.													

E BOOKS	
1.	http://lib.dtc.ac.th/ebook/BusinessAdministration/5183.pdf
MOOC	
1.	https://www.coursera.org/learn/integrated-marketing-communications
2.	nptel.ac.in/courses/110104070/39

COURSE TITLE	DIGITAL AND SOCIAL MEDIA MARKETING			CREDITS	3
COURSE CODE	MBC4815	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course shall provide insights into the theoretical aspects as well as the practical application of digital marketing and application of social media, E mail, Mobile marketing concepts to marketing realities, enabling the participant to appreciate the practical utility of a contemporary field like digital and social media marketing.				
Course Objective	6. To understand the concepts of digital marketing 7. To understand the SEO marketing and Website Analytics 8. To explain the influence of Social Media Marketing 9. To understand E Mail and Mobile Marketing 10. To evaluate display and strategic planning				

Course Outcome	Upon completion of this course, the students will be able to														
	11. Understand what social media is, the various channels through which it operates, and its role in marketing strategy														
	12. Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers														
	13. Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks														
	14. Measure the impact of a social media campaign in terms of a specific marketing objective														
	15. Implement the camping strategy														
Prerequisites: To understand the basic concepts of Marketing															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	1	-	-	-	-	-	-		1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO DIGITAL MARKETING AND SEO														(6L)	
Strategies in Digital Marketing - Aligning Internet with Business Objectives - User Behaviour & Navigation - Branding & User Experience - Stakeholders in Search - <i>Customer Insights - On & off-page Optimization</i> - Meta Tags, Layout, Content Updates - Inbound Links & Link Building													CO-1 BTL-2		
MODULE 2: SEARCH MARKETING AND WEB SITE ANALYTICS														(6L)	
Campaign Management - Conversion Tracking - Targeting & Analytics - Keyword Selection - Conversion Metrics: CPA, CTR - Goal Configuration &Funnels - <i>Intelligence Reporting</i> - Conversions, Bounce Rate, Traffic Sources, Scheduling etc.													CO-2 BTL-3		
MODULE 3: SOCIAL MEDIA														(6L)	
What is Social Media Marketing? - Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube and Flickr - Building Brand Awareness Using Social Media - <i>Social Media</i>													CO-3 BTL-4		

Management - Insights and Analytics – Revenue optimization tools – SEO & SEM – Ad text optimization – Best Practice Examples & case Studies	
MODULE 4: EMAIL AND MOBILE MARKETING (6L)	
User Behaviour - Market Segmentation, Key Metrics - Best Practice Case Studies - Split Testing - Campaign Process Optimisation - SMS Strategy - Mobile Advertising - Mobile Optimized Websites - 7 Step Process for Mobile Apps - Proximity Marketing - Strategic Steps - Review & Testing	CO-4 BTL-5
MODULE 5: Display advertising AND STRATEGIC PLANNING (6L)	
Tracking your Campaign - Optimizing the Campaign - Campaign Planning - Running Effective Ads - Situation Analysis , Planning, Budget, Measurement - Information Gathering & Research - Key Strategy & Planning Concepts & Methodologies - Best Practice Case Studies	CO-5 BTL-4
TEXT BOOKS	
1.	Dave Chaffey, Fiona Ellis-Chadwick, Digital marketing 6th edition-2016
REFERENCE BOOKS	
1.	Aleksej Heinze, Gordon Fletcher, Tahir Rashid, Ana Cruz, Digital and Social Media Marketing- 2017
2.	Bell, D., J. Choi, and L. Lodish (2012), "What Matters Most in Internet Retailing" Sloan Management Review.
E BOOKS	
1.	https://www.pauladaunt.com/books/Social%20Media%20Marketing.pdf
MOOC	
1.	nptel.ac.in/courses/110104070/42
2.	www.coursera.org/specializations/social-media-marketing

SEMESTER IV
MARKETING SPECIALIZATION

COURSE TITLE		PRODUCT AND BRAND MANAGEMENT								CREDITS			3		
COURSE CODE		MBC4911			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image, and brand equity. Important theoretical underpinnings, principles, and frameworks of brand management are presented along with examples from different markets													
Course Objective		1. To understand the methods of managing brands and strategies for brand management. 2. To Contrast the various elements in brand management 3. To explain the concepts of brand extension 4. To understand Brand Positioning and communication strategies 5. To know the contemporary concepts of digital branding													
Course Outcome		Upon completion of this course, the students will be able to 1. Familiarize students with applications of new product management, planning and policy techniques, essentials of branding and approaches to effective branding strategy 2. Understand concepts & processes involved in new product development & on brand building 3. Conduct business analyses for new products and brands 4. Understand test marketing, product introduction and brand image 5. Translation of marketing decisions to financial criteria, Product portfolio decisions, Marketing planning models													
Prerequisites: To understand the basic concepts of Branding and Product Life Cycle															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3

CO-1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	3	-	-	-	-	-	-	-	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														(6L)	
Introduction to Product Management - Management of New Product Development Process -Managing Product Life cycle - Introduction to Brand Management - Brand Management Process - Brand Choice Decisions and Models														CO-1 BTL-2	
MODULE 2: BRAND COMMUNICATION														(6L)	
Brand Identity - Brand Communication - Brand Positioning - Brand Image and Personality - Brand Valuation - Brand Tracking and Monitoring														CO-2 BTL-2	
MODULE 3: BRAND STRATEGIES														(6L)	
Building Brands in Indian Market - Launching a New Brand - Revitalizing Brands														CO-3 BTL-4	
MODULE 4: BRAND EXTENSION														(6L)	
Brand Extension Strategies - Brand Portfolio Management - Managing Brands Across Geographical Borders														CO-4 BTL-2	
MODULE 5: DIGITAL BRANDING														(6L)	
Managing Brand Experience - Digital Branding - Employment Branding - Co-branding														CO-5 BTL-3	
TEXT BOOKS															
1.		Kevin Lane Keller (2012), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition													
REFERENCE BOOKS															
1.		Gary L Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Halls. 2009													
2.		U. C. Mathur, Product and Brand Management, Excel Books. 2012													
E BOOKS															
1.		http://gurukpo.com/Content/MBA/productandBrandManagement.pdf													
MOOC															
1.		https://www.coursera.org/learn/brand-management													
2.		www.edx.org/course/brand-management													

COURSE TITLE		SERVICE MARKETING								CREDITS		3			
COURSE CODE		MBC4912		COURSE CATEGORY			DE			L-T-P-S		3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		To Learn the core concepts of marketing services and their applications across industries and businesses from a customer as well as a managerial perspective.													
Course Objective		1. To understand the service economy, nature and scope of the services sector 2. To analyze the service marketing opportunities 3. To develop service design and development 4. To understand service delivery and promotion 5. To set strategies for a wide choice of service sectors.													
Course Outcome		Upon completion of this course, the students will be able to 1. Ability to understand the evolution and growth of services economy and explain the fundamental concepts of Services Marketing 2. Ability to apply the knowledge of customer expectations and perceptions and to develop market segments and target the customers 3. Ability to analyze the service product, service life cycle, Service Blue Print for effective delivery of Services 4. Ability to engage in self-study to formulate, design, implement, analyze and demonstrate an application of Service delivery and channel management. 5. Evaluate real and complex Services marketing strategies in Health care, Tourism & Hospitality, Finance and Logistics													
Prerequisites: To understand the unique characteristics of Services															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-

CO-2	-	-	-	-	2	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-5	-	-	-	-	-	-	1	-	-	-	-	-	2	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE 1: INTRODUCTION													(6L)	
Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing													CO-1 BTL-2	
MODULE 2: SERVICE MARKETING OPPORTUNITIES													(6L)	
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.													CO-2 BTL-3	
MODULE 3: SERVICE DESIGN AND DEVELOPMENT													(6L)	
Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – SERVQUAL – Service Quality function development.													CO-3 BTL-4	
MODULE 4: SERVICE DELIVERY AND PROMOTION													(6L)	
Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.													CO-4 BTL-4	
MODULE 5: SERVICE STRATEGIES													(6L)	
Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services – Integrating AI strategies for services – Scope and limitations													CO-5 BTL-5	
TEXT BOOKS														
1.		Kenneth E Clow, et. Al “Services Marketing Operation Management and Strategy” Biztantra, New Delhi, 2012												
REFERENCE BOOKS														
1.		Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.												
2.		Halen Woodroffe, Services Marketing, McMillan, 2003												
E BOOKS														
1.		https://www.ebsglobal.net/documents/course-tasters/english/pdf/h17se-bk-taster.pdf												
MOOC														
1.		www.edx.org/course/services-marketing-concepts-applications												
2.		https://nptel.ac.in/courses/110/105/110105038/												

COURSE TITLE	INTERNATIONAL MARKETING			CREDITS	3
COURSE CODE	MBC4913	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	In this course, you will gain an understanding of the foundations, scope, and challenges of International marketing, as well as the Marketing environments of global markets and this course will equip you with skills to understand and handle current and developing challenges in International marketing and how to create and implement successful strategies.				
Course Objective	1. To understand the principles & concepts in international Marketing 2. To provide the knowledge of marketing management in the international perspective 3. To develop marketing strategies for the dynamic international markets. 4. To understand marketing environment strategies 5. To analyze international trade negotiations				
Course Outcome	Upon completion of this course, the students will be able to 1. To understand international marketing decision-making with respect to products/brands and marketing communications 2. To Apply knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications 3. To Gain an understanding of international marketing effort related to market entry and marketing mix strategies 4. To Demonstrate an appreciation for designing and managing in international marketing programs in consumer markets. 5. To Identify, interpret and evaluate information sources related to consumer marketing with the emphasis on the use of information technologies (Internet).				
Prerequisites: Globalization, Supply Chain, Decision Making					

CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: CONCEPT AND PROCESS OF INTERNATIONAL MARKETING														(6L)	
Definition of international marketing - A comparison of domestic marketing with international marketing - Challenges firms face in international marketing - International marketing orientation - Motivating factors of international marketing - <i>WTO and globalisation: issues</i>														CO-1 BTL-2	
MODULE 2: EMERGING TRENDS AND INTERNATIONALISATION OF FIRMS														(6L)	
Internationalisation- reasons and strategies - Country evaluation and selection - Country risk analysis - Market research and consumer behavior - International marketing mix - International marketing research - Assessing international market size and <i>sales potential Managing international marketing research globally</i>														CO-2 BTL-3	
MODULE 3: INTERNATIONAL MARKETING ENVIRONMENT														(6L)	
Correlates of culture- Elements of culture - The nation as a culture - Language as an element of culture - Religion as an element of culture - Cultural dynamics - <i>Types of government and political economic systems</i> - Political risks in international marketing - Legal frameworks - Different legal systems - International dispute settlement process														CO-3 BTL-2	
MODULE 4: INTERNATIONAL STRATEGIC MANAGEMENT														(6L)	
Modes of global market entry and strategies - Product planning in international markets - Concept of international product life cycle - Pricing strategy for international markets - Direct and indirect marketing channels in a foreign country - <i>International logistics and global supply Chain management</i> - Product promotion and building brands - International market intelligence studies														CO-4 BTL-4	
MODULE 5: INTERNATIONAL TRADE NEGOTIATION														(6L)	
Global issues: the internet and e-commerce - Incorporation of incoterms into the contract of sale - Export documentation and procedures - <i>Decision making for international markets</i> - Communication and negotiation for international markets														CO-5 BTL-2	

TEXT BOOKS	
1.	Usunier, J-C. & Lee, J. A. (2009). Marketing Across Cultures (5th ed.- International Edition). Harlow, England, Prentice Hall Financial Times, Pearson Education.
REFERENCE BOOKS	
1.	Peter, J. P. & Olson, J.C. (2014). Consumer Behavior and Marketing Strategy, Madison, WI, USA: IrwinMcGraw
2.	De Mooij, M. (2011). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. Second Edition. Sage Publications.
E BOOKS	
1.	http://164.100.133.129:81/econtent/Uploads/International_Marketing.pdf
MOOC	
1.	www.edx.org/course/global-marketing-strategy
2.	https://www.coursera.org/learn/international-marketing-entry-execution

SEMESTER III
HUMAN RESOURCE MANAGEMENT
SPECIALIZATION

COURSE TITLE	RECRUITMENT AND SELECTION			CREDITS	3
COURSE CODE	MBC4821	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course is about Recruitment and Selection which is primary function In Human Resource Management Process. It will give insight on concepts related to Recruitment and Selection like screening of the candidates for selection, sources of recruitment, in depth knowledge on internal and external recruitment , advantages and disadvantages of it, steps in hiring process, insight into different type of employment tests.
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Course Objective	<ol style="list-style-type: none"> 1. To be Able to screen and selection the candidates 2. To be Able to do testing 3. To Understand hiring internal process 4. To be Able to do the hiring process and hiring decisions 5. To be Able to understand external recruitment
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Explain the screen and selection the candidates 2. Familiarize with hiring internal process s. 3. Understand hiring internal process 4. Able to do the hiring process and hiring decisions. 5. Able to do external recruitment
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Prerequisites: Fundamentals of HRM**CO, PO AND PSO MAPPING**

CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: SELECTION														(6L)	
Application Forms: bio-data / resume / curriculum vitae, Identifying the ingredients of success: the winning candidate’s profile, challenges in the interview, the starting point, day to day execution, dealing with people, the inner person, additional characteristics. Studying the CV.														CO-1 BTL-2	
MODULE 2: TESTING														(6L)	
Meaning, definition, purpose, advantages and disadvantages, Ability tests clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test, typing test, shorthand test, computer proficiency test Interviewing: Planning the interview, Interview process - getting started, examining the 5interview areas, examining the strengths & weaknesses, listening to what are being said, digging for Behavioural gold, probing for specifics, spotting patterns, using an interview checklist, Allowing candidates to ask questions at the end, explaining the procedure of selection and concluding with a happy note, making the decision. Interview in public sector undertaking, statutory requirements														CO-2 BTL-2	
MODULE 3: HIRING INTERNALLY														(6L)	
Meaning and definition of internal recruitment, Advantages and disadvantages in terms of cost, time, quality and suitability. Sources of internal recruitment: - circulars, intranet advertisements, employee referrals, Appointment or promotion, Policy guidelines and union settlements														CO-3 BTL-3	
MODULE 4: HIRING PROCESS AND HIRING DECISION														(6L)	
Nature of hiring: regular, temporary, full time, part time, apprentice, contractual, and outsourcing, Existing post or new post to be created, Need analysis, cost analysis and job analysis.														CO-4 BTL-2	
MODULE 5: EXTERNAL HIRING														(6L)	
Meaning and definition of external recruitment. Sources of recruitment:- advertisement, in newspaper, TV/Radio, Internet, search on the internet, wanted signboards, consultants, employment exchange, campus recruitment, employee referrals and unsolicited applications. Advantages and disadvantages of the above sources in terms of cost, time, convenience, reach of the targeted population, and quality of applicant pool. Job advertisement: drafting, size and contents. Contents of public sector recruitment: single or multiple sources and choosing the best source														CO-5 BTL-2	
TEXT BOOKS															

1.	Recruitment And Selection : Theories And Practices, Dipak Kumar Bhattacharyya, Cengage, 2016.
2.	Gareth Roberts, Recruitment and Selection: A Competency Approach, CIPD Publishing, 2014.
REFERENCE BOOKS	
1.	The Best Team Wins: Build Your Business Through Predictive Hiring – Adam Robinson, 2016
2.	Hire With Your Head: Using Performance-Based Hiring to Build Great Teams – Lou Adler, 2017
E BOOKS	
1.	https://www.shrm.org/academicinitiatives/universities/teachingresources/Documents/09-0152%20Gusdorf_Instructor_Notes.pdf
MOOC	
1.	https://www.mooc-list.com/course/recruiting-hiring-and-onboarding-employees-coursera

COURSE TITLE		EMPLOYEE RELATIONS								CREDITS		3			
COURSE CODE		MBC4822		COURSE CATEGORY			DE			L-T-P-S		3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-3			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		Employee Relations gives an overview on the relations between the employers and employees, statutory norms as per labour laws and machineries available for settling industrial disputes													
Course Objective		1. To demonstrate an understanding of Employee Relations and Industrial Climate in India. 2. To Understand the process of collective bargaining 3. To illustrate ability to comprehend employee grievance and redressal. 4. To Understand appropriate statutory norms to settle Industrial Disputes 5. To Understand Fundamentals of Human Resource Management													
Course Outcome		Upon completion of this course, the students will be able to 1. Demonstrate an understanding of Employee Relations and Industrial Climate in India. 2. Understand the process of collective bargaining 3. Illustrate ability to comprehend employee grievance and redressal. 4. Understand appropriate statutory norms to settle Industrial Disputes. 5. Understand the process of social audit.													
Prerequisites: Fundamentals of Human resource management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														(6L)	
Introduction- Industrial Conflict- Concept and determinants of Industrial relations and its <i>position in India</i>														CO-1 BTL-2	
MODULE 2: COLLECTIVE BARGAINING														(6L)	
Collective Bargaining- <i>Recent Trends in Industrial Disputes</i> -Lay off- Termination Retrenchment- closures- VRS														CO-2 BTL-2	
MODULE 3: TRADE UNIONS														(6L)	
Trade Unions-Grievances and Redressal mechanisms -Code of discipline in industries-Standing orders- <i>Settlements</i> –Employee Counselling-WPIM														CO-3 BTL-3	
MODULE 4: INDIAN ACTS														(6L)	
Act 1947, Payment of Gratuity Act 1982, <i>ESI Act 1948</i> .														CO-4 BTL-2	
MODULE 5: INTERNATIONAL OUTLOOK														(6L)	
Role of Indian Labour Laws and International bodies such as <i>ILO</i> -Social Audit.														CO-5 BTL-2	
TEXT BOOKS															
1.		Personnel Management and Industrial Relations- P C Tripathi , 2013													
2.		Human Resource Management and Human Relations- V.P. Michael-Himalaya Publishing House, 2016													
REFERENCE BOOKS															
1.		Industrial Relations - Arun Monappa, Tata Mc Graw Hil, 2017													
2.		Industrial Relations and Labour Laws – S C. Srivastava Vikas Publishing House Pvt, 2016													
3.		Industrial Relations Conceptual and Legal Framework 10th Edition - A M Sharma, Himalaya Publishing House Pvt. Ltd., 2017													
E BOOKS															
1.		Employee Relations (HR Fundamentals) 1st Edition, Elizabeth Aylott, 2014													
2.		Mastering Employee Engagement, Tim Eisenhauer, 2018													
MOOC															
1.		https://www.coursera.org/specializations/human-resource-management													
2.		https://www.mooc-list.com/course/human-resources-open2study													

COURSE TITLE	HR METRICS & ANALYTICS			CREDITS	3
COURSE CODE	MBC4823	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course is about HR Metrics & Analytics. It gives insight into the concepts of HR scorecard and Human capital's ROI, detailed knowledge of every step in the analytics process and be able to manage the HR analytics process from front to back, provides learning on measuring and quantifying the contribution of HR activity at an organisational level				
Course Objective	<ol style="list-style-type: none"> 1. To Have detailed knowledge of every step in the analytics process and be able to manage the HR analytics process from front to back 2. To learn to measure and quantify the contribution of HR activity at an organisational level 3. To Have the knowledge and tool to head the implementation of data-driven HR practices throughout the organization 4. To Compose an HR scorecard and Human capital's ROI to be able to benchmark the organizations HR metrics 5. To Provide evidence of critical analytical and evaluative ability by presenting in a compelling way the results of Human capital & HR analytics for Organisational effectiveness 				
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Have detailed knowledge of every step in the analytics process and be able to manage the HR analytics process from front to back. 2. Measure and quantify the contribution of HR activity at an organisational level. 3. Have the knowledge and tool to head the implementation of data-driven HR practices throughout the organization Compose an HR scorecard and Human capital's ROI to be able to benchmark the organizations HR metrics 				

	4. Provide evidence of critical analytical and evaluative ability by presenting in a compelling way the results of Human capital & HR analytics for Organisational effectiveness.														
Prerequisites: Human Resource Management and Strategic Management															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: HR ANALYTICS IN PERSPECTIVE													(6L)		
Understand the characteristics, the strategic focus and problems facing of HR analytics - HR analytics process and application of analytical techniques to evaluate Human capital impact on business													CO-1 BTL-2		
MODULE 2: METRICS AND DATA CHALLENGES													(6L)		
Data & Metrics – to identify and obtain quality HR data - the purpose & efficiency of metrics – creating HR metrics and link to KPIs- <i>transform strategic goals to HR metrics</i>													CO-2 BTL-2		
MODULE 3: TOOL KITS FOR RESOLVING OPERATIONAL ISSUES (6L+6L=12)															
Tool kits available in market - Identify and resolve operational issues in order to develop and align HR metrics with organizational strategy.													CO-3 BTL-3		
MODULE 4: ANALYTICS AND THE ORGANISATION AS A SYSTEM													(6L)		
Analytics – Human Capital in the Value Chain- Balance Score card – ROI – Predictive Analytics													CO-4 BTL-2		
MODULE 5: REPORTING AND STRATEGIES FOR IMPROVING ORGANISATIONAL EFFECTIVENESS (6L)															

Reporting & Advising - the 4 rules of reporting HR analytics- importance of data visualization - why design is important in reporting basic principles of information design - knowledge, skill, and ability to use the results of data collection and analysis - <i>tell a story in a compelling manner so that change follows for improving Organisational Effectiveness</i>		CO-5 BTL-2
TEXT BOOKS		
1.	The New HR Analytics – Jac Fitzenz (2010), AMACOM	
2.	Edwards, M. R., & Edwards, K. (2016). Predictive HR Analytics: Mastering the HR Metric. London: Kogan Page.	
3.	Predictive HR Analytics: Mastering the HR Metric - Dr Martin Edwards (Author), Kirsten Edwards (Author), 2016, Kogan Publication	
REFERENCE BOOKS		
1.	Raef, Meeuwisse. (2017). <i>Cyber security for Beginners</i> , Cyber Simplicity Ltd. Publications, 2nd Edition, pp.410-440.	
2.	70 HR metrics with examples- simplicable- uploaded by Ajay Burman on March 5 th , 2016 on scribd	
3.	Sesil, J. C. (2014). Applying advanced analytics to HR management decisions: Methods for selection, developing incentives, and improving collaboration. Upper Saddle River, New Jersey: Pearson Education	
4.	Pease, G., & Beresford, B. (2014). <i>Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments</i> . Wiley.	
5.	Phillips, J., & Phillips, P.P. (2014). <i>Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes</i> . McGraw-Hill.	
E BOOKS		
1.	http://content.edupristine.com/HRA%20Ebook-%20Website.pdf	
2.	http://www.mop.ir/portal/File/ShowFile.aspx?ID=47f988a6-dee5-4c9c-b079-79d1c9f46da2	
3.	http://www.danangtimes.vn/Portals/0/Docs/520152012-0814416438Analytics.pdf	
4.	http://conferinta.management.ase.ro/archives/2014/pdf/92.pdf	
5.	https://www.svuniversity.edu.in/Assets/PersonalBlog/201789171023392_Research-Publications.pdf	
MOOC		
1.	https://www.analyticsinhr.com/blog/hr-analytics-courses/	
2.	https://www.ecornell.com/courses/human-resources-management/hr-analytics-for-business-decisions/	
3.	http://aztechtraining.com/course/hr-metrics-analytics	

COURSE TITLE	COMPENSATION AND BENEFITS MANAGEMENT			CREDITS	3
COURSE CODE	MBC4824	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course is about COMPENSATION AND BENEFITS MANAGEMENT. It provides insight on Job Analysis, evaluation methods Compares and contrasts Pay related Models and structure one as Job demands Analysis into critically the changing working environment and recommend innovative compensation plans retrieving employee champions.				
Course Objective	1. Ability to design Job Analysis and defend factors affecting compensation To be Able to do testing 2. Compare and contrast Pay related Models and structure one as Job demands 3. Illustrate ability to critically analyse rewards available and model a scheme as the job requires. 4. Explore and apply appropriate statutory norms to accommodate to statutory requirements 5. Analyse critically the changing working environment and recommend innovative compensation plans retrieving employee champions.				
Course Outcome	Upon completion of this course, the students will be able to 1. Design Job Analysis and defend factors affecting compensation 2. Compare and contrast Pay related Models and structure one as Job demands 3. Illustrate ability to critically analyse rewards available and model a scheme as the job requires. 4. Explore and apply appropriate statutory norms to accommodate to statutory requirements 5. Analyse critically the changing working environment and recommend innovative compensation plans retrieving employee champions.				
Prerequisites: Fundamentals of Human Resources Management					

CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: Introduction														(6L)	
Strategy-Job Analysis-Job evaluation approach to compensation management –Market and Internal Competitiveness- <i>Factors affecting Compensation</i>													CO-1 BTL-2		
MODULE 2: MODELS AND STRUCTURE														(6L)	
Bonuses- concept & methods of calculation-Pay for performance-competency based pay-Pay Models-Pay structure- <i>Performance Appraisals</i> -Compensatory Exceptions													CO-2 BTL-2		
MODULE 3: REWARDS														(6L)	
Motivation theories on rewards-Equity based rewards- team rewards-Reward strategy & psychological contract- <i>Employee Benefits</i> -Stock Options-International compensation													CO-3 BTL-3		
MODULE 4: LEGAL														(6L)	
Law relating to compensation- Executive compensation- Benefits administration-Pay Policies and Practices across countries- <i>Benchmark Standards</i> -Role of Unions-Legal & Regulatory Issues													CO-4 BTL-2		
MODULE 5: CHALLENGES & FUTURE														(6L)	
Employee welfare and working conditions-statutory and voluntary measures –Hurdles in Implementation-Strategies to Overcome challenges- <i>Innovations in Compensation</i>													CO-5 BTL-2		
TEXT BOOKS															
1.		The complete Guide to Executive Compensation- Bruce R Ellig-McGraw Hill Inc. (2014													
2.		Strategic Compensation: A Human Resource Management approach - Joseph J. Martocchio- Pearson New International Edition, 2014.													
REFERENCE BOOKS															

1.	Compensation – George T. Milkovich- McGraw Hill, 2015.
2.	The Compensation Handbook, Sixth Edition : A State-Of-The-Art Guide to Compensation Strategy and Design – Lance A. Berger- McGraw Hill
3.	Rewarding excellence: Pay Strategies for the new economy-Edward E Lawler-Jossey Bass Inc. Publishers
E BOOKS	
1.	Compensation and Benefit Design: Applying Finance and Accounting Principles to Global Human Resource Management Systems 1st Edition, Kindle Edition, by Bashker D. Biswas
2.	<i>The WorldatWork Handbook of Compensation, Benefits & Total Rewards, Wiley</i>
MOOC	
1.	https://www.mooc-list.com/course/managing-employee-compensation-coursera
2.	https://www.mooc-list.com/course/internet-emerging-technologies-coursera

COURSE TITLE		PERFORMANCE MANAGEMENT SYSTEM						CREDITS				3			
COURSE CODE		MBC4825		COURSE CATEGORY		DE		L-T-P-S				3-0-0-1			
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL				BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance				ESE			
15%		15%		10%		5%		5%				50%			
Course Description		The course is about Performance Management System. It will give insight on concepts related to to use the right Performance evaluation metric, knowledge on Contrast models and asses the performance with appropriate measures, innovative ways of rewarding employee transforming them into an indispensable asset, ethical issues relating rewards.													
Course Objective		1. To Demonstrate ability to use the right Performance evaluation metric 2. To Contrast models and asses the performance with appropriate measures. 3. To Illustrate ability to implement PMS there by. 4. To Explore and apply innovative ways of rewarding employee transforming them into an indispensable asset. 5. To Analyze critically ethical issues relating rewards and successfully defend the fitting recognition.													
Course Outcome		Upon completion of this course, the students will be able to 6. Demonstrate ability to use the right Performance evaluation metric 7. Contrast models and asses the performance with appropriate measures. 8. Illustrate ability to implement PMS there by. 9. Explore and apply innovative ways of rewarding employee transforming them into an indispensable asset. 10. Analyze critically ethical issues relating rewards and successfully defend the fitting recognition.													
Prerequisites: Fundamentals of HRM															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-

CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION														(6L)	
Reviewing & Managing Performance–Performance Management and strategic planning- <i>Dimensions</i> -Process-Relevance in Organisations													CO-1 BTL-2		
MODULE – 2: MODELS														(6L)	
Alternative models for Assessing Performance-Balance score card-EFQM Model- Outcome metrics–Economic Value Added (EVA)- <i>Economic measures</i>													CO-2 BTL-2		
MODULE – 3: IMPLEMENTATION														(6L)	
Building a High Performance culture-Performance Management & Employee Development-Performance Appraisals-Performance Management System- <i>Factors affecting Implementation</i> -Pitfalls													CO-3 BTL-3		
MODULE – 4: REWARDS														(6L)	
Performance Management and Rewards-Financial and Non-financial Rewards-Individual and group - <i>Innovative Recognition Programs</i>													CO-4 BTL-2		
MODULE – 5: ETHICS														(6L)	
Ethics in Performance Management – <i>Rewards and Legal issues</i> -Value based incentive- Integrating ethics with workplace													CO-5 BTL-2		
TEXT BOOKS															
1.		Performance Management –Herman Aguinis-Pearson Education, 2012													
2.		Performance Management- Prem Chanda-Macmillan, 2011													
REFERENCE BOOKS															
1.		Performance Management & Appraisal Systems– T V Rao-Response Books, 2002													
2.		Compensation and Reward Management-B D Singh-Excel Books, 2014													
3.		Employee Reward- Michael Armstrong-CIPD Publishing, 2006													
E BOOKS															

1.	http://promeng.eu/downloads/training-materials/ebooks/soft-skills/performance-management.pdf
2.	https://books.google.co.in/books/about/Performance_Management.html?id=Cgef6OsYCqkC&redir_esc=y
MOOC	
1.	https://www.mooc-list.com/course/project-performance-management-apnacourse
2.	https://www.coursera.org/learn/employee-performance

**HUMAN RESOURCE
(SEMESTER – 4)**

COURSE TITLE		STRATEGIC HUMAN CAPITAL MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4921			COURSE CATEGORY			DE			L-T-P-S		3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		The course is about Strategic Human Capital Management. It will give insight on concepts of linkages between HRM functions and operations and organisational strategies, structures and culture, HR strategies to meet challenges of dynamic global competition, competency based career systems													
Course Objective		1. To Identify the linkages between HRM functions and operations and organisational strategies, structures and culture 2. To measure and quantify the contribution of HR activity at an organisational level 3. To Develop HR strategies to meet challenges of dynamic global competition 4. To Develop competency based career systems 5. To Build the Human Capital and Organisational Effectiveness													
Course Outcome		Upon completion of this course, the students will be able to 1. Identify the linkages between HRM functions and operations and organisational strategies, structures and culture 2. Measure and quantify the contribution of HR activity at an organisational level 3. Develop HR strategies to meet challenges of dynamic global competition 4. Develop competency based career systems 5. Building the Human Capital and Organisational Effectiveness													
Prerequisites: Human Resource Management , Cross Cultural Management and Strategic Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: STRATEGIC APPROACH TO HUMAN CAPITAL MANAGEMENT														(6L)	
Human Capital (Human Resources) Management as a Strategic component of Business Importance – Strategic HRM – Concept and process - Formulating and Implementing HR Strategies – <i>Roles in Strategic Human Capital Management</i>														CO-1 BTL-2	
MODULE 2: HR METRICS AND ANALYTICS FOR STRATEGIC DECISION MAKING														(6L)	
HR metrics – Identifying the essential metrics – Developing and aligning HR metrics with Organisational Strategy - Use of HR analytics to bring about Organisational change														CO-2 BTL-2	
MODULE 3: GLOBAL AND INTERNATIONAL HUMAN CAPITAL MANAGEMENT														(6L)	
Domestic Vs International HRM - <i>Cultural Dynamics - Building Multicultural Organisation</i> - Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, Cross border M and A- Repatriation - <i>International Compensation</i> .														CO-3 BTL-3	
MODULE 4: CAREER AND COMPETENCY DEVELOPMENT														(6L)	
Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Designing Effective Career Development Systems – Competencies and Career Management –Competency Mapping Models – <i>Equity and Competency based Compensation</i> .														CO-4 BTL-2	
MODULE 5: Strategies for improving Organisational Effectiveness														(6L)	
Strategies for Organisational Effectiveness - Strategies for Organisational Transformation - Strategies for Knowledge Management - Strategies for Human Resource Development , <i>Building the Human capital - Role of HR in coaching and Counseling</i> - Emotional Intelligence.														CO-5 BTL-2	
TEXT BOOKS															
1.		Strategic Human Resource Management – A guide to action – Michael Armstrong, 2000													
2.		High Impact Human capital Strategy – Jack Phillips, 2015.													
3.		Strategic Business Partner. Aligning People Strategies with Business goals – Dana Gains Robinson, 2004													
REFERENCE BOOKS															
1.		The Essential HR Handbook – Armstrong, 2008.													

2.	Gary Dessler, Human Resource Management, PHI, New Delhi, 2003
3.	Human Resource Competencies: An Empirical Assessment - Dave Ulrich, Wayne Brockbank, Arthur K. Yeung, and Dale G. Lake, 2018.
4.	Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
E BOOKS	
1.	https://www.pdfdrive.net/strategic-human-resource-management-e6137887.html
2.	https://www.buecher.de/shop/fachbuecher/strategic-human-capital-management-ebook-pdf/ingham-jon/products_products/detail/prod_id/38114960/
3.	https://www.amazon.com/Strategic-Human-Capital-Management-Ingham/dp/0750681349
MOOC	
1.	https://alison.com/course/international-and-strategic-human-resource-management
2.	https://www.unece.org/fileadmin/DAM/stats/publications/HRMT_w_cover_resized.pdf

COURSE TITLE	INTERNATIONAL HUMAN RESOURCES MANAGEMENT			CREDITS	3
COURSE CODE	MBC4922	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	<p>The course is about International HRM. It will give insight on concepts of strategic and functional roles of HRM in various international contexts, specially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation, on external forces that have the potential to shape international HRM, generic and transferable skills-especially in diagnosing international HRM issues critically and analytically, conducting research for the purpose of discussing specific cases relating to international HRM, evaluating alternative approaches and defending the recommendations with evidence, and developing confidence in conducting training workshops</p>				
Course Objective	<ol style="list-style-type: none"> 1. To Understand issues, opportunities and challenges pertaining to international HRM 2. To Develop competency in dealing with cross cultural situations 3. To Understand the strategic and functional roles of HRM in various international contexts, specially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation 4. To Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM 5. To Develop generic and transferable skills-especially in diagnosing international HRM issues critically and analytically, conducting research for the purpose of discussing specific cases relating to international HRM, evaluating alternative approaches and defending the recommendations with evidence, and developing confidence in conducting training workshops 				

Course Outcome	Upon completion of this course, the students will be able to														
	1. Understand issues, opportunities and challenges pertaining to international HRM														
	2. Develop competency in dealing with cross cultural situations														
	3. Understand the strategic and functional roles of HRM in various international contexts, specially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation														
	4. Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM Analyze critically ethical issues relating rewards and successfully defend the fitting recognition														
	5. Develop generic and transferable skills-especially in diagnosing international HRM issues critically and analytically, conducting research for the purpose of discussing specific cases relating to international HRM, evaluating alternative approaches and defending the recommendations with evidence, and developing confidence in conducting training workshops														
Prerequisites: Fundamentals of Human Resource Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: GLOBAL PERSPECTIVE AND MULTICULTURALISM														(6L)	
Nature of globalisation - Drivers - Ripple effects - India Beckons - Nature of culture - Effects of culture - Multiculturalism - Cultural predispositions - Cultural dimensions - Managing across cultures - Technology - Culture & Performance														CO-1 BTL-2	
MODULE 2: STRATEGIC IHRM														(6L)	
IHRM compared with domestic HRM - Growing interest in IHRM - New dimensions - Understanding strategy - Nature of strategic HRM - Organisational context of IHRM - Dimensions of strategic international HRM - Nature of Mergers and Acquisitions (M&A's) - Motives Behind M&A's - Extent of M&A's - HRM Comes into the picture - HR inventions - HR Role-A checklist														CO-2 BTL-2	

MODULE 3: STAFFING OF INTERNATIONAL BUSINESS (6L)	
Human resource planning - Recruitment and selection - Recent trends in international staffing - Training strategies - Expatriate training - Theoretical frameworks for CCT - HCN training - TCN training - Emerging trends in training for competitive advantage - Steps in global PMS - Issues in managing performance in global context - Assessing subsidiary performance – <i>International Compensation</i>	CO-3 BTL-3
MODULE 4: REPATRIATION AND INPATRIATION (6L)	
Repatriation - Understanding repatriation - Benefits from returnees - Challenges of re-entry - Repatriation process - Managing repatriation - <i>Tips for successful repatriation</i> – Inpatriation - Nature of IR - Approaches to IR - Extent of disputes - Key players in IR - Strategic issues before MNC's/Employees - Strategic issues before employees - Strategic issues before governments	CO-4 BTL-2
MODULE 5: ETHICS AND SOCIAL RESPONSIBILITY (6L)	
Ethics - Source of ethics - Role of ethics in business - Myths about business ethics - Perception of corporate ethics - Ethical dilemmas - Ethical initiatives in MNC's - <i>Social responsibility</i> - Social responsibility and IHR manager – Future of IHRM	CO-5 BTL-2
TEXT BOOKS	
1.	International Human Resource Management, P. Subba Rao, Himalaya Publishing House, 2017.
2.	International Human Resource Management, 2nd Edition, K Ashwathappa, Sadhna Dash, McGraw Hill, 2012
REFERENCE BOOKS	
1.	Richard Lynch, Corporate Strategy, Prentice Hall, 2006
2.	Richard P. Rumelt, Good strategy bad strategy: the difference and why it matters, 2011
3.	Daniel C.Esty, Green to gold: how smart companies use environmental strategy to innovate, create value, and build competitive advantage, 2006
E BOOKS	
1.	https://www.3.ul.ie/ullearning/html%20files/global%20HRM/pdf/international%20human%20resource%20 management.pdf
2.	https://books.google.co.in/books/about/International_Human_Resource_Management.html?id=9eTSAwAAQBAJ&redir_ese=y
MOOC	
1.	https://www.class-central.com/tag/human%20resources
2.	https://www.coursera.org/learn/intercultural

COURSE TITLE		CROSS CULTURAL MANAGEMENT								CREDITS		3			
COURSE CODE		MBC4923		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-4					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		The course is about Cross Cultural management. It will give insights into the concepts of dimensions of culture and align with International models of IHRM, Compares and contrast effective leadership across cultures, Illustrates ability to manage cross cultural teams and resolve grievances, competent compensation for cross cultural workforce and International expat issues and model solutions													
Course Objective		1. To Comprehend dimensions of culture and align with International models of IHRM as suitable 2. To Compare and contrast effective leadership across cultures. 3. To Illustrate ability to manage cross cultural teams and resolve grievances. 4. To design and develop competent compensation for cross cultural workforce 5. To Analyse critically International expat issues and model solutions.													
Course Outcome		Upon completion of this course, the students will be able to 1. Comprehend dimensions of culture and align with International models of IHRM as suitable 2. Compare and contrast effective leadership across cultures. 3. Illustrate ability to manage cross cultural teams and resolve grievances. 4. Design and develop competent compensation for cross cultural workforce 5. Analyse critically International expat issues and model solutions.													
Prerequisites: Fundamentals of Human Resource Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: Introduction (6L)															
Introduction- Dimensions of culture- <i>the impact of culture on business practices</i> -Approaches to Comparative Employment Policy-International HRM models														CO-1 BTL-2	
MODULE 2: International Workforce and Leadership (6L)															
Leadership across cultures-challenging role of Global Manager/Leader- need for cross-cultural management- <i>Managing International Workforce</i> -Selecting International Managers														CO-2 BTL-2	
MODULE 3: Teams and Communication (6L)															
The challenge of managing multicultural/cross-cultural workgroups and international teams- <i>virtual and multi cultural teams</i> -cross-cultural communications and negotiation-Cross cultural theories														CO-3 BTL-3	
MODULE 4: Decision Making and International Compensation (6L)															
Decision- making within diverse cultures - <i>ethical dilemmas</i> and social responsibility facing firms in different cultures-Factors influencing International Compensation														CO-4 BTL-2	
MODULE 5: International Expat Problems and solutions (6L)															
Building cultural intelligence and cultural competence-Expatriation- <i>Repatriation</i> -International Labor relations problems and solutions														CO-5 BTL-2	
TEXT BOOKS															
1.		International Human Resource Management-Dr. Nilanjan Sengupta-Excel Books, 2012													
2.		International Business-S Shajahan –Macmillan, 2009.													
REFERENCE BOOKS															
1.		The Cultural Dimension of International Business –Gary P Ferraro-Pearson Education, 2012													
2.		International Human Resource Management- Peter J Dowling-Thomson Publisher, 2005													
3.		International Management – Richard Mead-Blackwell Publishing, 2008.													
E BOOKS															

1.	https://www3.ul.ie/ulearning/html%20files/global%20hrm/pdfs/International%20Human%20Resource%20Management.pdf
2.	https://books.google.co.in/books/about/International_Human_Resource_Management.html?id=9eTSAwAAQBAJ&redir_esc=y
MOOC	
1.	https://www.class-central.com/tag/human%20resources
2.	https://www.coursera.org/learn/intercultural

**SYSTEMS
(SEMESTER – 3)**

COURSE TITLE		INFORMATION TECHNOLOGY MANAGEMENT										CREDITS		3		
COURSE CODE		MBC4831				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1		
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4		
ASSESSMENT SCHEME																
First Periodical Assesment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%				10%			5%			5%		50%		
Course Description		The course is about understanding the concept of information technology, its history, types and challenges and issues faced by IT managers , in-depth knowledge of computer hardware and software, their types and technology for input and output, concept of computer network, its types and information sharing.														
Course Objective		6. To understand the concept of information technology, its history, types and challenges and issues faced by IT managers 7. To Acquire in-depth knowledge of computer hardware and software, their types and technology for input and output 8. To understand the concept of computer network, its types and information sharing. 9. To demonstrate a good understanding of functional and enterprise systems, decision making process and security issues. 10. To Comprehend the latest trends in Information Technology.														
Course Outcome		Upon completion of this course, the students will be able to 6. understand the concept of information technology, its history, types and challenges and issues faced by IT managers 7. Acquire in-depth knowledge of computer hardware and software, their types and technology for input and output 8. understand the concept of computer network, its types and information sharing. 9. demonstrate a good understanding of functional and enterprise systems, decision making process and security issues. 10. Comprehend the latest trends in Information Technology.														
Prerequisites: Fundamentals of Information Technology																
CO, PO AND PSO MAPPING																
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3	

CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION (6L)															
Managing in Information Age. Evolution of IT Management – Types of Information Systems– Internet Based Business Systems– IT Management Challenges and issues – <i>Critical success Factors for IT Managers.</i>														CO-1 BTL-2	
MODULE – 2: COMPUTER HARDWARE AND SOFTWARE (6L)															
Computing Hierarchy – Input – Output Technologies -Types of Software, Operating Systems- Functions of Operating Systems, Types of Operating Systems (Batch Processing, Multitasking, Multiprogramming and Real time Systems) Database Management Systems Concepts, <i>Types of Data Models.</i>														CO-2 BTL-2	
MODULE – 3: DATA COMMUNICATION NETWORKS (6L)															
Concepts of Data Communication, Types of Data Communication Networks, Communications Media, Concepts of Computer Networks, the Internet, World Wide Web, Intranet and Extranets: Operation of the Internet, <i>Services provided by Internet</i>														CO-3 BTL-3	
MODULE – 4: FUNCTIONAL AND ENTERPRISE SYSTEMS (6L)															
Data, Information and Knowledge Concepts, Decision Making, Process, Components of decision making and Information Systems, <i>Overview of Security Issues in Information Technology</i>														CO-4 BTL-2	
MODULE – 5: EMERGING TRENDS IN INFORMATION TECHNOLOGY (6L)															
Cloud Computing, E-commerce, Mobile Application, User Interfaces, Analytics, Knowledge management, Internet of Things, <i>Social Media</i>														CO-5 BTL-2	
TEXT BOOKS															
1.		Information Technology for Management: Advancing Sustainable, Profitable Business Growth (WIND), by Turban, Volonino, et al. Wiley (2015)													
2.		Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore. (2014)													
3.		Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston. (2004)													
REFERENCE BOOKS															

1.	Information Technology (CAIIB 2018), Macmillan Publishers India Private Limited (1 October 2018)
2.	Information Technology for Management: Transforming Organizations in the Digital Economy, 7ed, Wiley; Seventh edition (2010)
3.	Introduction to Information Technology: ITL Education Solutions Limited, Pearson Education India; 2 edition (2012)
E BOOKS	
1.	Managing Information Technology by Edley Wainright Martin, Prentice Hall, 2004
2.	INFORMATION TECHNOLOGY FOR MANAGEMENT by BEHL, Tata McGraw-Hill Education, 2014
MOOC	
1.	https://www.edx.org/free-online-information-technology-it
2.	https://www.class-central.com/subject/information-technology

COURSE TITLE		E-COMMERCE TECHNOLOGY AND MANAGEMENT								CREDITS			3		
COURSE CODE		MBC4832			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course is about understanding the concept of information technology, its history, types and challenges and issues faced by IT managers , in-depth knowledge of computer hardware and software, their types and technology for input and output, concept of computer network, its types and information sharing.													
Course Objective		1. To understand E-commerce framework, history, advantages and disadvantages 2. To Acquire in-depth knowledge of e-commerce and managing an e-enterprise 3. To demonstrate clear, concise, thoughtful and good understanding of electronic commerce process models 4. To demonstrate a good understanding of e- payment system and its types 5. To Comprehend the future trends in e-commerce													
Course Outcome		Upon completion of this course, the students will be able to 1. understand E-commerce framework, history, advantages and disadvantages 2. Acquire in-depth knowledge of e-commerce and managing an e-enterprise 3. demonstrate clear, concise, thoughtful and good understanding of electronic commerce process models 4. demonstrate a good understanding of e- payment system and its types 5. Comprehend the future trends in e-commerce													
Prerequisites: Basics of e-Commerce															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION TO E-COMMERCE														(6L)	
An Overview, Electronic Commerce – Electronic Commerce Framework, Evolution of E-commerce, <i>Advantages and Disadvantage of E-commerce</i>														CO-1 BTL-2	
MODULE – 2: E-commerce Infrastructure														(6L)	
Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website														CO-2 BTL-2	
MODULE – 3: e-Commerce Process Models														(6L)	
Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model														CO-3 BTL-3	
MODULE – 4: Electronic Payment Systems														(6L)	
Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems														CO-4 BTL-2	
MODULE – 5: FUTURE TRENDS IN E-COMMERCE														(6L)	
E-Marketing: The scope of E-Marketing, Internet Marketing Techniques														CO-5 BTL-2	
TEXT BOOKS															
1.		Efraim Turban et al., ‘Electronic Commerce – A managerial perspective’, Pearson Education Asia. (2008)													
2.		E-Commerce 10/e, Pearson Education India; 10 edition (2016)													
REFERENCE BOOKS															
1.		eCommerce In A Week: Selling Online In Seven Simple Steps, Teach Yourself; 1 edition (16 April 2019)													
2.		E - Commerce: Strategy, Technologies and Applications, McGraw Hill Education (1 July 2017)													
3.		E-Commerce: An Indian Perspective, PHI Learning Pvt Ltd (2015)													
E BOOKS															

1.	Electronic Commerce by Gary <u>Schneider</u> , Cengage Learning, 2017
2.	DROPSHIPPING E-COMMERCE: A Must-read Beginner's Guide to Dropshipping on How to Customize Your Own Brand Store, Find the Best Niche Content Which Will Keep Customers Coming Back! Kindle Edition, Amazon Asia-Pacific Holdings Private Limited
MOOC	
1.	https://www.mooc-list.com/course/digital-business-models-edx
2.	https://www.mooc-list.com/course/internet-emerging-technologies-coursera

COURSE TITLE	KNOWLEDGE MANAGEMENT SYSTEMS			CREDITS	3
COURSE CODE	MBC4833	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course is about the concepts of Knowledge Management Initiatives, techniques of Expert Systems & its applications, Concepts of Knowledge Engineering & its future, concepts of Artificial Neural Networks & fuzzy logic, concepts of Internet - Based Software & Intelligent Agents
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Course Objective	<ol style="list-style-type: none"> 1. To Study the concepts of Knowledge Management Initiatives 2. To Analyze the techniques of Expert Systems & its applications 3. To Understand the Concepts of Knowledge Engineering & its future 4. To Study the concepts of Artificial Neural Networks & fuzzy logic 5. To Apply the concepts of Internet - Based Software & Intelligent Agents
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Study the concepts of Knowledge Management Initiatives 2. Analyze the techniques of Expert Systems & its applications 3. Understand the Concepts of Knowledge Engineering & its future 4. Study the concepts of Artificial Neural Networks & fuzzy logic 5. Apply the concepts of Internet - Based Software & Intelligent Agents
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Prerequisites: Basics of KMS**CO, PO AND PSO MAPPING**

CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION														(6L)	
Organizational Learning and Transformation; Knowledge Management Initiatives; Approaches to Knowledge Management; Information Technology in Knowledge Management; Knowledge Management Systems Implementation; <i>Roles of People in Knowledge Management</i>														CO-1 BTL-2	
MODULE – 2: Artificial Intelligence and Expert Systems														(6L)	
Concepts and Definitions of Artificial Intelligence; Evolution of Artificial Intelligence; The Artificial Intelligence Field; Basic Concepts of Expert Systems; Applications of Expert Systems; <i>Structure of Expert Systems</i> ; How Expert Systems Work; Problem Areas Suitable for Expert Systems; Benefits and Capabilities of Expert Systems														CO-2 BTL-2	
MODULE – 3: Knowledge Acquisition, Representation, and Reasoning														(6L)	
Concepts of Knowledge Engineering; Scope and Types of Knowledge; Methods of Knowledge Acquisition from Experts; Automated Knowledge Acquisition from Data and Documents; Reasoning in Rule-Based Systems; Explanation and Meta knowledge; Inferencing with Uncertainty; Expert Systems Development; <i>Knowledge Acquisition and the Internet</i>														CO-3 BTL-3	
MODULE – 4: Advanced Intelligent Systems														(6L)	
Machine - Learning Techniques; Case-Based Reasoning; Basic Concept of Neural Computing; Learning in Artificial Neural Networks; Developing Neural Network-Based Systems; Genetic Algorithms Fundamentals; Developing Genetic Algorithm Applications; Fuzzy Logic Fundamentals; <i>Developing Integrated Advanced Systems</i>														CO-4 BTL-2	
MODULE – 5: Intelligent Systems over the Internet														(6L)	
Web-Based Intelligent Systems; Intelligent Agents: An Overview; Characteristics of Agents; Intelligent Agents; Classification and Types of Agents; Internet-Based Software Agents; DSS Agents and Multi-Agents; Semantic Web: Representing Knowledge for Intelligent Agents; Web-Based Recommendation Systems; <i>Managerial Issues of Intelligent Agents</i>														CO-5 BTL-2	
TEXT BOOKS															
1.		Saint-Onge, H. (2002), “Linking knowledge to strategy”, Conference on Strategic Planning for KM.													
2.		Drucker, P. (2001), Management Challenges for the 21st Century, Harper Business Press, New York, NY.													
REFERENCE BOOKS															

1.	Information Systems Management in the Big Data Era (Advanced Information and Knowledge Processing) by Robert Drake and Peter Lake 2014.
2.	Knowledge Management Systems: Information and Communication Technologies for Knowledge Management by Ronald Maier, 2002.)
3.	Knowledge Management in Theory and Practice by Kimiz Dalkir, 2005.
E BOOKS	
1.	Knowledge Management Framework for System Development Projects” by Damodar Kondav. 2014.
2.	Paradigms of Knowledge Management: With Systems Modelling Case Studies (Studies in Systems, Decision and Control) by Krishna Nath Pandey, 2011.
MOOC	
1.	https://www.mooc-list.com/course/knowledge-management-and-big-data-business-edx
2.	https://www.mooc-list.com/course/internet-emerging-technologies-coursera

COURSE TITLE	DECISION SUPPORT SYSTEMS			CREDITS	3
COURSE CODE	MBC4834	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course is about Decision-Making, techniques of Model Management systems & its applications, Concepts Decision Support System methodologies of & its future, concepts of Enterprise Support systems, concepts of business intelligence in real time applications
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Course Objective	<ol style="list-style-type: none"> 1. To Study the concepts of Decision-Making in design phase 2. To Analyze the techniques of Model Management systems & its applications 3. To Understand the Concepts Decision Support System methodologies of & its future 4. To Study the concepts of Enterprise Support systems 5. To Apply the concepts of business intelligence in real time applications
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Study the concepts of Decision-Making in design phase 2. Analyze the techniques of Model Management systems & its applications 3. Understand the Concepts Decision Support System methodologies of & its future 4. Study the concepts of Enterprise Support systems 5. Apply the concepts of business intelligence in real time applications
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Prerequisites: Fundamentals of Decision - Making and Information Systems

CO, PO AND PSO MAPPING

CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction														(6L)	
Introduction and Definitions; Systems; Models; <i>Phases of the Decision Making Process</i> ; Decision-Making: The Intelligence Phase; Decision-Making: The Design Phase; Decision-Making: The Choice Phase; Decision-Making: The Implementation Phase; How Decisions Are Supported; Personality Types, Gender, Human Cognition, and Decision Styles; Decision Makers														CO-1 BTL-2	
MODULE – 2: Decision Support Systems														(6L)	
DSS Configurations; Characteristics and Capabilities of DSS; Components of DSS; The Data Management Subsystem; The Model Management Subsystem; The User Interface (Dialog) Subsystem; <i>Knowledge-Based Management Subsystem</i> ; The User; DSS Hardware; DSS Classifications														CO-2 BTL-2	
MODULE – 3: Decision Support System Development														(6L)	
Introduction to DSS Development; Traditional System Development Life Cycle; Alternative Development Methodologies; Prototyping: The DSS Development Methodology; Change Management; <i>DSS Technology Levels and Tools</i> ; DSS Development Platforms; DSS Development Tool Selection; Team-Developed DSS; End User Developed DSS														CO-3 BTL-3	
MODULE – 4: Management Support Systems														(6L)	
Managers and Decision-Making; Managerial Decision-Making and Information Systems; Managers and Computer Support; Computerized Decision Support and the Supporting Technologies; A Framework for Decision Support; The Concept of Decision Support Systems; Group Support Systems; <i>Enterprise Information Systems</i> ; Knowledge Management Systems; Expert Systems; Artificial Neural Networks; Advanced Intelligent Decision Support Systems; Hybrid Support Systems														CO-4 BTL-2	
MODULE – 5: Business Intelligence														(6L)	
The Nature and Sources of Data; Data Collection, Problems, and Quality; Web/Internet and Commercial Database Services; Database Management Systems in Decision Support Systems / Business Intelligence; <i>Database Organization and Structures</i> ; Data Warehousing; Data Marts														CO-5 BTL-2	
TEXT BOOKS															

1.	Decision Support Systems, SIA Publishers & Distributors Pvt Ltd; 2019 edition (2019)
2.	Decision Support and Business Intelligence Systems, 9e, Pearson Education India; 9 edition (2013)
REFERENCE BOOKS	
1.	Handbook on Decision Support Systems 1: Basic Themes (International Handbooks on Information Systems), Springer; Softcover reprint of the original 1st ed. 2008 edition (23 August 2016)
2.	Real-World Decision Support Systems: Case Studies (Integrated Series in Information Systems), Springer; 1st ed. 2016 edition (28 December 2016)
3.	Decision Support Systems for Business Intelligence by Vicki L. Sauter, 2010
E BOOKS	
1.	Knowledge Management Framework for System Development Projects” by Damodar Kondav. 2014.
2.	Paradigms of Knowledge Management: With Systems Modelling Case Studies (Studies in Systems, Decision and Control) by Krishna Nath Pandey, 2011.
MOOC	
1.	https://bookboon.com/en/decision-making-support-systems-ebook
2.	https://bookboon.com/en/analytics-for-managerial-decision-making-ebook

COURSE TITLE		SOFTWARE DEVELOPMENT								CREDITS		3			
COURSE CODE		MBC4835		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		The course is about the concepts of Software Development Process, principles and techniques used in the Software Development Life Cycle, fundamental principles of information software analysis and design, various techniques for software design													
Course Objective		1. To Study the concepts of Software Development Process 2. To Develop an understanding of the principles and techniques used in the Software Development Life Cycle 3. To Analyze business problem using software design 4. To Articulate the fundamental principles of information software analysis and design 5. To Establish and understanding of the various techniques for software design													
Course Outcome		Upon completion of this course, the students will be able to 1. Study the concepts of Software Development Process 2. Develop an understanding of the principles and techniques used in the Software Development Life Cycle 3. Analyze business problem using software design 4. Articulate the fundamental principles of information software analysis and design 5. Establish and understanding of the various techniques for software design													
Prerequisites: Basics of Software design & development															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction														(6L)	
Software Development Process, Paradigms Project management Process and Project Metrics, Software estimation, Empirical estimation models, planning, <i>Risk analysis</i> , Software project scheduling and Tracking														CO-1 BTL-2	
MODULE – 2: Building the Analysis Models														(6L)	
System, Process and Product Engineering Hierarchies Requirement Engineering and its phases, Concepts, Data Flow Model, Control Flow Model, State Charts and Transition Models, Quality Function Deployment, Language and Tools, <i>Requirements Validation Metrics</i> .														CO-2 BTL-2	
MODULE – 3: Software Design														(6L)	
Software Design Concepts and Principles, Data Design, Software Architectural Styles Analysis of Architectural Designs Architectural Design Metrics, Design Structure Quality Index Estimation, User interface design models and process Interface Design Activities, <i>Component Level Design and Notations</i> , Component Level Design Metrics														CO-3 BTL-3	
MODULE – 4: Software Testing														(6L)	
Principles of Software Testing White-Box Testing Techniques and its Variants, Black- Box Testing Techniques and its Variants, Integration, <i>Validation and System Testing</i>														CO-4 BTL-2	
MODULE – 5: Software Quality Assurance														(6L)	
Quality Metrics and Models, <i>Software Reliability – Theory</i> , Software Maintenance, Software Configuration Management - Reverse Engineering and Re-engineering														CO-5 BTL-2	
TEXT BOOKS															
1.		Fundamentals of Software Engineering, 5th revised edition, Prentice Hall, 2018													
2.		Software Engineering by Pressman, McGraw-Hill Education / Asia; 6 edition (June 2004)													
REFERENCE BOOKS															
1.		Software Engineering, SIA Publishers & Distributors Pvt Ltd; 2019 edition													
2.		Software Testing, Oxford University Press; Second edition (December 2016)													
3.		Stephen R Schach, Classical and Object-Oriented Software Engineering – With UML and C++, McGraw Hill, New Delhi, 2002													
E BOOKS															
1.		www.softwaretestinghelp.com/practical-software-testing-new-free-ebook-download/													
2.		bookboon.com/en/systems-analysis-and-design-ebook													
MOOC															

1.	https://www.udemy.com/software-requirements-gathering/
2.	https://www.udemy.com/software_methodologies/

**SYSTEMS
(SEMESTER – 4)**

COURSE TITLE	ENTERPRISE RESOURCE PLANNING			CREDITS	3
COURSE CODE	MBC4931	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course is about basics of ERP, key implementation issues of ERP, business modules of ERP, some popular products in the area of ERP, current and future trends in ERP
Course Objective	<ol style="list-style-type: none"> 1. To understand basics of ERP 2. To Acquire in-depth knowledge of the key implementation issues of ERP 3. To understand the business modules of ERP 4. To demonstrate a good awareness of some popular products in the area of ERP 5. To appreciate the current and future trends in ERP
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Understand basics of ERP 2. Acquire in-depth knowledge of the key implementation issues of ERP 3. Understand the business modules of ERP 4. Demonstrate a good awareness of some popular products in the area of ERP 5. Appreciate the current and future trends in ERP

Prerequisites: Fundamentals of ERP**CO, PO AND PSO MAPPING**

CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE – 1: INTRODUCTION		(6L)
ERP: An Overview, Enterprise – An Overview, Benefits of ERP, ERP and Related Technologies, Business Process Reengineering (BPR), Data Warehousing, Data Mining, OLAP, <i>SCM</i>		CO-1 BTL-2
MODULE – 2: ERP IMPLEMENTATION		(6L)
ERP Implementation Lifecycle, Implementation Methodology, Hidden Costs, Organizing the Implementation, Vendors, Consultants and Users, Contracts with Vendors, Consultants and Employees, <i>Project Management and Monitoring</i>		CO-2 BTL-2
MODULE – 3: THE BUSINESS MODULES		(6L)
Business modules in an ERP Package, Finance, Manufacturing, Human Resources, Plant Maintenance, Materials Management, Quality Management, <i>Sales and Distribution</i>		CO-3 BTL-3
MODULE – 4: THE ERP MARKET		(6L)
ERP Market Place, SAP AG, Peoplesoft, Baan, JD Edwards, Oracle, QAD, <i>SSA</i>		CO-4 BTL-2
MODULE – 5: ERP – PRESENT AND FUTURE		(6L)
Turbo Charge the ERP System, EIA, ERP and e-Commerce, ERP and Internet, <i>Future Directions</i>		CO-5 BTL-2
TEXT BOOKS		
1.	Alexis Leon, “ERP Demystified”, Tata McGraw Hill, New Delhi, 2007.	
2.	Joseph A Brady, Ellen F Monk, Bret Wagner, “Concepts in Enterprise Resource Planning”, Thompson Course Technology, USA, 2009	
3.	Vinod Kumar Garg and Venkitakrishnan N K, “Enterprise Resource Planning – Concepts and Practice”, PHI, New Delhi, 2004.	
REFERENCE BOOKS		
1.	Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2009.	
2.	Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2007.	
3.	Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.	
E BOOKS		
1.	https://www.wirc-icai.org/material/7-An-Overview-Enterprise-Resource-Planning%20_ERP_.pdf	
2.	http://www.gc11.ac.in/wp-content/uploads/2017/02/Enterprise-Resource-Planning-e-Commerce.pdf	
MOOC		
1.	https://www.udemy.com/introduction-to-erp-systems/	
2.	http://uwm.edu/business/academics/graduate/enterprise-resource-planning/	

COURSE TITLE		DATABASE MANAGEMENT SYSTEMS										CREDITS		3	
COURSE CODE		MBC4932				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course is about physical model of the database, commercial software package and the skills necessary to build the physical database, role of a database in supporting Web applications													
Course Objective		1. To Define the theoretical models used to construct databases 2. To Develop the necessary skills to construct a theoretical database model given a specific application case study 3. To Demonstrate how to build a physical model of the database from the theoretical model 4. To Analyze a commercial software package and to develop the skills necessary to build the physical database 5. To Demonstrate the role of a database in supporting Web applications													
Course Outcome		Upon completion of this course, the students will be able to 1. Define the theoretical models used to construct databases 2. Develop the necessary skills to construct a theoretical database model given a specific application case study 3. Demonstrate how to build a physical model of the database from the theoretical model 4. Analyze a commercial software package and to develop the skills necessary to build the physical database 5. Demonstrate the role of a database in supporting Web applications													
Prerequisites: Basics of Database Management Systems															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction														(6L)	
Introduction to Database Systems: Overview – Data Models – Database System Architecture – History of Database Systems. Entity-Relationship Model: Basic Concepts – Constraints – Keys – Design Issues – Entity Relationship Diagram – Weak Entity Sets – Extended E-R Features – Design of an E-R Database Schema – Reduction of E-R Schema to Tables													CO-1 BTL-2		
MODULE – 2: Relational Model Structure of Relational Databases														(6L)	
Relational Algebra – Extended - Relational Algebra Operations – Modification of Database – Views – Tuple Relational - Calculus – Domain Relational Calculus. SQL: Background – Basic Structure – Set - Operations – Aggregate Functions – Null Values – Nested Sub queries – Views – Complex Queries – Modification of the database – Joined Relations – Data - Definition Language. Other Relational Languages: Query-by-Example													CO-2 BTL-2		
MODULE – 3: Integrity and Security Domain Constraints														(6L)	
Referential Integrity – Assertions – Triggers – Security and Authorization – Authorization in SQL . Relational-Database Design: Normalization - first normal form , second normal form, third normal form, Boyce-Codd normal form, fourth normal form													CO-3 BTL-3		
MODULE – 4: Storage and File Structures														(6L)	
Overview of Physical Storage Media – Magnetic Disks – RAID – Tertiary Storage – Storage Access – File Organization. Indexing and Hashing: Basic Concepts – Ordered Indices – B+-Tree Index Files – B-Tree Index Files – Static Hashing – Dynamic Hashing													CO-4 BTL-2		
MODULE – 5: Transactions & Serializability														(6L)	
Transaction concept – Transaction State – Implementation of Atomicity and Durability – Concurrent Executions – Serializability – Testing for Serializability. Concurrency Control: Lock-Based Protocols – Timestamp - Based Protocols. Recovery System: Failure Classification – Storage Structure – Recovery and Atomicity – Log-Based Recovery – Shadow Paging													CO-5 BTL-2		
TEXT BOOKS															
1.		Silberschatz, Korth, Sudarshan, Database System Concepts, 4th Edition – McGraw-Hill Higher Education, International Edition 2005.													
2.		Raghu Ramakrishnan and Johannes Gehrke: Database Management Systems, III Ed., McGraw Hill Publications, 2002.													
REFERENCE BOOKS															

1.	Fred R McFadden, Jeffery A Hoffer, Mary B. Prescott, Modern Database Management, Fifth Edition, Addison Wesley, 2000
2.	Jefrey D. Ulman, Jenifer Widom, A First Course in Database Systems, Pearson Education Asia, 2001
3.	Bipin C Desai, An Introduction to Database Systems, Galgotia Publications Pvt Limited, 2001
E BOOKS	
1.	www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf
2.	iips.icci.edu.iq/images/exam/databases-ramaz.pdf
MOOC	
1.	https://www.coursera.org/learn/database-management
2.	https://www.coursera.org/learn/spatial-data.../database-management-system-dbms

COURSE TITLE	BUSINESS ANALYTICS & M – COMMERCE			CREDITS	3
COURSE CODE	MBC4933	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course is about physical model of the database, commercial software package and the skills necessary to build the physical database, role of a database in supporting Web applications
Course Objective	<ol style="list-style-type: none"> 1. To Study the concepts of Business Analytics 2. To Study the Concepts of 'R' 3. To Analyze current modeling techniques and software in order to prepare solutions 4. To Articulate the fundamental principles of Building Mobile Ecommerce 5. To Construct a solution to a M- business problem by developing a commercial websites, management tool
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Study the concepts of Business Analytics 2. Study the Concepts of 'R' 3. Analyze current modeling techniques and software in order to prepare solutions 4. Articulate the fundamental principles of Building Mobile Ecommerce 5. Construct a solution to a M- business problem by developing a commercial websites, management tool

Prerequisites: Fundamentals of Business Analytics & M – Commerce

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	*	3	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: Introduction to Business Analytics (6L)	
Business Analytics – Concepts, Importance of Business Analytics , Applicability of Business Analytics, Decision Making Workflow using Business Analytics	CO-1 BTL-2
MODULE – 2: Introduction to ‘R’ Package (6L)	
Basics of ‘R’ Concepts, Machine Learning Concepts using ‘R’, Advanced analytics using ‘R’, Applications of ‘R’ Software, Merits & Demerits of ‘R’ Software	CO-2 BTL-2
MODULE – 3: Analytics & its Applications (6L)	
Predictive Analytics - Forecasting using ARIMA, Regression & Auto Regression Models, Modelling two group discriminant analysis model using multiple regression technique, Applications of Descriptive Analytics in Business Intelligence	CO-3 BTL-3
MODULE – 4: Business Application in M – Commerce (6L)	
Usage of E – Commerce for Manufacturing & service sectors, Business Models , M - commerce	CO-4 BTL-2
MODULE – 5: Privacy Issues in M – Commerce (6L)	
Concepts of Internet, Intranet & Extranet, Consumer protection , M – Fund Transfer, Cyber laws, Retailing in M - Commerce	CO-5 BTL-2
TEXT BOOKS	
1.	Practical Business Analytics using SAS: A Hands-On Guide by Venkat Reddy Konasani and Shailendra Kadre, 2015.
2.	Business Intelligence and Analytics: Systems for Decision Support by Ramesh Sharda and Dursun Delen, 2014.
REFERENCE BOOKS	
1.	Business Analytics: Applications To Consumer Marketing” by Sandhya Kuruganti and Hindol Basu, 2015.
2.	Fundamentals of Business Analytics” by R N Prasad and Seema Acharya, 2011.
3.	Predictive Analytics using R by Dr. Jefferey Strickland, 2015
E BOOKS	
1.	https://support.sas.com/content/dam/SAS/support/en/books/profit-driven-business-analytics/69513_excerpt.pdf
2.	http://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf
MOOC	
1.	https://www.coursera.org/learn/business-analytics-decision-making
2.	https://www.coursera.org/learn/business-analytics

SEMESTER III
OPERATIONS MANAGEMENT

COURSE TITLE	LOGISTICS MANAGEMENT (MBA General Management, Operations Elective)			CREDITS	3
COURSE CODE	MBC4841	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	Learn how a logistics helps to reduce costs across the supply chain, driving operational excellence throughout all levels.
Course Objective	11. To enable students, understand the basic concepts and activities of Logistics 12. To learn and design logistics distribution channels 13. To understand the importance of transportation and packaging 14. To learn how to reduce the Logistics costs to minimum by applying the techniques of Industrial Engineering 15. To learn logistics trends and its influence in organization
Course Outcome	1. Ability to understand the Scope, functions and objectives of Logistics to solve Managerial issues. 2. Ability to apply the knowledge of distribution channels and outsourcing logistics on achieving value proposition to the organization 3. Ability to analyze the importance of Transportation and packaging and its effect on consumer and industry 4. Analyzing the Performance measurement of logistics and its impact to the growth of the organization. 5. Understanding the current trends in the perspective of logistics and its influence towards organizational change

Pre-requisites: To learn the need and importance of logistics in product flow

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-

CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														6L	
Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Integrating logistics into supply chain - Role of logistics in Competitive strategy – <i>Customer Service</i>														CO-1 BTL-2	
MODULE 2: DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS														6L	
Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. <i>Logistics outsourcing</i> – catalysts, benefits, value proposition – Cross docking – Effective Inventory Management – On time Delivery														CO-2 BTL-3	
MODULE 3: TRANSPORTATION AND PACKAGING														6L	
Transportation System – <i>Evolution, Infrastructure and Networks</i> – Effective utilization - Freight Management – Vehicle Routing – Containerization – Milk Run and FTL concepts. Packaging- Design considerations, Material and Cost. Packaging as Unitization. Consumer and Industrial Packaging. Despatches – SKD/CKD – international requirements														CO-3 BTL-4	
MODULE 4: PERFORMANCE MEASUREMENT AND COSTS														6L	
Performance Measurement – Need, System, Levels and Dimensions. Internal and External Performance Measurement – Metrics – <i>Logistics Audit</i> . Cost – Identification, Time Frame and Formatting.														CO-4 BTL-4	
MODULE 5: CURRENT TRENDS														6L	
Logistics Information Systems – Need, Characteristics and Design. E-Logistics – Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Global Logistics – Operational and Strategic Issues, ocean and air transportation – Trans country regulations - Strategic logistics planning. <i>Green Logistics</i>														CO-5 BTL-4	
TEXT BOOKS															
1.		Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill,3rd edition 2016													
REFERENCE BOOKS															
1.		Sople Vinod V, Logistics Management – The Supply Chain Imperative, Pearson Education, 3rd Edition, 2012													
2.		Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2011.													
E BOOKS															

1.	http://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Logistics_and_Supply_Chain_Management.pdf
MOOC	
1.	https://www.edx.org/course/supply-chain-fundamentals-mitx-ctl-sc1x-2
2.	https://www.mooc-list.com/tags/supply-chain-logistics

COURSE TITLE	MATERIALS MANAGEMENT			CREDITS	3
COURSE CODE	MBC4842	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The purpose of this course is to acquaint students with the principles and practices of materials management. Effective management of materials requires proper purchasing policies and procedures to make it available at the right quality, right quantity, right time, right price and right source. Also, suitable materials handling and warehousing are essential elements of materials management Moreover, the course covers the important topics in purchasing, handling, and warehousing with emphasis on inventory control systems.				
Course Objective	<div><div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div> 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CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
CO-4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														6L	
Materials management-role, need, importance, strategies, costs techniques – impact on Working Capital and profits - Operating environment-aggregate planning - approaches master scheduling-manufacturing planning and control system-manufacturing resource planning -enterprise resource planning-making the production plan														CO-1 BTL-2	
MODULE 2: MATERIALS PLANNING														6L	
Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.														CO-2 BTL-3	
MODULE 3: INVENTORY MANAGEMENT														6L	
Policy Decisions-objectives-control –Need for safety stock – inventory reduction techniques: ABC, FSN, VED - Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand With and without shortages -Quantity discount models. Probabilistic inventory models – Differential inventory management – no store concept – Perpetual inventory management.														CO-3 BTL-4	
MODULE 4: PURCHASING MANAGEMENT														6L	
Establishing specifications-selecting suppliers-price determination-value analysis and standardization - forward buying-mixed buying strategy-price forecasting- -demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment -international purchasing														CO-4 BTL-4	
MODULE 5: WAREHOUSE MANAGEMENT														6L	
Principles of storage – Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification- -														CO-5 BTL-4	

operational efficiency-productivity- cost effectiveness-performance measurement – risks in inventory holding – regulations in inventory holding.	
TEXT BOOKS	
1.	J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012
REFERENCE BOOKS	
1.	P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
2.	A.K.Chitale and R.C.Gupta, Materials Management, Text and Cases, PHI Learning, 2nd Edition, 2006
E BOOKS	
1.	https://perso.crans.org/fortuneau/ressources_maxnce_nouchet Management.pdf
MOOC	
1.	https://www.coursera.org/specializations/supply-chain-management
2.	https://alison.com/course/inventory-management-using-inventory-models

COURSE TITLE			TOTAL QUALITY MANAGEMENT								CREDITS			3			
COURSE CODE			MBC4843			COURSE CATEGORY			DE			L-T-P-S			3-0-0-1		
Version			1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME																	
First Periodical Assessment			Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance			ESE		
15%			15%			10%			5%			5%			50%		
Course Description			Quality management is a system that serves to control Quality in the critical activities of an organization by bringing together resources, equipment, people and procedures. It uses techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization.														
Course Objective			<div>1. To understand the concept of Quality and its implication on business</div> <div>2. To develop competency in assessment of Cost of Poor Quality</div> <div>3. To learn various statistical process control for the application and reengineering process of the organization.</div> <div>4. To acquaint students with the tools and techniques for quality management</div> <div>5. To have exposure to challenges in Quality Improvement Programs</div>														
Course Outcome			<div>1. Ability to understand the Total Quality Management vision, mission and policy statement of in the organization</div> <div>2. Ability to apply the knowledge of principles and philosophies of quality management</div> <div>3. Ability to analyze the importance of statistical process control for the application and reengineering process of the organization.</div> <div>4. Analyzing the importance of tools and techniques for quality management</div> <div>5. Understanding the importance of quality systems organizing and implementation of TQM quality audits</div>														
Pre-requisites: To learn the quality philosophies and tools in the managerial perspective																	
CO, PO AND PSO MAPPING																	
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3		

CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														6L	
Materials management-role, need, importance, strategies, costs techniques – impact on Working Capital and profits - Operating environment-aggregate planning - approaches master scheduling-manufacturing planning and control system-manufacturing resource planning -enterprise resource planning-making the production plan														CO-1 BTL-2	
MODULE 2: MATERIALS PLANNING														6L	
Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.														CO-2 BTL-3	
MODULE 3: INVENTORY MANAGEMENT														6L	
Policy Decisions-objectives-control –Need for safety stock – inventory reduction techniques: ABC, FSN, VED - Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand With and without shortages -Quantity discount models. Probabilistic inventory models – Differential inventory management – no store concept – Perpetual inventory management.														CO-3 BTL-4	
MODULE 4: PURCHASING MANAGEMENT														6L	
Establishing specifications-selecting suppliers-price determination-value analysis and standardization - forward buying-mixed buying strategy-price forecasting- -demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment -international purchasing														CO-4 BTL-4	
MODULE 5: WAREHOUSE MANAGEMENT														6L	
Principles of storage – Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification- - operational efficiency-productivity- cost effectiveness-performance measurement – risks in inventory holding – regulations in inventory holding.														CO-5 BTL-4	
TEXT BOOKS															

1.	Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011
REFERENCE BOOKS	
1.	Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
2.	James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition, Thomson, 2005.
E BOOKS	
1.	https://www.wiley.com/college/sc/reid/chap5.pdf
MOOC	
1.	https://www.class-central.com/university/iitk
2.	https://www.class-central.com/university/iima

COURSE TITLE	PROJECT MANAGEMENT			CREDITS	3
COURSE CODE	MBC4844	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	Project management theory, terms and concepts are introduced in this course. Students will discover the project life cycle and learn how to build a successful project from pre-implementation to completion. It will introduce project management topics such as resources, costs, time constraints and project scopes.
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Course Objective	<ol style="list-style-type: none"> 1. To understand the concepts of Project Management for planning to execution of projects. 2. To comprehend the fundamentals of Project Administration, Costing and Budgeting. 3. To analyze, apply and appreciate contemporary project management tools and methodologies in Indian context. 4. To make students Apply the PM processes to initiate, plan, execute, monitor and control, and close projects and to coordinate all the elements of the project. 5. To Strategically apply project management practices in a variety of organizational and to manage conflict
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Course Outcome	<ol style="list-style-type: none"> 1. Ability to understand the Project Management goals in project formulations in the organization 2. Ability to apply the knowledge of planning and budgeting in cost estimating and improvement of the organization 3. Ability to analyze the importance of PERT & CPM Networks in project uncertainty and allocating scarce resources of the organization 4. Analyzing the importance of project control in project evaluation 5. Understanding the importance of types of project organizations in managing conflicts in the organizations
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Pre-requisites: To apply project management principles in business situations to optimize resource utilization and time optimization.

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-2	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	3	-	-	-	-	-	-	-	-
CO-5	-	4	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE 1: INTRODUCTION TO PROJECT MANAGEMENT													6L	
Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process – Project Formulation. Project Manager – Roles- Responsibilities and Selection – Project Teams.													CO-1 BTL-2	
MODULE 2: PLANNING AND BUDGETING													6L	
The Planning Process – Work Break down Structure – Role of Multidisciplinary teams. Budget the Project – Methods. Cost Estimating and Improvement. Budget uncertainty and risk management.													CO-2 BTL-3	
MODULE 3: SCHEDULING & RESOURCE ALLOCATION													6L	
PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project –Allocating scarce resources – Goldratt’s Critical Chain													CO-3 BTL-4	
MODULE 4: CONTROL AND COMPLETION													6L	
The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system. Time and cost management, Project Evaluation, Auditing and Termination.													CO-4 BTL-4	
MODULE 5: PROJECT ORGANISATION & CONFLICT MANAGEMENT													6L	
Formal Organization Structure – Organization Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict.													CO-5 BTL-4	
TEXT BOOKS														
1.		Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 6e,2014												
REFERENCE BOOKS														
1.		Gido and Clements, Successful Project Management, sixth Edition, Cengage, 2015.												
2.		Harvey Maylor, Project Management, Fourth Edition, Pearson Education, 2010												
E BOOKS														
1.		https://www.nesacenter.org/uploaded/conferences/SEC/2014/handouts/Rick_Detwiler/15_Detwiler_Resources.pdf												
MOOC														
1.		https://www.mooc-list.com/course/principles-project-management-open2study												
2.		https://www.edx.org/course/introduction-project-management-adelaide-project101x-1												

COURSE TITLE			SERVICES OPERATIONS MANAGEMENT								CREDITS			3			
COURSE CODE			MBC4845			COURSE CATEGORY			DE			L-T-P-S			3-0-0-1		
Version			1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME																	
First Periodical Assessment			Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance			ESE		
15%			15%			10%			5%			5%			50%		
Course Description			The Service Operations Management course is about improving organisations to make them better for customers and service providers and will develop students’ understanding of the concepts, tools and techniques relating to process design and delivery. This course looks at process design more from the customer’s perspective.														
Course Objective			<div>1. To Understand and be able to explain the critical perspectives on the nature of service.</div> <div>2. To Explain and apply the principles, tools and techniques of service design.</div> <div>3. To enable students apply the general approaches to, and specific methods for improving service.</div> <div>4. To understand a range of methods for assessing the needs, expectations and perceptions of customers.</div> <div>5. To learn and understand of key issues pertaining to Supply Chain Management in service based organization.</div>														
Course Outcome			<div>1. Ability to understand the importance and nature of services in competitive environment</div> <div>2. Ability to apply the knowledge of Service Design in adding value to the customers</div> <div>3. Ability to analyze the importance of Service quality in designing services delivery</div> <div>4. Analyzing the importance of services facility in creating and designing the service layouts</div> <div>5. Understanding the importance of managing capacity and demand in supply chain management</div>														
Pre-requisites: To help understand how service performance can be improved by studying services operations management																	
CO, PO AND PSO MAPPING																	
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3		

CO-1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION		6L
Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers		CO-1 BTL-2
MODULE 2: SERVICE DESIGN		6L
New Service Development – Design elements – Service Blue-printing - process structure – generic approaches –Value to customer; Retail design strategies – store size – Network configuration		CO-2 BTL-3
MODULE 3: SERVICE QUALITY		6L
Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL - Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees		CO-3 BTL-4
MODULE 4: SERVICE FACILITY		6L
Services capes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout		CO-4 BTL-4
MODULE 5: MANAGING CAPACITY AND DEMAND		6L
Managing Demand – strategies; Managing capacity – basic strategies, supply chain, supply management tactics, operations planning and control, capacity scheduling - Retail Discounting Model- Newsvendor Model; Managing Waiting Lines –Queuing systems		CO-5 BTL-4
TEXT BOOKS		
1.	James A. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, Tata McGraw-Hill – 7th Edition 2013.	
REFERENCE BOOKS		
1.	Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2nd Edition, 2005	
2.	Philip Kotler, Hermawan Kartajaya, Iwan Setiyawan, Marketing 4.0: Moving from Traditional to Digital, John Wiley & Sons, 2017	

E BOOKS	
1.	https://www.mheducation.co.uk/he/chapters/9780077133016.pdf
MOOC	
1.	https://www.edx.org/course/operations-management-iimbx-om101-1x
2.	https://www.mooc-list.com/course/introduction-operations-management-coursera

SEMESTER IV
OPERATIONS MANAGEMENT
SPECIALIZATION

COURSE TITLE			SUPPLY CHAIN MANAGEMENT								CREDITS			3				
COURSE CODE			MBC4941			COURSE CATEGORY			DE			L-T-P-S			3-0-0-1			
Version			1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL			BTL-4			
ASSESSMENT SCHEME																		
First Periodical Assessment			Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance			ESE		
15%			15%				10%			5%			5%			50%		
Course Description			Successful SCM requires cross functional integration of key business processes within the firm and across the network of firms that comprise the supply chain. The challenge is to determine how to successfully accomplish this integration. The course’s chapters is devoted to each of the eight supply chain processes as well as to topics related to the management components of supply chain management.															
Course Objective			<div>1. To enable students to understand the basic concept of supply chain management and its difference with logistics.</div> <div>2. To understand the individual processes of supply chain management and their interrelationships within individual companies and across the supply chain</div> <div>3. To understand the management components of supply chain management</div> <div>4. To understand the tools and techniques useful in implementing supply chain management</div> <div>5. To appraise about current trends in Supply chain management</div>															
Course Outcome			<div>1. Ability to understand the fundamentals of supply chain in performance measurement of the organization.</div> <div>2. Ability to apply the knowledge of strategic sourcing in creating a world class supply base</div> <div>3. Ability to analyze the importance of Supply chain network in distribution network</div> <div>4. Analyzing the importance of managing supply chain inventory in inventory management.</div> <div>5. Understanding the current trends in supply chain integration.</div>															
Pre-requisites: To help understand the importance of and major decisions in supply chain management for gaining competitive advantage																		
CO, PO AND PSO MAPPING																		
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3			

CO-1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
CO-3	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION		6L
Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier- Manufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance. Supply chain strategy - Supply Chain Performance Measures.		CO-1 BTL-2
MODULE 2: STRATEGIC SOURCING		6L
Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum -Sourcing strategy – Reverse Auction – E-sourcing – Hedging - Supplier Selection and Contract Negotiation. Creating a world class supply base- Supplier Development - World Wide Sourcing– Supply chain cost management – Leveraging Manufacturing & Sourcing (Lean Management).		CO-2 BTL-3
MODULE 3: SUPPLY CHAIN NETWORK		6L
Distribution Network Design – Role - Factors Influencing Options, Value Addition – Distribution Strategies – Minimization of materials handling equipment and storage – Minimizing lead time - Models for Facility Location and Capacity allocation. Distribution Center Location Models. Supply Chain Network optimization models – No Store model – Dell model - VMI – Milkrun – consolidation.		CO-3 BTL-4
MODULE 4: PLANNING DEMAND, INVENTORY AND SUPPLY		6L
Managing supply chain cycle inventory – MPS – Business intelligence and Forecasting - Uncertainty in the supply chain – Analyzing impact of supply chain redesign on the inventory - Managing inventory for short life - cycle products multiple item -multiple location inventory management – Flip Kart, Amazon.		CO-4 BTL-4
MODULE 5: CURRENT TRENDS		6L
Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect - Effective forecasting- IT in Supply Chain - Agile Supply Chains Reverse Supply chain. Agro Supply Chains.		CO-5 BTL-4
TEXT BOOKS		
1.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, Sixth edition, 2015.	
REFERENCE BOOKS		

1.	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.
2.	David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005.
E BOOKS	
1.	https://books.google.co.in/books Sunil Chopra and Peter Meindl Supply Chain Management
MOOC	
1.	https://onlinecourses.nptel.ac.in/noc17_mg14/preview
2.	https://www.datexcorp.com/new-free-learning-resources-for-supply-chain-professionals/

COURSE TITLE	LEAN SIX SIGMA			CREDITS	3
COURSE CODE	MBC4942	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	Lean Six Sigma is a new control management system that is winning over every company. This is a combination of the already famous Six Sigma method and Lean manufacturing. Lean Six Sigma uses the best of both worlds to solve problems of a company by identifying the issues in production or services, thinking of an efficient way of solving them and increase the speed and quality of the production or service.				
Course Objective	<div>1. To understand the fundamentals of six sigma and its implication in total quality management in manufacturing</div> <div>2. To enable students to apply six sigma tools and technique in process mapping in operations.</div> <div>3. To understand the link between six sigma methodology and committed leadership in manufacturing</div> <div>4. To understand importance of six sigma implementation and challenges in project management</div> <div>5. To Understand the importance of evaluation and economics of six sigma in continuous improvement in lean manufacturing</div>				
Course Outcome	<div>1. Ability to understand the lean six sigma fundamentals to implement total quality management in manufacturing</div> <div>2. Ability to apply the knowledge of six sigma tools and techniques in process mapping in operations</div> <div>3. Ability to analyze the importance of six sigma methodologies in committed leadership in manufacturing</div> <div>4. Analyzing the importance of six sigma implementation and challenges in project management</div> <div>5. Understanding the importance of evaluation and economics of six sigma in continuous improvement in lean manufacturing</div>				
Pre-requisites: To gain insights about the importance of lean manufacturing and six sigma practices.					
CO, PO AND PSO MAPPING					

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-5	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: LEAN & SIX SIGMA BACKGROUND AND FUNDAMENTALS														6L	
Historical Overview – Definition of quality – What is six sigma -TQM and Six sigma - lean manufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes – six sigma capability – six sigma need assessments – Importance of Leadership & Team Contribution – Myths and Challenges in Change management.														CO-1 BTL-2	
MODULE 2: THE SCOPE OF TOOLS AND TECHNIQUES														6L	
Tools for definition – IPO diagram, SIPOC diagram, Flow diagram, CTQ Tree, Project Charter – Tools for measurement – Check sheets, Histograms, Run Charts, Scatter Diagrams, Cause and effect diagram, Pareto charts, Control charts, Flow process charts- Process Mapping, Regression analysis, RU/CS analysis, SWOT, PESTLE, Five Whys, interrelationship diagram, overall equipment effectiveness, TRIZ innovative problem solving														CO-2 BTL-3	
MODULE 3: SIX SIGMA METHODOLOGIES														6L	
DMAIC, Design For Six Sigma (DFSS), Design For Six Sigma Method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN)- Six Sigma and Leadership, committed leadership – Change Acceleration Process (CAP)- Developing communication plan – Stakeholder														CO-3 BTL-4	
MODULE 4: SIX SIGMA IMPLEMENTATION AND CHALLENGES														6L	
Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation- champion training – customer quality index – challenges – program failure, CPQ vs six sigma, structure the deployment of six sigma – cultural challenge – customer/internal metrics – Online Process Capability														CO-4 BTL-4	
MODULE 5: EVALUATION AND CONTINUOUS IMPROVEMENT METHODS														6L	
Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI, poor project estimates – continuous improvement – lean manufacturing – value, customer focus, Perfection, focus on waste, overproduction – waiting, inventory in process (IIP),														CO-5 BTL-4	

processing waste, transportation, motion, making defective products, underutilizing people – Kaizen – 5S	
TEXT BOOKS	
1.	Michael L.George, David Rowlands, Bill Kastle, What is Lean Six Sigma, McGraw – Hill 2003
REFERENCE BOOKS	
1.	Fred Soleimannejed , Six Sigma, Basic Steps and Implementation, AuthorHouse, 2004
2.	James P. Womack, Daniel T.Jones, Lean Thinking, Free Press Business, 2003
E BOOKS	
1.	books.google.co.in/ books Michael L.George, David Rowlands, Bill Kastle, What is Lean Six Sigma, McGraw Hill 2003
MOOC	
1.	https://onlinecourses.nptel.ac.in/noc17_mg08/preview
2.	https://onlinecourses.nptel.ac.in/noc17_mg08/preview

COURSE TITLE		MAINTENANCE MANAGEMENT								CREDITS			3			
COURSE CODE		MBC4943			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1			
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4			
ASSESSMENT SCHEME																
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%				10%			5%		5%			50%		
Course Description		The course is designed to assist the participants to understand Maintenance & Facility Maintenance Management Systems, their philosophies, trends and prospective and be familiarized with Asset Management.														
Course Objective		<div>1. To understand Maintenance Management System Elements, Objectives, Philosophies, Trends and Perspectives</div> <div>2. To study different Maintenance Programmes, Policies, Performance Indicators, Methods and Techniques</div> <div>3. To study the principal of Total Productive Maintenance TPM, how TPM is developed in three succession generations and how TPM is implemented.</div> <div>4. To Understand the importance of maintenance control in budgeting preparation</div> <div>5. To Understand the importance of maintenance performance and evaluating the organizational growth</div>														
Course Outcome		<div>1. Ability to understand the role and scope of Maintenance in an organization</div> <div>2. Ability to apply the knowledge of Maintenance system and design in preventive maintenance</div> <div>3. Ability to analyze the importance of maintenance planning of the organization.</div> <div>4. Analyzing the importance of maintenance control in budget preparation</div> <div>5. Understanding the importance of maintenance performance and evaluating the organizational growth</div>														
Pre-requisites: To learn the Maintenance role and scope in Organizational context																
CO, PO AND PSO MAPPING																
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3	
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CO-2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	

CO-3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														6L	
Maintenance: Its role and scope in total organisational contexts, role of maintenance. Centralized and decentralized maintenance organisation structures. Design of Maintenance organisation in multiechelon repair inventory systems.														CO-1 BTL-2	
MODULE 2: MAINTENANCE SYSTEM AND DESIGN														6L	
Maintenance system - Design and its selection - Break down maintenance - Routine maintenance -Predictive maintenance - Preventive maintenance - Corrective maintenance – Shutdown maintenance - Total Productive maintenance – Autonomous maintenance - Design maintenance - Contract maintenance – Reliability Engineering. Current Trends - IOT, Thermography, LAN Machine Attesting														CO-2 BTL-3	
MODULE 3: MAINTENANCE PLANNING														6L	
Pareto's principles for repetitive breakdown analysis - Spares management - Planning considerations for each type of activities														CO-3 BTL-4	
MODULE 4: MAINTENANCE CONTROL														6L	
Maintenance work measurement - Time standards - Incentive schemes- Scheduling maintenance costs - Budget preparation and budgetary control of maintenance expenditures.														CO-4 BTL-4	
MODULE 5: MAINTENANCE PERFORMANCE														6L	
Maintenance effectiveness - various performance indices and their evaluation – MTBF and MTTR – uses and limitations - monitoring of maintenance performance. Replacement Technique - Application of Computer in maintenance.														CO-5 BTL-4	
TEXT BOOKS															
1.		Mobley, R. K., ed. Maintenance engineering handbook. 8th ed. New York: McGraw-Hill, 2014													
REFERENCE BOOKS															
1.		Gopalakrishnan, P & Sundararajan, 'Maintanance Management', Prentice Hall Of India, New Delhi, 2004													
2.		Kelly, A.; Harris, M. J. Management of industrial maintenance. London: Butterworths, 2007.													
E BOOKS															
1.		http://revistaie.ase.ro/content/54/13%20Deac.pdf													
MOOC															
1.		http://nptel.ac.in/courses/112105048/													
2.		https://blog.capterra.com/19-best-resources-maintenance-management-businesses/													

SEMESTER III
AVIATION MANAGEMENT

COURSE TITLE		AIRLINE AND AIRPORT MANAGEMENT								CREDITS		3			
COURSE CODE		MBC4851			COURSE CATEGORY			DE		L-T-P-S		3-0-0-1			
Version		1.0			Approval Details			ACM		LEARNING LEVEL		BTL-2			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance		ESE			
15%		15%			10%			5%		5%		50%			
Course Description		The program will allow learners to understand the working of the airline industry. Topics covered in this course include Airport Functions of Airlines, Market potential of airline industry in India, Functions of AAI, Cargo Handling, Corporate Social Responsibility and case studies in airline industry.													
Course Objective		9. To enable students, explore domestic and international from an Indian perspective 10. To supplement apprehension on AIRPORT INFRASTRUCTURE AND MANAGEMENT 11. To elaborate knowledge AIR TRANSPORT SERVICES 12. To cognize existing literature on INSTITUTIONAL FRAMEWORK 13. To assimilate role of AIR TRAFFIC CONTROLLING													
Course Outcome		Upon completion of this course, the students will be able to 14. The Students were able to understand about the Aviation’s History ,its major players and it current trends and challenges. 15. It enables the student to do the Planning of the Airport and to perform operations involved in the Airport. 16. It enables the students to know and interpret the Meteorological data’s and to calculate the Airport fees, Rates and Charges. 17. It enables the students to understand and adhere to the various Regulations involved Aviation Industry. 18. It enables the students to understand about the Navigational and ATC control process.													
Prerequisites: Management Principles															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-

CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														(6L+6L=12)	
History of aviation – Organisation, global & social environment – History of Aviation - Major players in the airline industry - SWOT analysis of different airline companies in India & abroad– Market potential of airline industry in India – <i>New airport development plans in India</i> – challenges and opportunities in airline industry – domestic and international from an Indian perspective Assignment component: <i>New airport development plans in India.</i> Suggested Readings: History of aviation														CO-1 BTL-2	
MODULE 2: AIRPORT INFRASTRUCTURE AND MANAGEMENT														(6L+6L=12)	
Airport planning – air terminal planning, design and operation – airport operations – airport functions – organisation structure in an airline - airport authority of india (AAI) - <i>Functions of AAI</i> , comparison of global and Indian airport management – role of AAI -airline privatization – partial privatisation. Assignment component: <i>Functions of AAI</i> Suggested Readings: Organisation structure of airports														CO-2 BTL-2	
MODULE 3: AIR TRANSPORT SERVICES														(6L+6L=12)	
Various air transport services - International air transport services – Indian scenario – an overview of airports in Delhi, Mumbai, Hyderabad and Bangalore – <i>the role of private operators</i> – airport development and maintenance Assignment component: <i>The role of private operators.</i> Suggested Readings: Best practices air transport services														CO-3 BTL-3	
MODULE 4: INSTITUTIONAL FRAMEWORK														(6L+6L=12)	

<p>Role of DGCA - slot allocation – methodology followed by atc and dgca -management of bilaterals – economic regulations</p> <p>Assignment component: economic regulations</p> <p>Suggested Readings: DGCA regulations.</p>	<p>CO-4 BTL-2</p>
<p>MODULE 5: AIR TRAFFIC CONTROLLING (6L+6L=12)</p>	
<p>Role of air traffic control - Airspace and navigational aids – control processes – case studies in airline industry – Mumbai, Delhi airport Privatization – 6 cases in the airline industry.</p> <p>Assignment component: Case studies in airline industry.</p> <p>Suggested Readings: Air Traffic Control</p>	<p>CO-5 BTL-2</p>
<p>TEXT BOOKS</p>	
1	Graham.A. Managing Airports: An International Perspective - Butterworth - Heinemann, Oxford 2001.
2	Wells.A. Airport Planning and Management, 4th Edition McGraw- Hill, London 2000.
<p>REFERENCE BOOKS</p>	
1	Doganis. R. The Airport Business Routledge, London 1992
2	Martin Hinsch, Industrial Aviation Management, Springer Publications, 2019
3	P S Senguttavan, Fundamentals of Air Transport Management , Excel Books 2012
<p>E-BOOKS</p>	
1	m.authorstream.com
<p>MOOC</p>	
1	https://learn.canvas.net/courses/1103/pages/airline-operations-mooc-team-2

COURSE TITLE	AIRLINE MARKETING MANAGEMENT				CREDITS	3
COURSE CODE	MBC4852	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1	
Version	1.0	Approval Details	ACM	LEARNING LEVEL	BTL-2	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The program will allow learners to explore functioning of the airline marketing. Topics covered in this course include Marketing Conceptual Framework, Customer in the Business Air Travel Market, Product Life Cycle, application of marketing research, and Online marketing.
Course Objective	<ol style="list-style-type: none"> 1. Apprehend the marketing principles in Aviation industry 2. To supplement evidences on PESTEL Analysis and to build customer satisfaction 3. To cognize existing literature on 4. To Comprehend the process and tools to find the competitor and their sustainability in the fields. 5. Enable an exposure on innovation and strategies through e – sources.
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The Students were able to understand about the Airline Marketing Environment. 2. To conduct Airline Financial Performance and audit appropriately. 3. To do Product Analysis in Airline Marketing 4. To explore Marketing Research tools in aviation sector. 5. To exercise emerging trends.

Prerequisites: Basic Principles of marketing, airline services

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO AIRLINE MARKETING (6L+6L=12)															
Marketing Environment, <i>Customer Oriented Organisation</i> , Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management. Assignment component: Customer Oriented Organisation Suggested Readings: Marketing Management														CO-1 BTL-2	
MODULE 2: AIRLINE FINANCIAL PERFORMANCE (6L+6L=12)															
Customer Definition, Apparent & True Needs, Industrial Buying Behaviour, Customer in the Business Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTE Analysis, <i>Building Customer Satisfaction</i> Assignment component: Building Customer Satisfaction Suggested Readings: Customer Classification														CO-2 BTL-2	
MODULE 3: PRODUCT ANALYSIS IN AIRLINE MARKETING (6L+6L=12)															
Product – definition, Product Life Cycle, <i>Product Life Cycles in Aviation Industry</i> , Managing Product Portfolio, Balancing Risk and Opportunity, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy. Assignment component: <i>Product Life Cycles in Aviation Industry.</i> Suggested Readings: Product Life Cycle														CO-3 BTL-3	
MODULE 4: MARKETING RESEARCH (6L+6L=12)															
Types, process, tools and techniques, application of marketing research, product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects, <i>preparation of marketing research report</i> Assignment component: <i>Preparation of marketing research report</i> Suggested Readings: Tools of marketing research														CO-4 BTL-2	

MODULE 5: AIR TRAFFIC CONTROLLING (6L+6L=12)	
Online marketing, web based marketing programmes, emerging now trends and challenges to marketers, <i>sample case studies</i> Assignment component: Best Practices of Marketing in aviation Suggested Readings: Social Media Marketing	CO-5 BTL-2
TEXT BOOKS	
1	Stephen Shaw " Airline Marketing and Management " Ashgate Sixth Edition, 2007.
2	Philip Kotler: Marketing management (Millennium edition), Prentice Hall of India P (Ltd), New Delhi 2001.
REFERENCE BOOKS	
1	P. Chiambaretto, Airline Marketing and Management, Researchgate Publications, 2011
E-BOOKS	
1	http://perpustakaan.sttkd.ac.id/ebook/uploads/Airline%20marketing%20and%20management .pdf
2	http://mail.dai-global-developments.com/6syd9zz4azim/09-isaac-bernhard-3/read-9781409401476-airline-marketing-and-management-hardback.pdf
MOOC	
1	https://www.udemy.com/aviation-customer-service-in-airline-industry

COURSE TITLE	AIRLINE OPERATIONS AND SCHEDULING				CREDITS	3
COURSE CODE	MBC4853	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1	
Version	1.0	Approval Details	ACM	LEARNING LEVEL	BTL-2	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The program will allow learners to assimilate knowledge on airline operations and scheduling. topics covered in this course include transportation and assignment models, scheduling, network models, operations recovery and robust scheduling.
Course Objective	<ol style="list-style-type: none"> 1. To enable students, explore Transportation model and basic feasible solution 2. To supplement apprehension on Networks computation 3. To elaborate knowledge Network Models 4. To cognize existing literature on Operations Recovery 5. To assimilate role of Robust Scheduling
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. To compare different types of models to optimize transportation and assignment solutions. 2. To learn the cost consideration through PERT and CPM. 3. To formulate different type's Algorithm. 4. To comprehend commercial flights operations 5. To handle crew scheduling and route assignment in an Airline .

Prerequisites: Management Principles**CO, PO AND PSO MAPPING**

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: TRANSPORTATION AND ASSIGNMENT MODELS (6L+6L=12)															
Definition – Transportation model – basic feasible solution – unbalanced and degeneracy models-optimal solution – MODI method. Assignment problem – Hungarian method – restriction – unbalanced – <i>traveling salesman problem</i> – transshipment model. Assignment component: <i>Traveling salesman problem</i> Suggested Readings: Problems and issue in transportation														CO-1 BTL-2	
MODULE 2: AIRPORT INFRASTRUCTURE AND MANAGEMENT (6L+6L=12)															
Critical Path Method (CPM) – Networks computation – floats – Program Evaluation Technique (PERT) – <i>Cost considerations</i> in PERT and CPM. Assignment component: <i>Cost considerations</i> Suggested Readings: CPM Vs PERT														CO-2 BTL-2	
MODULE 3: AIR TRANSPORT SERVICES (6L+6L=12)															
<i>Scope and definition of network models</i> – Minimal spanning tree algorithm – Krushkal – Prim’s Algorithm – Maximal Flow model – Fort and Fulkerson Algorithm – Shortest Route – Dijkstra’s and Floyd’s algorithm. Assignment component: <i>Scope and definition of network models.</i> Suggested Readings: ATS														CO-3 BTL-3	
MODULE 4: OPERATIONS RECOVERY (6L+6L=12)															
Overview of Operation control centre – Aircraft Passenger Delays – Flight Postponement and cancellation model-Airline operation Recovery – <i>Challenges</i> – Role of Simulation. Assignment component: Challenges Suggested Readings: Operation control centre regulations.														CO-4 BTL-2	
MODULE 5: ROBUST SCHEDULING (6L+6L=12)															
Robust Crew Scheduling – Robust Aircraft Routing – Degradable Schedule Design. Assignment component:														CO-5 BTL-2	

Case studies in aircraft routing. Suggested Readings: Crew Scheduling	
TEXT BOOKS	
1	Barnhart, C., F. Lu, and R Sheno. "Integrated Airline Scheduling". In Operations Research in the Air Industry.
REFERENCE BOOKS	
1	Peter J Bruce, Airline Operations, Routledge Publications, 2017
2	Massoud Bazargan, Airline Operations and Scheduling, Routledge Publications, 2010
E-BOOKS	
1	https://www.questia.com/library/economics-and-usiness/business/management/operations-research
2	https://christiemaganamoha.files.wordpress.com/2017/05/airline-operations-and-scheduling-by-massoud-bazargan.pdf
MOOC	
1	https://www.coursera.org/learn/wharton-operations
2	https://ocw.mit.edu/courses/civil-and-environmental-engineering/1-206j-airline-schedule-planning-spring-2003/

COURSE TITLE		AIRLINE FINANCE										CREDITS		3	
COURSE CODE		MBC4854				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			ACM			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The program will allow learners to understand the working of airline finance. Topics covered in this course include Financial Management, Valuation of Airlines as a whole, Sources of finance, Budget Preparation and control, and Operating sales cum Lease.													
Course Objective		1. To enable students grasp a strong Foundations of Finance 2. To supplement apprehension on Airline Financial Performance 3. To elaborate knowledge on Sources of Finance 4. To cognize existing literature on Airline Financial Planning 5. To assimilate role of Risk Management & Leasing													
Course Outcome		Upon completion of this course, the students will be able 1. To Compute Time value, Future Value, Annuity value of Money concepts. 2. To Analyse a Financial statement by way of Ratio analysis, students able to understand Airline specific ratios. 3. To understand various sources of Internal and External sources of funds. 4. To Understand various financial planning aspects such as Budgets and control in Airlines and Working Capital Management. 5. To devise Hedging strategies and understand Leasing concepts.													
Prerequisites: Accounting for Management															
CO, PO AND PSO MAPPING															
CO	PO - 1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION (6L+6L=12)															
Financial Management – An Overview, Time value of money, Capital Budgeting: Principles and techniques, <i>Nature of capital Budgeting</i> , Identifying relevant cash flows, Evaluation techniques – Payback, ARR, NPV, IRR, PI, Comparism of DCF techniques, Project selection under capital rationing, Inflation and capital Budgeting. Assignment component: <i>Nature of capital Budgeting</i> Suggested Readings: Financial Management														CO-1 BTL-2	
MODULE 2: AIRLINE FINANCIAL PERFORMANCE (6L+6L=12)															
World Airline financial results, Factors affecting Financial results – Airline financial statements – Airline financial ratios – Inter Airline Comparison of Airline Ratios – Valuation and Tangible assets – Valuation of Intangible assets – Valuation of Airlines as a whole – <i>Rating Agencies</i> . Assignment component: <i>Rating Agencies</i> Suggested Readings: World Airline financial results														CO-2 BTL-2	
MODULE 3: SOURCES OF FINANCE (6L+6L=12)															
Sources of Internal finance – Sources of External finance – <i>Institution evolved in Aircraft finance</i> – Equity finance – Foreign ownership Limits – Share trading and share market Listing – Initial Public offers – Airline Privatization – Full Privatization – Gradual Privatization – Partial Privatization Assignment component: <i>Institution evolved in Aircraft finance.</i> Suggested Readings: Sources of finance														CO-3 BTL-3	
MODULE 4: AIRLINE FINANCIAL PLANNING (6L+6L=12)															
Budget Preparation and control – Working capital Management – Principles of working capital – concepts need – <i>Determinants</i> , issues and estimation of working capital, Accounts receivable management and factoring – Financial Planning. Assignment component: <i>Determinants</i> Suggested Readings: Budget														CO-4 BTL-2	
MODULE 5: RISK MANAGEMENT & LEASING (6L+6L=12)															

<p>Exchange rate Volatility – Airline Trading exposure to currency movements – Airline Foreign exchange risk management – Fuel price exposure – Aircraft leasing – finance Lease – Operating Lease – Japanese Operating Lease – Wet Lease – Sale and Leaseback – <i>Aircraft securitizations</i></p> <p>Assignment component: <i>Aircraft securitizations</i></p> <p>Suggested Readings: Financial Risks in Aviation</p>	<p>CO-5 BTL-2</p>
TEXT BOOKS	
1	Peter S Morrell : Airline Finance, Ashgate Publishers, 2007.
2	Bijan Vasigh, Ken Fleming and Lian Mackay : Foundations of Airline Finance, Methodology and Practice, 2010.
REFERENCE BOOKS	
1	I M Pandey, Financial management, Vikas Publishing House, 2015
2	Khan and Jain, Financial Management – Text, Problems and cases, Tata Mcgraw Hill, 5e, 2018
E-BOOKS	
1	http://www.komaristaya.ru/stud/airline.finance.pdf
MOOC	
1	https://www.mooc-list.com/course/aviation-101-canvas-net

COURSE TITLE	AVIATION LAW				CREDITS	3
COURSE CODE	MBC4855	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1	
Version	1.0	Approval Details	ACM	LEARNING LEVEL	BTL-2	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The program will allow learners to understand the historical lineage specifically to Aviation sector. Topics covered in this course include Air Law In India, Rules of International Air Transportation, Aviation Liability, Airlines Ownership and Policies in India.
Course Objective	<ol style="list-style-type: none"> 1. To introduce students to Indian Air Laws. 2. To supplement apprehension on International Air Transportation 3. To elaborate knowledge on Aviation Liability 4. To cognize issues of Airlines Ownership 5. To assimilate role of Aviation in India
Course Outcome	<p>Upon completion of this course, the students will be able</p> <ol style="list-style-type: none"> 1. To validate how the air law is developed periodically in the world and how the Air Act 1934 and Aircraft rules established in British India 2. To comprehend on how the commercial air transportation commenced in India and the impact of Paris convention 3. To learn about airlines liability in case of accident 4. To learn about privatization of airlines and airport and open sky policy in India 5. To be informed and learn about air route, airport security and ground navigational aids etc.

Prerequisites: Basics of Airline Marketing Management

CO, PO AND PSO MAPPING

CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: HISTORY AND DEVELOPMENT OF AIR LAW IN INDIA														(6L+6L=12)	
Introduction - Paris Convention on Air Navigation 1919 - Birth of Indian Air Companies - Indian Aircraft Act 1934 - Aircraft Rules 1937 - Nationalization of Air Services - International Airports Authority in India - History of Aviation - Survey of Current Air law in India. Assignment component: <i>History of Aviation</i> Suggested Readings: Paris Convention on Air Navigation														CO-1 BTL-2	
MODULE 2: INTERNATIONAL AIR TRANSPORTATION														(6L+6L=12)	
Chicago conference - Rules for Air Navigation - Liberalisation of International Air transportation - Bermuda Agreement - Application of GATT Principles to International Air Transportation - Environmental Protection Measures - India and Bilateral Services Agreement. Assignment component: <i>Environmental Protection Measures</i> Suggested Readings: GATT Principles to International Air Transportation														CO-2 BTL-2	
MODULE 3: AVIATION LIABILITY														(6L+6L=12)	
Liability of the Carrier under the Indian Carriage by Air Act 1972 - Warsaw Convention 1929 - International Carriage - Hague Protocol 1955 - Montreal Interim Agreement 1966 - Guatemala City Protocol 1971. Assignment component: <i>Liability of the Carrier under the Indian Carriage</i> Suggested Readings: International Carriage Liability														CO-3 BTL-3	
MODULE 4: AIRLINES OWNERSHIP														(6L+6L=12)	
Introduction - Privatisation - Policy issues - Current Situation – Air Space Management in India. Assignment component: <i>Airline Ownership Policy issues</i> Suggested Readings: Air Space Management in India.														CO-4 BTL-2	

MODULE 5: AVIATION IN INDIA (6L+6L=12)	
<p>Past - present - Future Overview - Airlaw and Aviation Policy in India - Air Routes and Aerodromes in India - Aviation Security - Development of Civil Aviation and Airlaw and Policy in India - <i>Development of Aviation in India</i> and Future Outlook for National Airlines.</p> <p>Assignment component: <i>Development of Aviation in India.</i></p> <p>Suggested Readings: Airlaws and Aviation Policy in India</p>	<p>CO-5 BTL-2</p>
TEXT BOOKS	
1	Raymond C Speciale. "Fundamentals of Aviation Law", Mc Graw Hill 2016
2	Ronald, "International Aviation Law: A Practical Guide", Routledge 2012.
REFERENCE BOOKS	
1	Michael W Pearson. "Foundations of Aviation Law", Routledge publishers, 2015.
2	Paul B. Larsen, "Aviation Law: Cases, Laws and Related Sources, 2012.
E-BOOKS	
1	https://news.eduboks.site/?book=0071458670
MOOC	
1	http://www.enhelion.com/courses-info/60/certificate-aviation-law

COURSE TITLE			AVIATION SAFETY MANAGEMENT & ACCIDENT INVESTIGATION								CREDITS			3	
COURSE CODE			MBC4856			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1	
Version			1.0			Approval Details			ACM		LEARNING LEVEL			BTL-2	
ASSESSMENT SCHEME															
First Periodical Assessment			Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE	
15%			15%			10%			5%		5%			50%	
Course Description			The program will allow learners to understand the approach to aviation safety management & accident investigation. Topics covered in this course include Aviation Concepts, Functions And Environmental Factors, Human Factors In Aviation Safety, Aviation Safety Programme, Aircraft Maintenance Safety and Safety Criteria.												
Course Objective			1. To enable students develop a strong foundation on Aviation Concepts, Functions And Environmental Factors 2. To supplement apprehension on Human Factors In Aviation Safety, Motivation, Training. 3. To elaborate functioning of Aviation Safety Programme, Safety Committees 4. To support evidential literature on Aircraft Maintenance Safety 5. To assimilate role of Safety Criteria and Documentation												
Course Outcome			Upon completion of this course, the students will be able 1. To understand the concepts of overall aviation safety and security and the causes of accidents. 2. To realize the importance of the human factors involved in aviation safety. 3. To interpret different type’s aviation safety programs. 4. To comprehend the nuances of flight maintenance and analysis. 5. To contrast different types of manual used at Airport												
Prerequisites: Management & Safety Principles															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-

CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: AVIATION CONCEPTS, FUNCTIONS AND ENVIRONMENTAL FACTORS														(6L+6L=12)	
Aviation Safety – Need-Economic of aviation safety – safety Vs Mission – Randomness of Damage Accident Injury – Zero Accident Rate – <i>Accident causes</i> – Multiple Vs Single cause – Aircraft Accident – Aircraft Mishap – Aircraft incident – Building Aviation Safety Programme – Prevention methodology – Risk Management. Assignment component: <i>Accident causes</i> Suggested Readings: Economics of aviation safety														CO-1 BTL-2	
MODULE 2: HUMAN FACTORS IN AVIATION SAFETY, MOTIVATION, TRAINING														(6L+6L=12)	
Theory of Risk – Changing the Behaviour of the risk takers – Attitudes – Discipline – Punishment – Protection of safety – Motivating Safety Behaviour – <i>Human factors difficulties</i> – Training involving human factors – Human Performance Concerns – Human Performance Factors. Assignment component: <i>Human factors difficulties</i> Suggested Readings: Safety Behaviours														CO-2 BTL-2	
MODULE 3: AVIATION SAFETY PROGRAME, SAFETY COMMITTEES														(6L+6L=12)	
Internal Reporting Systems – Information Distribution System – Aviation Safety Committee – Aviation Safety Inspection Programs – Aviation safety program Evaluation – Flight Operation Safety Inspection – Safety Inspection Report Format – Aviation Safety Education and Training – <i>Aviation Safety Awards Programs</i> – Accident Preparation and Investigation. Assignment component: <i>Aviation Safety Awards Programs</i> Suggested Readings: Safety Inspection Reports														CO-3 BTL-3	
MODULE 4: AIRCRAFT MAINTENANCE SAFETY														(6L+6L=12)	

<p>Airport Certification Manual – <i>Airport Emergency Plan</i> – Airports/Heliports criteria – Airfield criteria – Airspace Criteria – Foreign object control – Bird Hazards – Snow and Ice Removal – Fuel Handling – Vehicle Control – Airport and Heliport Safety Inspections.</p> <p>Assignment component: <i>Airport Emergency Plan</i></p> <p>Suggested Readings: Airport Certification Norms</p>	<p>CO-4 BTL-2</p>
<p>MODULE 5: SAFETY CRITERIA, DOCUMENTS (6L+6L=12)</p>	
<p>Aircraft discrepancies – Delayed and Deferred Discrepancies – <i>Training</i> – Configuration Control – Maintenance Engine runs and taxiing – Maintenance test flight – Maintenance analysis – Tools Control – Hazardous Waste Disposal – Bogus parts – Technical data – Maintenance Inspections – Flight Line Practices – Maintenance Safety Programs – Maintenance Safety Inspections.</p> <p>Assignment component: <i>AMS Training</i></p> <p>Suggested Readings: Air Craft Maintenance and Overhauling</p>	<p>CO-5 BTL-2</p>
<p>TEXT BOOKS</p>	
<p>1 Alen J Stolzer, Safety Management Systems in Aviation, Routledge, 2015</p>	
<p>2 Safety Management Systems for Aviation Practitioners: Real-world Lessons, 2013.</p>	
<p>REFERENCE BOOKS</p>	
<p>1 Commercial Aviation Safety V edition – Claence C.Rodufues, 2011.</p>	
<p>2 Commercial Aviation Safety VI edition Stephan K. Cusick, 2017</p>	
<p>3 https://asrs.arc.nasa.gov/search/database.html</p>	
<p>E-BOOKS</p>	
<p>1 https://asrs.arc.nasa.gov/search/database.html</p>	
<p>MOOC</p>	
<p>1 https://learn.coursesites.net/courses/1103/pages/airline-safety-mooc-team-2</p>	

COURSE TITLE		AIR CARGO MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4857				COURSE CATEGORY			DE		L-T-P-S		3-0-0-1		
Version		1.0				Approval Details			ACM		LEARNING LEVEL		BTL-2		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance		ESE		
15%		15%				10%			5%		5%		50%		
Course Description		The program will allow learners to understand the working of the air cargo operations. Topics covered in this course include Operations and Industry Regulations, Air Cargo Competitive Landscape, Logistics as a competitive advantage in supermarket retailing, The Cargo Cloud, and National Civil Aviation Policy.													
Course Objective		1. To introduce students to Air Cargo Management 2. To supplement apprehension on Development of The Concept Of Air Cargo Management 3. To elaborate knowledge on Overview of Air Cargo Operations And Business Models 4. To cognize literature on Digitalisation of Air Cargo Management And Cargo Handling Facility 5. To assimilate role of Air Cargo Policy													
Course Outcome		Upon completion of this course, the students will be able 1. To learn the basic knowledge of Air Cargo operations. 2. To understand the movement of Cargo from Shipper to Destination 3. To learn about business model to increase the revenue and cut cost. 4. To increase deep comprehension about duties and responsibilities of different agencies involved in the Cargo Management 5. To expand the understanding about national aviation policy on Cargo movement and to augment that facilities in the Cargo terminal.													
Prerequisites: Basics of Airline Marketing Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-

CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION (6L+6L=12)															
Introduction, Operations and Industry Regulations, Service Function, Organization and Liability, SLI, Types of cargo, Air Cargo Tariff, Rates & Charges , Valuation charges and Disbursement, Airway Bill, Function , Purpose and Validation Assignment component: <i>Rates & Charges</i> Suggested Readings: Types of cargo and tariffs														CO-1 BTL-2	
MODULE 2: DEVELOPMENT OF THE CONCEPT OF AIR CARGO MANAGEMENT (6L+6L=12)															
Overview of the Air Cargo Industry, the fundamental changes taking place in the industry, the changing needs of shippers, Leveraging information technology in key areas of the industry, Air Cargo Competitive Landscape – emerging trends in air cargo industry, Performance of leading air cargo operators, economics of PTF (Passenger to Freightier), History of PTF. Assignment component: <i>Historical transition of PTF</i> Suggested Readings: Air Cargo Industry														CO-2 BTL-2	
MODULE 3: OVERVIEW OF AIR CARGO OPERATIONS AND BUSINESS MODELS (6L+6L=12)															
Applying gap analysis for profit opportunities and better efficiencies, Strategies and business models from other industries: Lessons for Air Cargo, Logistics as a competitive advantage in supermarket retailing, Logistics as a key to profitability - Short history of automation in air cargo , Expectations of the end customer, Benefits of automation and e-business for the end-to-end air cargo supply chain, Components of a comprehensive e-Cargo approach for a modern cargo airline and a freight forwarding. Assignment component: <i>Short history of automation in air cargo</i> Suggested Readings: e-Cargo approach														CO-3 BTL-3	
MODULE 4: DIGITALISATION OF AIR CARGO MANAGEMENT AND CARGO HANDLING FACILITY (6L+6L=12)															

<p>Understanding the Technology of E-Cargo, EDI standards: Cargo-IMP vs. XML, Cargo Community Systems, The Cargo Cloud, E-Pouch solutions and electronic document management platforms, the paperless process flows, Technology for the warehouse: how to match data with the physical flows for optimum efficiency, Airport Cargo Activity & Cargo Zone, Aircraft Handling with Cargo, <i>Cargo Terminals and Facilities</i>, Emerging trend in Cargo & Cargo Carriers.</p> <p>Assignment component: <i>Cargo Terminals and Facilities</i></p> <p>Suggested Readings: The Cargo Cloud.</p>	<p>CO-4 BTL-2</p>
<p>MODULE 5: AIR CARGO POLICY (6L+6L=12)</p>	
<p>National Civil Aviation Policy – Air cargo focus – Main Features – <i>Implications for stakeholders.</i></p> <p>Assignment component: <i>Implications for stakeholders</i></p> <p>Suggested Readings: Indian National Civil Aviation Policy</p>	<p>CO-5 BTL-2</p>
<p>TEXT BOOKS</p>	
1	Michael Sales, Air Cargo Management: Air Freight and the Global Supply Chain, Routledge, 2017.
2	Airline Efficiency edited by John D. Bitzan, James H. Peoples, Wesley W. Wilson, Emerald, 2016.
<p>REFERENCE BOOKS</p>	
1	Air Cargo Insurance by Malcolm A. Clarke; George Leloudas, Informa Law, 2016
2	Air Cargo Management: Air Freight and the Global Supply Chain by Michael Sales Routledge, 2016
3	Air Cargo Security by Pierre Turrión, Nova Science, 2011
<p>E-BOOKS</p>	
1	https://pdfentity.co/downloads/air_cargo_management_air_freight_and_the_global_supply_chain.pdf
<p>MOOC</p>	
1	https://www.coursera.org/learn/supply-chain-logistics

COURSE TITLE		PROJECT MANAGEMENT								CREDITS			3		
COURSE CODE		MBC4844			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			ACM		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The program will allow learners to apply project management principles in business situations to optimize resource utilization and time optimization. Topics covered in this course include Project Management, Work Break down Structure, Project Uncertainty and Risk Management, Project Control, and Team methods for resolving conflict.													
Course Objective		1. To introduce students to basics of Project Management 2. To supplement apprehension on Cost Estimating and Improvement 3. To elaborate knowledge on Gantt Charts 4. To design the control system, Project Evaluation, Auditing and Termination 5. To learn the issues leading to conflict and resolving measures													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Project Management goals in project formulations in the organization 2. Apply the knowledge of planning and budgeting in cost estimating and improvement of the organization 3. Analyze the importance of PERT & CPM Networks in project uncertainty and allocating scarce resources of the organization 4. Emphasize the importance of project control in project evaluation 5. Understand the importance of types of project organizations in managing conflicts in the organizations													
Prerequisites: Project Management Principles															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-

CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO PROJECT MANAGEMENT														(6L+6L=12)	
Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process – Project Formulation. Project Manager – Roles- Responsibilities and Selection – Project Teams. Assignment component: <i>Role of Project Manager</i> Suggested Readings: Goal of Project Management														CO-1 BTL-2	
MODULE 2: AIRPORT INFRASTRUCTURE AND MANAGEMENT														(6L+6L=12)	
The Planning Process – Work Break down Structure – Role of Multidisciplinary teams . Budget the Project – Methods. Cost Estimating and Improvement. Budget uncertainty and risk management. Assignment component: <i>Role of Multidisciplinary teams</i> Suggested Readings: Airport Planning Process														CO-2 BTL-2	
MODULE 3: SCHEDULING & RESOURCE ALLOCATION														(6L+6L=12)	
PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project – Allocating scarce resources – Goldratt's Critical Chain Assignment component: <i>Allocating scarce resources</i> Suggested Readings: PERT & CPM Networks														CO-3 BTL-3	
MODULE 4: CONTROL AND COMPLETION														(6L+6L=12)	
The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system. Project Evaluation, Auditing and Termination. Assignment component: <i>Data Collecting and reporting</i> Suggested Readings: Project Control														CO-4 BTL-2	
MODULE 5: PROJECT ORGANISATION & CONFLICT MANAGEMENT														(6L+6L=12)	

Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict. Assignment component: <i>Managing conflict</i> Suggested Readings: Organisational Structure		CO-5 BTL-2
TEXT BOOKS		
1	Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 6e,2014	
2	John M Nicholas, Project Management for Business and Technology - Principles and Practice, 2016	
REFERENCE BOOKS		
1	Gido and Clements, Successful Project Management, sixth Edition, Cengage, 2015.	
2	Harvey Maylor, Project Management, Fourth Edition, Pearson Education, 2010	
E-BOOKS		
1	https://books.google.co.in/books John M.Nicholas, Project Management	
MOOC		
1	www.nptel.ac.in/Project Management	

Semester IV
Aviation Management

COURSE TITLE		AIRLINE ECONOMICS								CREDITS			3		
COURSE CODE		MBC4951			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			ACM		LEARNING LEVEL			BTL-2		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The program will allow learners to deepen the understanding of Airline Economic Regulations. Topics covered in this course include Economic Characteristics, Airline Entry and Exit Policies, Production function and Factor costs, Methods of Estimating demand and Changing structure of Airline Passenger fares.													
Course Objective		1. To enable students explore Air Transportations 2. To supplement apprehension on Government Regulation of Entry and Exit 3. To elaborate knowledge on Accounting categories 4. To emphasize the Role of Passenger options 5. To assimilate role of Dealing with Foreign Governments													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand Air Transportation business and different routes 2. Study and analyse the government regulations and implementation 3. Study and analyse various types of cost involved in managing in the Air transportation 4. Understand and analyse the present demands and future demands and projection forecast accordingly 5. Acquire the decisional implications about the IATA who is responsible for fare structure and regulations													
Prerequisites: Basics of Airline Marketing Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: STRUCTURE OF AIR TRANSPORTATION														(6L+6L=12)	
Air Transportations - Economic Regulation - Regulatory Reform - Economic Characteristics - Characteristics of International Service - its Objectives - Structure of Airline Industry. Assignment component: <i>Structure of Airline Industry</i> Suggested Readings: Airline Economics														CO-1 BTL-2	
MODULE 2: AIRLINE ENTRY AND EXIT POLICIES														(6L+6L=12)	
Airline Entry and Exit Policies - Government Regulation of Entry - Government Regulation of Exit - Mergers and Acquisitions - International Entry - Bilateral Agreements - Current trends in International Airline Services. Assignment component: <i>Current trends in International Airline Services.</i> Suggested Readings: Airline Entry and Exit Policies														CO-2 BTL-2	
MODULE 3: COST OF AIRLINE SERVICES														(6L+6L=12)	
Accounting categories - Analysis of Costs - Production function and Factor costs - Two Major Airline Cost areas - Aircraft Selection as Determinants of Costs - Impact of Technological advances on costs Assignment component: <i>Impact of Technological advances on costs</i> Suggested Readings: Airline Cost areas														CO-3 BTL-3	
MODULE 4: DEMAND AND RATES OF AIRLINE SERVICES														(6L+6L=12)	
Demand Characteristics - Methods of Estimating demand - Passenger options - Travel agencies and computer reservation systems - Basic Rate making factors Assignment component: <i>Travel agencies and computer reservation systems</i> Suggested Readings: Demand Characteristics														CO-4 BTL-2	
MODULE 5: AIRLINES PASSENGER FARES AND RATE REGULATION														(6L+6L=12)	

Changing structure of Airline Passenger fares and Rate Regulation - <i>International Rates</i> - Dealing with Foreign Governments Assignment component: <i>International Rates</i> Suggested Readings: Airline Passenger fares		CO-5 BTL-2
TEXT BOOKS		
1.	William. E. O' Connor " An Introduction to Airline Economics " Sixth Edition Praeger , 2001	
2.	Straight and Level: Practical Airline Economics 3rd Edition by Stephen Holloway, 2008.	
REFERENCE BOOKS		
1.	Sung Chi-Chu, “4th Party cyber logistics for Aircargo”, Boston: Kluwer Academic Publishers, 2004.	
2.	Mark Wang, “Accelerated Logistics”, Santa Monica, 2000.	
E-BOOKS		
1.	https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf	
2.	https://www.researchgate.net/publication/290193552 The_Economics_of_International_Airline_Transport	
MOOC		
1.	https://www.mooc-list.com/course/aviation-101-canvas-net	

COURSE TITLE		AIRLINE ADVERTISING & SALES PROMOTION							CREDITS			3			
COURSE CODE		MBC4952			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			ACM		LEARNING LEVEL			BTL-2		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The program will allow learners to understand Social, Economic and Legal Implications of Advertisements in the airline industry. Topics covered in this course include Media plan, cost of advertisements related to sales, Message development, Marketing Communication Techniques and Integrated promotion.													
Course Objective		1. To enable students set advertisement objectives 2. To supplement apprehension on reach and frequency of advertisements 3. To analyse and measure impact of advertisements 4. To cognize literature on AIDA and SPIN Model 5. To assimilate role of Coordination within the various promotion techniques													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the objectives of Advertisement and its campaign. 2. Use appropriate the Media Plan and Strategy through Advertisement. 3. Explore advertising via Air Freight Market 4. Compare different types of Advertisement and its Impact. 5. Design sales promotion campaign.													
Prerequisites: Management & Safety Principles															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-

CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION TO ADVERTISEMENT														(6L+6L=12)	
Concept and definition of advertisement - Social, Economic and Legal Implications of Advertisements - setting advertisement objectives - Ad. Agencies - selection and remuneration - advertisement campaign. Assignment component: <i>Concept and definition of advertisement</i> Suggested Readings: Advertisement Best Practices														CO-1 BTL-2	
MODULE 2: ADVERTISEMENT MEDIA														(6L+6L=12)	
Media plan - type and choice criteria - reach and frequency of advertisements - cost of advertisements related to sales - media strategy and scheduling. Assignment component: <i>Media strategy</i> Suggested Readings: Media usage														CO-2 BTL-2	
MODULE 3: DESIGN AND EXECUTION OF ADVERTISEMENTS														(6L+6L=12)	
Message development - different types of advertisements - layout - design appeal - copy structure - advertisement production - print - Radio. T.V. and web advertisements - Media Research - testing validity and reliability of ads - measuring impact of advertisements. Assignment component: <i>Different types of advertisements</i> Suggested Readings: Ad development														CO-3 BTL-3	
MODULE 4: AIRLINE ADVERTISING														(6L+6L=12)	
Anatomy of sale - AIDA and SPIN Model - Marketing Communication Techniques - Airline Advertising - Selling in Air Freight Market - Case studies . Assignment component: Case Study-Airline Ad Suggested Readings: Sales Models														CO-4 BTL-2	
MODULE 5: SALES PROMOTION CAMPAIGN														(6L+6L=12)	

Sales promotion - Requirement identification - designing of sales promotion campaign - involvement of salesmen and dealers - out sourcing sales promotion national and international promotion strategies - Integrated promotion - Coordination within the various promotion techniques - online sales promotions . Assignment component: <i>Online sales promotions</i> Suggested Readings: Effective sales campaigns		CO-5 BTL-2
TEXT BOOKS		
1	Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.	
2	S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.	
REFERENCE BOOKS		
1	George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 2017	
2	Julian Cummings, "Sales Promotion", Kogan Page, London 2008.	
3	E.Betch and Michael, Advertising and Promotion, MC. Graw Hill, 2014.	
E-BOOKS		
1	https://www.questia.com/library/economics-and-usiness/business/management/operations-research	
2	https://dialnet.unirioja.es/descarga/articulo/5014738.pdf	
MOOC		
1	https://www.mooc-list.com/tags/advertising	

COURSE TITLE	SUPPLY CHAIN MANAGEMENT			CREDITS	3
COURSE CODE	MBC4941	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	ACM	LEARNING LEVEL	BTL-2
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The program will allow learners to deepen understand on Supply Chain Fundamentals. Topics covered in this course include Overview of Supply Chain Models and Modeling Systems, Chain of Capability, Impact of uncertainty on Network Design, Overview of Demand forecasting in the supply chain and Framework for Value system sustainability.				
Course Objective	<div>1. To introduce students to Building blocks of a supply chain network</div> <div>2. To supplement apprehension on Management Capability</div> <div>3. To elaborate knowledge on Distribution Network Design</div> <div>4. To aid a stronger application of Supply chain performance measures</div> <div>5. To foster literature evidences of supply chain integration</div>				
Course Outcome	<div>Upon completion of this course, the students will be able to</div> <div>1. Understand the basic concepts, key drivers of Supply Chain and is familiar with the decisions that lead to select a specific supply chain model listing the various Building blocks that make up different Supply chain models</div> <div>2. List the various steps involved in Evaluating, Selecting, Measuring and Managing Suppliers in a Supply Chain and is aware of the various SCM Metrics</div> <div>3. Familiarize with the basic concepts of Supply Chain Network; Aware that Facility location & Capacity location are some of the important factors influencing Supply Chain Performance and apprehends the Supply Network Optimization models</div> <div>4. Idealise Demand forecasting, Aggregate Planning and effective Inventory Management as key factors determining the Supply chain performance and is aware of the Bullwhip effect</div> <div>5. Expose on the role of Supply Chain in e-business , B2B Practices and is familiar with the supply chain – IT packages and is aware of Internet enabled supply chains (E-markets)</div>				
Prerequisites: Basics of Production Management, Strategic Management, Operations Research					

CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION													(6L+6L=12)		
Supply Chain Fundamentals - Importance - Decision Phases - Process view Supplier-Manufacturer-Customer chain- Drivers of Supply Chain Performance - Structuring Supply Chain Drivers- Overview of Supply Chain Models and Modeling Systems - Building blocks of a supply chain network -Business processes in supply chains- Types of supply chains and examples – Value Chain Hierarchy – Value Life Cycle – SCOR Model. Assignment component: <i>Drivers of Supply Chain Performance</i> Suggested Readings: Supply Chain Fundamentals													CO-1 BTL-2		
MODULE 2: BUILDING CAPABILITY AND STRATEGIC SOURCING													(6L+6L=12)		
Management Capability - Controllability vs. Flexibility – Integrating Capability – Chain of Capability – Radical vs. incremental improvement - In-sourcing and Out-sourcing - Types of Purchasing Strategies- Supplier Evaluation, Selection and Measurement - Supplier Quality Management. - Creating a world class supply-base - World Wide Sourcing and SCM Metrics. Assignment component: <i>Creating a world class supply-base</i> Suggested Readings: Strategic Sourcing													CO-2 BTL-2		
MODULE 3: THE SC NETWORK DESIGN													(6L+6L=12)		
Distribution Network Design - Role, Factors Influencing Options - Value Addition - Model for Facility Location and Capacity Location - Impact of uncertainty on Network Design -Network Design decisions using Decision trees. Distribution - Center Location Models. Supply Chain Network optimization Models. Assignment component: <i>Factors Influencing Options</i>													CO-3 BTL-3		

Suggested Readings: Impact of uncertainty	
MODULE 4: ESTIMATING DEMAND INVENTORY & SUPPLY (6L+6L=12)	
Overview of Demand forecasting in the supply chain -Aggregate planning in the supply chain - Managing Predictable Variability - Managing supply chain cycle inventory - Uncertainty in the supply chain - Safety Inventory - Determination of Optimal level of product availability - Coordination in the Supply Chain -Supply chain performance measures - Supply chain inventory management - multi-echelon supply chains and Bullwhip effect Assignment component: <i>Coordination in the Supply Chain</i> Suggested Readings: Supply chain inventory management	CO-4 BTL-2
MODULE 5: BUILDING SUSTAINABLE & GLOBAL SUPPLY CHAINS (6L+6L=12)	
eSRM- eLRM - eSCM. - Internet-enabled supply chains: E-marketplaces - e-procurement - e-logistics - e-fulfillment - ERP and supply chains - supply chain automation - supply chain integration – Framework for Value system sustainability – Sustainability stakeholders/areas/levels – Global SCM – Managerial insights . Assignment component: <i>Managerial insights</i> Suggested Readings: ERP and supply chains	CO-5 BTL-2
TEXT BOOKS	
1	Joel D. Wisner (2018), Principles of Supply chain management, 5th Edition, Cengage Learning.
REFERENCE BOOKS	
1	Sunil Chopra and Peter Meindi, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Third Indian Reprint, 2004.
2	Monczka et al., Purchasing and Supply Chain Management, Cengage Learning, Second edition, Second Reprint, 2002.
3	Altekar Rahul V, Supply Chain Management-Concept and Cases, Prentice Hall India, 2005.
4	Shapiro Jeremy F, Modeling the Supply Chain, Cengage Learning, Second Reprint , 2002.
5	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, Second Indian Reprint, 2004.
E-BOOKS	
1	http://nptel.ac.in/courses/110106045/
MOOC	
1	https://www.edx.org/micromasters/mitx-supply-chain-management

COURSE TITLE		CREW RESOURCE MANAGEMENT								CREDITS			3		
COURSE CODE		MBC4954			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			ACM		LEARNING LEVEL			BTL-2		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The program will allow learners to grasp the fundamentals of crew management in airline industry. Topics covered in this course include CRM Training, CRM Standards, Error Management, Case Studies, Flight Deck Crew and Facilitation Skills.													
Course Objective		1. To enable students equip with essentials of Crew Interpersonal Skills. 2. To supplement apprehension on CRM Standards 3. To elaborate knowledge Basic Theories of managing crew 4. To explore CRM for Cabin Crew 5. To assimilate role of Crew Leadership													
Course Outcome		Upon completion of this course, the students will be able to 1. Understanding the skills for effective revalidation and implementation through training. 2. Enabling the standards and requirements for crew professionalism. 3. Identifying errors and corrective actions on time. 4. Analyzing the depth of knowledge requirement in every crew designation. the business environment and through effective communication skills. 5. Understanding and implementing CRM skills in different levels and versions.													
Prerequisites: Basic Principles of marketing, airline services															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-

CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														(6L+6L=12)	
Introduction – CRM defined – Cognitive Skills – Interpersonal Skills – <i>Factors affecting individual performance</i> – CRM Training – Behavioral Markers – Conclusion Assignment component: <i>Factors affecting individual performance</i> Suggested Readings: CRM														CO-1 BTL-2	
MODULE 2: CRM HISTORY – STANDARDS & TRAINING														(6L+6L=12)	
UK & JAA CRM Requirements – CRM Standards – <i>Objectives of CRM Training</i> – CRM Training Methods & Syllabus. Assignment component: <i>Objectives of CRM Training</i> Suggested Readings: CRM Standards														CO-2 BTL-2	
MODULE 3: HUMAN ERROR, RELIABILITY & ERROR MANAGEMENT														(6L+6L=12)	
Basic Theory – Error Management – Initial Training & Objectives – Practical Notes – Suggested Training materials – <i>Case Studies</i> Assignment component: Case Studies of errors in crew management Suggested Readings: Best Practices														CO-3 BTL-3	
MODULE 4: CRM REQUIREMENTS & INSTRUCTORS														(6L+6L=12)	
CRM for Cabin Crew – Flight Deck Crew – Scheme of Charges – Instructor Requirements – Accreditation – Revalidation Criteria – <i>Record Keeping</i> Assignment component: <i>Record Keeping</i> Suggested Readings: Accreditation														CO-4 BTL-2	

MODULE 5: INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS (6L+6L=12)	
Facilitation Skills – Continuous development – Crew co – ordination – Crew Teams – Crew Communication – Crew Leadership – Crew Performance Assessment Assignment component: <i>Crew Communication</i> Suggested Readings: Benchmarks in crew leadership	CO-5 BTL-2
TEXT BOOKS	
1	Crew Resource Management 2 nd Edition: Barbara Kanki, Robert Helmreich & Jose Anca; Academic Press, 2010.
2	Culture at work in Aviation & Medicine: Robert L Helmreich, Ashleigh C Merritt; Routledge, 2017.
REFERENCE BOOKS	
1	Cockpit Resource Management: Earl L Wiener, Barbara G Kanki; Gulf Professional Publishing, 2010.
E-BOOKS	
1	https://www.sciencedirect.com/science/book/9780123749468
2	http://www.worldcat.org/title/crew-resource-management/oclc/647765319
MOOC	
1	http://www.iata.org/training/courses/Pages/crm-implementation-tals44.aspx

SEMESTER III
MEDIA AND ENTERTAINMENT MANAGEMENT

COURSE TITLE		FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT PAPER I							CREDITS			3			
COURSE CODE		MBC4861		COURSE CATEGORY			DE		L-T-P-S			3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-2			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		On this course, you'll get an introduction to the major concepts of Film Animation and Gaming Programming Management.													
Course Objective		16. To understand the process of 2D & 3D pre – production, production and post production 17. To understand the QC check in 2D & 3D animation 18. To understand the concept of special EFX in gaming 19. To understand the software requirement 20. To understand the requirement and allocation of human resource													
Course Outcome		1. Understand the Animation production pipeline. 2. Able to Understand the Animation production practices. 3. Able to Understand the special EFX production pipeline 4. Able to discuss the production management. 5. Understand the special EFX production practices.													
Prerequisites: Film Animation and Gaming fundamentals, Pipelines															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: ANIMATION PRODUCTION PIPELINE														6L	
2D traditional pipeline - pre production & post production, 2D flash – pre production & post production, 3D high end – pre production, post production.														CO-1 BTL-1	
MODULE 2: ANIMATION PRODUCTION PRACTICES														6L	

Various processes in 2D & 3D , best practices in production work globally , QC practices.		CO-2 BTL-2
MODULE 3: SPECIAL EFX PRODUCTION PIPELINE		6L
Special EFX <i>production pipeline</i> & practices in the world.		CO-3 BTL-2
MODULE 4: OVERVIEW OF SECURITY COUNTERMEASURE TOOLS		6L
Software's used in different stages, pre-production management, working with artists, <i>role of modelers</i> .		CO-4 BTL-3
MODULE 5: TESTING, DIGITAL FORENSICS AND NEXT GENERATION SECURITY		6L
HR allocation for pre-production, production, texturing department, exposure to gnomon library, data center for rendering and post production, <i>Q C practices</i> .		CO-5 BTL-3
TEXT BOOKS		
1.	Renee Dunlop, Production pipeline fundamentals for film and games, Focal press, 2014	
2.	Richard E. Williams, The Animator's survival kit, Faber, 2009.	
REFERENCE BOOKS		
1.	Dan Irish, The Game Producer's Handbook, Cengage Learning PTR, 2005.	
E BOOKS		
1.	https://www.blopanimation.com/making-an-animated-short-ebook/	
MOOC		
1.	https://www.mooc-list.com/course/explore-animation-futurelearn	
2.	https://www.mooc-list.com/tags/film	

COURSE TITLE	FILM AND TELEVISION PRODUCTION PROGRAMMING MANAGEMENT PAPER I							CREDITS	3						
COURSE CODE	MBC4862			COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version	1.0			Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment			Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%	15%			10%		5%		5%		50%					
Course Description	This course will elaborate the stages in production and licensing process.														
Course Objective	<div>1. To Apply the principles of effective pre-production writing and directing to the production management</div> <div>2. Develop a directorial treatment, and visual/design preparation (i.e., storyboards) that will assist the production process of the project to understand the software requirement</div> <div>3. To Apply a professional level of preparation in the production and planning for post-production workflows</div>														
Course Outcome	<div>1. Understand the finer aspects of copyrights and royalty issues existing in India, in relation to music and radio business.</div> <div>2. Understand the growth of Animation and Video Game Industry.</div> <div>3. Understand the laws pertaining to cyberspace and Internet.</div> <div>4. Able to discuss the pros and cons of these laws on right to freedom of expression.</div> <div>5. Understand the rights of the media publishing companies and how they distribute the contents to public.</div>														
Prerequisites: Film production fundamentals, equipment, production house															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: VARIOUS GENRES OF FILM AND TELEVISION, FILM AESTHETICS													6L		

Introduction to Video technology and terminologies, Film Genres, Television Genres, <i>Film Aesthetics</i>	CO-1 BTL-2
MODULE – 2: FILM AND VIDEO CLASSIFICATION, FORMATS, EQUIPMENT AND JOB PROFILES 6L	
Narrative and Non-narrative Films, Feature Films, Ad Films, Documentaries and Television, Genres under each type, Medium & Film Formats, Aspect Ratios, Film Syntax: Shot, Scene & Sequence, Mis-en-scene, Continuity Editing , Cameras (For films & videography).	CO-2 BTL-2
MODULE – 3: STAGES OF PRODUCTION 6L	
Grips, Lights & package, Sound (On Location & Studio), Post Processing, Hierarchy & Roles across departments in Production & Post, Role of Producer & Production Executives in different stages of production.	CO-3 BTL-2
MODULE – 4: BUSINESS OF FEATURE FILMS	
Screen Writing for, scripting, Preparation of Shooting Script, Script breakdown, Visualizing the Content and Craft, Treatment Notes, Character Sketches, Storyboarding, Animatics, Pre-viz, Scheduling, Crewing, Casting , Auditions and Agreements.	CO-4 BTL-2
MODULE – 5: RECEE, LICENCES AND ROYALTIES 6L	
Location Scouting, Recce and Permissions & Approvals, Hiring Equipment & Rentals, Daily Call Sheets, Assembling & Accommodating the Cast & Crew, Production Safety, Handling Stocks / HDD / Tapes, Obtaining Licenses and Royalties, Post Production Studio Management	CO-5 BTL-3
TEXT BOOKS	
1.	Nicholas George, Film Crew: Fundamentals of Professional Film & Video production, Platinum Eagle Publishing, 2010
2.	Eve Light Honthaner, The complete film production handbook, Focal press, 2010
REFERENCE BOOKS	
1.	http://portalssso.vansd.org/portal/page/portal/Staff_Portal/Staff_Pages/VSAA_STAFF_PAGES/VSAA_ALT_Berhow/Film%20Art%20and%20Filmmaking.pdf
E BOOKS	
1.	https://www.filmmakingstuff.com/wp-content/uploads/2014/01/The-Modern-MovieMaking-Movment.pdf
MOOC	
1.	https://www.coursera.org/courses?query=film
2.	https://www.mooc-list.com/tags/film-production

COURSE TITLE		MEDIA BUSINESS PRACTICES PAPER I						CREDITS		3					
COURSE CODE		MBC4863		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		Students will demonstrate a mastery of the principles in an area of specialization in the areas of direction, producing, writing, cinematography, production and legal aspects.													
Course Objective		1. To understand the Indian Media law, media copy right, IBC. 2. To understand the Live streaming act, radio broadcasting act. 3. To understand the business procedures in television programs. 4. To understand the business setup in films.													
Course Outcome		1. Understand the various laws related to entertainment and media industry and will have a strong grounding in application of these laws. 2. Understand the finer aspects of copyrights and royalty issues existing in India, in relation to music and radio business 3. Understand the laws surrounding the Film and TV business and on the importance of abiding these laws 4. Understand the shape of business practices of Television 5. Understand the shape of business practices of Film													
Prerequisites: Film production fundamentals, equipment, production house															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-4	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: ADVANCED ENTERTAINMENT LAW IN INDIA															
Contracts, Copyrights and IP in India, drafting contracts, filing of patents, formalities and necessary procedures, security concerns, trade secrets and privacy, IP, Digital signature, <i>telecommunication regulations</i>												CO-1 BTL-3			

MODULE – 2: MUSIC AND RADIO BUSINESS		6L
Music and Concerts - Copyrights - Publishing, Record Label development, Future of the Music Business due to new streaming and place shifting technologies, Indian Music Label companies, <i>Music Royalty</i> and distribution of content		CO-2 BTL-3
MODULE – 3: MEDIA, DISTRIBUTION OF CONTENT, LAWS		6L
Laws and Copyrights involves with the Film and TV Business in India, Distribution of Content for Film and TV Business Theatres and Distributors, and Legal Aspects surrounding Film and <i>TV Business</i> .		CO-3 BTL-3
MODULE – 4: TELEVISION		6L
The shape of business, Now: The issues, the opportunities and trends, the other revenue opportunities, the programming opportunities, the growth years, the birth of MSOs, the way the business works: software, broadcast and distribution, The metrics, The regulations. <i>Digitization</i>		CO-4 BTL-2
MODULE – 5: FILM		6L
The shape of business, Now: The issues, the opportunities, the trends, the glimmer of a new beginning, the birth of alternative revenue streams, the birth of a new film industry, the changing Eco-system, the way the business works, <i>the metrics and the regulations</i> .		CO-5 BTL-3
TEXT BOOKS		
1.	Taxmann, Copyright Act 1957 (2017)	
2.	Taxmann, Trade Marks Act 1999 with Trade Marks Rules 2017	
REFERENCE BOOKS		
1.	Vanitha Kohli – Khandekar, The Indian Media Business, SAGE publications, 2013.	
E BOOKS		
1.	https://alexanderstreet.com/products/business-e-books-online	
MOOC		
1.	https://alexanderstreet.com/products/business-e-books-online	
2.	shorturl.at/himMY	

COURSE TITLE	MEDIA MANAGEMENT PAPER I										CREDITS		3		
COURSE CODE	MBC4864				COURSE CATEGORY			DE		L-T-P-S		3-0-0-1			
Version	1.0				Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2			
ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance		ESE			
15%	15%				10%			5%		5%		50%			
Course Description	Course will demonstrate a mastery of the principles in an area of specialization in the areas of direction, producing, writing, cinematography and production.														
Course Objective	1. To understand the Indian Media law, media copy right, IBC. 2. To understand the Live streaming act, radio broadcasting act. 3. To understand the business procedures in television programs. 4. To understand the business setup in films.														
Course Outcome	1. Understand the various forms of media and gain insights about Media convergence, Media conglomerates. 2. Understand the media management concept and perspective 3. Be able to understand media industry as manufacturers 4. Understand the media economics, strategic management and marketing. 5. Be able to understand media management insights, practices and challenges.														
Prerequisites: basic knowledge about production															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: MEDIA FORMS													6L		
Print media, Broadcast media, New media, Folk media, Performing arts, Photography, Advertising media, Media convergence, <i>Media conglomerates</i>													CO-1 BTL-3		
MODULE – 2: MEDIA MANAGEMENT: CONCEPT AND PERSPECTIVE													6L		

<p>Concept, origin and growth of Media Management Fundamentals of Management School of Thought Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers.</p> <p>Case studies on visionary leadership of Media entrepreneurs and highlight the strategies they used. <i>Students will also do some written assignments</i></p>	<p>CO-2 BTL-3</p>
MODULE – 3: MEDIA INDUSTRY	6L
<p>Media industry as manufacturers- Manufacturing Consent. Changing Ownership patterns and structure of news media organizations in India Media and Entertainment Business- Print, TV, Film, Music, Radio, Telecommunications, Internet, Out of Home, Events Freedom and challenges - Arranging equipment and personnel for a new media enterprise, problems of finance, FDI.</p> <p><i>Case studies of Indian and International Media Giants</i></p> <p>Different media organizations - Indian and International. They will prepare a project on the management strategies adopted by any one newspaper or one television channel. They will also do a comparative analysis of two media organizations.</p> <p>Assignments on the topics mentioned above. Project on news/content management strategies</p>	<p>CO-3 BTL-3</p>
MODULE – 4: MEDIA ECONOMICS, STRATEGIC MANAGEMENT AND MARKETING	6L
<p>Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management Strategic Management, news and content management. Market forces, performance evaluation (TAM, TRP and HITS) and Market shifts <i>Media audiences and credibility.</i></p>	<p>CO-4 BTL-2</p>
MODULE – 5: MEDIA MANAGEMENT: INSIGHTS, PRACTICES AND CHALLENGES	6L
<p>Media Management practices followed by Indian and Global Media Organizations Ethico – legal perspectives in Media management. Government - Media Interface- Policies and regulations Issues related to Paid news, lobbying, pressure group influence, <i>Corporatization and Politicization of Media</i></p>	<p>CO-5 BTL-3</p>
TEXT BOOKS	
1.	Vinita KohliKhandeka, Indian Media Business, Sage, 2013
2.	PradipNinan Thomas, Political Economy of Communications in India, Sage, 2010.
REFERENCE BOOKS	
1.	Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications, 2005
E BOOKS	
1.	https://books.google.co.in/books/about/Electronic_Media_Management.html?id=VkbAHd88CdwC&redir_esc=y
MOOC	
1.	https://www.coursera.org/specializations/social-media-marketing
2.	https://bit.ly/3xsPia7

COURSE TITLE		SOCIAL MEDIA AND RICH MEDIA PAPER I						CREDITS		3					
COURSE CODE		MBC4865		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2,3,6					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		This course will understand the concept of new media technology and helps us to compare the difference between old new generation technology.													
Course Objective		1. To understand the concept of old generation and new generation media 2. To understand the various platform in new media. 3. To understand the concept of blogging. 4. To understand the concept search engine 5. To understand and manage the online information.													
Course Outcome		1. Understand social media, online & 2.0 2. Understand and utilize Wikis and Future class; 3. Be able to understand blogging concepts, ethics, terms, tools and techniques, and create blogs 4. Understand WordPress, trackbacks, blogrolls 5. Be able to understand RSS feeds and feedreaders: distribution, productivity and monitoring, and create RSS feeds.													
Prerequisites: Social media knowledge															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: SOCIAL MEDIA, ONLINE & 2.0												6L			
Course introduction: what has changed online, how and why we got here:												CO-1			

Overview of social media and Web 2.0, <i>Differences between traditional media and social media</i>	BTL-2
MODULE – 2: WIKIS AND FUTURE CLASS	
	6L
Introduction to wikis, including PB wiki and Media Wiki. Students discuss in groups and report back to instructor who will illustrate how to edit a wiki and take notes. In future classes, <i>assigned students will take notes on the wiki.</i>	CO-2 BTL-4
MODULE – 3: BLOGGING CONCEPTS, ETHICS, TERMS, TOOLS AND TECHNIQUES	
	6L
Blogging culture: authenticity, transparency, authority, influence, ethics, and credibility, writing for the web: how do people read and browse online? Newspapers text vs. online text: similarities and contrasts, Corporate blogging, <i>hosting your own blog vs. using hosted blog platforms.</i>	CO-3 BTL-4
MODULE – 4: WORDPRESS, TRACKBACKS, BLOGROLLS	
	6L
Creation of a web site using WordPress content management system, Basics of HTML and CSS to get you out of a jam, Trackbacks, links, tags, sidebars, blogrolls, widgets, and feeds, <i>Principal search engines for blogs</i>	CO-4 BTL-3
MODULE – 5: RSS FEEDS AND FEEDREADERS: DISTRIBUTION, PRODUCTIVITY AND MONITORING	
	6L
Managing online information, publishing and distributing media online, syndicating media and <i>content through RSS</i>	CO-5 BTL-2
TEXT BOOKS	
1.	Jay Baer, Youtility, Portfolio Penguin, 2013
2.	Van Looy, Amy, Social Media Management, Springer, 2016
REFERENCE BOOKS	
1.	Richard Caladine, Enhancing E – Learning with Media-Rich Content and Interactions, 2008
E BOOKS	
1.	https://books.google.co.in/books/about/Electronic_Media_Management.html?id=VkbAHd88CdwC&redir_esc=y
MOOC	
1.	https://www.coursera.org/specializations/social-media-marketing
2.	https://bit.ly/3eyliQq

COURSE TITLE		SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT PAPER I							CREDITS			3			
COURSE CODE		MBC4866			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-2,3,6		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course will understand the various types of process involved in audio recording process and studio setup													
Course Objective		1. To understand the music industry 2. To understand the concept of multitracking recording 3. To understand the various types of studios 4. To understand various production process involved in audio. 5. To understand the various process involved in audio recording													
Course Outcome		1. Be able to understand and discuss the rich music industry of the past, and also be able to differentiate between the different musical notes. 2. Be able to have an in-depth knowledge about a recording studio, its types and be able to do a costing for setting up of a studio 3. Understand the studio and infrastructure designing in a radio station 4. Be able to understand how the songs, jingles, and background music are recorded. 5. Be able to plan and prepare a recording schedule as well as to prepare a budget proposal.													
Prerequisites: Social media knowledge															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: MUSIC INDUSTRY															
6L															

Introduction to contemporary music industry, popular music genres, popular musicians, music <i>programs and shows</i> .	CO-1 BTL-3
MODULE – 2: SETTING UP AN AUDIO STUDIO 6L	
What is a recording Studio, <i>Multitrack</i> And Stereo Recording	CO-2 BTL-2
MODULE – 3: STUDIO 6L	
Studio Types, Home studio, Professional Studios, Commercial Considerations, Costings, <i>Recording Formats</i> .	CO-3 BTL-3
MODULE – 4: AUDIO RECORDING PRODUCTION 6L	
Audio Pre and Post production Concepts and methods, Recording songs, jingles and <i>background music</i> .	CO-4 BTL-4
MODULE – 5: RECORDING PLANNING & SCHEDULING 6L	
Recording Session Planning, <i>Scheduling</i> and Budgeting	CO-5 BTL-3
TEXT BOOKS	
1.	Finch, Introduction to Acoustics, Pearson Education India, 2016
2.	Tommy Swindali, Music Production, 2017
REFERENCE BOOKS	
1.	Pooja Gautam, making a career in the film industry, Buzzing Stock, 2011
E BOOKS	
1.	itf.org%2FDE%2F0815392664%2Fartist_management_for_the_music_business.pdf&usg=AOvVaw11mRcFoJymqNK3tJA013iK
MOOC	
1.	https://www.edx.org/course/creativity-entrepreneurship-0
2.	https://bit.ly/32RNBVB

COURSE TITLE	FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT PAPER II								CREDITS	3					
COURSE CODE	MBC4867			COURSE CATEGORY			DE		L-T-P-S		3-0-0-1				
Version	1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2				
ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance		ESE				
15%	15%			10%			5%		5%		50%				
Course Description	This course will understand the process in animation films and game programing														
Course Objective	1. To understand and identify the requirement of the client 2. To understand the management process of the production														
Course Outcome	1. Understand game production pipeline, production practices & generation of games 2. Understand the supervision interaction for Program Vs Animation 3. Understand the game engines and application 4. Able to discuss developing game concepts 5. Understand managing people and ideas														
Prerequisites: Developing Game Concepts, Managing People and Ideas															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: GAMING PRODUCTION PIPELINE, PRODUCTION PRACTICES & GENERATION OF GAMES 6L															
Ideating for a game, scripting for a game, consumer psychology an age group target, level of game & genre, <i>pre-production</i> .													CO-1 BTL-4		
MODULE – 2: SUPERVISION INTERACTION FOR PROGRAM Vs ANIMATION 6L															
H R allocation, production, programming supervision, interaction between <i>game animators and programmers</i> .													CO-2 BTL-4		
MODULE – 3: GAME ENGINES AND APPLICATION 6L															

Best practices for interfacing program (v/s) animation, Q C practices, in depth overview of game engines and <i>application access devices</i> .		CO-3 BTL-2
MODULE – 4: DEVELOPING GAME CONCEPTS		6L
An Introduction to the games industry that develops skills in design and production practices, pitching and communicating game concepts, and <i>planning of game projects</i> .		CO-4 BTL-3
MODULE – 5: MANAGING PEOPLE AND IDEAS		6L
An Introduction to the management of people and ideas and how different theories and practices can be used to enhance individual and organizational performance. Module content includes: management in context; people management; <i>ideas management</i> ; using research in management practice.		CO-5 BTL-1
TEXT BOOKS		
1.	Renee Dunlop, Production pipeline fundamentals for film and games, Focal press, 2014	
2.	Richard E. Williams, The Animator’s survival kit, Faber, 2009.	
REFERENCE BOOKS		
1.	Dan Irish, The Game Producer’s Handbook, Cengage Learning PTR, 2005.	
E BOOKS		
1.	https://books.google.co.in/books?id=UwYOAQAACAAJ&dq=GAME+PROGRAMING++MANAGEMENT&hl=en&sa=X&ved=0ahUKEwiUjOzTxNzbAhWGul8KHQo3AaUQ6AEIjAA	
MOOC		
1.	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwjMnt3dxNzbAhXKPI8KHbwaCMMQFgg0MAE&url=https%3A%2F%2Fwww.coursera.org%2Flearn%2Fgame-development&usg=AOvVaw1amgk40vKFgl1GpoalJBni	

COURSE TITLE		FILM AND TELEVISION PRODUCTION PROGRAMMING MANAGEMENT PAPER II						CREDITS		3					
COURSE CODE		MBC4868		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-3					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		On this course you will get to know the various concepts of recoding formats and advertisement process													
Course Objective		1. To understand the concept of advertisement 2. To understand the various stages in advertisement 3. To understand the television production process 4. To understand the various recoding formats 5. To understand the concept of television rating point													
Course Outcome		1. Understand the business of advertising corporate and documentary film 2. Understand Ad film making in a global scenario 3. Understand the business of Television production and broadcasting 4. Able to discuss the Formats, Types and Production 5. Understand studio, trip, artist, and acting talent management													
Prerequisites: Developing Game Concepts, Managing People and Ideas															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO-4	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: BUSINESS OF ADVERTISING CORPORATE AND DOCUMENTARY FILMS															
Concepts & Structure, advertising films as a Communication & Marketing tool, Mediums, Approaches & Types, role of Ad Agencies & Production Houses.												CO-1 BTL-4			
MODULE – 2: AD FILM MAKING IN A GLOBAL SCENARIO															
Stages of Ad filmmaking, Global Advertising Scenario, Indian ad film industry, documentary film types, funding, preproduction, <i>production and post production.</i>												CO-2 BTL-3			

MODULE – 3: BUSINESS OF TELEVISION PRODUCTION AND BROADCASTING	
Television Production Process, <i>Phases and Hierarchy</i> .	CO-3 BTL-2
MODULE – 4: FORMATS, TYPES AND PRODUCTION	
Basics of TV Systems and Video recording formats, Programming Types and Treatment, <i>News Production and Broadcast</i> .	CO-4 BTL-3
MODULE – 5: STUDIO, TRP, ARTISTE AND ACTING TALENT MANAGEMENT	
Studio Production: Single and Multi-Camera setups, <i>Post Production</i> , Broadcast Slots and TRP. Managing Artistes and the products that make up the artiste identity as a commercial proposition.	CO-5 BTL-4
TEXT BOOKS	
1.	Eve Light Honthaner, The complete film production handbook, Focal press, 2010
2.	Nicholas George, Film Crew: Fundamentals of Professional Film & Video production, Platinum Eagle Publishing, 2010
REFERENCE BOOKS	
1.	Production Management for TV and Film: The professional's guide by Linda Stradling, 2010
E BOOKS	
1.	https://books.google.co.in/books?id=S6ovbb0NrTkC&printsec=frontcover&dq=TELEVISION+PRODUCTION+MANAGEMENT&hl=en&sa=X&ved=0ahUKEwiXxPScxdzbAhUHM48KHZpTALsQ6AEIJjAA#v=onepage&q=TELEVISION%20PRODUCTION%20MANAGEMENT&f=false
MOOC	
1.	https://www.mooc-list.com/tags/film

SEMESTER IV
MEDIA AND ENTERTAINMENT MANAGEMENT

COURSE TITLE		MEDIA BUSINESS PRACTICES PAPER II						CREDITS		3					
COURSE CODE		MBC4961		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		On this course you will get to know the animation and gaming business, entertainment media publishing and distribution.													
Course Objective		1. To understand the concept of animation and video game business. 2. To understand the concept of distribution rights. 3. To understand the cyberspace and internet business. 4. To understand the internet publishing concept and distribution. 5. To understand the concept of entertainment media publishing and distribution.													
Course Outcome		1. Understand the finer aspects of copyrights and royalty issues existing in India, in relation to music and radio business. 2. Understand the growth of Animation and Video Game Industry. 3. Understand the laws pertaining to cyberspace and Internet. 4. Able to discuss the pros and cons of these laws on right to freedom of expression. 5. Understand the rights of the media publishing companies and how they distribute the contents to public.													
Prerequisites: Business communication, Business Law, Publication and report writing															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: ANIMATION AND VIDEO GAMES BUSINESS															
Laws and Copyrights involves with the Animation and <i>gaming business in India.</i>												CO-2 BTL-4			
MODULE – 2: DISTRIBUTION RIGHTS															

Growth of the Animation and <i>Gaming Industry</i> , Distribution Rights of video games and content.	CO-3 BTL-3
MODULE – 3: CYBERSPACE AND INTERNET BUSINESS	
Law in Cyberspace, <i>Internet related legal issues</i> .	CO-4 BTL-2
MODULE – 4: INTERNET PUBLISHING AND DISTRIBUTION	
Internet publishing and <i>distribution</i> .	CO-3 BTL-3
MODULE – 5: ENTERTAINMENT MEDIA PUBLISHING AND DISTRIBUTION	
Publishing Rights and Role of Publishing companies, Various forms of distribution, Real world scenarios in order to resolve common issues in publishing <i>rights and distribution</i> .	CO-4 BTL-4
TEXT BOOKS	
1.	Taxmann, Copyright Act 1957 (2017)
2.	Taxmann, Trade Marks Act 1999 with Trade Marks Rules 2017
REFERENCE BOOKS	
1.	Vanitha Kohli – Khandekar, The Indian Media Business, SAGE publications, 2017.
E BOOKS	
1.	https://alexanderstreet.com/products/business-e-books-online
MOOC	
1.	https://alexanderstreet.com/products/business-e-books-online

COURSE TITLE		MEDIA MANAGEMENT PAPER II						CREDITS		3					
COURSE CODE		MBC4962		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		On this course you will get to know the media law and ethics, media planning.													
Course Objective		1. To understand the concept of media legislation regulation and governance. 2. To understand the concept Management Structures & Organization 3. To understand the Strategic Planning & Financial Management 4. To understand the programme planning & production 5. To understand the concept of media resource planning & resource management.													
Course Outcome		1. Understand media legislation, regulation & governance 2. Understand management structures & organizations 3. Be able to understand strategic planning & financial management 4. Understand programme planning & production 5. Understand media resource planning & resource management													
Prerequisites: Media Management Manual															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: MEDIA LEGISLATION, REGULATION & GOVERNANCE															
Media Institutions – Primary legislation – Regulatory bodies – Registration and licensing – compliance with license terms – Independent regulatory bodies – Regulatory codes – Editorial freedom and disclosure – Media ownership – The funding of broadcasting – <i>The governance of media organizations.</i>													CO-3 BTL-5		
MODULE – 2: MANAGEMENT STRUCTURES & ORGANISATION															

The pyramid – the top – down process. Tasks, Projects, Problems, Assignments, Management styles and leadership – Leading the team – The management of creativity – Meetings – Information and communication – <i>Getting the organization right.</i>		CO-4 BTL-2
MODULE – 3: STRATEGIC PLANNING & FINANCIAL MANAGEMENT		
Plan – Strategy and tactics – constructing a business plan – a format for a business – Strengths, weakness (Internal) and Opportunities and Threats (External). Compliance with the legal / regulatory framework – Environmental and external risks – Governance and management risks – Financial risks – <i>Operational risks</i>		CO-3 BTL-4
MODULE – 4: PROGRAMME PLANNING & PRODUCTION		
Winning an audience – The programme mix – Scheduling – Promoting the output – Branding – <i>The commissioning process</i>		CO-5 BTL-4
MODULE – 5: MEDIA RESOURCE PLANNING & RESOURCE MANAGEMENT		
Production budgeting – Cost control – Setting resource levels – Out sourcing – Technical standards – Alternative thinking Managing People: Systems – Contracts – Job descriptions – Appointment procedure – Induction – Training – Assignment – Appraisal and career development – Remuneration – Disciplinary procedure – Grievance procedure – Appeals procedure – Media industry Relations – Equal oppourtunities – Health and Safety at work - <i>Records</i>		CO-3 BTL-2
TEXT BOOKS		
1.	John Prescott Thomas, Media Management Manual: A Handbook for Television and Radio Practitioners in countries in transition, UNESCO 2009	
2.	Kundra S, Media Management, Anamol Prakashan, 2006	
REFERENCE BOOKS		
1.	P.K. Ravindranath New media management, Authors Press, 2010	
E BOOKS		
1.	https://books.google.co.in/books/about/Electronic_Media_Management.html?id=VkbAHd88CdwC&redir_esc=y	
MOOC		
1.	https://www.coursera.org/specializations/social-media-marketing	

COURSE TITLE	SOCIAL MEDIA AND RICH MEDIA PAPER II				CREDITS	3									
COURSE CODE	MBC4963	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1										
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2										
ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE										
15%	15%	10%	5%	5%	50%										
Course Description	On this course you will get to know the about social media and rich media.														
Course Objective	1. To understand the concept of blog and social media widgets. 2. To understand the concept video and audio distribution. 3. To understand the business case study for retail and corporate models. 4. To understand the rich media concept. 5. To understand the how to create new rich media.														
Course Outcome	1. Understanding monitoring and reputation. 2. Understand video & audio distribution, productivity & monitoring, social media frameworks, sharing economics 3. Be able to understand business case study of retail and corporate models 4. Understand rich media advertisements 5. Be able to create rich new media														
Prerequisites: Media Management Manual															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: MONITORING, REPUTATION															
Monitoring reputation, brands and keywords. Setting up feeds and alerts for information. <i>Blog and social network widgets.</i>													CO-2 BTL-4		
MODULE – 2: VIDEO & AUDIO DISTRIBUTION, PRODUCTIVITY & MONITORING, SOCIAL MEDIA FRAMEWORKS, SHARING ECONOMICS															

Video and audio distribution and sharing, your identity online and offline, Virtual worlds, Getting things done online, collective action, and sharing. <i>Citizen journalism</i> , social media and real life.	CO-3 BTL-4
MODULE – 3: BUSINESS CASE STUDY OF RETAIL AND CORPORATE MODELS	
A practical cum data backed project which includes conceptualizing a website design, product on social media and various applications / models for marketing using the tools – success & <i>failure model analysis</i> .	CO-5 BTL-2
MODULE – 4: RICH MEDIA ADVERTISEMENTS	
Types of Rich media units: In-Page, Expanding, Floating, Transitional, Takeover - Campaign Objective: Identify, Rich Media Depends on Objective(s) – Effective In Driving Message Association, Interest and Consideration, Trial and Purchase, Loyalty, Advocacy, Metrics, <i>Branding Effectiveness</i> .	CO-1 BTL-3
MODULE – 5: CREATING RICH NEW MEDIA	
New media Components: social media, Communities – Rich Media Advertising: Virtual Worlds, Gaming – Interactive TV: Mobile data, Viral marketing: Facebook app – My Space: Widgets, blogs – YouTube - Flickr – Twitter, Flash Games and Rich media, Integrated Solutions: Spins cape – <i>Flex Application and I phone</i> .	CO-4 BTL-2
TEXT BOOKS	
1.	Jay Baer, Youtility, Portfolio Penguin, 2013
2.	Van Looy, Amy, Social Media Management, Springer, 2015.
REFERENCE BOOKS	
1.	Richard Caladine, Enhancing E – Learning with Media-Rich Content and Interactions, 2008.
E BOOKS	
1.	https://blog.the-ebook-reader.com/
MOOC	
1.	https://www.coursera.org/learn/nurture-market-strategies/lecture/89rMi/developing-an-effective-blog

COURSE TITLE		SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT PAPER II						CREDITS		3					
COURSE CODE		MBC4964		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		On this course you will get to know the media law and ethics, media planning.													
Course Objective		1. To understand the concept of radio broadcasting. 2. To understand the concept technical concept in radio. 3. To understand the how to establish the basics studio setup. 4. To understand the concept of live sound theory. 1. To understand the entertainment business.													
Course Outcome		1. Understand the Audio content, broadcast technology and management in FM radios. 2. Understanding technicalities involved in Radio programme, HR and financial aspects. 3. Enhancing basics of Infrastructure designing, set up cost and recurring costs. 4. Analyzing Logistics, set up tear down, gear listing. 5. Illustrating the Principles to succeeding in today’s music/entertainment business environment.													
Prerequisites: Music, Audio & Studio knowledge															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: RADIO BROADCASTING															
Audio Content for Radio (Spots and Jingles), Radio Broadcast technology and <i>management in FM radios.</i>												CO-3 BTL-3			

MODULE – 2: UNDERSTANDING RADIO		
Technicalities involved in Radio programme, Human resource aspects of a radio station, <i>Basic Financial aspects.</i>		CO-4 BTL-2
MODULE – 3: STUDIO SET UP		
Basics of Studio & Infrastructure designing, One-time set up cost of a radio station, <i>Recurring costs of running a radio station.</i>		CO-5 BTL-1
MODULE – 4: INTRODUCTION TO LIVE SOUND THEORY		
Logistics, set up tear down, reccee, gear listing Planning, <i>Scheduling and Budgeting.</i>		CO-4 BTL-2
MODULE – 5: DYNAMIC ENTERTAINMENT BUSINESS		
Principles required succeeding in today’s changing, competitive, and dynamic music/ <i>entertainment business environment.</i>		CO-1 BTL-5
TEXT BOOKS		
1.	Finch, Introduction to Acoustics, Pearson Education India, 2016	
2.	Tommy Swindali, Music Production, 2015.	
REFERENCE BOOKS		
1.	Pooja Gautam, making a career in the film industry, Buzzing Stock, 2011	
E BOOKS		
1.	https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=7&cad=rja&uact=8&ved=0ahUKEwiEnpKpwNzbAhWHL08KHW8oA8wQFghtMAY&url=http%3A%2F%2Fwww.ptc-itf.org%2FDE%2F0815392664%2Fartist%2Fmanagement%2Fthe%2Fmusic%2Fbusiness.pdf&usg=AOvVaw11mRcFoJymqNK3tJA013iK	
MOOC		
1.	https://www.edx.org/course/creativity-entrepreneurship-0	

SEMESTER III
HOSPITAL AND HEALTH CARE MANAGEMENT
SPECIALIZATION

COURSE TITLE	HUMAN ANATOMY, PHYSIOLOGY AND MEDICAL TERMINOLOGY				CREDITS	3
COURSE CODE	MBC4871	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1	
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course shall provide the knowledge of Human Anatomy, Physiology and Medical Knowledge. It possess the entire knowledge of human anatomy and physiology and also possess the importance of prefix, suffix, roots and symbols in medical terminology.
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Course Objective	<ol style="list-style-type: none"> 1. To understand the importance of human anatomy and physiology. 2. To understand the basic knowledge on medical terminologies. 3. To analyse the importance of prefix, suffix, roots and symbols in medical terminology. 4. To analyse the need and importance of illness. 5. To familiarize with various infection control measures.
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Understand the introduction of human anatomy, physiology and medical terminology 2. Identify the medical terminologies 3. Outline the need of medical terminologies 4. Analyse the various illness 5. Distinguish different measures to control infection
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Prerequisites: Human Anatomy & Physiology, Illness, Infection Control

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-

CO-5	-	2	-	-	-	-	-	-	-	-	-	-	3	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: HUMAN ANATOMY AND PHYSIOLOGY														(6L)
Digestive System - Respiratory System - Circulatory System -Central Nervous System - Muscular Skeletal System -Reproductive System -Excretory System -Endocrine Glands- <i>Special Senses</i>														CO-1 BTL-2
MODULE 2: MEDICAL TERMINOLOGY														(6L)
Reasons for using <i>medical terms</i> - Glossary of medical terms: major diseases and medical specialties														CO-2 BTL-3
MODULE – 3: ROOTS,PREFIXES,SUFFIXES,ABBREVIATIONS,SYMBOLS														
Common roots : element referring to-usage and definition -Common prefixes and suffixes - Common abbreviations: departments-time- <i>general healthcare</i> -routes of medication and laboratory-Symbols														CO-3 BTL-3
MODULE – 4: ILLNESS														(6L)
Defining <i>Illness</i> : Direct and indirect causes -Classification and description of disease														CO-4 BTL-4
MODULE – 5: INFECTION CONTROL														(6L)
Medical asepsis- Nosocomial infection and communicable diseases - Reservoir-carrier and mode of transmission-Infection control measures-Sterilisation and aseptic techniques - <i>Infection control</i> committee : purpose, composition and terms of reference														CO-5 BTL-4
TEXT BOOKS														
1	Human Anatomy and Physiology Paperback – 1 Feb 2017, <u>Satish Mandave</u> , Career Publications													
REFERENCE BOOKS														
1	K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur), 2017													
E BOOKS														
1	Basic Medical Terminology, Human Anatomy and Physiology Manual Kindle Edition <u>U.S. Army</u> (Author), <u>Jeffrey Jones</u> (Editor)													
MOOC														
1	https://www.edx.org/course/human-anatomy-hkpolyux-ana101x-1													

COURSE TITLE		HEALTH ENVIRONMENT										CREDITS		3	
COURSE CODE		MBC4872				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall provide the different components of the demography, importance of family planning, and their relationship with epidemiological methods and studies, in order to acquire knowledge on community, national and international health related activities.													
Course Objective		1. To develop an insight into the components of demography 2. To acquire the importance of family planning 3. To understand the relationship of epidemiological methods and studies 4. To understand different types of community health 5. To familiarise with national and international health													
Course Outcome		Upon completion of this course, the students will be able to 1. Analyse the importance of demography 2. Distinguish the importance of family planning programmes 3. Categorise the epidemiological procedures 4. Analyse the need and importance of community health 5. Identify the various health programmes related to global & India													
Prerequisites: Epidemiology, Community Health															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-3	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-
CO-4	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-

CO-5	-	-	-	-	-	3	-	-	-	-	-	-	3	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: DEMOGRAPHY														(6L)
Demographic Cycle - World Population Trend -Demographic Trends in India: Growth rate-Age Pyramid-Sex Ratio-Population Density-Family size-Urbanization-Literacy and <i>Life Expectancy</i>														CO-1 BTL-3
MODULE 2: FAMILY PLANNING														(6L)
Fertility and Fertility Related Statistics-Family Planning-Population Policy- <i>National Demographic Goals</i>														CO-2 BTL-4
MODULE – 3: EPIDEMIOLOGY														(6L)
Concept of <i>Disease</i> -Epidemiological Triad-Concepts of Control and Prevention-Principles of Epidemiology: Components-Measurements-Prevalence and Incidence-Epidemiological Methods: Descriptive-Analytical and Experimental Studies-Uses of Epidemiology														CO-3 BTL-4
MODULE – 4: COMMUNITY HEALTH														(6L)
Community Diagnosis and Treatment - <i>Communicable and Non-communicable Diseases</i>														CO-4 BTL-4
MODULE – 5: NATIONAL AND INTERNATIONAL HEALTH														(6L)
National Health Programmes in India-International Health: <i>WHO</i> and Other United Nations Agencies.														CO-5 BTL-4
TEXT BOOKS														
1	K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur), 2017													
REFERENCE BOOKS														
1	B.K. Mahajan and M.C. Gupta, Text Book of Prevention and Social Medicine (Jaypee Medical Publishers P. Ltd., New Delhi), 2013.													
E BOOKS														
1.	<u>The Handbook Of Environmental Health / Frank R. Spellman, Melissa L. Stoudt.</u> Spellman, Frank R.													
MOOC														
1.	https://www.edx.org/course/healthy-ageing-6-steps-let-environment-delftx-eit001x-0													

COURSE TITLE		HOSPITAL ARCHITECTURE PLANNING, DESIGN AND MAINTENANCE								CREDITS			3		
COURSE CODE		MBC4873			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE	
15%		15%				10%			5%		5%			50%	
Course Description		The course shall provide the knowledge of Hospital architecture and its development. It mainly deals with the hospital organisation structure. The hospital project management, project formulation and maintenance of hospitals													
Course Objective		1. To learn the concepts of hospital architecture and its types 2. To differentiate the various organisation structure of the hospitals 3. To demonstrate the importance of hospital project management. 4. To impart the knowledge of project formulation 5. To understand the efficient functioning and maintenance of hospitals													
Course Outcome		Upon completion of this course, the students will be able to 1. Illustrate the importance of hospital architecture 2. Differentiate the various organisation structure of the hospitals 3. Examine the importance of hospital project management 4. Interpret the knowledge of hospital project formulation 5. Outline the importance and maintenance of hospitals													
Prerequisites: Hospital Architecture, Project Formulation															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-		-	2	-	-	-	-	-	-	-	2	-
CO-4	-	-	3	-	-	-	-	-	-	-	-	-	1	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	1	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1:HOSPITAL ARCHITECTURE														(6L)	
Hospital architecture - Planning and Design of a Hospital (Building & Physical Layout) - Space Required for Separate Functions - <i>Different types of Hospitals</i> - Problems and Constraints in different type of Hospitals - History of Hospital Development														CO-1 BTL-2	
MODULE 2: ORGANISATION STRUCTURE OF HOSPITALS														(6L)	
Hospital organization Structure -Departmentation and organization structure of different types of hospitals. Vertical & Horizontal - <i>Clinical & Non Clinical</i> – Supportive & Ancillary Service Departments														CO-2 BTL-3	
MODULE – 3: HOSPITAL PROJECT MANAGEMENT														(6L)	
Concept of hospital project management - Concept of a project - categories of projects - projects life cycle phases - project management concepts - tools and techniques for project management. The project manager - <i>roles and responsibilities of project manager</i>														CO-3 BTL-4	
MODULE – 4: PROJECT FORMULATION														(6L)	
Project formulation for hospital construction- stages - bottlenecks - feasibility report - financing arrangements - finalization of project - implementation schedule-project execution plan - project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and projects diary - <i>Project implementation stages</i> project direction - communications in a project - coordination guidelines for effective implementation reporting in project management - project evaluation and its objectives- types and methods														CO-4 BTL-5	
MODULE – 5: MAINTENANCE OF HOSPITALS														(6L)	
Organising systems and procedures for maintenance of hospitals- working of systems - design of systems - projects work systems design - work break down structure - Organizing human resources and contracting - <i>team building</i>														CO-5 BTL-3	
TEXT BOOKS															
1	Step By Step Hospital Designing And Planning With Photo Cd Rom(Dr.Malhotra'S Series) Paperback – 2010														
REFERENCE BOOKS															
1	Modern Trends in Planning and Designing of Hospitals- Kant Gupta, Shakti Kumar Gupta-Jaypee Brothers Publishers, 2007.														
E BOOKS															

1	http://www.atkinsglobal.com/~media/Files/A/Atkins-Corporate/middle-east/sectors-documents/healthcare
MOOC	
1	https://www.edx.org/course/product-management-with-lean-agile-and-system-design-thinking

COURSE TITLE		HOSPITAL INFORMATION SYSTEM										CREDITS		3	
COURSE CODE		MBC4874				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall develop the importance of hospital management information system. It also assess the importance of the database management system and evaluate the effects of internet, e-commerce and electronic health records. It also focused on decision making with the help of clinical information systems.													
Course Objective		1. To develop an understanding of the Hospital Management Information Systems. 2. To understand the importance of database management system in hospitals 3. To assess the importance of internet and e-commerce 4. To execute the electronic health records in hospitals 5. To offer application of concepts of clinical information systems in decision making													
Course Outcome		Upon completion of this course, the students will be able to 1. Categorise the overview of the Hospital Management Information Systems 2. Organise the database management systems in hospitals 3. Distinguish the importance of internet and e-commerce 4. Construct the electronic health records in hospitals 5. Analyze the clinical information systems for decision making													
Prerequisites: Health Information system, Internet															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-
CO-5	-	2	-	-	-	-	-	-	-	-	-	-	3	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS (6L)	
Decision theory - Managerial Decision Making Process Techniques – Major Trends in Technology in Decision Making - Computerized data processing – Decision Support Systems – Expert System – Executive Information System – Health Management Information System.	CO-1 BTL-2
MODULE 2: TRACKING OF TRANSPORT (6L)	
Fundamentals - Data Concepts - The Database Management Approach – Types of Databases types of Databases – Database structure – Data Mining – Benefits and Limitations of Database management.	CO-2 BTL-3
MODULE – 3: INTERNET AND ELECTRONIC COMMERCE (6L)	
Business Use of the Internet – Interactive marketing – E-Commerce Application – Business to Consumer – Business – to Business Commerce.	CO-3 BTL-4
MODULE – 4: ELECTRONIC HEALTH RECORDS (6L)	
Technological foundations of EHR systems - Legal and regulatory issues that shape EHR evolution - Role of the EHR in ensuring quality of care and evidence-based practice - Implementation of the EHR in clinical practices: workflow analysis and change management - Meaningful use of EHR systems and healthcare data	CO-4 BTL-5
MODULE – 5: CLINICAL INFORMATION SYSTEMS (6L)	
Customer Management/ Vendor coordination for return truck loads/DG Handling – features and facilities offered by railways factors influencing growth in rail logistics – suitability for different cargo and distance ranges segments – innovative schemes-facilities to popularize rail logistics in India	CO-5 BTL-2
TEXT BOOKS	
1	Management Information Systems Paperback – 1 Jul 2017 by James A. O'Brien , George M. Marakas , Ramesh Behl , Tata McGraw Hill Education
REFERENCE BOOKS	
1	Management Information System Paperback – 10 Jan 2018 by C. Laudon Kenneth , P. Laudon Jane
2	Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower
E BOOKS	
1	https://sourceforge.net/projects/hospital-managementsystem/postdownload?source=dlp
2	https://www.kopykitab.com/Sample-PDF-Surface-Transportation-Railways-And-Highways-by-R-Agor
MOOC	
1	https://www.edx.org/course/data-analytics-health-basics-business-kuleuvenx-dahx

COURSE TITLE		HOSPITAL MATERIALS MANAGEMENT										CREDITS			3	
COURSE CODE		MBC4875				COURSE CATEGORY				DE		L-T-P-S			3-0-0-1	
Version		1.0				Approval Details				23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4	
ASSESSMENT SCHEME																
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project				Surprise Test / Quiz		Attendance			ESE	
15%		15%				10%				5%		5%			50%	
Course Description		The course shall provide the knowledge on the hospital materials management, understand the various elements of purchasing; and to familiarize with the equipment purchase and maintenance. It also covers the broad knowledge in inspection, storage, distribution and scientific inventory management														
Course Objective		1. To provide a broad understanding of the basic principles of materials management in hospitals 2. To develop skills on purchasing procedures in hospitals. 3. To assess relationship between equipment purchase and maintenance 4. To develop the knowledge on inspection, storage and distribution of materials 5. To understand the functions of scientific inventory management														
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the general principles of materials management. 2. Sort the purchasing procedures in hospitals 3. Differentiate the various procedures on equipment purchase and maintenance 4. Distinguish the knowledge on inspection, storage and distribution of materials 5. Analyse the importance of scientific inventory management														
Prerequisites: Materials, Stock, Inventory Control																
CO, PO AND PSO MAPPING																
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3	
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	-	3	-	
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	1	-	
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	3	-	-	

CO-4	-	-	-	-	-	-	2	-	-	-	-	-	-	1	-
CO-5	-	-	-	-	1	-	-	-	-	-	-	-	2	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 MATERIALS MANAGEMENT														(6 L)	
Introduction , Definition and Function ,Goals and Objectives of Materials Management Materials Cycle , <i>Functions of Materials Manager</i> , Problems and Issues in Hospitals Information Systems for Materials Management.														CO-1 BTL-2	
MODULE - 2 PURCHASING														(6L)	
Objectives and Elements of Purchasing, Purchasing System, Purchasing Cycle, Purchase Procedures, Legal and Ethical Aspects, <i>Conditions of Contract</i> , Financial Rules, Arbitration.														CO-2 BTL-2	
MODULE – 3 EQUIPMENT PURCHASE AND MAINTENANCE														(6 L)	
<i>Planning and Selection of Equipment</i> , Import of Equipment, Equipment Utilization and Operation, Equipment Repair and Maintenance, Equipment Audit														CO-3 BTL-4	
MODULE – 4 INSPECTION, STORAGE AND DISTRIBUTION OF MATERIALS														(6 L)	
Planning Consideration of Stores , Inspection and Verification of Materials , <i>Storage of Materials</i> , Distribution of Materials , Condemnation and Disposal														CO-4 BTL-3	
MODULE – 5 SCIENTIFIC INVENTORY MANAGEMENT (6 L)															
Codification and Standardization, Value Analysis, Inventory Control, Lead Time, <i>Safety Stock</i> and Reorder Level, Economic Order Quantity (EOQ), Selective Controls Case Studies on Inventory Control														CO-5 BTL-2	
TEXT BOOKS															
1	Introduction to Materials Management by Pearson Paperback – 29 Sep 2017 by N. Chapman Stephen , Arnold J. R. Tony , Gatewood Ann K. , M. Clive Lloyd														
REFERENCE BOOKS															
1	Handbook of Materials Management Paperback – 2015 by Gopalkrishnan P														
E BOOKS															
1	Introduction to Materials Management 8th Edition, Chapman Arnold														
MOOC															
1	https://www.edx.org/micromasters/mitx-supply-chain-management														

COURSE TITLE		HOSPITAL AND PATIENT RELATION MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4876				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall provide extensive knowledge on Hospital and patient relation management in terms of patient centric, quality, patient classification systems and importance of case mix. It also covers the medical ethics, auditory procedures, importance of medical records and disaster preparedness													
Course Objective		1. 1. To understand the concepts of patient centric management in hospitals 2. To understand the significance of quality in patient centric managemnt 3. To assess the importance of patient classification system 4. To assess the importance of medical ethics and audit 5. To develop adequate knowledge on medical records													
Course Outcome		Upon completion of this course, the students will be able to 1. Analyse the concepts of patient centric management in hospital 2. Categorise the significance of quality in patient centric management 3. Relate the importance of patient classification system 4. Understand the importance of medical ethics and audit 5. Prioritisation of medical medical records													
Prerequisites: Patient Centric , Quality, Ethics															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-

CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	1	-	-	-	-	-	-		1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 PATIENT CENTRIC MANAGEMENT														(6 L)	
Concept of patient care, Patient-centric management, Organization of hospital departments, <i>Roles of departments/managers</i> in enhancing care, Patient counseling & Practical examples of patient centric management in hospitals; Patient safety and patient risk management.														CO-1 BTL-2	
MODULE - 2 QUALITY IN PATIENT CARE MANAGEMENT														(6 L)	
Defining quality, Systems approach towards quality, towards a quality framework, Key theories and concepts, Models for <i>quality improvement</i> & Variations in practice														CO-2 BTL-3	
MODULE – 3 PATIENT CLASSIFICATION SYSTEMS AND THE ROLE OF CASE MIX														(6 L)	
Why do we need to classify patients, Types of <i>patient classification</i> systems, ICD 9 (CM, PM), Case mix classification systems, DRG, HBG, ARDRG, Case mix innovations and Patient empowering classification systems.														CO-3 BTL-3	
MODULE – 4 MEDICAL ETHICS & AUDITORY PROCEDURES														(6 L)	
Ethical principles, Civic rights, <i>Consumer protection act</i> , CPA, Guideline of the CPA, Patient complaints powers & procedures of the district forum, State and National commission, Role of supreme court, Patient appeals, Autopsy, Tort liability, Vicarious liability, Medical negligence, Central & state laws, Use of investigational drugs, Introduction/need & procedures for medical audit, Audit administration , Regulating committees. Confidentiality and professional secrecy, ethics of trust and ethics of rights - autonomy and informed consent, under trading of patient rights - universal accessibility - equity and social justice, human dignity														CO-4 BTL-4	
MODULE – 5 PATIENT MEDICAL RECORDS AND DISASTER PREPAREDNESS														(6 L)	
Policies & procedures for maintaining <i>medical records</i> . E-records, legal aspects of medical records, its safety, preservation and storage; Policies & procedures for general safety ; fire safety procedure for evacuation; disaster plan and crisis management														CO-5 BTL-4	
TEXT BOOKS															
1	Customer Relationship Management: Concepts and Cases Paperback – 2012 by Rai A.K														
REFERENCE BOOKS															

1	Harris M G & Assoc. 2003. Managing Health Service: Concepts & Practices. MacLennan Petty: Sydney
E BOOKS	
1	http://library.imtdubai.ac.ae/content/e_books/E0013.pdf
MOOC	
1	https://www.edx.org/course/artful-medicine-arts-power-enrich-brownx-med101x

COURSE TITLE		HOSPITAL SUPPORTIVE SERVICES AND FACILITIES MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4877				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall cover the aspects of health services in India. It deals with various functions of engineering, utility, planning and organising of support services in hospitals. It also deals with hospital hazards and managing services in crisis situation.													
Course Objective		1. To understand the various health services in India 2. To analyze engineering and utility services in hospitals 3. To Create a best supportive services in hospitals 4. To assess the hospital hazards and evaluation of services 5. To examine the crisis in hospitals													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Health services 2. Analyse the engineering and utility services 3. Distinguish the best supportive services 4. Sort the various hospital hazards and evaluation of services 5. Evaluate the crisis in hospitals													
Prerequisites: Support services, Facilities															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-
CO-5	-	2	-	-	-	-	-	-	-	-	-	-	-	3	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 INTRODUCTION	(6 L)
Introduction to organization of <i>health services in India</i> - Central, States, Defence, Railways and other PSUs- Voluntary agencies- Comprehensive health projects with Rural Development- International organizations related to health services	CO-1 BTL-2
MODULE - 2 MANAGING ENGINEERING & UTILITY SERVICES	(6 L)
Organizing and Managing Facility Support Services - Laundry - Housekeeping - Pest control - Managing the Estate (Hospital Security) - Recent trends in Disaster Management - Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts) - strategies of <i>hospital equipments</i> - planning and Selection-purchase procedure- installation and commissioning- hospital equipment repair and maintenance quality control.	CO-2 BTL-2
MODULE – 3 PLANNING & ORGANIZING OF SUPPORT SERVICES	(6 L)
Imaging - CSSD - Laboratory - Blood Bank - Diet - <i>Medical Records</i> - Mortuary - Pharmacy - Admission & Discharge Procedure - Billing Procedure - Medical Equipments & Bio medical engineering - Ambulance Services	CO-3 BTL-3
MODULE – 4 HOSPITAL HAZARDS & EVALUATION OF SERVICES	(6L)
General safety of the patients, fire safety, <i>hospital hygiene</i> , hospital acquired infection, Biomedical waste, handling rule, segregation, collection, transportation, disposal, modern technology, for disposal radioactive waste handling. Review of reports on Healthcare- Bhore Committee-Mood liar Committee-Jain Committee- Kartar Singh Committee- Srivastava Committee Accreditation - Setting of Objectives - Health Indicators - Applying Economic Concepts to Service Evaluation - Assessing Patient Satisfaction - Techniques of Hospital Services Evaluation - Indicators of Hospital Efficiency & Effectiveness	CO-4 BTL-3
MODULE – 5 MANAGING SERVICES IN CRISIS	(6 L)
Epidemiological Triad, Levels of Disease Prevention- <i>Disaster Management</i> / Disaster Plan- Fire fighting- Dealing with crisis situations- Natural disasters -floods, earthquakes etc.- Mob violence against medical establishments- Bomb threat- Terrorist strike- Political agitation- Mass casualties	CO-5 BTL-4
TEXT BOOKS	
1	Hospital Supportive Services, Excel Books, Sangeetha Natarajan, 2010
REFERENCE BOOKS	
1	Hospital Supportive Services Hardcover – Import, 30 Oct 2004 by S. L. Goel , R. Kumar .
E BOOKS	
1	https://www.scribd.com/document/102381567/eBook-Health-Care-Management
MOOC	
1	https://www.edx.org/course/improving-global-health-focusing-on-quality-and-safety

COURSE TITLE	PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE			CREDITS	3
COURSE CODE	MBC4878	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description

The course shall provide with an overview of the public health system and health insurance.

Course Objective

1. To demonstrate the public health systems and health policies
2. To understand the basic elements of public health financing
3. To identify the reasons for planning and implementation of public health
4. To assess the components of the health insurance
5. To identify the structure and functions of health insurance

Course Outcome

- Upon completion of this course, the students will be able to
1. Analyse the basics of public health systems
 2. Infer the importance of public health financing
 3. Investigate reasons for planning and implementation of public health
 4. Detect the components of Health Insurance
 5. Identify the structure and functions of health insurance

Prerequisites: Public Health, Health Insurance

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	3	-	-	-	-	-	-	-	1	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 PUBLIC HEALTH CONCEPTS AND NATIONAL HEALTH POLICY (6L)	
Concept of Public Health – WHO Definition – Functions of Public Health – Population Health Analysis – Disciplines in Public Health – Delivery of Health Services – Role and Responsibility of Government in Health Sector – National Health Policy – Planning Commission – Five Year Plans on Public Health – Public Expenditure in Health Mobilization of Private Resources – Health For All by the year 2000.	CO-1 BTL-2
MODULE - 2 PUBLIC HEALTH FINANCING (6 L)	
Voluntary Health Organization in Public Health – Role and Functions of International Agencies – Health Programmes in India – Healthcare Financing – Financing System in India – Issues involved in Financing of Public Health in developing countries – Evidence Based Policy – Investments in human capital – Cost Benefit Analysis – Welfare Economics – Health Economics – Demand of Health and Health services – Demand Elasticity – Economic evaluation of health care – Economics of markets and market intervention.	CO-2 BTL-3
MODULE – 3 PLANNING AND IMPLEMENTATION OF PUBLIC HEALTH (6 L)	
Health Planning – Planning Cycle – Implementation of Plan – Tools improving planning process – National Health Programme – Health System Research (HSR) – Aims and Types of HSR – Regulation and Guidelines of Health System Research – Application of HSR – Steps in HSR – Measurement of Health – Health Sector Reforms – Public Private Partnership in Health Sector – Control Mechanism.	CO-3 BTL-4
MODULE – 4 HEALTH INSURANCE (6 L)	
Concepts & Definition – Need for Health Insurance – Types of Health Insurance – Principles of Health Insurance – Historical Background – Health Insurance products – Mediciam Policy – Group Insurance Products – Product design – Types of Individual Health Insurance Coverage – Health Insurance in India, United States, Canada and Australia.	CO-4 BTL-3
MODULE – 5 STRUCTURE AND FUNCTIONS OF INSURANCE (6L)	
Structure of Insurance Companies – Nature, Characteristics and Functions – Private Insurance Players – Underwriting and Premium Setting – Claims Management – Steps in settlement of Claims –Third Party Administration (TPA) – Procedure for Licensing of TPA – Insurance Application – Rate making - RISK AND INSURANCE MANAGEMENT Introduction to Risk – Objectives of Risk – Peril and Hazard – Basic Categories of Risk – Methods of Handling Risk – Steps in Risk Management Process – Risk Financing – Reinsurance – Risk Identification and Risk Evaluation – Insurance Laws and Regulation – IRDA – Role and Functions of IRDA – Legal Framework and Documentation.	CO-5 BTL-4
TEXT BOOKS	
1	PUBLIC HEALTH MANAGEMENT PRINCIPLES AND PRACTICE 2ED (PB 2018) Paperback – 2018 by LAL S , CBS Publishers
REFERENCE BOOKS	

1	INSURANCE: PRINCIPLES AND PRACTICE, 22/e M.N. Mishra & S B Mishra S. Chand Publishing
E BOOKS	
1	Health Insurance and Managed Care Kindle Edition by Peter R. Kongstvedt
MOOC	
1	https://www.edx.org/course/essentials-of-lifestyle-medicine-and-population-health

SEMESTER IV
HOSPITAL AND HEALTH CARE MANAGEMENT

COURSE TITLE		MEDICAL RECORDS MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4971				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall provide the importance, analysis, efficiency and legal aspects of medical records management													
Course Objective		1. To explain the importance of medical records management 2. To analyse the quality of medical records in hospitals 3. To develop skills for efficient medical records 4. To familiarize the policies of medical records 5. To explain the legal aspects of medical records													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the importance of medical records 2. Explain the quality of hospital medical records 3. Compose the efficiency of medical records 4. Illustrate the various policies of medical records 1. Practice the legal aspects of medical records													
Prerequisites: Medical Records, Indexing, Compliance															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 :INTRODUCTION OF MEDICAL RECORDS (6 L)	
Health Information Management, Historical Development of Medical Record , Uses and values of medical record, Medical record forms - basic and special, Flow of medical record-Registration-Numbering - unit, serial, serial -unit- Deficiency checking - Assembling - Coding - ICD X, ICD 9-CM, CPT - 4, ICP, ICD - 0 - Indexing - master - patient ,disease index, physician, operative - Filing - alphabetic, terminal digit, middle digit, straight numeric, Format types - source oriented (SOMR), problem oriented (POMR) integrated, Mental health record	CO-1 BTL-2
MODULE - 2 : ANALYSIS OF MEDICAL RECORDS (6 L)	
Analysis of medical record - Qualitative, Quantitative and statistical. Committees - executive; credential; safety; infection surveillance, prevention and control; audit Legal importance of medical record: Consent, release of information, legal cases, medical record as legal document. Electronic Medical Record (EMR)	CO-2 BTL-2
MODULE – 3: MANAGING EFFECIENCY OF MEDICAL RECORDS (6 L)	
Eliminating incorrect data entry and increase overall accuracy. Understand the latest privacy requirements , including up-to-date information concerning HIPAA and OSHA compliance. Importance of maintenance of record in healthcare settings.	CO-3 BTL-3
MODULE – 4 : POLICIES (6 L)	
Medical Record Policies-Understanding Global Medical bills-Insurance Policies-Medical Record Information-Recognitions-Disabilities- case sheets-MRO/MRT Training-Applications	CO-4 BTL-4
MODULE – 5 : LEGAL ASPECTS (6 L)	
Basic knowledge of legal aspects of Medical Records including Factories Act,Workmen Compensation Act & Consumer Protection Act, Procedures of Medical Auditing & its importance, Government Regulations & requirements..	CO-5 BTL-4
TEXT BOOKS	
1	Medical Records, G.D. Mogli,Jaypee Brothers, 2016.
REFERENCE BOOKS	
1	Medical Records Manual: A guide for Developing Countries.Who Regional Office for the Western Pacific, World Health Organization Regional Office for the Western Pacific. Stylus Pub Llc, 2006.
E BOOKS	
1	http://www.wipro.who.int/publications/docs/MedicalRecordsManual.pdf
MOOC	
1	https://www.edx.org/course/medicine-digital-age-ricex-meddigx-0

OURSE TITLE		INTERNATIONAL HEALTH MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4972				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall provide a study of the International Health Management including global perspective, health insurance and managed care. It also covers the intellectual property rights and various heal policies across globe													
Course Objective		1. To explain the basic understanding of global healthcare 2. To understand the health insurance, managed care and medical tourism 3. To demonstrate the distinctive system of healthcare delivery 4. To explain the intellectual property rights 5. To explain the various health policies.													
Course Outcome		Upon completion of this course, the students will be able to 1. Analyse the importance of global healthcare 2. Distinguish the importance of the health insurance, managed care and medical tourism 3. Differentiate the healthcare delivery system around the globe 4. Construct the intellectual property rights 5. Analyse the different health policies around the globe													
Prerequisites: Medical Tourism, Operations															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-

CO-5	-	-	-	-	-	3	-	-	-	-	-	-	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1 : HEALTHCARE : A GLOBAL PERSPECTIVE													(6 L)	
Healthcare Challenges : a Global perspective :- wide gap in Healthcare delivery – Healthcare financing in developed and developing countries – Developing National Health Accounts _ Application in selected countries - THE REFORMS OF HEALTHCARE SYSTEM Evolutionary reform (Italy, Portugal, Greece, Australia, etc) in Healthcare Structural reforms in Healthcare (New Zealand, Sweden, Switzerland and United States etc.) International convergence in Health care system – Health sector reforms, lessons from different countries.													CO-1 BTL-3	
MODULE - 2 : HEALTH INSURANCE, MANAGED CARE AND MEDICAL TOURISM													(6 L)	
Concept – Historical background – Comparative study in Health Insurance in National and International perspective - Risk pooling concept – concept of managed care – components – managed care models – study of socialized medicine, social Insurance, Mandatory Insurance and Voluntary Insurance – Medical Tourism - Nature and scope of Medical Tourism - Tour Operation Management - Regulatory laws & Ethical issues for Medical Tourism - Introduction to Hospitals and Medical Tourism - Marketing and packaging of Medical Tourism - Travel formalities and legal requirements													CO-2 BTL-2	
MODULE – 3: DISTINCTIVE SYSTEM OF HEALTH CARE DELIVERY													(6 L)	
An overview of the scope and size of the system – Basic components of a health services delivery system – A disenfranchised segment – transition from traditional insurance to managed care – Trends and directions – significance for health care practitioners and policy makers – positioning the organization – handling threats and opportunities – evaluation implications – planning capturing new markets – complying with regulations – following the organizational mission – health care systems of other countries – system foundation – system resources - system processes – system outcomes – system outlook.													CO-3 BTL-3	
MODULE – 4 : INTELLECTUAL PROPERTY RIGHTS (IPR)													(6 L)	
TRIPS – IPR - The patent cooperation Treaty (PCT) – the PCT System – PCT for produce design – world Intellectual Property Organization (WIPO) structure and role in new pattern regime – the Madrid System – International Registration of Industrial Design – Registration by category of right holder – industrial Designs by chases.													CO-4 BTL-4	
MODULE – 5 : HEALTH POLICY													(6 L)	
Health Policy – Definition – different forms of Health policies – Regulatory tools – Government as Subsidiary to the private sector – Fragmented, Incremental, Piecemeal reform – Pluralistic and Interest group politics – Decentralized role of the states – the Policy cycle – Suppliers of policy – Legislative Committee and subcommittees – House Committee – senate committee. Legislative process – Access to care – Providers – access and the elderly – access and minorities access in rural areas – access and low income – access and persons with AIDS – Cost of Care Quality of Care – Research and Policy development.													CO-5 BTL-4	

TEXT BOOKS	
1	Textbook of International Health 2nd Edition by Paul F. Basch , Oxford University Press
REFERENCE BOOKS	
1	Essentials of International Health By Manoj Sharma, Ashutosh Atri, Jones and Bartlette publishers
E BOOKS	
1	36294786_Textbook_of_International_Health_Global_Health_in_a_Dynamic_World
MOOC	
1.	https://www.edx.org/course/sustainable-tourism-rethinking-future-tour02x

COURSE TITLE		PATIENT CARE PLANNING AND MANAGEMENT										CREDITS		3	
COURSE CODE		MBC4973				COURSE CATEGORY			DE			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4	
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		The course shall provide an Introduction to the Principals of patient care planning management by covering all areas of hospital planning, outpatient services, inpatient services, Operation theatre, emergency and casualty services													
Course Objective		1. To identify the Importance of hospital planning 2. To classify the outpatient services 3. To examine the emergency and casualty services 4. To understand the inpatient services 5. To explain the procedures of operation theatre													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the hospital planning 2. Identify the functions of the outpatient services 3. Infer the functions of emergency and casualty services 4. Analyse the inpatient services 5. Evaluate the procedures carried out in operation theatres													
Prerequisites: Clinical Services															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-		2	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 : HOSPITAL PLANNING (6 L)	
Guiding Principles in Planning, <i>Hospital Facilities and Services</i> , Regional Planning and Factors to be emphasized, Steps in Hospital Planning; Planning Team and Stages of Project, Estimation, Architect Brief and Master Plan, Selection of Site and Decision on Land, Space and Utilities.	CO-1 BTL-3
MODULE - 2 : OUTPATIENT SERVICES (6 L)	
Objectives, Functions, Location, Design and Layout, Policy and Procedures Organization, Staffing, Equipment and Facilities, Key Result Areas and Performance / Quality Indicators, Daily Planning and Scheduling of Work, Managing Time : <i>Waiting Time</i> and Total Time, Specialty, Sub-specialty and Super Specialty Clinics, Diagnosis, Physiotherapy and Occupational Therapy, Emerging Concepts : Day Care, Reservation, Appointment by Phone, Medico-social Works / Patient Counseling, Other Facilities : Pharmacy, Gifts Shop, Prayer / Meditation Room.	CO-2 BTL-3
MODULE – 3: TRAUMA CARE : EMERGENCY AND CASUALTY SERVICES (6 L)	
Objectives, Functions, Location, Design and Layout, Policy and Procedures, Organization, Staffing, Equipment and Facilities, Key Result Areas and Performance / Quality Indicators, <i>Disaster Management</i> : Principles and Classification, Life Saving Drugs, Ambulance and Paramedic Services, Medico-legal Procedures, Forms and Registers to be maintained, Communication System	CO-3 BTL-3
MODULE – 4 : INPATIENT SERVICES (6 L)	
Objectives, Functions, Locations, Design and Layout, Policy and Procedures, Organization, Staffing, Equipment and Facilities, Key Result Areas and Performance / Quality Indicators, Admission, Transfer, Billing and Discharge Procedures, Managing Deaths, Intensive Care Units Objectives, <i>Types of ICUs</i>	CO-4 BTL-4
MODULE – 5 : OPERATION THEATRE (6 L)	
Timely supply – scheduling, vendor coordination quality control, pre delivery Inspection, Quality assurance, on time in full (OTIF).	CO-5 BTL-4
TEXT BOOKS	
1	C. M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi) 2019
REFERENCE BOOKS	
NHS, Guide to Good Practices in Hospital Administration (Department of Health and Social Security : National Health Services, London)	
E BOOKS	
http://www.nabh.co/Images/PDF/SOPs/POLICIES_AND_PROCEDURES_ON_CARE_OF_	

PATIENTS.pdf

COURSE TITLE	QUALITY MANAGEMENT AND HOSPITAL ACCREDITATION SYSTEMS			CREDITS	3
COURSE CODE	MBC4974	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	The course shall provide insights on the quality management and hospital accreditation systems in hospitals				
Course Objective	<ol style="list-style-type: none"> 1. To define the importance of quality management 2. To explain the fundamentals of TQM and quality tools 3. To apply the process approach of QM in hospitals 4. To understand the importance of Application of QA in hospitals and ISO certifications 5. To explain the importance of NABH in hospitals 				

Course Outcome	Upon completion of this course, the students will be able to														
	1. Analyse the importance of quality management														
	2. Categorize the fundamentals of quality management														
	3. Distinguish the process approach of QM in hospitals														
	4. Understand the importance of Application of QA in hospitals and ISO certifications														
5. Evaluate the importance of NABH in hospitals															
Prerequisites: Quality, Accreditation															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-		1	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	2	-	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	3	-	-
CO-5	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 : EVOLUTION OF QUALITY MANAGEMENT													(6 L)		
Evolution of quality control, Quality characteristics - Variables and attributes - Non confirming and non confirming unit - Defect - Standard or specification - Quality of design - Quality of conformance - Quality of performance - Total Quality Control - Concept of quality - Quality control - Quality assurance													CO-1 BTL-3		
MODULE - 2 : QUALITY IN DEPARTMENTS AND ASSESSMENT													(6 L)		
Quality management in Hospital Department - Front office , OPD, Casualty, Laboratory, OT, ICU, CCU, MRD, Dietary, Laundry, Housekeeping, CSSD, IP and Nursing, Emergency & Trauma Care - Canteen - Hospital Stores. Patient safety management - Hospital acquired infection control - equipment maintenance- Assessing quality - Patient satisfaction survey.													CO-2 BTL-3		
MODULE – 3: QUALITY AUDIT													(6 L)		
Medical audit , Clinical audit- Nursing audit - Accreditation and ISO. TQM -team work - Employee involvement - Key result areas - Leadership.TQM tools - Quality function Deployment (QFD) - Concurrent Engineering - FMEA - Demings P-C- D- A- Cycle - JIT - Kaizan - Zero defect programme. Statistical tools in TQM - Flow diagram - 5S techniques-Pareto Analysis - Cause and effect diagram - Control charts. Bench marking - Business Process Reengineering - Six sigma.													CO-3 BTL-3		
MODULE – 4 : QUALITY ACCREDITATION PROCEDURES													(6 L)		

ISO 9000&14000 standards - TQM -Accreditation - NABL - JCAHQ - Quality manual - Quality - Quality Assurance in Hospitals Sop's - Patient Orientation for Total <i>Patient Satisfaction</i> - Environment Management Systems.		CO-4 BTL-4
MODULE – 5 : SERVICE QUALITY		(6 L)
Service Quality -productivity - Quality costs in service organizations. Quality management philosophies. Planning for quality - Creating quality culture - patient centered quality - <i>Training for quality</i> - Accreditation survey processes-Achieve a state of continuous readiness for Accreditation		CO-5 BTL-4
TEXT BOOKS		
1	S.K. Joshi - Quality Management in Hospitals Jaypee Brothers, 2009.	
REFERENCE BOOKS		
1	Total Quality Management of hospital nutrition services. M Rosita Schiller, Ph.D., Karen Miller-Kovach, Mary Angela Miller, 2004.	
E BOOKS		
1	https://www.researchgate.net/publication/305639044_Total_Quality_Management_in_Healthcare	
MOOC		
1	https://www.edx.org/course/improving-global-health-focusing-on-quality-and-safety	

SEMESTER III
HOTEL & TOURISM MANAGEMENT

COURSE TITLE		HOTEL FRENCH								CREDITS		3			
COURSE CODE		MBC4881		COURSE CATEGORY			DE			L-T-P-S		3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-3			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		The course shall provide the knowledge of French language in the field of hospitality. It covers the reading, writing, listening and speaking skills in French language.													
Course Objective		1. To understand the importance of French Language. 2. To understand and express general basic conversation in the French language. 3. To analyze French language sounds & understand various properties of sound system of French language. 4. To analyze the word and the process of dialogue formation in French language. 5. To familiarize with different types of texts and dialogues related to French gastronomy and hotel culture.													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the introduction of Hotel French language 2. Make a dialogue and write 3. Speak the basic French. 4. Frame sentences 5. Make conversation and use hotel French terminology													
Prerequisites: Hotel French Terminology, Conversation and Dialogue															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-
CO-5	-	2	-	-	-	-	-	-	-	-	-	-	-	3	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: INTRODUCTION (6L)	
Self-Introduction - Introducing someone – Greetings – French Names - Definite and Indefinite articles – Adjective Possessive - Gender and numbers – <i>Days and Months</i> – Singular and plural nouns.	CO-1 BTL-2
MODULE – 2: DIALOGUE AND WRITING (6L)	
Initiate a dialogue – dialogue writing – Adjectives – Conjugation of verbs in present tense – Prepositions for cities and countries – Paris and Its Monuments – <i>French tourism</i> .	CO-2 BTL-2
MODULE – 3: COMMUNICATION (6L)	
Description - Describing persons – Conversations in hotels - Interrogation and Negation of verbs in present tense – Framing sentences using hints - <i>Hotels in France</i>	CO-3 BTL-3
MODULE – 4: SENTENCE FRAMING (6L)	
Invitation - Inviting and responding to invitations – Conditional tense – Jumbled sentences and dialogues – Singular and plural sentences – <i>Tariffs of hotel rooms in France</i>	CO-4 BTL-3
MODULE – 5: CONVERSATION AND HOTEL TERMINOLOGY (6L)	
Conversation between receptionist and customer – Adjective demonstrative – Completion of dialogue – Translation from French to English - <i>Formalities for checking in hotels</i>	CO-5 BTL-3
TEXT BOOKS	
1	A Votre Service – I (lesson 1-6)
REFERENCE BOOKS	
1	French for Hotel Management & Tourism Industry by S Bhattacharya, Frank Brothers & Co Publishers Pvt Ltd , New Delhi, 2011.
E BOOKS	
1	
2	
MOOC	
1	https://www.udemy.com/topic/french-language/

COURSE TITLE		FOOD AND BEVERAGE MANAGEMENT								CREDITS		3			
COURSE CODE		MBC4882		COURSE CATEGORY			DE			L-T-P-S		3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-5			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		The course shall provide the different components of the catering industry, functions of various departments of a hotel, and their relationship with Food & Beverage service department, in order to acquire professional Competence at basic levels in the principles of Food service and its related activities.													
Course Objective		1. To develop an insight into the growth of Catering Industry 2. To acquire the requisite technical skills for competent service of Food and Beverage 3. To understand the Professional attributes of F& B staff. 4. To understand different non-alcoholic beverages with their preparation and services. 5. To familiarize with different types of restaurant and Bar setup													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Food service industry 2. Plan menu and do food service 3. identify the various alcoholic and non – alcoholic beverages 4. Setup and design a Restaurant 5. Understand the Bar Management and its procedures													
Prerequisites: Food Service Industry, Menu planning, Restaurant design, Bar Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-2	-	-	-	-	-	2	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-
CO-4	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-

CO-5	-	-	-	-	-	3	-	-	-	-	-	-	3	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: INTRODUCTION OF FOOD SERVICE INDUSTRY														(6L)
Origins of food service industry – Food service facilities – Organisation and Responsibilities of Food and beverage operations – Associated Departments of Hotel Food Service – Competencies of food service professional - Understanding guest service													CO-1 BTL-2	
MODULE – 2: THE MENU AND FOOD SERVICE														(6L)
Menu – Introduction – classic menu - modern menu – Role of menu towards establishment and guests - Classification of Menu – Menu Planning - Catering Policy- principle contributors of menu planning – pre menu activity – control cycle –wine lists – designing menu cover – evaluating menu Food Service – Types of service – Room Service – Types of room service – Room service organization – Room service equipment and layout – Room service strategies – Restaurant Service Chain													CO-2 BTL-4	
MODULE – 3: BEVERAGES														(6L)
Wine – History of wine making – Classifications – Selection of wine – Service of wine – wine trade terms - familiarization of wine term – popular wine brands – Alcoholic Beverages – Spirit - Whisky - Popular whiskies – Rum – Types of Rum – Vodka – Gin – Tequila – Brandy – Beer – Non - alcoholic Beverages – Bar Management.													CO-3 BTL-3	
MODULE – 4: SETTING UP A RESTAURANT														(6L)
Basic Guidelines for setting up a restaurant – feasibility study – project planning – facility planning – kitchen equipments													CO-4 BTL-5	
MODULE – 5: Bar Management														(6L)
Introduction to Bar – Types of bar, Bar counter parts – Front, back, under Bar Equipments, Furniture, Staffing and Linen. Bar Stock and Inventory: Bar control – Bar control systems , Stock Taking, Goods received ledger, Off – Sale Ledger, Cellar Stock Ledger, Bincards, Overage and Shortage, Cellar control.													CO-5 BTL-4	
TEXT BOOKS														
1	Food and Beverage Service, R Singaravelan, OUP,2012													
REFERENCE BOOKS														

1	Food Production Operations, Parvinder S Bali , OUP, 2009
E BOOKS	
1	books.google.co.in/books/Food and Beverage Management
MOOC	
1	www.coursera.org/learn/food-beverage-management

COURSE TITLE		ROOMS DIVISION MANAGEMENT							CREDITS			3			
COURSE CODE		MBC4883			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course shall provide the knowledge of Front Office and Housekeeping departments. It mainly deals with forms and formats used in the front office department and helps in day to day operations. The managerial aspects, Revenue calculations, occupancy status and other various statistical calculations will be imparted.													
Course Objective		1. To learn the various functions of front office and Housekeeping departments. 2. To differentiate between hotels in terms of their ownership, management and levels of service. 3. To demonstrate the importance of effective managements of hotel assets. 4. To impart the knowledge of revenue calculations and other techniques to improve the overall profitability of the hotel. 5. To understand the efficient functioning of hotel operations- housekeeping personnel, aesthetic aspects such as the maintenance- design and decoration of hotel premises													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the overview of Hotel Industry 2. Synthesize the functions of all the areas of the hotel 3. Analyse the various forms and formats 4. Prepare the Room Tariff and Forecasting and Yield Management 5. Explain the Accommodation Operation and Budgetary Control													
Prerequisites: Hotel Industry, Front Office Management, Accommodation operations Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	-	-	-	3	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-		-	2	-	-	-	-	-	-	-	2	-

CO-4	-	-	3	-	-	-	-	-	-	-	-	-	1	-	-
CO-5	-	1	-	-	-	-	-	-	-	-	-	-	3	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: HOTEL INDUSTRY – INDUCTION														(6L)	
Definition of Hotel, Various stages of growth, trends, Classification of Hotels, Relationship between Hotel and Travel Industry . Various departments in Hotel – Operations and Functions. The Guest cycle														CO-1 BTL-2	
MODULE – 2: FRONT OFFICE MANAGEMENT AND SALESMANSHIP														(6L)	
Front Office Management: Organization of the Front Office department - Job Description of Front Office Personnel The reservations office – Functions, Types and Role of Global Distribution system (GDS) and Online Travel Agents (OTA) Reception (The front desk), Porters (Concierge/lobby services), Mail and Information, Telephone, Guest relations officers, Front office cashier, Business centre. Salesmanship and Social Skills: The Role of the Receptionist, Personal appearance and hygiene, Telephone manner and etiquettes , Tact and diplomacy, Communication with the guests, Selling Techniques and Marketing														CO-2 BTL-3	
MODULE – 3: FRONT OFFICE ACCOUNTING AND FRONT OFFICE STATISTICS & REPORTS														(6L)	
Functions of The Front Office Account System : The Front Office Accounting Cycle: Creation and maintenance of Accounts, Handling Guest accounts – Manual and systemized; Night Audit Role , importance and Role Responsibilities of the night auditor , Reports created in night audit and its role in MIS Front Office Statistics and Reports: House count, Room Count Occupancy Statistics: Percentage of Occupancy, Percentage of Double Occupancy, Percentage of Foreign Occupancy, Percentage of Domestic Occupancy (Indians) Guest Statistics: Average Room Realization, Average Length of Stay, No Show Percentage, Percentage of Walk-ins, Percentage of early Arrivals & Departures														CO-3 BTL-4	
MODULE – 4: ROOM TARIFF AND FORECASTING AND YIELD MANAGEMENT														(6L)	
Forecasting : Importance, How to forecast, Useful forecasting data, Format of reservation forecasts, How to calculate reservation forecast.(room revenue) Room Tariffs: Establishing room rates: Differential Room Rates: Seasonal rates, Room occupancy for high & low season. The Concept of Revenue Or Yield Management, Hotel Industry Applications: Capacity Management, Discount Allocation, Duration Control. Measuring Yield: Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage, Rate Spread, Potential Average Rate, Room Rate Achievement Factor, Yield Statistics: Equivalent Occupancy, Required Non-Room Revenue per Guest, Elements of Revenue Management , Group Room Sales, Transient Room Sales														CO-4 BTL-5	
MODULE – 5: ACCOMMODATION OPERATION AND BUDGETARY CONTROL														(6L)	

Planning the work of the housekeeping department: Area inventory lists, Frequency schedules, Performance standards, Productivity standards, Equipment and supply inventory levels, Non-recycled Inventories, Work Study, Staffing: Source of employees, Processing applications, The Interview, Reference check, Orientation, Duty rotas, Selection of Equipment and Choice of cleaning agents and usage. Introduction to Hotel Design And Interior Decoration - Principles Of Design: Basic elements of design, Basic principles design. Colours: The Colour Wheels, Colour Schemes, Colour Patterns, Factors to be considered while planning colour scheme. Lighting: Types of lighting (By the way light rays are directed),Types of lighting (Based on its function), Types of Bulbs/Lamps, Measurement of lights, Care of light Bulbes, Light fittings and shades, Uses of lights. Floor Finishes: Hard Finishes, Semi hard finishes, Soft finishes, Floor care and cleaning agents, Carpet: Types, Carpet Manufacturing, Carpet Selection, Carpet Installation, Carpet Cleaning, Carpet problem and remedies, Introduction to Budget: Budget Process, Types of budget, Planning Capital Budget, Planning operating budget. Controlling expenses: Purchasing system, Linen replacement, Uniform replacement, Centralized Purchasing. Store and Inventory control, Stock Taking, Storage, Distribution and control		CO-5 BTL-3
TEXT BOOKS		
1	S K Bhatnagar, Front Office Management, Frank Bros. & Co, New Delhi, 2011	
REFERENCE BOOKS		
1	Dr. Jagmohan Negi, Hospitality Reception and Front Office, S Chand & Company Pvt. Ltd., New Delhi 2013	
2	G Raghubalan & Smritee Raghubalan, Hotel Housekeeping Operations and Management, OUP, 2009	
E BOOKS		
1.	books.google.co.in/books/ Room Division Management	
MOOC		
1.	www.hotelschool.co/our-courses/specialisations/rooms-division-specialisation	

COURSE TITLE	HOSPITALITY MARKETING MANAGEMENT			CREDITS	3
COURSE CODE	MBC4884	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-4

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course shall develop strategic thinking to solve complex Hospitality Marketing problems. Forecast and evaluate the effects of Hospitality Marketing on business decisions, assess the benefits and problems of integrating corporate and functional Marketing strategies, and to formulate approaches for managing Hospitality Marketing.
Course Objective	<ol style="list-style-type: none"> 1. To develop an understanding of the Hospitality Marketing process. 2. To understand the behavior pattern hotel business situation 3. To prepare Hospitality Marketing strategy for an organization. 4. To execute the Hospitality Marketing strategies. 5. To offer application of concepts of consumer behavior in managerial decision making
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Understand the overview Marketing concepts 2. Explain the services marketing 3. Apply the concepts of consumer behaviour and customer satisfaction 4. Promote, Advertise, and Merchandise Food and Beverage 5. Analyze the Hotel Business

Prerequisites : Marketing, Customer Satisfaction and Consumer Behaviour, Hotel Business, Branding

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-

CO-5	-	2	-	-	-	-	-	-	-	-	-	-	3	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION TO MARKETING														(6L)	
Marketing conceptual framework – marketing environment – customer oriented organization – marketing interface with other functional areas marketing in a globalized environment. – Marketing Mix														CO-1 BTL-2	
MODULE – 2: SERVICES MARKETING														(6L)	
Definition - Difference between goods and Services - Characteristics of services - management strategies for service business – role of employees in service process – Internal marketing														CO-2 BTL-3	
MODULE – 3: CUSTOMER SATISFACTION AND CONSUMER BEHAVIOUR														(6L)	
Customer Value and satisfaction - Five gap model of service quality - Benefits of service quality - Retaining customers, handling customer complaints - Relationship marketing - Monitoring and measuring customer satisfaction Definition - Consumer Behaviour models - Factors affecting Consumer Behaviour – Cultural, Social, Personal, and Psychological														CO-3 BTL-4	
MODULE – 4: ADVERTISING, PROMOTING, MERCHANDISING FOOD AND BEVERAGE														(6L)	
Guest handling – special occasion – Adverting – promoting – merchandising food and beverage – overview identifying the media – Layout and design of advertisement – highlighting the message – Target audience – food and wine display – promoting room service – Telephone selling – persuasive and suggestive selling. Guest handling – identifying guest needs – Maintaining guest history card and records – Effective public relationship – Effective social skills – personalization. Special occasions – Type of special occasions – Creativity and Innovation – Special menu – planning – Co-ordinating the activities.														CO-4 BTL-5	
MODULE – 5: THE HOTEL BUSINESS														(6L)	
The economics of the hotel business Dimensions of the hotel investment decision, Brand competition , Changes in franchise relationship.														CO-5 BTL-4	
TEXT BOOKS															

1.	Philip Kotler, John T. Bowen and James C. Makens, Seyhmus Baloglu, Marketing for Hospitality & Tourism, Pearson Education, 7 th Edition.
REFERENCE BOOKS	
1	S.M. Jha, Hotel Marketing, Himalaya publishing House – Mumbai
2	Neil Wearne, Hospitality Marketing, Hospitality Press Pvt Ltd. – Australia
E BOOKS	
1.	books.google.co.in/books/Hospitality Marketing Management
MOOC	
1.	www.edx.org/course/managing-marketing-hospitality-tourism

COURSE TITLE		TOURISM PRINCIPLES AND PRACTICES						CREDITS			3				
COURSE CODE		MBC4885		COURSE CATEGORY		DE		L-T-P-S			3-0-0-1				
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4				
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance			ESE				
15%		15%		10%		5%		5%			50%				
Course Description		The course shall provide the knowledge on the emergence of tourism industry in India, understand the various elements of Tourism Management; and to familiarize with the Tourism policies in the national and international context.													
Course Objective		1. To provide a broad understanding of the basic principles of management related to the Travel and Tourism Industry. 2. To develop supervisory skills and competencies necessary to meet the needs of the ever demanding Travel and Tourism industry. 3. To assess relationships and networks relative to building tourism capacity. 4. To manage travel industry operations 5. To understand the functions of various national and International Tourism Organizations													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the overview of Tourism industry 2. Explain the Tourism Infrastructure 3. Assess a tourist destination 4. Analyse the various national and International Tourism Organizations 5. Evaluate the Tourism policies													
Prerequisites: Tourism Industry, Infrastructure, Tourist Destination, National and International Tourism Organizations, Policies.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	-	3	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	1	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	3	-	-
CO-4	-	-	-	-	-	-	2	-	-	-	-	-	-	1	-

CO-5	-	-	-	-	1	-	-	-	-	-	-	2	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: INTRODUCTION TO TOURISM INDUSTRY														(6L)
Concepts, definitions, origin and development. Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism network and components of tourism, <i>Interdisciplinary approaches to tourism</i>													CO-1 BTL-2	
MODULE – 2: TOURISM INFRASTRUCTURE														(6L)
Tourism Industry and its structure: attractions, accommodation, transportation, F&B, shopping, entertainment, infrastructure hospitality, <i>Presents trends in domestic and global tourism.</i>													CO-2 BTL-2	
MODULE – 3: ASSESSMENT OF TOURISM DESTINATIONS														(6L)
Assessment of tourism impact on destinations: Economic, socio- cultural and ecological. Concept of carrying capacity, sustainable tourism development. <i>Emerging areas of tourism:</i> rural, eco, medical, pilgrimage, bollywood, golf etc.													CO-3 BTL-4	
MODULE – 4: TOURISM ORGANIZATIONS														(6L)
Tourism organizations: World Tourism Organisation (WTO), pacific Area Travel Association(PATA), World Tourism &Travel Council, (WTTC) <i>Role and function of Ministry of Tourism, Govt. of India, ITDC, Department of Pondicherry Tourism, PT&TC, FHRAI, IHA, IATA.</i>													CO-4 BTL-3	
MODULE – 5: TOURISM POLICIES														(6L)
Overview of five year plans with special reference to 10th five year plan for tourism development and promotion, National Action Plan- 1992, National Tourism Policy-2002, <i>Destination planning and development.</i>													CO-5 BTL-4	
TEXT BOOKS														
1.	Sampad Kumar Swain and Jitendra Mohan Mishra, Tourism: Principles and Practices, OUP 2011													
REFERENCE BOOKS														

1	R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
E BOOKS	
1.	books.google.co.in/books/Tourism
MOOC	
1.	www.newlinkstraining.com/tourism-hospitality/tourism-principles

COURSE TITLE		TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT						CREDITS		3					
COURSE CODE		MBC4886		COURSE CATEGORY		DE		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-4					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		The course shall provide extensive knowledge on introduction to travel and tourism business. It will help to understand basics of travel and tour operations business.													
Course Objective		1. 1. To understand the evolution of travel agency business in the world; 2. To understand the significance of travel agency and tour operation business;. 3. To design tour itinerary 4. To assess the current trends and practices in the tourism and travel trade sector 1. To develop adequate knowledge and skills applicable to travel industry.													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the History and Growth of Travel Agency 2. Analyse the various Functions of Travel Office 3. Plan and execute Tour Packages 4. Apply the Approvals and Regulations 5. Evaluate and prepare the travel itinerary													
Prerequisites: Travel agency and Tour operation, Itinerary Preparation, Technology.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related															

MODULE – 1: HISTORY AND GROWTH OF TRAVEL AGENCY (6L)	
History & growth, emergence of Thomas Cook and American Express, Types of travel agency and tour operation, distinction between wholesale and retail travel agency, integration and linkages, setting up a travel agency, sources of income. linkages with major railways and cruise system in the world : Indian railways – facilities and amenities for passengers, surface transport system, car rental companies, <i>inter-state bus and coach network</i> .	CO-1 BTL-2
MODULE – 2: FUNCTIONS OF TRAVEL OFFICE (6L)	
Function of a travel agency and tour operator Itinerary planning: domestic and international. Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Types of Tour, tour formulation and designing process, <i>group tour planning and component</i> .	CO-2 BTL-3
MODULE – 3: TOUR PACKAGES (6L)	
Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, confidential tariffs, voucher- hotel and airline and exchange order, Pax docket, status report, AGT statements, <i>merits and demerits of package tour</i> , special requirements for outbound packages, liasioning and selling package tours, commission, mark up, services charges	CO-3 BTL-3
MODULE – 4: APPROVALS AND REGULATIONS (6L)	
Govt. rules for getting approval, IATA rules, regulations for accreditation, documentation, entrepreneurial skill for travel, tourism and hospitality: <i>problems of entrepreneurship in travel trade</i> .	CO-4 BTL-4
MODULE – 5: PREPARATION OF TOUR ITINERARY (6L)	
Itinerary preparation for inbound, outbound and Domestic tours, <i>preparation of specific common interest tour itinerary & costing</i> , sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels.	CO-5 BTL-4
TEXT BOOKS	
1.	Mohinder Chand – Travel Agency Management – An Introductory Text, 2 nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
REFERENCE BOOKS	

1	R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
2	Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
E BOOKS	
1.	books.google.co.in/books/Business of Travel Agency Tour Operation
MOOC	
1.	www.edx.org/course/tourism-and-travel-management

COURSE TITLE		HOSPITALITY LAW								CREDITS			3			
COURSE CODE		MBC4887			COURSE CATEGORY			DE			L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME																
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance			ESE		
15%		15%			10%			5%			5%			50%		
Course Description		The course shall cover the aspects of business law from the hospitality perspective. It deals with issues such as contracts, labour, consumers, and competition in relation to hospitability sector.														
Course Objective		1. To understand the basic structure of legal system to run Hotel business 2. To analyze potential legal issues in the hospitality industry 3. To Create a simple employment contract 4. To assess the legal obligations to guests in the hospitality industry 5. To examine the health and safety														
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Hotel law 2. Analyse the guest relation and guest safety 3. Apply Food and Beverage Legislation 4. Understand the Taxation process 5. Evaluate the Health and Safety														
Prerequisites: Hotel Law, Guest Safety, Food and Beverage law, Taxation																
CO, PO AND PSO MAPPING																
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3	
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-	
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	2	-	
CO-4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	
CO-5	-	2	-	-	-	-	-	-	-	-	-	-	-	3	-	

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: INTRODUCTION TO HOTEL LAW (6L)	
Basic Legal Principles Governing Hospitality Operations. Laws applicable to hotel and catering industry. Procurement of licenses and permits required to operate hotel restaurant and other catering establishments. Criterion of fixation of taxes for various tariff structures applicable to hotels – luxury expenditure sales surcharge service tax etc. Applicable Acts & Laws	CO-1 BTL-2
MODULE – 2: GUEST RELATIONSHIP (6L)	
Right to receive or refuse accommodation to a guest. Guests' right to privacy. Tenancy laws. Duty to protect guest. Employees and third party threats in restrooms and parking lots. Hotel's liability regarding guest property unclaimed property loss of property. Hotel defenses to liability claims. Statutory limits on hotel's liability.	CO-2 BTL-2
MODULE – 3: FOOD AND BEVERAGE LEGISLATION (6L)	
Central State and local food laws. Warranty. Truth in menu and labeling laws. Food adulteration. Powers and duties of a Food Inspector. Independent bar Operation. Dispense Bar. Satellite Bar. Compound license. Beer bars.	CO-3 BTL-3
MODULE – 4: TAXATION (6L)	
Direct and Indirect Taxes. Registration. Payment of Taxes. Maintenance of books of accounts and documents. Submission of returns and statement -assessments under the provisions of the following: Indirect Taxes: Commercial/Sales Tax Act (State). Tax on Luxuries (Hotels & Lodging Houses) Hotel Receipts Tax Act 1980 (Central), Profession Tax Act (State). Direct Taxes: The Indian Income -tax Act, 1961 (Special reference to deductions in newly set up hotel).	CO-4 BTL-3
MODULE – 5: HEALTH AND SAFETY (6L)	
Frauds Committed Against Hotels and Crimes of Trespass - Other Laws Relating to Food Service Consumer Protection Laws Affecting Hotels - Public Health and Safety Requirements.	CO-5 BTL-4
TEXT BOOKS	
1.	M.Boustiv, J.Ross, N.Geddes, W.Stewart, Hospitality and tourism law, International Thomson Business press, 2000.
REFERENCE BOOKS	

1	Food Safety and Standards Act,2006., International Law Book Company , New Delhi., 2007.
2	Mike Boella, Alan Pannett, Principles of Hospitality Law, 2nd edition, Cengage Learning Business Press, 2000.
E BOOKS	
1.	www.chegg.com/textbooks/hospitality-law
MOOC	
1.	www.mooc-list.com/tags/hospitality law

COURSE TITLE		FACILITY MANAGEMENT								CREDITS		3			
COURSE CODE		MBC4888		COURSE CATEGORY			DE			L-T-P-S		3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		The course shall provide with an overview of the Hospitality Industry, from a technical perspective. physical setting up of any Hotel or related project													
Course Objective		1. To demonstrate the basic hospitality facilities in relations to their existence, design, associated costs, management tools, and environmental concerns 2. To understand the basic elements of facility design and renovation. 3. To identify and reason key elements of facilities physical systems 4. To assess the components of the exterior facilities 5. To identify the concepts of hospitality facility design, on food service planning and design.													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the basics of Hotel Design 2. Apply various planning considerations 3. Prepare Star Classification criteria for Hotels. 4. Plan and design the administration offices 5. Plan and design the Food and Beverage outlets													
Prerequisites: Hotel Design and Planning, Star Classification.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-
CO-5	-	-	-	-	-	3	-	-	-	-	-	-	-	1	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: HOTEL DESIGN (6L)	
Design Considerations - Attractive appearance, Efficient plan, Good location, Suitable materials, Good workmanship, Sound financing, Competent management, Evaluation of accommodation need , thumb rules, Ensuring that the hotel must combine the integrated functions of housing, feeding, entertainment, rentals, services, maintenance and light manufacture.	CO-1 BTL-2
MODULE – 2: PLANNING CONSIDERATIONS (6L)	
Flow process and flow diagrams, Space relationships, Architectural consideration, Difference between carpet area and plinth area, Approximate cost estimation, Class room exercises.	CO-2 BTL-3
MODULE – 3: STAR CLASSIFICATION OF HOTELS (6L)	
Criteria for star classification of hotels. Various licenses & statutory approvals required as per municipal by laws for starting and running hotel and catering services..	CO-3 BTL-4
MODULE – 4: PLANNING OF OFFICES / MEETING ROOM (6L)	
Planning of management areas like - General Manager's Office, Offices of all H.O.D's and other services related to it like meeting room, toilets etc.	CO-4 BTL-3
MODULE – 5: PLANNING OF F & B SERVICE OUTLET AREAS (6L)	
Planning of physical layouts of function and supporting area. Production area - Pre-preparation, preparation, kitchen stewarding, stores, hot-plate, Chef's office. Service Area - Reception and waiting lounge, dining area, pantry, dish washing, pick -up, Bar, Room Service Area, Service Bar. Factors to be considered while planning décor. Planning of service support areas - Planning of material management , area-receiving, stores, bar stores, cellar, beverage store, cold room, banquets utility area, furniture storage area, garbage disposal, gas bank, and maintenance area, fire exits.	CO-5 BTL-4
TEXT BOOKS	
1.	David M Stipanuk & Harold Roffmann, Hospitality Facility Management & Design, Educational Institute, AHMA, 2012.
REFERENCE BOOKS	

1	John E. Edwards, Applied Facilities Management for Hospitality Industry 2 nd Revised Edition, Cognella academic publishing 2011
E BOOKS	
1.	servicechannel.info/resources/facilities-management-ebooks
MOOC	
1	www.shortcoursesportal.com/facility-management

SEMESTER IV
HOTEL & TOURISM MANAGEMENT

COURSE TITLE		INTERNATIONAL TOURISM MANAGEMENT							CREDITS			3			
COURSE CODE		MBC4981		COURSE CATEGORY			DE		L-T-P-S			3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course shall provide to become a leader in the dynamic tourism industry and focuses on building international and intercultural management skills.													
Course Objective		1. To explain the diverse nature of tourism, including culture and place, global/local perspectives 2. To understand the present scenario of International Tourism. 3. To develop skills for efficient management of socio-cultural interactions in tourism and leisure. 4. To familiarize the recent trends and issues in tourism. 5. To explain the factors affecting the growth of tourism business.													
Course Outcome		Upon completion of this course, the students will be able to 2. Understand the International Tourism Business 3. Explain emergence of International Hotels & Tourism Organizations 4. Analyse the Multinational Environment and Cultural Diversity 5. Analyse the International Tourism Marketing 6. Assess the Tourism Growth and Global Competition													
Prerequisites: International Tourism Business, Tourism organizations and Hotel Industry, Cultural Diversity, Global Competition.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-

CO-5	-	-	-	-	-	1	-	-	-	-	-	-	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: INTRODUCTION TO INTERNATIONAL TOURISM														(6L)
Globalization & tourism sector Globalization & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. <i>Contemporary trends in international tourist movements.</i>													CO-1 BTL-2	
MODULE – 2: EMERGENCE OF INTERNATIONAL HOTELS & TOURISM ORGANIZATIONS														(6L)
The emergence of international hotels & tourisms .Historical aspects, development of chains, development abroad, airline connection .-Political aspects of the international travel, tourism - <i>Barriers to travel</i> , tourism investment & business, regulations, international organizations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management.													CO-2 BTL-3	
MODULE – 3: MULTINATIONAL ENVIRONMENT AND CULTURAL DIVERSITY														(6L)
International hotels -Balancing global & local perspectives -Operating in a multinational environment ---International rules & regulations -a brief study Human resources & cultural diversity -Understanding cultural diversity, cultural perceptions, business protocol, <i>cultural considerations in negotiations</i>													CO-3 BTL-3	
MODULE – 4: INTERNATIONAL TOURISM MARKETING														(6L)
International tourism sales & marketing -Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, <i>product positioning.</i>													CO-4 BTL-4	
MODULE – 5: TOURISM GROWTH AND GLOBAL COMPETITION														(6L)
Global competition & the future -Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, <i>Development issues, tourism & the environment..</i>													CO-5 BTL-4	
TEXT BOOKS														
1.	Francois Vellas & Lionel Becherel, The International Marketing of Travel and Tourism: A Strategic approach, 2001.													
REFERENCE BOOKS														

1	R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
E BOOKS	
1.	books.google.co.in/books/International Tourism Management
MOOC	
1.	www.mooc-list.com/tags/tourism

OURSE TITLE		FOOD AND BEVERAGE CONTROL								CREDITS		3			
COURSE CODE		MBC4982		COURSE CATEGORY			DE			L-T-P-S		3-0-0-1			
Version		1.0		Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE			
15%		15%		10%			5%			5%		50%			
Course Description		The course shall provide a study of the cost control aspects of hospitality operations including budgeting, forecasting, financial analysis, food and labor costs, beverage control, and inventory control for hospitality business operations.													
Course Objective		1. To explain the basic understanding of cost control activities in the hospitality industry 2. To understand the Food and Beverage control system 3. To demonstrate cost control practices for the hospitality industry. 4. To calculate cost of sales, food cost percentage, and buffet costs; determine menu costs based on pricing formulas. 5. To explain the ethics of the cost control process. .													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Food and Beverage control 2. Explain the purchase and receiving procedures 3. Apply the storage and inventory control procedures 4. Analyse the Food Sales Control system 5. Analyse the Beverage Sales Control system													
Prerequisites: Food Service Industry, Purchase, Storage, Inventory Control, Food and Beverage Sales Control															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-
CO-2	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	2	-	-

CO-5	-	-	-	-	-	3	-	-	-	-	-	-	1	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: INTRODUCTION														(6L)
Introduction to control Define Control, Objective and Advantage of control methodology and phases of control, cycles of control. Introduction to Food cost control Control procedures, Requirements of a control system, <i>F&B control department</i>													CO-1 BTL-2	
MODULE – 2: PURCHASING AND RECEIVING														(6L)
Purchasing Aims of purchasing, Purchasing staff, source of supply, selection of supplier types of food purchase, Quality purchasing, Definition of SPS, Advantages of SPS, Purchasing procedure, Different methods of purchasing, Purchasing order form, Ordinary cost, carrying cost EOQ. Receiving Control Aims of receiving, Receiving staff, Equipment for receiving, Document given by supplier Bills / Invoices / Cash memo / Credit notes, Records maintained in receiving dept, GRB Meat tags, Receiving procedure – Blind receiving, <i>Assessing the performance and efficiency of receiving dept</i> , Fraud in receiving, Hygiene & Cleanliness.													CO-2 BTL-3	
MODULE – 3: STORAGE AND INVENTORY														(6L)
Storage & Inventory control Storing control, Aims of store control, Storeroom personnel, Facilities and equipment arrangement of food, Location of storage facilities, Security, Stock control Type of store received, Records maintained, Issuing control, Requisition, Transfer note Stock taking, Cashier summary sheet. Production control Aims of production control, forecasting, initial forecasting, final forecasting fixing standards, standard yield definition, Objective, yield cooking loss. Butcher test standard recipe advantage, How to write the recipe, <i>Standard portion size definition Objective, Uses, Standard portion cost.</i>													CO-3 BTL-3	
MODULE – 4: FOOD SALES CONTROL														(6L)
Food Sales Control KOT, Bills, KOT cum Bills, Analysis, Cashier summary sheet. Inventory Control Importance, Objective, Method, Levels and technique, perpetual inventory, Monthly Inventory, Pricing of commodities, <i>Comparison of physical and perpetual</i>													CO-4 BTL-4	
MODULE – 5: BEVERAGES SALES CONTROL														(6L)
Beverage Control Purchasing, Receiving, Strong, Issuing, Production control, <i>Standard recipe Standard portion size</i> , Bar frauds, Books maintained, Beverage control. Beverage Sales Control Procedure of Cash Control, Machine system, ECR, NCR, Present Machine, POS Reports, Thefts, Cash Handling													CO-5 BTL-4	
TEXT BOOKS														

1.	Dennis R Lillicrap & John A Cousins, Food & Beverage Service, Hodder & Stoughton, London, 2010.
REFERENCE BOOKS	
1	Sudhir Andrews , Food and Beverage Management , The McGraw Hill Companies ,2008
2	Parvinder S Bali, Food Production Operations, OUP, 2009
E BOOKS	
1.	www.wiley.com/en-us/Food and Beverage Cost Control
MOOC	
1.	www.coursera.org/learn/food and beverage control

COURSE TITLE		EVENT MANAGEMENT								CREDITS			3			
COURSE CODE		MBC4983			COURSE CATEGORY			DE			L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME																
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance			ESE		
15%		15%			10%			5%			5%			50%		
Course Description		The course shall provide an Introduction to the Principals of Event management and learn how to formulate event tourism strategies for destinations.														
Course Objective		1. To identify the Importance of Tourism in Event Management 2. To classify the types of events 3. To examine the Contract negotiations 4. To understand the Event Business 5. To explain the steps necessary to create a successful event														
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Event management 2. Analyse the Nature of Conference Markets 3. Understand the Contract negotiations 4. Understand the Event Business 5. Evaluate the Tourism Growth and Travel Industry Fairs														
Prerequisites: Event Management Business, Contract Negotiations, Travel Industry Fairs.																
CO, PO AND PSO MAPPING																
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3	
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
CO-2	-	-	-	-	1	-	-	-	-	-	-	-		3	-	
CO-3	-	-	-	-	-	2	-	-	-	-	-	-		2	-	
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	2	-	-	
CO-5	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	
1: Weakly related, 2: Moderately related and 3: Strongly related																

MODULE – 1: INTRODUCTION (6L)	
Concepts of resorts management – planning – marketing – maintaining and development of resorts, Types of resorts – major players in resort industry in India – Sterling group, Mahindra group, etc., Introduction to Conventions, Exhibitions and Meetings (MICE), components of the conference market. Introduction to convention venues – <i>Characteristics of conferences and conventions.</i>	CO-1 BTL-2
MODULE – 2: NATURE OF CONFERENCE MARKETS (6L)	
The nature of conference markets – the demand for conference facilities. The economic and social significance of conventions. The impacts of conventions on local and national communities – demographic trends – geographical distribution. An international market perspective. An introduction to planning professional meets. Management of conference at site. <i>Role of Travel agency in the management conference.</i>	CO-2 BTL-3
MODULE – 3: CONTRACT NEGOTIATIONS (6L)	
Contract negotiations: The law of professional Meeting and convention check list. Development of convention – hotel sales and marketing plan – <i>hotel convention service management.</i>	CO-3 BTL-3
MODULE – 4: EVENT BUSINESS (6L)	
Practices in Event management – Organizing and Planning events – <i>customer care management</i> – starting and managing event business – Event Marketing – Marketing Equipments & tools – Event coordination	CO-4 BTL-4
MODULE – 5: TRAVEL INDUSTRY FAIRS (6L)	
Beverage Control Purchasing, Receiving, Strong, Issuing, Production control, <i>Standard recipe Standard portion size</i> , Bar frauds, Books maintained, Beverage control. Beverage Sales Control Procedure of Cash Control, Machine system, ECR, NCR, Present Machine, POS Reports, Thefts, Cash Handling	CO-5 BTL-4
TEXT BOOKS	
1.	A.K. Bhatia, “Event Management”, Sterling Publishers Pvt.Ltd.Delhi,2001
REFERENCE BOOKS	
1	Avrich, Barry, “Event and Entertainment Marketing”, Vikas, Delhi,2010
E BOOKS	
1.	www.coursehero.com/ Event Management
MOOC	
1.	www.coursera.org/courses event management

COURSE TITLE		SAFETY AND SECURITY MANAGEMENT							CREDITS			3			
COURSE CODE		MBC4984			COURSE CATEGORY			DE		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		The course shall provide insights on the engineering and maintenance department adopted in hotels industry and create awareness to real situation.													
Course Objective		1. To define the importance of having the maintenance and engineering department 2. To explain the fundamentals of electricity and apply energy conservation techniques 3. To apply the fire safety measures required in the hospitality industry 4. To understand the pollution control system 5. To explain the steps necessary to safety and hygiene													
Course Outcome		Upon completion of this course, the students will be able to 1. Understand the Hotel maintenance department 2. Explain the usage of fuel and electricity 3. Understand the procedures for pollution control 4. Assess the hygiene and sanitation 5. Evaluate the Safety procedures in Hotel Industry													
Prerequisites: Hotel Maintenance, Resources, Pollution, Safety															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3	-	-	-	-	-	-	-	-	-	-	-	2	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-		1	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	2	-	-
CO-4	-	-	-	1	-	-	-	-	-	-	-	-	3	-	-
CO-5	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: INTRODUCTION - MAINTENANCE AND REPLACEMENT (6L)	
Importance of maintenance dept. in Hotel Industry - Organization of maintenance Dept. in 3/4/5 star hotel - Duties & responsibility of chief Engg. of a hotel - Types of maintenance with examples of each - Advantages & disadvantages.- Maintenance chart : for Swimming pool and . Kitchen. - Reasons for replacement of equipment - replacement factors - Economic replace of equipment (introduction only).- Contract of Maintenance Definition & procedure , types - advantages & disadvantages	CO-1 BTL-2
MODULE – 2: FUEL AND ELECTRICITY (6L)	
Methods of heat transfer. - Units of heat.- Solid, Liquid, Gas, Electricity, Biogas fuels - Importance of earthing - safety devices such as fuse, circuits breaker- Methods of lighting (Direct, Indirect) - Types of electric supply (single phase, three phase) - Calculation of electricity.	CO-2 BTL-3
MODULE – 3: POLLUTION AND CONTROL (6L)	
Air pollution. – Sources - Control –Collectors, filters - Govt. stipulated conditions for air pollution. - Water pollution.- Water pollution sources in Hotels - Control methods - Govt. stipulated conditions for water pollution - Waste Disposal - Waste Handling equipment – (Shredders, Compactors, Transportation separation) - Controlling methods(recycled material, land filling, heat recovery by incineration) - Noise pollution control - Sources of noise in Hotel & its unit - Introductory control methods. - govt. stipulated condition for noise pollution - Environmental Degradation, Global warming and methods of Conservation. Concept of Recycling.	CO-3 BTL-3
MODULE – 4: WATER AND SANITATION (6L)	
Water purification methods - Methods of water softening (Ion exchange, Zeolite process) - Cold and hot water distribution system. - Various plumbing fixtures - Types of sanitary traps and their applications – Types of water closets and flushing.	CO-4 BTL-3
MODULE – 5: SAFETY IN HOTEL INDUSTRY (6L)	
Classification of fire, symbols - Methods and types of fire extinguishers - Fire detectors, alarm - Various security system for hotel (Key control, Door, guest valuables).	CO-5 BTL-4
TEXT BOOKS	
1.	Frank D. Borsenik, Management of maintenance & Engineering Systems in Hospitality, John Willey & Sons, 2009.
REFERENCE BOOKS	

1	John E. Edwards, Applied Facilities Management for Hospitality Industry 2 nd Revised Edition, Cognella academic publishing 2011
E BOOKS	
1.	www.crcpress.com/Hospitality-Security-Managing-Security-in-Todays-Hotel-Lodging-Entertainment
MOOC	
1	www.mooc-list.com/safety

SEMESTER III
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE TITLE		FUNDAMENTALS OF LOGISTICS								CREDITS			3		
COURSE CODE		MBC48101			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course enhance the Logistics cost and productivity knowledge, Customer service, Global logistics and Logistics policy.													
Course Objective		21. To explain Logistics cost and productivity 22. To analyze Customer service in Logistics 23. To classify Global Logistics 24. To organize logistics allied concepts 25. To explain Logistics policy													
Course Outcome		Upon completion of this course, the students will be able to 26. To develop competencies and knowledge of students to become logistics professional 27. To take decision of Procurement/Outsourcing 28. To identity the issues in logistics as overall 29. To incorporating the logistics policy 30. To understand the Global logistics													
Prerequisites: Base Subject, No prerequisite required															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: INTRODUCTION TO LOGISTICS (9L)	
History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics	CO-1 BTL-2
MODULE 2: LOGISTICS AND CUSTOMER SERVICE (9L)	
Definition of Customer Service Elements of Customer Service- Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing	CO-2 BTL-2
MODULE – 3: GLOBAL LOGISTICS (9L)	
Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centres in Integrated Logistics. Role of 3PL&4PL.	CO-3 BTL-3
MODULE – 4: LOGISTICS ALLIED CONCEPTS (9L)	
a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing. b) Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c) Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.	CO-4 BTL-2
MODULE – 5: LOGISTICS POLICY (9L)	
a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment. b) Supply chain. c) Cold chain. d) Liquid Logistics. Rail Logistics.	CO-5 BTL-2
TEXT BOOKS	

1	Course Material Prepared by LSC
2	Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
REFERENCE BOOKS	
1	Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2	Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
3	Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.
E BOOKS	
1	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf
2	http://apps.who.int/medicinedocs/documents/s20211en/s20211en.pdf
MOOC	
1	https://www.edx.org/course/supply-chain-fundamentals-0

COURSE TITLE		WAREHOUSING & DISTRIBUTION OPERATIONS							CREDITS			3			
COURSE CODE		MBC48102			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course enhance the Warehouse and Distribution operations, Receiving and Dispatch of Goods, Warehouse Activities, Management, Safety Rules and Procedures.													
Course Objective		6. To explain functions of Warehouse and Distribution operations. 7. To analyze Receiving and Dispatch of Goods in warehouse 8. To classify Warehouse Activities 9. To explain Warehouse Management 10. To organize Warehouse Safety Rules and Procedures													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become Warehouse professionals 7. To orient students in the field of Logistics 8. To help Students to understand Warehousing and distribution center operations 9. To incorporating warehouse management 10. To understand Warehouse Safety Rules and Procedures													
Prerequisites: Fundamental logistics concepts															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: INTRODUCTION TO WAREHOUSE	
(9L)	
Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse -Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses - Warehouse Organization Structure - Benefits of Warehousing.	CO-1 BTL-2
MODULE 2: RECEIVING AND DISPATCH OF GOODS	
(9L)	
Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods- Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer- Put away of Goods- Put away list and its need-Put away of goods into storage locations - storage location codes and its application- Process of put away activity- Procedure to Prepare Warehouse dispatches	CO-2 BTL-2
MODULE – 3: WAREHOUSE ACTIVITIES	
(9L)	
Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking method - Situations suited for application of cross docking -Information required for coordinating cross docking- Importance of proper packing-Packing materials -Packing machines -Reading labels	CO-3 BTL-3
MODULE – 4: WAREHOUSE MANAGEMENT	
(9L)	
Warehouse Management: Warehouse Utilization Management - Study on emerging trends in warehousing sector - DG handling -use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure – designing distribution channel – choice of distribution channels	CO-4 BTL-2
MODULE – 5: WAREHOUSE SAFETY RULES AND PROCEDURES	
(9L)	
The safety rules and Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.	CO-5 BTL-2

TEXT BOOKS	
1	Course Material Prepared by LSC
2	J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
REFERENCE BOOKS	
1	Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
2	Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India
E BOOKS	
1	https://www.veeqo.com/wp-content/uploads/2018/04/Warehouse-Management-PDF.pdf
2	https://s3.amazonaws.com/toyotaforklifts/wp-content/uploads/2018/10/10090932/Guide-to-Proven-Warehouse-Solutions-e-Book.pdf
MOOC	
1	https://www.ioscm.com/courses/warehouse-management-courses/

COURSE TITLE		FREIGHT FORWARDING (OCEAN AND AIR CARGO)						CREDITS		3					
COURSE CODE		MBC48103		COURSE CATEGORY		PC		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details				LEARNING LEVEL		BTL-4					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		This course enhance the Freight forwarding, Multimodal Transportation, Operation Procedures, Cargo handling and Documentation of Freight forwarding process.													
Course Objective		6. To explain functions of Freight forwarding 7. To analyze Multimodal Transportation 8. To classify Operation Procedures of Freight Forwarding 9. To organize Cargo handling 10. To explain Documentation of Freight Forwarding process													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become freight forwarding professionals 7. To orient students in the field of Logistics 8. To help Students to understand Operation Procedures of Freight Forwarding 9. To orient students in the field of Cargo handling 10. To help Students to understand Documentation of Freight Forwarding process													
Prerequisites: Basics on transportation															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION TO EXIM														(9L)	
Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding – domestic and international freight forwarding networks – process of freight forwarding.														CO-1 BTL-2	
MODULE 2: MULTIMODAL TRANSPORTATION														(9L)	
Multimodal transportation - Vendor management - bulk load handling - brief on transshipment - DG handling - customer acquisition and management - Customs clearance procedure - Documents and its importance - Stages of Documentations process and procedures - Documentation types and filing processes - Details of documents as per the format approved by the Customs - The requirement of documents for pre-shipment and requirement of documents for Import - DO's and DON'T's while handling different documents during Custom Clearance														CO-2 BTL-2	
MODULE – 3: OPERATION PROCEDURES OF FREIGHT FORWARDING														(9L)	
Operation Procedures of Freight Forwarding - The procedures for Pre-Operating Checks and Operational checks to be performed for every shipment /consignment - List of basic handling of errors and the Operational errors that occur in common - Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.														CO-3 BTL-3	
MODULE – 4: CARGO HANDLING														(9L)	
Cargo handling, INCO terms and terminologies used in Cargoes - Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC),The registered PAN based Business Identification Number received from the Directorate General of Foreign Trade - Different type of Cargo, Their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo - Basic Regulation pertaining to Cargo movement by Air, Sea, and Land. Climatic conditions of different routes in different seasons.														CO-4 BTL-2	
MODULE – 5: DOCUMENTATION OF FREIGHT FORWARDING PROCESS														(9L)	
Documentation of Freight Forwarding process as per customer timelines and requirements - Carting, unloading, Stacking, Loading; and Stuffing - Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletization; Fumigation														CO-5 BTL-2	

- The general reporting processes and time frames - Different airline / shipping line available for different routes - Letters of Credit and payment Terms. Etc. - Movement policy - Details of the transport available in Different routes - Organization fees , charges structure and Organizational procedures - computer and its application in internal systems of documentation.	
TEXT BOOKS	
1	Course Material Prepared by LSC
2	J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
REFERENCE BOOKS	
1	Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer verlag, First Edition, 2006.
2	Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India
E BOOKS	
1	http://ftn.fedex.com/digital-sales/brochure-air-ocean.shtml
2	http://www.sipotra.it/wp-content/uploads/2018/03/The-e-commerce-logistics-revolution.pdf
MOOC	
1	https://www.twill.net/?gclid=EAlalQobChMI6lagyfLF4AIVS6aWCh2wgA7UEAAYASAAEglv9fD_BwE&gclid=aw.ds

COURSE TITLE		SURFACE TRANSPORTATION							CREDITS			3			
COURSE CODE		MBC48104			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course enhance surface transportation, Transportation Optimization, Trucks and Load capacity, efficient transportation systems and customer management.													
Course Objective		6. To explain functions of surface transportation 7. To analyze Transportation Optimization 8. To classify types of Trucks and Load capacity 9. To organize Benefits of efficient transportation systems 10. To explain Customer Management/ Vendor coordination													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become transportation professionals 7. To orient students in the field of transport orientation 8. To help Students to understand surface transportation including road and rail transport 9. To orient students in the field of Benefits of efficient transportation systems 10. To help Students to understand Customer Management/ Vendor coordination													
Prerequisites: Basic knowledge on transportation															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION TO SURFACE TRANSPORTATION															(9L)
Introduction to surface transportation - Need for transportations - Role of transportations in logistics - Importance of transportations - Types of transportations metrics - functions of transportations - inter modal transport -various land transport carriers and their Load capacities - pricing and availability - verification of carriers and drivers - transit rules - traffic rules inside warehouse premises - Docking procedure and safety steps. Procedure to Confirm vehicle for loading of goods.															CO-1 BTL-2
MODULE 2: TRACKING OF TRANSPORT															(9L)
Transportation Optimisation - Documentation for transportation – GST – E Waybill Filing - Transportation Telematics - Vehicle tracking system - Communication with vehicle driver or transport company -Probable reasons for delay or any issues during transit - Solutions for corrective actions (such as talking to local authorities or break down service assistance) - Road signs, List good practices in driving.															CO-2 BTL-2
MODULE – 3: TYPES OF TRUCKS AND LOAD CAPACITY															(9L)
Types of Trucks and Load capacity/Organisation structure in a Transport organization/ Incident management systems & Processes - Explain types of temperature-controlled carriers - Discus hazmat goods rules -Importance of safety data sheet and labels - Procedure for Consolidation of consignments for optimal loads, to verify count of material - Reporting discrepancies such as pilferages, loss or damage of goods in transit - Checking insurance and claims - steps to close deliveries and Coordinate with loading / unloading supervisor.															CO-3 BTL-3
MODULE – 4: BENEFITS OF EFFICIENT TRANSPORTATION SYSTEMS															(9L)
Benefits of efficient transportation systems/Study on emerging trend in transportation sector/ pricing in transportation sector/govt regulations on transportation in India. Safety procedures during transit and emergency response steps - keeping track of news on traffic and communicate with drivers to identify delays and suggest re-routing -Explain tracking systems-Importance of consignment number - GPS systems and tracking devices - Procedure for downloading and reading tracking data from devices															CO-4 BTL-2
MODULE – 5: CUSTOMER MANAGEMENT															(9L)
Customer Management/ Vendor coordination for return truck loads/DG Handling – features and facilities offered by railways factors influencing growth in rail logistics – suitability for different cargo and distance ranges segments – innovative schemes- facilities to popularize rail logistics in India															CO-5 BTL-2
TEXT BOOKS															

1	Course Material Prepared by LSC
2	J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
REFERENCE BOOKS	
1	Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
2	Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower
E BOOKS	
1	https://www.worldcat.org/title/surface-transportation-security/oclc/57717810
2	https://www.kopykitab.com/Sample-PDF-Surface-Transportation-Railways-And-Highways-by-R-Agor
MOOC	
1	https://www.mooc-list.com/tags/urban-transport

COURSE TITLE		MIS FOR LOGISTICS										CREDITS		3	
COURSE CODE		MBC48105			COURSE CATEGORY			PC			L-T-P-S		3-0-0-1		
Version		1.0			Approval Details						LEARNING LEVEL		BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		This course enhance the IT and management opportunities and challenges, Database Technology, Dissemination of technology information, Business Process and Project Management.													
Course Objective		6. To explain functions of IT and management opportunities and challenges 7. To analyze Database Technology 8. To classify Dissemination of technology information 9. To organize Functional Area & Compliance systems 10. To explain Business Process and Project Management													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become IT and management opportunities and challenges. 7. To orient students in the field of Database Technology 8. To help Students to understand Dissemination of technology information 9. To orient students in the field of Functional Area & Compliance systems 10. To help Students to understand Business Process and Project Management													
Prerequisites: Basic knowledge on system knowledge															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-4	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 (10 L)	
Introduction- IT and management opportunities and challenges-Strategic planning and models - Information management & IT Architecture – IT Architecture & infrastructure, cloud computing and services, Virtualization and Virtual Machines.	CO-1 BTL-2
MODULE - 2 (10 L)	
Database Technology- Data warehouse- Data Mart Technologies- Data and Text mining- Business Intelligence & Analytics, Digital and physical document management. Networks, collaboration & sustainability: Business IT networks & components, communication technologies – Sustainability and Ethical issues - Internal control- Business Control and Auditing.	CO-2 BTL-2
MODULE – 3 (15 L)	
Dissemination of technology information- and strategic planning – Technology choice and evaluation methods – Analysis of alternative technologies – Implementing technology programmes- Intellectual Capital - An introduction to Intellectual Property Right - Patent -Copyrights - Trademarks and other issues.	CO-3 BTL-3
MODULE – 4 (15 L)	
Functional Area & Compliance systems: Management levels and functional systems Enterprise Systems and applications: Enterprise systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Collaborative Planning, Forecasting, and Replenishment system (CPFR), Customer Relationship Management (CRM). Performance Management: Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System.	CO-4 BTL-2
MODULE – 5 (10 L)	
Business Process and Project Management: - Architecture & IT design, System development, Software & Applications for management (Business software tools), Support system. ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc.	CO-5 BTL-2
TEXT BOOKS	
1	Course Material Prepared by LSC
2	KENNETH C. L., JANE P. L., & RAJANISH DASS (2001) Management Information System - Managing the Digital Firm. Pearson Education: New Delhi.
3	RAVI, K., & ANDREW, B. W. Frontiers of Electronic Commerce. Pearson Education: New Delhi.
REFERENCE BOOKS	

1	KENNETH, C. L., & JANEP, L. (2001) Essentials of MIS. Prentice Hall India: New Delhi.
2	SADAGOPAN, S. (2003) Management Information System. Prentice Hall India: New Delhi.
3	EFF, O.Z. (2003) Management Information Systems. Vikas Publishing House Pvt. Ltd.: New Delhi.
E BOOKS	
1	http://www.icesi.edu.co/blogs/supplychain0714/files/2014/07/Martin_Christopher_Logistics_and_Supply_Chain_Management_4th_Edition_2011-1.pdf
2	http://dinus.ac.id/repository/docs/ajar/Kenneth_C.Laudon,Jane_P_.Laudon_-_Management_Information_Sysrem_13th_Edition_.pdf
MOOC	
1	https://lscmis.com/apprenticeship/mooc (to be updated)

COURSE TITLE		INTERNATIONAL LOGISTICS MANAGEMENT							CREDITS			3			
COURSE CODE		MBC48106			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course enhance the International Logistics, Customer Focused Marketing, Transportation Functionality and Principles, Containerization and International commercial documents.													
Course Objective		1. To explain functions of International Logistics 3. To analyze Customer Focused Marketing 4. To classify Transportation Functionality and Principles 5. To organize Containerization 6. To explain International commercial documents													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become International logistics management professionals 7. To orient students in the field of Customer Focused Marketing 8. To help Students to understand Transportation Functionality and Principles 9. To apply the Basic knowledge of Containerization 10. To enhance International commercial documents													
Prerequisites: Basic knowledge on Logistics Management															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 (9 L)	
International Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsectors; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.	CO-1 BTL-2
MODULE - 2 (9 L)	
Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost etc.	CO-2 BTL-2
MODULE – 3 (9 L)	
Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice	CO-3 BTL-3
MODULE – 4 (9 L)	
Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.	CO-4 BTL-2
MODULE – 5 (9 L)	
International commercial documents - International contracts, terms of payments, international insurance, packaging for export, custom clearance and infrastructure: transportation, communication and utilities - Brokerage	CO-5 BTL-2
TEXT BOOKS	
1	Course Material Prepared by LSC
2	International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
REFERENCE BOOKS	
1	International logistics by Pierre David, Publisher: Biztantra
2	Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
3	Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India
E BOOKS	
1	http://164.100.133.129:81/econtent/Uploads/International_Logistics_Management.pdf

2	http://library.aceondo.net/ebooks/Business_Management/logistics-an_introduction_to_supply_chain_management%5Bpalgrave.macmillan%5D%5B2003%5D.pdf
MOOC	
1	https://lscmis.com/apprenticeship/mooc (to be updated)

COURSE TITLE		RETAIL LOGISTICS & E-COMMERCE						CREDITS		3					
COURSE CODE		MBC48107		COURSE CATEGORY		PC		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details				LEARNING LEVEL		BTL-4					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		This course enhance the Retail Logistics and supply chain, E-commerce logistics, and types of E-commerce.													
Course Objective		6. To explain Retail Logistics and supply chain 7. To analyze Logistics and Retail Marketing 8. To explain E-commerce logistics 9. To organize Reverse Logistics 10. To classify Types of Ecommerce													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become Retain logistics and E-commerce professionals 7. To orient students in the field of Logistics and retail marketing 8. To help Students to understand Retail logistics and E-commerce 9. To apply the Basic knowledge of Retain logistics and E-commerce in the real-life situation 10. To enhance their ability and professional skills in Logistics													
Prerequisites: Basic knowledge on Logistics.															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1 (9 L)	
Concept and Scope: Concepts of Retail Logistics and supply chain- Importance of Logistics in these days global Sourcing, Production and consumption- Dimension of Logistics: Macro and Micro aspects- Supply chain contours: Backward and forward linkages- Supply chain efficiency- Logistics as a competitive edge driver- Peculiarities and diversity of needs of Logistics for Retailing.	CO-1 BTL-2
MODULE - 2 (9 L)	
Logistics and Retail Marketing: Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport- packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers- customer facilitation tracking out-bound shipments.	CO-2 BTL-2
MODULE – 3 (9 L)	
E-Commerce: introduction to E-commerce logistics including delivery and pickup models and the overall logistic setup – Order Processing – Activities associated with order processing like identifying order request from MIS, creating customer account for new customers, identifying the order requirements and placing a processing request in MIS, notifying customers through system, updating the delivery requirements, checking with stock, coordinating with vendor, etc - Types of order processing - Roles and responsibilities associated with order processing - Procedures for generating plans and schedules through MIS	CO-3 BTL-3
MODULE – 4 (9 L)	
Reverse Logistics: Basic of reverse logistics - The concept of reverse logistics. The key activities involved in terms of identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, collecting pickup and feedback - Types of reverse logistics – Return from customer, return by carrier, return of damaged product, etc - Roles and responsibilities associated with reverse logistics - Global best practices and statistics associated with reverse logistics.	CO-4 BTL-2
MODULE – 5 (9 L)	
Types of Ecommerce- B2B-B2C and intra business. Retail Ecommerce – Retailing through internet, Direct Online Sales model and its types- Business Models for e commerce- meaning definition importance. E business models based on the relationships of transaction types- manufacture model, advertising model, value chain model, brokerage Model Marketing on the web-marketing strategies, creating web presence, advertising, customer service and support, web branding strategies, web selling models.	CO-5 BTL-2

Electronic Payment system Electronic CRM Applications. E-Security-Understanding of Key terms of E- Commerce: Electronic Commerce & Banking- Electronic Payment Systems, Electronic Payment Technology, On-line credit card, ECommerce Security. - Electronic Data Interchange (EDI); EDI definition; Overview of advantages and disadvantages; EDI application in business development; EDI technology.	
TEXT BOOKS	
1	Course Material Prepared by LSC
2	Mr. Gibson G, "Retail Management: Functional Principles& Practices", Jaico Publishing house, 6th Edition, 2003
REFERENCE BOOKS	
1	Ray, Supply Chain Management For Retailing, TMH, 2010.
2	James B. Ayers, Retail Supply Chain Management, Auerbach Publications, 2007.
E BOOKS	
1	http://library.aceondo.net/ebooks/Business_Management/logistics-an_introduction_to_supply_chain_management%5Bpalgrave.macmillan%5D%5B2003%5D.pdf
2	https://cerasis.com/2014/04/30/e-commerce-logistics
MOOC	
1	https://lscmis.com/apprenticeship/mooc (to be updated)

COURSE TITLE		LINER LOGISTICS								CREDITS			3			
COURSE CODE		MBC48108			COURSE CATEGORY			PC			L-T-P-S			3-0-0-1		
Version		1.0			Approval Details						LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME																
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance			ESE		
15%		15%			10%			5%			5%			50%		
Course Description		This course enhance the Liner Logistics, Liner trade, Cargoes and cargo equipment, containerization, bill of lading and exchange of goods transfer.														
Course Objective		6. To explain Liner Logistics and Liner trade 7. To analyze Cargoes & cargo equipment 8. To explain containerization unitization and inter-modalism 9. To classify Bill of Lading and other Documentation 10. To organize Exchange of goods transfer														
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to Liner logistics professionals 7. To orient students in the field of Cargoes and cargo equipment 8. To help Students to understand Liner logistics 9. To apply the Basic knowledge of Liner Logistics in the real-life situation 10. To enhance their ability and professional skills in Logistics.														
Prerequisites: Basic knowledge on Logistics.																
CO, PO AND PSO MAPPING																
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3	
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	
1: Weakly related, 2: Moderately related and 3: Strongly related																
MODULE – 1 (9 L)																

Definitions of liner trades; tramp trades; containerization- Unitization - containerization, liner operations, port organization – Vessel loading and discharging , liner trade routes, The major ports, liner service options - Liner trade – ship types – Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.	CO-1 BTL-2
MODULE - 2 (9 L)	
Cargoes & cargo equipment – Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers - agent. Liner Shipping operations - Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.	CO-2 BTL-2
MODULE – 3 (9 L)	
Containerization unitization and inter-modalism - Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS & ICDS , legal & insurance implications in the container trade.	CO-3 BTL-3
MODULE – 4 (9 L)	
The Bill of Lading and other Documentation - The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading	CO-4 BTL-2
MODULE – 5 (9 L)	
The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.	CO-5 BTL-2
TEXT BOOKS	
1	Course Material Prepared by LSC
2	Ship Operation Management, Fujita, N.H. Publisher, 1974.
REFERENCE BOOKS	

1	Ship Operation Management, Bertrams Publication, 2010.
2	Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
3	Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.
E BOOKS	
1	https://pdfs.semanticscholar.org/e49d/deba35b034e563e74aafa78eede6a80ab8c8.pdf
2	https://www.richardvanhooijdonk.com/en/ebooks/future-logistics-supply-chain-management
MOOC	
1	https://lscmis.com/apprenticeship/mooc (to be updated)

SEMESTER IV
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE TITLE		BEST PRACTICES FOR TRANSPORTATION							CREDITS			3			
COURSE CODE		MBC49101			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course enhance the Transportation Strategy Considerations, Import and Export Documentation Requirements, Road Transportation and Intermodal Transport.													
Course Objective		6. To explain Transportation Strategy Considerations 7. To analyze Import and Export Documentation Requirements 8. To explain Airfreight 9. To classify Road Transportation 10. To analyze Intermodal Transport													
Course Outcome		Upon completion of this course, the students will be able to 7. To develop competencies and knowledge of students to Best Practices for Transportation 8. To familiarize the student with the Import and Export Documentation Requirements. 9. To orient students in the field of Airfreight 10. To help Students to understand Road Transportation 11. To apply the Basic knowledge of Intermodal Transport.													
Prerequisites: Fundamentals of logistics															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 : TRANSPORTATION STRATEGY CONSIDERATIONS (9 L)															
Transportation Strategy Considerations: An Overview of the Import Process - An Overview of the Export Process - Bonding Issues for Exporters - Negotiating Rates - Insurance and Liability - E-Logistics and the Internet - UN Module regulation - introduction to carriage of dangerous goods.														CO-1 BTL-2	
MODULE - 2 : IMPORT AND EXPORT DOCUMENTATION REQUIREMENTS (9 L)															
Import And Export Documentation Requirements: An overview of commercial documents - Commercial Invoice - Consular Invoice - Packing List - Certificates of Origin - Permits of Export and Import of Goods - Cargo Control Documents - Other Commercial Documents - Distribution of Commercial Documents.														CO-2 BTL-2	
MODULE – 3: AIRFREIGHT (9 L)															
Airfreight: Introduction - Documents - The Air Waybill (AWB) - Moving Goods by Air - Export Packaging - Air Cargo Handling, Delivery - The Role of IATA - Shipping Dangerous Goods by Air - Glossary of Airfreight Terminology. Oceanfreight: Documents - Containers - FCL/LCL - Handling the LCL - Handling the Ocean Freight Shipment - Shipping Dangerous Goods by Ocean.														CO-3 BTL-3	
MODULE – 4 : ROAD TRANSPORTATION (9 L)															
Road Transportation: Introduction to Road Transportation - Trucking/Highway Regulations – Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks - Heavy load haulage multi axle age multi truck - Service Options for Truck Transport - Shipping Dangerous Goods by Truck - LTL/FTL Shipments - Trucking Rates and Tariffs A Checklist of Trucking Considerations - Border Security Issues. Rail Transportation: Introduction - Shipping Goods by Rail The Railway Bill of Lading - Rail Equipment - Moving Dangerous Goods by Rail - Over Dimensional and Heavy Lift Cargo by Rail.														CO-4 BTL-2	
MODULE – 5 : INTERMODAL TRANSPORT (9 L)															
Intermodal Transport: Introduction - Shipping goods intermodally - Documentary Considerations Other Considerations - Telematics - Routing – GPRS - Monitoring fuel economy - Driver practice – Indicators - Future prospectus growth of road - .Automation - INCOTERMS 2000 - Transfer of Liability Incorporating INCOTERMS into the Contract of Sale - INCOTERMS Structures - Mode of Transport Relate to INCOTERMS. Advantages of multi module transport document.														CO-5 BTL-2	
TEXT BOOKS															

1	Course Material Prepared by LSC
2	"Self-Compliance Strategies and the Administrative Monetary Penalty System", a Manual for Importers and Exporters : PF Collins Customs Broker Ltd., November 2002
REFERENCE BOOKS	
1	OAG Air Cargo Guide TM May 1997, published by OAG, a division of Reed Elsevier Inc., OAG, 2000 Clearwater Drive, Oak Brook Illinois.
2	International Air Transport Association (IATA) Dangerous Goods Regulations
E BOOKS	
1	https://cerasis.com/category/e-books/
2	http://www.emeraldgrouppublishing.com/products/books/pdf/transport %20ebooks.pdf
MOOC	
1	LAC

OURSE TITLE		COURIER, EXPRESS & PARCEL SERVICES							CREDITS			3			
COURSE CODE		MBC49102			COURSE CATEGORY			PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details					LEARNING LEVEL			BTL-4		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course enhance the Logistics cost and productivity knowledge, Customer service, Global logistics and Logistics policy.													
Course Objective		6. To explain the types of consignments for shipment 7. To analyze customer declarations 8. To explain Hub spoke activities inbound and outbound activities 9. To classify Tracking and Tracing 10. To analyze customer satisfaction													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become types of consignments for shipment 7. To orient students in the field of customer declarations 8. To help Students to understand Hub spoke activities inbound and outbound activities 9. To familiarize the student with the Tracking and Tracing. 10. To orient students in the field of customer satisfaction													
Prerequisites: Fundamentals of logistics															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 : TYPES OF CONSIGNMENTS FOR SHIPMENT (9 L)															
Types of consignments for shipment - Information on labels and handling instructions - consignee locations- consignments and destinations- consignment shipment operations – (loading, handling, scheduling and documentation) - Special instructions for safe handling of fragile consignments.														CO-1 BTL-2	
MODULE - 2 : CUSTOMER DECLARATIONS (9 L)															
Customer declarations – verification of customer declarations and consignment package - Clarification procedure in case of discrepancies noticed - Generation of bill of lading / shipping bill for export consignments – Coordination for import/export consignments clearance														CO-2 BTL-2	
MODULE – 3: HUB-SPOKE OPERATIONS & INBOUND AND OUTBOUND ACTIVITIES (9 L)															
Introduction – Hub spoke activities inbound and outbound activities. Types of consignments coming in the hub-spoke - layout of the hub-spoke - Areas to receive, sort and inspect - Documentation activities in hub-spoke - Inspection process of inbound sorted and outbound consignments														CO-3 BTL-3	
MODULE – 4 : TRACKING AND TRACING (9 L)															
Tracking and tracing; AWB –essential time of arrival delivery - Last mile delivery – LMD - First mile delivery														CO-4 BTL-2	
MODULE – 5 : CUSTOMER SATISFACTION (9 L)															
Customer satisfaction- quality, delivery time, costs (shortest cost, loss prevention) - Weighment rate, cube scan –diversions/LBW/Volumetric density of cargo														CO-5 BTL-2	
TEXT BOOKS															
1	Course Material Prepared by LSC														
2	Logistics and Supply chain management – Martin Christopher														
REFERENCE BOOKS															
1	Basics of Distribution Management; A Logistical Approach Prentice HALL of India - Kapoor Sathish														
2	Ware house management and Inventory control - Vikas Publication House														
E BOOKS															
1	http://www.jmest.org/wp-content/uploads/JMESTN42351688.pdf														
2	https://www.youredi.com/hubfs/eBooks/eCommerce%20eBook%20Youredi%202017.pdf														

COURSE TITLE		INPLANT LOGISTICS								CREDITS		3			
COURSE CODE		MBC49103		COURSE CATEGORY		PC		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details				LEARNING LEVEL		BTL-4					
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		This course enhance the Logistics in a manufacturing setup, Job shop, Inbound and Out bound logistics and timely supply.													
Course Objective		6. To explain Logistics in a manufacturing setup 7. To analyze Job shop 8. To explain Inbound logistics 9. To classify Out bound logistics 10. To analyze Timely supply													
Course Outcome		Upon completion of this course, the students will be able to 6. To develop competencies and knowledge of students to become Logistics in a manufacturing setup 7. To orient students in the field of Job shop 8. To help Students to understand Inbound logistics 9. To apply the Basic knowledge of Out bound logistics 10. To enhance their Timely supply													
Prerequisites: Fundamentals of logistics															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 : (9 L)															
Introduction to Logistics in a manufacturing setup - Manufacturing process - physical flow - Assembly line – OTIF (on time in full) - Basic activities of in-plant logistics : Loading, Unloading, Receiving, sorting, Storing, Picking and dispatch activities - process of coordination with assembly line														CO-1 BTL-2	
MODULE - 2 : (9 L)															
Job shop- work allocation - Production scheduling – selection of products/ models/parts/ Team table/ Time table - Material flow – production line –feeding just in time inventory, Vendor management.														CO-2 BTL-2	
MODULE – 3: (9 L)															
Inbound logistics- inventory management, importance, Value addition, stock counts, audits														CO-3 BTL-3	
MODULE – 4 : (9 L)															
Out bound logistics – Finished goods (FG)- tooling, binding ,creating, input process, output - packaging, Kitting, far goods(FH), Spare parts, , After markets process, schedule of transport, vendor coordination.														CO-4 BTL-2	
MODULE – 5 : (9 L)															
Timely supply – scheduling, vendor co ordination quality control, pre delivery Inspection, Quality assurance, on time in full (OTIF).														CO-5 BTL-2	
TEXT BOOKS															
1	Course Material Prepared by LSC														

COURSE TITLE		DOCUMENTATION OF EXPORTS & IMPORTS						CREDITS			3				
COURSE CODE		MBC49104		COURSE CATEGORY			PC		L-T-P-S			3-0-0-1			
Version		1.0		Approval Details					LEARNING LEVEL			BTL-4			
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE		
15%		15%			10%			5%			5%		50%		
Course Description		This course enhance the Export and Import documents, Documentation Framework and Contracts, Payments and Finance Factors, Quality Control and Clearance of Cargo and Customs Clearance.													
Course Objective		6. To explain Export and Import documents 7. To analyze Documentation Framework and Contracts 8. To explain Payments and Finance Factors 9. To classify Quality Control and Clearance of Cargo 10. To analyze Customs Clearance													
Course Outcome		Upon completion of this course, the students will be able to 6. To familiarize the student with the basic concept of formalities for Export and Import documents. 7. To recognize the impact of Documentation Framework and Contracts. 8. To recognize the Payments and Finance Factors 9. To explore the Quality Control and Clearance of Cargo 10. To understand Customs Clearance													
Prerequisites: Fundamentals of logistics															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO- 3	PO- 4	PO -5	PO- 6	PO- 7	PO- 8	PO -9	PO -10	PO -11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-

CO-4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1 : (9 L)															
Introduction to Export and Import : Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.														CO-1 BTL-2	
MODULE – 2 : (9 L)															
Documentation Framework and Contracts : Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.														CO-2 BTL-2	
MODULE – 3: (9 L)															
Payments and Finance Factors - Methods of receiving Payment - Instruments of Payments- Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back.														CO-3 BTL-3	
MODULE – 4 : (9 L)															
Quality Control and Clearance of Cargo Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents – Role of Inspection Agents- Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo.														CO-4 BTL-2	
MODULE – 5 : (9 L)															
Customs Clearance, Risk and Insurance Policy Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.														CO-5 BTL-2	
TEXT BOOKS															
1	RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.														
2	KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.														
REFERENCE BOOKS															

1	PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
2	KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi
3	CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi
E BOOKS	
1	www.cbec.gov.in/customs/cs-act/cs-act-idx.htm (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
2	www.epckeny.org/ (Export Promotion Council)
MOOC	
1	https://lscmis.com/apprenticeship/mooc (to be updated)

SEMESTER III
SPORTS MANAGEMENT

COURSE TITLE	SPORTS ORGANIZATION AND ADMINISTRATION	CREDITS	3
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COURSE CODE		MBC48111		COURSE CATEGORY		DE/PC		L-T-P-S		3-0-0-1					
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL		BTL-2					
ASSESSMENT SCHEME - TA3															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE					
15%		15%		10%		5%		5%		50%					
Course Description		The course is designed to familiarize students with managing sports organization and knowledge about basic management concept with legal provisions.													
Course Objective		1. To introduce with basics of sports organization and Environment 7. To understand about various types of sports organisation 8. To enable students understand the administrative intervention in Sports, Public & Private Sports institutions 9. To understand the law and tax which applies to sports organization and sports in general 10. To familiarize with Conflict Resolution Mechanism in Sports													
Course Outcome		Upon completion of this course, the students will be able to 1. The learner understands the basics of Sports Organization & Environment PO1 2. The learner gets familiar with the different types of Sports Organizations & Technology 3. The learner understands the administrative intervention in Sports, Public & Private Sports institutions 4. The learner understands the law & taxation in sports 5. The learner gains an exposure into the Conflict Resolution Mechanism in Sports													
Prerequisites: Basics of Management, Organization Structure, Business Environment															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: Sports Organization & Environment	(6L)
Sports Organization & Environment: Origins and Operations of a Sports Organization - Defining the Legal Status - Social Profile of the Sports Organization - Choosing a type of Organization - Organizational Charts - Sports Identity and Image. Environment Indicators - Power and Authority - Delegation of Responsibilities - Organizational Environments - Controlling Environmental Uncertainty: - Environment Relationship - Organizations Environment and its Structure.	CO-1 BTL-2
MODULE 2: Sports Organizations and Technology	(6L)
Social Context for Modern Sports: Need for New Structure in Sports Today - International Sports Environment: IOC and International Federations - National Sports Environment: National Olympic Committees - National Federations - Governmental and Quasi - Governmental Organizations Technology - Research on technology and Organizations - Critiques of the Technology Imperative - Micro - Electronic Technologies - Relationship between Technology and Organizational Structure.	CO-2 BTL-2
MODULE – 3: Administrative Intervention in Sports, Public & Private Sports Institutions	(6L)
Introduction to sports law: principles and sources of law, Management models for public sports services, Disciplinary systems, Regulation of sports activities. Public Sports Institutions: The Spanish National Sports Council, Doping in sports: The Spanish National Anti-Doping Agency, Prevention of violence at sporting events: National Commission against Violence, Racism, Xenophobia and Intolerance in Sports. Private Sports Institutions: Sports federations, Professional leagues, 'Public Limited Sports Companies, International sports institutions	CO-3 BTL-2
MODULE – 4: Law & Taxation in sports	(6L)
Constitution (Relevant articles): - Art 14 - Art 15 - Art 19 (1) (g) . Law of Contract: Essentials of a Contract - Offer and acceptance - Capacity of Parties - Minor's Contract - Void Agreements and Voidable Contracts - Consequences of breach of Contract. Law of Torts: Principle of violent non-fit injury - Negligence - Death in relation to Tort. Administrative Law: Tribunals for resolution of disputes. Labor Relations in Sports: Labor relations of professional athletes, Representation and intermediation in sports, Player transfers, Athletes' associations, National Sports policy. Taxation of sports entities, professional athletes, Olympic Games and major sports events. Case Studies.	CO-4 BTL-3
MODULE – 5: Conflict Resolution and Prevention in Sports	(6L)
Definition of Conflict - Stages in Conflict Process - Functional Conflict - Dysfunctional Conflict - Managing Conflict - Negotiation. Sports Conflicts - Assumptions about Conflict in Sports - Internal Disputes within Federations - Conflicts Concerning Individual Rights and Obligations - Conflicts arising from Anti-doping Tests. Arbitration procedures for conflict resolution in	CO-5 BTL-3

sports, Court of Arbitration for Sport, organization and procedures, FIFA Players' Status Committee and Dispute Resolution Chamber	
TEXT BOOKS	
1	Fred Luthans - Organizational Behaviour : McGraw Hill International, 2010
2	S P Robins - Organizational Behaviour : Prentice Hall India Ltd, 2010
REFERENCE BOOKS	
1	Dr. Ali Jawaid, Organization and Administration in Physical Education and Sports, 2010
2	John O. Spengler, Introduction to Sport Law - 09 edition, Human Kinetics Publishers, 2009.
E BOOKS	
1	https://books.google.co.in/books?id=dNioAgAAQBAJ&printsec=frontcover&dq=SPORTS+ADMINISTRATION+PDF&hl=en&sa=X&ved=0ahUKEwid4dTfiNzbAhUP4o8KHZUdDAQQ6AEIUjAI#v=onepage&q&f=false
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library

COURSE TITLE	SPORTS FACILITIES, PLANNING & MANAGEMENT			CREDITS	3
COURSE CODE	MBC48112	COURSE CATEGORY	DE/PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2

ASSESSMENT SCHEME – TA3

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	To optimally manage sports infrastructures, whether they're sports complexes, public and private sports clubs, fitness centers and stadiums that require both a strategic and operational vision of the sports organization. This specialized course offers an introduction to the field of sport facility management, and you'll learn how to apply your management skills.
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Course Objective	<ol style="list-style-type: none"> 1. To enable students to understand the concept of facility management 2. To understand the fundamentals of facility planning and management 3. To familiarize with basic financial and budgeting concept 4. To enable students to design the sports facility 5. To acquaint students with Conflict Resolution Mechanism in Sports
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the concept of facility management 2. The learner gets familiar with the fundamentals of Facility Planning & Management 3. The learner understands the concepts under Finance & Budgeting 4. The learner understands the intricacies of preparation of a sports facility <p>The learner gains an exposure into the Conflict Resolution Mechanism in Sports</p>
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Prerequisites: Basics of Management, Organisation Structure, Business Environment

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-

CO-4	-	-	-	-	-	3	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	-	4	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related														
MODULE – 1: Facility Management														(6L)
Meaning - The Facility Manager - Constituents - Managerial Functions - Computer Aided Facility Management - Strategies - Outsourcing. Facility Systems: Heating, Ventilation and Air-Conditioning - Energy systems - Interior and Exterior Systems - Space Management - Facility Repair Management: Maintenance and Repair Program - <i>Basic maintenance</i> .														CO-1 BTL-2
MODULE 2: Facility Planning and Management														(6L)
Fundamentals - Planning for Existing and Future facilities - Planning and Management Infrastructure Facilities like Courts, tracks, Gallery, provision for Drinking Water, Lighting and Sitting Arrangements. Facility Site and design - Location - Site Selection - Facility Design and Construction - <i>Construction Planning and Elements</i> - Project Cost - Completion and Analysis - Critical phase of facility management: From pre-event briefings to Cleanup and closings, Merchandising, Housekeeping and Maintenance.														CO-2 BTL-3
MODULE – 3: Finance and Budgeting														(6L)
Financial Concepts - Budgeting Revenue and Expenses - New Facility Financing, Cost - Selling of a Facility - <i>Facility Marketing & Sales</i> - Sport Facility Jobs - Employment Management - Training - Risk Management and Insurance.														CO-3 BTL-2
MODULE – 4: Facility Preparation														(6L)
Developments & Maintenance of Sports Arena, Grounds, Indoor Stadium, Tents, Camps etc. - Event Preparation - Implementing Security procedures - Crowd and alcohol Managemet - Crisis Management - <i>Role of facilities managers Soft Skills & Hard Skills</i> .														CO-4 BTL-2
MODULE – 5: Sports marketing														(6L)
Definition - Uniqueness of Sports Marketing - Model of the Sports Industry - Implementation of Sports Marketing Programme. The sports marketing plan: Sports marketing planning process - Definition of the marketing plan: stages, structure, format and development, the sports company marketing plan. International sports marketing: Internationalizing sports companies, International sports events, <i>City Marketing</i> , International marketing strategies, Sports marketing in professional leagues and the Olympics. Case study on Management of Sports facilities - Stadiums, Tents, Recreation facilities.														CO-5 BTL-3
TEXT BOOKS														

1	Peter J Farmer, Sport Facility Planning and Management, Fitness Information Technology, 2006
2	Peter J Farmer, Sport Facility Planning and Management, Fitness Information Technology, 2006
REFERENCE BOOKS	
1	Peter J. Farmer, Rob Ammon Jr., Sport Facility Planning And Management, Fitness Information Technology 2006
E BOOKS	
1	https://books.google.co.in/books?id=dNioAgAAQBAJ&printsec=frontcover&dq=SPORTS+ADMINISTRATION+PDF&hl=en&sa=X&ved=0ahUKEwid4dTfiNzbAhUP4o8KHZUdDAQQ6AEIUjAI#v=onepage&q&f=false
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library

COURSE TITLE	ETHICS IN SPORTS			CREDITS	3
COURSE CODE	MBC48113	COURSE CATEGORY	DE/PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2

ASSESSMENT SCHEME – TA3

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	This course offers an introduction to ethics within the sporting context. The values promoted within sport will be examined along with common ethical dilemmas faced by those involved in sport. The course will cover issues ranging from fair play to sportsmanship
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Course Objective	<ol style="list-style-type: none"> 1. To Understand and apply the theoretical and foundational concepts that support ethical reasoning. 2. To Identify factors that influence his/her decision making and avoid negative factors that may impact his/her ability to be good citizens. 3. To Formulate arguments that will serve as a base for inquiry and resolving moral challenges. 4. To Develop a personal and professional ethical code. 5. To understand the role of institutions on the morale of sportsmen
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the concepts of Ethics in Sports 2. The learner gets familiar with the Indian values and Ethics 3. The learner understands the concepts under Ethical value system 4. The learner understands the ethical intricacies of sports as a profession 5. The learner gains an exposure into the role of institutions on the morale of sportsmen
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Prerequisites: Basics of Management, Organisation Structure, Business Environment

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-

CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction														(6L)	
Values - Importance, Sources of Value System, Types, Loyalty and Ethical Behaviour, Ethics in Sports: Nature, Characteristics and Needs, Ethical practices in the field of Sports, <i>Sports Code of Conduct.</i>														CO-1 BTL-2	
MODULE 2: Indian values and Ethics														(6L)	
Respect for elders, Hierarchy and Status, non- violence and tolerance, cooperation. Rights and Duties. Holistic relation between Man, <i>Attitudes</i> , Beliefs.														CO-2 BTL-2	
MODULE – 3: Ethical Value System														(6L)	
Distributive Justice, Individual freedom of Choice, <i>Professional Codes.</i> Their application in the field of sports.														CO-3 BTL-3	
MODULE – 4: Moral reasoning to Sports														(6L)	
Moral significance of sport - Intimidation, competition, and sportsmanship - Gamesmanship and the moral ideal of fair play - Cheating and strategic fouling - <i>Violence in sports</i> - eligibility in sports-commercialized sports-exploitation of student athletes - gender and racial equity in sports														CO-4 BTL-2	
MODULE – 5: Morale-of-Sportsmen														(6L)	
Role of Organizations / Association and Sports Manager in the area - moral reasoning in other physical activity: ergogenic aids for sports performance and health problems - genetic technology in sports - sports science, physical education and research - ethics of supporting sports teams - disability rights in sports - <i>codes of ethics</i>														CO-5 BTL-2	
TEXT BOOKS															
1	William J. Morgan, Ethics in Sport - 2 nd edition, Human Kinetics Publishers, 2007														
2	Robert C. Schneider, Ethics of Sport and Athletics: Theory, Issues, and Application - 09 th edition, 2006														
REFERENCE BOOKS															
1	Peter J. Farmer, Rob Ammon Jr., Sport Facility Planning And Management, Fitness Information Technology, 2006														
E BOOKS															
1	https://books.google.co.in/books?id=dNioAgAAQBAJ&printsec=frontcover&dq=														

	SPORTS+ADMINISTRATION+PDF&hl=en&sa=X&ved=0ah UKEwid4dTfiNzbAhUP4o8KHZUdDAQQ6AEIUjAl#v=onepage&q&f=false
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library

COURSE TITLE		SPORTS BIOMECHANICS										CREDITS		3	
COURSE CODE		MBC48114				COURSE CATEGORY			DE/PC			L-T-P-S		3-0-0-1	
Version		1.0				Approval Details			23 ACM, 06.02.2021			LEARNING LEVEL		BTL-2	
ASSESSMENT SCHEME -TA3															
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE	
15%		15%				10%			5%			5%		50%	
Course Description		. Sports Biomechanics is the study of human movement in sports using the application of mechanics to improve performance or to prevent injury. Mechanics is an area of science concerned with motion of a body and action force of a body. This course basically divided into three parts. The first part focuses on examining the motion of a body. The second part will look into how the action of force on the body. Finally this course also illustrates how biomechanical analyses of sports and exercise are conducted. The findings of such analyses are also discussed to evaluate if performance can be improved or injury can be prevented.													
Course Objective		1. To express concepts and terminology within the area of sports biomechanics. 2. To Explain how biomechanical factors influence motion in sport and exercise. 3. To Illustrate the uses of available instrumentation for measuring kinematics quantities. 4. To Describe the kinetic concepts including inertia, force, torque, and impulse. 5. To Demonstrate the cause and effect relationship between force and movement.													
Course Outcome		Upon completion of this course, the students will be able to 1. The learner understands the basic concepts of Biomechanics 2. The learner gets familiar with the principles of projectiles and their application 3. The learner understands the principles of force and their application 4. The learner understands the application of Biomechanics to sports 5. The learner understands the Biomechanics of sports injuries													
Prerequisites: Basics of Management, Organisation Structure, Business Environment															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: INTRODUCTION														(6L)	
Meaning, Definition - Prerequisites of efficient movements, Need and importance. Equilibrium and lever: Center of gravity factor that determine the degree of stability - stages of equilibrium, application of equilibrium in sports and Games - Definition, Meaning of Lever - types of lever - Mechanical advantages of levers and their applications- Definition - <i>Motion meaning and types of motion</i> - Definition and Meaning of speed - Velocity and acceleration - Vectors - Friction, types of friction, Sliding and rolling friction.														CO-1 BTL-2	
MODULE 2: PROJECTILE														(6L)	
Path of Projectile and angle of Projection - application of the principles of projectile to jumping event - <i>Application of the principles Projectile to throwing event</i> - work , energy and power - work done and energy expended in sports and games - Kinetic energy and Potential energy - Application of principles of work energy and power in sports and games.														CO-2 BTL-4	
MODULE – 3: FORCE														(6L)	
Definition and Meaning Force - Factors of force - Magnitude of force, moment of force, point of application, time at application and direction of application - centripetal and centrifugal force, <i>application of the principles of force in sports and games</i> - Spin, Air resistance, impact, elasticity and Aerodynamic Principles														CO-3 BTL-4	
MODULE – 4: BIOMECHANICS APPLIED TO SPORTS														(6L)	
Physical principles of movement-Kinetic analysis of movement in sports-Mechanical and functional structures of movement in sports-Technology applied to the analysis of sports techniques - Kinanthropometry of the human body. <i>Applications of bio - mechanical principles to track and field events and games.</i>														CO-4 BTL-4	
MODULE – 5: BIOMECHANICS OF SPORTS INJURIES														(6L)	
Biomechanical factors in injuries-The kinetic chain in sports Injuries- <i>Sports injuries to joints-</i> Sports injuries to muscles-Sports injuries to bones-Prevention, proprioception and recovery from sports injuries-Ergogenic and nutritional aids to recover from sports injuries														CO-5 BTL-2	
TEXT BOOKS															

1	Peter McGinnis, Biomechanics of Sport and Exercise - 2 nd edition, Human Kinetics Publishers, 2004
2	James G. Hay, Biomechanics of Sports Techniques, Prentice Hall, Inc. 2003
REFERENCE BOOKS	
1	James G. Hay, Biomechanics of Sports Techniques, Prentice Hall, Inc. 2003
E BOOKS	
1	https://books.google.co.in/books?id=dNioAgAAQBAJ&printsec=frontcover&dq=SPORTS+ADMINISTRATION+PDF&hl=en&sa=X&ved=0ahUKEwid4dTfiNzbAhUP4o8KHZUdDAQQ6AEIUjAl#v=onepage&q&f=false
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library

COURSE TITLE	SPORTS PHYSIOLOGY & KINESIOLOGY			CREDITS	3
COURSE CODE	MBC48115	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2

ASSESSMENT SCHEME – TA3

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The purpose of this course is to increase the student's knowledge and understanding about the human body and the changes that occur during exercise and during sports activities. Also, this course provides an overview of topics such as sports/exercise physiology, biomechanics, kinesiology, sports nutrition, and other related topics.
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Course Objective	<ol style="list-style-type: none"> 1. To understand the morphological features of skeletal muscle and function 2. To familiar with the concept of Nervous Control and Muscular Activity 3. To understand the principles of Respiratory System and Exercise 4. To enable students understand the concepts of Kinesiology 5. To know the application of kinesiological principles
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the morphological features of skeletal muscle and function 2. The learner gets familiar with the concept of Nervous Control and Muscular Activity 3. The learner understands the principles of Respiratory System and Exercise 4. The learner understands the concepts of Kinesiology 5. The learner understands the application of kinesiological principles
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Prerequisites: Basics of Management, Organisation Structure, Business Environment

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: Morphological-features-of-skeletal-muscle-and-function	(6L)
Structure of the skeletal muscle - chemical composition - sliding filament theory of muscular contraction - muscle fiber types - fiber distribution and performance - all or none principle - muscle tone - Types of muscular contraction - Staircase phenomenon or Trappe - Heat Production in the muscle - Residual muscle soreness - <i>Effect of training on muscular system</i> - Instruments and Procedure to measure Respiratory - cardio - vascular- Haematological - muscular .	CO-1 BTL-2
MODULE – 2: Nervous Control and Muscular Activity	(6L)
Neuron - Unipolar , Bi - polar , Multipolar - Neuron - Structure of the neuron - Spinal Card Synapsa , Motor Unit - Transmission of nerve impulse - voluntary control of muscular activity - Involuntary control of muscular activity - Reaction Time and movement time in Performance - Reaction time and movement time with age and sex - effect of exercise on nervous system - exercise and temperature regulations - Hot humid climate - Hot dry climate - Exercise and temperature regulations in cold climates - effect of high altitude in Physical performance - Physiological adaptation to altitude - <i>Physiological changes in under water condition</i>	CO-2 BTL-3
MODULE – 3: Respiratory System and Exercise	(6L)
Definition and Meaning Force - Factors of force - Magnitude of force, moment of force, point of application, time at application and direction of application - centripetal and centrifugal force, <i>application of the principles of force in sports and games</i> - Spin, Air resistance, impact, elasticity and Aerodynamic Principles.	CO-3 BTL-4
MODULE – 4: Kinesiology	(6L)
Introduction: Definition - Meaning of Kinesiology, Structure & Functions of Human Joints: Definition of Joint or Articulation - <i>Classifications of human joints</i> - movements of the joints planes of the body - Sagittal, Transverse and Frontal. Muscles: Origin, Insertion and actions of the following muscles; pectoralis Major Pectoralis Minor, Deltoid, Biceps, Triceps, Trapezius, Latissimus Dorsi, Rectus Abdominis, Psoas, Sartorius, Quadriceps muscles, Hamstring group of muscles and Gastrocnemius.	CO-4 BTL-2
MODULE – 5: Application of Kinesiological Principles	(6L)
Application of Kinesiology to Walking, Running, Jumping and Throwing Application of Kinesiology to motor skills of daily living - Pushing, pulling, Lifting, Carrying, going up and down on stairs. Application of Kinesiology to Postural Concept: Definition of Posture - Criteria for good Posture - Causes for bad posture - Postural deviations (Kyphosis, Lordosis, Scoliosis, Knock Knees, bow leg flat foot) - <i>Postural Corrective exercises.</i>	CO-5 BTL-4
TEXT BOOK	

1	W. Larry Kenney, Jack Wilmore, David Costill, Physiology of Sport and Exercise 2015
2	Katherine M. Jamieson, Maureen M. Smith, Kinesiology/Exercise and Sport Science, Human Kinetics, 2015
E BOOKS	
1	http://www.humankinetics.com/e-book-textbooks
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901
ONLINE RESOURCES	
	www.HumanKinetics.com/PhysiologyOfSportAndExercise

COURSE TITLE		SPORTS TRAINING AND CONDITIONING						CREDITS			3				
COURSE CODE		MBC48116		COURSE CATEGORY		DE/PC		L-T-P-S			3-0-0-1				
Version		1.0		Approval Details		23 ACM, 06.02.2021		LEARNING LEVEL			BTL-2				
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance			ESE				
15%		15%		10%		5%		5%			50%				
Course Description		The course describes about the importance of training and proper mechanism to be followed in training which will enable efficiency													
Course Objective		1. To understand the basics of sports training 2. To get familiar with the concepts of training load 3. To understand the principles of conditional abilities 4. To understand the concepts of motor abilities 5. To understand the different aspects of technical training													
Course Outcome		Upon completion of this course, the students will be able to 1. The learner understands the basics of sports training 2. The learner gets familiar with the concepts of training load 3. The learner understands the principles of conditional abilities 4. The learner understands the concepts of motor abilities 5. The learner understands the different aspects of technical training													
Prerequisites: Basics of Management, Organisation Structure, Business Environment															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction-to-Sports-Training (6L)															

Meaning and definition of Sports Training, Aims and Tasks of Sports Training, Characteristics of Sports Training, Principles of Sports Training, Training Means, Training Methods.	CO-1 BTL-2
MODULE – 2: Training Load (6L)	
Meaning and definition of Load, Components of Load, Measurement of Load, Over Load: Meaning and Definition, Causes, Symptoms and Tackling of over Load.	CO-2 BTL-2
MODULE – 3: Conditional Abilities (6L)	
Strength: Meaning, Forms of Strength, Factors determining Strength, Training Methods for Strength Improvement, General guidelines for Strength Training. Speed: Meaning, Forms of Speed, Factors determining Speed. Training Methods for Speed Improvement, Endurance: Meaning, Forms of Endurance, Factors determining Endurance. Training Methods for Endurance Improvement.	CO-3 BTL-3
MODULE – 4: Motor Abilities (6L)	
Flexibility: Meaning, Forms of Flexibility, Factors determining Flexibility. Training Methods for Flexibility Improvement, Coordinative Abilities: Meaning, Forms of Coordinative Abilities, Factors determining Coordinative Abilities, Training Methods for Improvement of Coordinative Abilities.	CO-4 BTL-3
MODULE – 5: Technical Training, Tactical Training, Periodization, Planning and Competitions (6L)	
Technical Training: Meaning, Tasks of Technique, Principles of Technical Preparation, Training for Technique, Tactical Training: Meaning, Tasks of Tactics, Principles of Tactical Preparation, Training for Tactics.	CO-5 BTL-2
TEXT BOOKS	
1	Cratty, B. Perceptual And Motor Development In Infants And Children, Prentice Hall , 2004
2	Dick. F. W. Sports Training Principles, Lepus, London, 2007
REFERENCE BOOKS	
1	Jenson, C. R. Fisher, A.G. Scientific Basis of Athletic Conditioning, Lea And Febiger, Philadelphia, 2011
2	Matveyew. L. P. Fundamentals of Sports Training, Mir Publishers, Moscow, 2001.
3	Willmore. J. H. Athletic Training And Physical Fitness, Allynand Bacon, Inc. Sydney, 2007.
E BOOKS	
1	https://books.google.co.in/books?id=dNioAgAAQBAJ&printsec=frontcover&dq=SPORTS+ADMINISTRATION+PDF&hl=en&sa=X&ved=0ahUKEwid4dTfiNzbAhUP4o8KHZUdDAQQ6AEIUjAl#v=onepage&q&f=false

MOOC	
1	https://www.class-central.com/course/futurelearn-player-centred-coaching-9843 https://www.class-central.com/course/coursera-the-science-of-training-young-athletes-6208
	ONLINE RESOURCES
1	https://www.sportsmanagementresources.com/library

COURSE TITLE		SPORTS MEDIA, COMMUNICATIONS & EVENT MANAGEMENT								CREDITS			3			
COURSE CODE		MBC48117			COURSE CATEGORY			DE/PC		L-T-P-S			3-0-0-1			
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-2			
ASSESSMENT SCHEME																
First Periodical Assessment		Second Periodical Assessment				Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%				10%			5%		5%			50%		
Course Description		Course provide students with advanced knowledge of the field, from the business value of sport and events to their contribution to community and society, and to inspire and engage students to become innovative leaders in this dynamic sector of our economy.														
Course Objective		1. To understands the basics of sports media 2. To familiarize with the sports journalism environment 3. To introduce students to the new technologies in sports media 4. To understand the aspects of sports communication management 5. To understands the different aspects of event management in sports														
Course Outcome		Upon completion of this course, the students will be able to 1. The learner understands the basics of sports media 2. The learner gets familiar with the sports journalism environment 3. The learner gets an exposure to the new technologies in sports media 4. The learner understands the aspects of sports communication management 5. The learner understands the different aspects of event management in sports														
Prerequisites: Basics of Management, Marketing Management																
CO, PO AND PSO MAPPING																
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3	
CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CO-2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	
CO-4	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	
CO-5	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE – 1: Sports Media (6L)	
Introduction to different Sports Media - Television, print journalism and digital media - editorial models, information and sports, Workflows, reporting major events, designing, creating and developing sports programs on television / digital media, live coverage - Commentary, broadcasting rights, <i>sports interviews</i> .	CO-1 BTL-2
MODULE – 2: Sports Journalism Environment (6L)	
Social environment: present and future of sports journalism. Recent history of sports in India and International scene: Legal and economic environment: legal and economic fundamental of sports. Comprehensive Study on Different Sports Channels: Profile, Top Management, Functional Departments, Work Culture, Career Opportunities, Telecast rights for major Sporting Events, Program Mix, <i>Advertising Opportunities</i> .	CO-2 BTL-2
MODULE – 3: New Technologies (6L)	
Overview of online media, the world of sports blogs, <i>Technology applied to sports journalism</i> , Television for mobile phones and other technological developments.	CO-3 BTL-3
MODULE – 4: Sports Communication Management (6L)	
Organization chart and distribution of tasks in a sports club: Club publications, Internal communication, International relations, Marketing and communication. Executive communication skills: <i>Negotiation</i> , Diversity management, Coaching techniques, Public speaking. Sports professions and professionals: Lectures by directors and senior technical staff of sports entities, Basic aspects of sports medicine. Role-play situations: Preparing and carrying out a press conference, Simulation of relations with athletes, Communication in times of crisis, Aspects of sports protocol	CO-4 BTL-3
MODULE – 5: Event Management (6L)	
Meaning of Events, Event Management, Designing an Event- 5C's (Conceptualization, Costing, Canvassing, Customization, Carrying out). Key Elements of Events- (Event Infrastructure, Organizers, Clients, Target Audience, Media, and Venue), <i>Role of Mass Media in Event Promotion</i> .	CO-5 BTL-4
TEXT BOOKS	
1	Amber A. Ditizio, Sports Media, Marketing, and Management 2018
2	Frank Supovitz, The Sports Event Management and Marketing, Wiley, 2013
REFERENCE BOOKS	
1	Conrad Lashley, Strategic Sports Event Management an International approach, Elsevier Butterworth-Heinemann (British Library Cataloguing in Publication Data), 2004.
E BOOKS	

1	http://www.pseudology.org/TerOvanesian/Masterman Strategic Sports Event Management2.pdf
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901 https://www.class-central.com/course/sports-media-create-your-winning-profile-4532 https://www.class-central.com/course/edx-strategic-social-media-marketing-8212 https://www.class-central.com/course/coursera-international-entertainment-and-sports-marketing-5491
	ONLINE RESOURCES
1	http://books.elsevier.com https://www.sportsmanagementresources.com/library

COURSE TITLE		CONTEMPORARY ISSUES IN SPORTS								CREDITS			3		
COURSE CODE		MBC48118			COURSE CATEGORY			DE/PC		L-T-P-S			3-0-0-1		
Version		1.0			Approval Details			23 ACM, 06.02.2021		LEARNING LEVEL			BTL-2		
ASSESSMENT SCHEME															
First Periodical Assessment		Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz		Attendance			ESE		
15%		15%			10%			5%		5%			50%		
Course Description		This course examines contemporary issues and controversies in the world of sports today. This includes topics such as violence in sports, race and ethnicity in sports, economic issues related to sports, youth sports, sports and the media, sports and politics, performance-enhancing substances, and sports and religion. The course will provide an in-depth analysis of these topics and ask the student to explore his/her views on these issues													
Course Objective		1. To understand how rules and ethics associated with contemporary sport have been, and continue to be, under negotiation 2. To identify how sport has helped define contemporary social ideas about the human body; and 3. To contribute to public debates about the direction and future of sport and contemporary sport issues, particularly in the Australian context 4. To understand the role and functions of national / international sports organizations 5. To understands the Social, Cultural and Political Environment of Sports Organizations													
Course Outcome		Upon completion of this course, the students will be able to 12. The learner understands the history of modern sports 13. The learner gets familiar with the principles of physical education and sports 14. The learner gets an exposure to the role of government in sports 15. The learner understands the role and functions of national / international sports organizations 16. The learner understands the Social, Cultural and Political Environment of Sports Organizations													
Prerequisites: Basics of Management, Marketing Management, Business Environment															
CO, PO AND PSO MAPPING															
CO	PO -1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO -10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3

CO-1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction														(6L)	
History of Modern Sports and other Forms of Organized Physical Activity: A Historical Overview of Sports, Evolutionary Processes of Modern Sports, <i>Relation between Physical Education and Sports</i> , Exercise Physiology														CO-1 BTL-2	
MODULE - 2: Physical Education and Sports														(6L)	
History and Principles of Physical Education, Organization, Administration and Methods in Physical Education, <i>Elements of Statistics for Physical Education</i> . Supervision and Curriculum Design in Physical Education.														CO-2 BTL-3	
MODULE – 3: Role of Government in Promotion of Sports														(6L)	
Role of the Ministry of Human Resource Development in Development of Sports and Physical Education, <i>various Boards and Statutory Bodies established by Govt. for control and promotion of Sports</i> , their roles and functions, importance and contributions														CO-3 BTL-2	
MODULE – 4: Role and Functions of National / International Sports Organizations														(6L)	
Roles of IFA, FIFA, BCCI, ICC, CAB, Sports Authority of India (SAI), Tamil Nadu Cricket Association, Tamil Nadu Football Association - <i>Functions and Importance in the Promotion and Management of Sports</i> .														CO-4 BTL-2	
MODULE – 5: Social, Cultural and Political, Environment of Sports Organisation														(6L)	
Role of Sports in Society, issues that Sports Administrators face on day to day basis in the contemporary world, <i>Drug abuse and gratuitous violence</i> .														CO-5 BTL-2	
TEXT BOOKS															
1	David Scott, Contemporary Leadership in Sport Organizations - 14 edition, Human Kinetics Publishers, 2014														
2	Janet B. Parks, Jerome Quarterman and Lucie Thibault - Contemporary Sport Management - 3rd edition, Human Kinetics Publishers, 2011.														
REFERENCE BOOKS															

1	Janet B. Parks, Jerome Quarterman and Lucie Thibault - Contemporary Sport Management - 3rd edition, Human Kinetics Publishers, 2011
E BOOKS	
1	https://books.google.co.in/books?id=dNioAgAAQBAJ&printsec=frontcover&dq=SPORTS+ADMINISTRATION+PDF&hl=en&sa=X&ved=0ahUKEwid4dTfiNzbAhUP4o8KHZUdDAQQ6AEIUjAI#v=onepage&q&f=false
MOOC	
1	https://www.class-central.com/course/open2study-sports-and-recreation-management-901 https://www.class-central.com/course/edx-ethics-of-sports-do-sports-morally-matter-6545 https://www.class-central.com/course/coursera-the-global-business-of-sports-639
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library

SEMESTER IV
SPORTS MANAGEMENT

COURSE TITLE	COACHING & MENTORING				CREDITS	2
COURSE CODE	MBC49111	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1	
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	Coaching is a profession that requires great personal and working relationships between coach and employees. Mentorship on the other hand is a coaching skill that enables a coach to provide guidance, wisdom, and advice when needed. In this Coaching and Mentoring course, student will learn the skills and concepts to become an effective coach and mentor.
Course Objective	<ol style="list-style-type: none"> 1. To Understand the importance of coaching in team development 2. To Develop the coaching skills to improve individual performance 3. To Become an effective coach by demonstrating the right behaviors and practices 4. To Identify individual employee strengths and provide constructive feedback 5. To Identify employee problems and create coaching strategies to address these
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the basics of coaching and mentoring 2. The learner understands how coaching and mentoring can impact the organisation 3. The learner gets an exposure to the management of coaching and mentoring 4. The learner understands the tools and techniques used in coaching practices 5. The learner understands the strategic impact of Coaching and Mentoring

Prerequisites: Basics of Management, Marketing Management, Business Environment

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction to coaching and mentoring														(6L)	
Introduction to management coaching and mentoring: Understand the concept and purpose of management coaching and mentoring - determine the use of management coaching as a tool in human resources development - determine the use of management mentoring as a tool in human resources development - <i>Understand the relationship between coaching and mentoring and organizational objectives</i>														CO-1 BTL-2	
MODULE - 2: Coaching and Mentoring within Organizational Culture & Embedding Coaching and Mentoring in the organization														(6L)	
Coaching and Mentoring within Organizational Culture: demonstrate the links between strategic performance and coaching and mentoring - Understand the impact of organizational culture on coaching and mentoring - Understand how coaching and mentoring can impact the organisation. <i>Embedding Coaching and Mentoring in the organization</i> : develop coaching and mentoring for individuals and organizations - support evolving organizational objectives through coaching and mentoring														CO-2 BTL-3	
MODULE – 3: Management of coaching and mentoring & Leadership Coaching and Mentoring Skills														(6L)	
Management of coaching and mentoring: Understand the impact of coaching and mentoring program on an organization - manage the implementation of coaching and mentoring - monitor and evaluate the operation of coaching and mentoring within an organisation. Leadership Coaching and Mentoring Skills: Understand how coaching and mentoring programs support business objectives - Understand the implementation of coaching and mentoring to achieve organizational objectives - devise an implementation plan - <i>evaluate the impact of the coaching and mentoring plan</i> - Understand how to develop skills as a leader in coaching and mentoring.														CO-3 BTL-3	
MODULE – 4: Coaching & Mentoring Practice and Theory														(6L)	
Coaching: Understand the tools and techniques used in coaching practice - Understand the need to develop relationships to support coaching practice - Understand guidelines and protocols for intervention and the need to develop coaching interventions to meet organizational requirements. Mentoring: <i>Understand the tools and techniques used in mentoring</i> - Understand the need to develop relationships to support mentoring practice - Understand guidelines and protocols for intervention and the need to develop mentoring interventions to meet organizational requirements														CO-4 BTL-2	
MODULE – 5: Organizational Coaching and Mentoring, Strategic Impact of Coaching and Mentoring & Coaching and Mentoring Policies														(6L)	
Organizational Coaching and Mentoring: analyze the issues involved during the adoption of organizational coaching and mentoring - develop changes through the coaching and mentoring														CO-5 BTL-2	

process - determine the need for continual high level support for coaching and mentoring. Strategic Impact of Coaching and Mentoring: Understand individual, team and departmental development from the coaching and mentoring process - <i>Understand the effect of coaching and mentoring on strategic performance objectives.</i> Coaching and Mentoring Policies: construct organizational coaching and mentoring policies - demonstrate how impact, support and recognition of coaching and mentoring is accepted in the organization.	
TEXT BOOKS	
1	Rainer Marterns, Successful Coaching 4 th Edition, Kindle Edition, 2006.
2	Fiona C. Chambers, Mentoring in Physical Education and Sports Coaching, Routledge, 2014
REFERENCE BOOKS	
1	Fiona C. Chambers, Learning to Mentor in Sports Coaching: A Design Thinking Approach, Routledge, 2018.
2	Fiona C. Chambers, Mentoring in Physical Education and Sports Coaching, Routledge, 2014.
E BOOKS	
1	https://coachiwan.files.wordpress.com/2012/10/foundations_of_sports_coaching.pdf
	MOOC
1	https://www.class-central.com/course/coursera-coaching-practices-5496
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library www.HumanKinetics.com

COURSE TITLE	SPORTS BETTING AND CORRUPTION				CREDITS	2
COURSE CODE	MBC49112	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1	
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	This course highlights on vulnerability of sports in the face of sport betting and regulatory measures to curtail betting in country
Course Objective	<ol style="list-style-type: none"> 1. To understands the vulnerability of sports in the face of sports betting 2. To understands the specific role of sports betting in corruption 3. To gets an exposure to the fight against corruption in sport linked to betting 4. To enable students understands the targeted action against those involved in corruption 5. To understands the regulatory mechanism against sports betting and corruption
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the vulnerability of sports in the face of sports betting 2. The learner understands the specific role of sports betting in corruption 3. The learner gets an exposure to the fight against corruption in sport linked to betting 4. The learner understands the targeted action against those involved in corruption 5. The learner understands the regulatory mechanism against sports betting and corruption

Prerequisites: Basics of Management, Marketing Management, Business Environment, Indian Ethics and Values

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: The vulnerability of sports in the face of sports betting														(6L)	
Analysis of the players and methods of corruption in sports, <i>role of the club and the federation</i> : institutional fraud in sport, Exogenous sporting fraud: criminal gangs outside sport, Exogenous sporting fraud: criminal gangs outside sport.														CO-1 BTL-4	
MODULE - 2: The specific role of sports betting in corruption														(6L)	
The recent globalization of the sports betting market - Are these changes undermining the integrity of sport - The danger arising from so-called “illegal” and Asian betting - <i>Betting operators and fraudulent betting</i> .														CO-2 BTL-2	
MODULE – 3: The fight against corruption in sport linked to betting														(6L)	
The fight against corruption in sport linked to betting- The sports movement- Sports betting operators- <i>Public authorities</i> .														CO-3 BTL-2	
MODULE – 4: Targeted action against those involved in corruption														(6L)	
From those at grassroots level to organized crime: Integration into the sports movement: information and deterrence - Factoring risk into regulations- Factoring in risk by raising awareness among stakeholders- Factoring in risk by setting up dedicated structures. Strengthening investigation and sanction methods: In the face of transnational criminal organizations- the need for intelligence and international police coordination- <i>Punishing fraud in sports</i> .														CO-4 BTL-3	
MODULE – 5: An action targeting the context of corruption: the global sports betting market														(6L)	
Regulating the offering: managing and monitoring bets- A concerted operation with the sports movement- The issue of modes of betting that generate risks. Controlling fraud- Monitoring systems- <i>The regulator’s role as an interface</i> - The opportunity for a Indian approach to combat the illegal market														CO-5 BTL-2	
TEXT BOOKS															
1	M.R. Haberfeld, Dale Sheehan, Impact of Sports Betting and Corruption, Springer International Publishing, 2015														
2	Plácido Rodríguez, et.al., The Economics of Sports Betting, Edward Elgar Pub, 2017														
REFERENCE BOOKS															
1	Fred Luthans - Organizational Behaviour : McGraw Hill International , 2011														
2	S P Robbins - Organizational Behaviour : Prentice Hall India Ltd, 2008														
3	Dr. Ali Jawaid, Organization and Administration in Physical Education and Sports, 2005.														
E BOOKS															

1	http://www.egba.eu/media/Sports-Betting-Report-FINAL.pdf
MOOC	
1	https://www.udemy.com/sports-betting/
	ONLINE RESOURCES
1	https://www.sportsmanagementresources.com/library www.HumanKinetics.com

COURSE TITLE	SPORTS PSYCHOLOGY & SOCIOLOGY			CREDITS	2
COURSE CODE	MBC49113	COURSE CATEGORY	DE	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	This sport psychology course teaches students how to apply sport psychology tools on themselves or others.
Course Objective	<ol style="list-style-type: none"> 1. To understand the basics of sports psychology 2. To understand the theories of emotion and techniques of mental training 3. To familiarize to the Psychological Benefit of exercise 4. To understand the concept of Sociology and its importance in Sports Science 5. To understand the relationship of sports with culture
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the basics of sports psychology 2. The learner understands the theories of emotion and techniques of mental training 3. The learner gets an exposure to the Psychological Benefit of exercise 4. The learner understands the concept of Sociology and its importance in Sports Science 5. The learner understands the relationship of sports with culture

Prerequisites: Basics of Sports Psychology & Sociology**CO, PO AND PSO MAPPING**

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO-3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
CO-4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE – 1: Introduction to Psychology		(6L)
. Definition, Need and importance of sports psychology - Sports Performance and sports psychology - ethics in Sports psychology - History of Sports Psychology Motivation, Needs and analysis of Motivation - Theories of Motivation - Group- Individual Motivation setting up proper goals - setting tangible goals. Definition of perception - Characteristics of perception, theories of Perception - wrong perception Cognitive process.		CO-1 BTL-2
MODULE - 2: Emotions		(6L)
Definition - Function of Emotion - Theories of Emotion - Emotion and Sports man - Need of adjustment - Emotions and the Playground - Practice - Effect of Learning - Attention - Intent and purpose amount of practice measuring practice effects. Mental Training - concentration and attention control training - Techniques in mental Training - Relaxation - Relaxation Technique - Type of Relaxation Goal Setting for peak Performance. Definition and composition of personality measuring personality - personality and motor ability interest and personality -personality of athlete versus non- athlete –effect of sports on personality- Psycho tonic training or autogenic training - Assessing the athlete through field lest Spectators and fans athletes - Group cohesion.		CO-2 BTL-2
MODULE – 3: Exercise Psychology		(6L)
Psychological Benefit of exercise - Overtraining and burnout in Athletics - Treating anxiety and depression - Exercise and mental health. Definition of aggression - Types of aggression Theories of Aggression - Aggression in athletic competition sex difference in aggressor.		CO-3 BTL-3
MODULE – 4: Introduction to Sociology		(6L)
Introduction to Sociology and its importance in Sports Science- Meaning of the term Sociology. Nature and Scope of Sociology - Sociological Aspects Society and socialization - Social Process - Social Control - Social Stratification Social Disorganization Social Institutions- Social Status Role.		CO-4 BTL-2
MODULE – 5: Relation of sports with Culture Sports in the past Decades		(6L)
An Overview sports and Women - an Overview. Sports and Socialization - The Role of Religion in Sports to -day and Tomorrow - Sports and Politics. Relationship of Sports with Social Institutions - Sports man’s cultural heritage.		CO-5 BTL-2
TEXT BOOKS		
1	Thelma S. Horn, Advances in Sport Psychology - 3 rd edition, Human Kinetics Publishers, 2008	
2	Shane Murphy, Sport Psychology Handbook - 05 edition, Human Kinetics Publishers, 2004	
REFERENCE BOOKS		

1	Shane Murphy, Sport Psychology Handbook - 05 edition, Human Kinetics Publishers, 2004
2	Katherine M. Jamieson, Maureen M. Smith, Fundamentals of Sociology of Sport and Physical Activity, Kuman Kinetics, 2016.
E BOOKS	
1	http://memberfiles.freewebs.com/37/84/82578437/documents/1841695815.pdf
MOOC	
1	https://www.class-central.com/course/sports-psychology-getting-in-the-zone-8890
	https://www.class-central.com/course/sports-psychology-the-winning-mindset-2373
ONLINE RESOURCES	
1	https://www.sportsmanagementresources.com/library www.HumanKinetics.com

COURSE TITLE	SPORTS MEDICINE & NUTRITION			CREDITS	2
COURSE CODE	MBC49114	COURSE CATEGORY	PC	L-T-P-S	3-0-0-1
Version	1.0	Approval Details	23 ACM, 06.02.2021	LEARNING LEVEL	BTL-2

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course in Sports Nutrition will provide coverage to the principles underlying diet planning for exercise and sports. The topics covered in this course will help athletes and coaches to understand what kind of diet is needed to optimize their performance for sports and exercise.
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Course Objective	<ol style="list-style-type: none"> 1. To understand the basics of sports medicine 2. To understand the principles of massage and technique 3. To familiarize to the specific athletic injuries 4. To understands importance of diet in sports 5. To understand the importance of nutrition in sports
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Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. The learner understands the basics of sports medicine 2. The learner understands the principles of massage and technique 3. The learner gets an exposure to the to the specific athletic injuries 4. The learner understands importance of diet in sports 5. The learner understands the importance of nutrition in sports
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Prerequisites: Basics of Management, Marketing Management, Business Environment, Indian Ethics and Values

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-

CO-4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE – 1: Introduction															(6L)
. Need and importance of sports medicine, Preventive curative and rehabilitative aspects of sports medicine, Common sports injuries - Classification, Closed Soft Tissue Injury - Contusion, sprain, strain, Open Soft Tissue Injury - Abrasion, Laceration, Punctured wound, Bone Injury - Classification - signs and symptoms management, <i>Joint Injuries signs and symptoms Management.</i>															CO-1 BTL-2
MODULE - 2: Massage															(6L)
Definition and its effects, Fundamental Principles of massage, General Indications and contra – indications for massage, Massage Techniques – Swedish system of massage, Bandages – Basic Principles – types, technique bandaging materials – Indications – contra – indications, <i>Role of Physical therapy in Athletics.</i>															CO-2 BTL-3
MODULE – 3: Specific Athletic Injuries															(6L)
Specific Athletic Injuries: Sings, symptoms and treatment, Rotator cuff injuries of shoulders, Tennis elbow, Injuries due to fall in an outstretched hand, Deformities of spine -Kyphosis scoliosis and Lordosis, Deformities of Knee - Gneu Valgum , Genu Varum , Genu Recurvatum, Deformities of foot - Pes cavus , pes Planus, Ligament injuries of knee, <i>Ligament injuries of Ankle.</i>															CO-3 BTL-2
MODULE – 4: Diet															(6L)
Diet - Balance Diet - Components of food and diet - energy requirements in sports aerobic energy release, anaerobic energy release, Caloric expenditure in sports and games. Diet Planning - factors determining diet planning in daily food requirement - functions of components of food - <i>diet and performance</i> - function of supplements in Vitamins and minerals supplements for special situation and minerals- electrolytes.															CO-4 BTL-2
MODULE – 5: Nutrition															(6L)
Nutrition before exercise - functions of pre - event nourishment - guidelines for pre-event good - pre Game Meal, Timing meals before events - carbohydrates loading for endurance Athletics - Nutrition after exercise - recovery foods, Fluids - carbohydrate, Potassium, Sodium, Spots drink: Fluid facts for thirsty athlete’s fluid losses - sweating - drinking fluid before exercise and during exercises – cold water and cramp soft drinks and their nutritive value - water dehydration. <i>Eating disorder among athletes:</i> Anorexia symptoms and preventions - bulimia symptoms and preventions - transit problems constipation and diarrhea.															CO-5 BTL-2
TEXT BOOKS															

1	Handbook of Sports Medicine and Science, Sports Nutrition edited by Ronald J. Maughan, Louise M. Burke, Wiley, 2008.
2	Brad Walker (2007). The Anatomy of Sports Injuries. Lotus Publishing 2007
REFERENCE BOOKS	
1	Ronald J. Maughan, Louise M. Burke, Handbook of Sports Medicine and Science, Sports Nutrition 1 st Edition, Wiley-Blackwell, 2008.
2	Michael Kjaer (Editor), Michael Krogsgaard., et al. Textbook of Sports Medicine: Basic Science and Clinical Aspects of Sports Injury and Physical Activity, Wiley-Blackwell, 2008.
E BOOKS	
1	https://zodml.org/sites/default/files/Textbook_of_Sports_Medicine_Basic_Science_and_Clinical_Aspects_of_Sports_Injury_and_Physical_Activity_2.pdf
MOOC	
1	https://www.class-central.com/course/sports-medicine-understanding-sports-injuries-10200
Online Resources	
1	https://www.sportsmanagementresources.com/library www.HumanKinetics.com