

## **Mody University of Science and Technology**

**BBA (Specialization) / BBA (Specialization) (Honours)/ BBA  
(Specialization) (Honours with Research)**

**Academic Year 2025-2026**



**MODY**  
**UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY  
LAKSHMANGARH • RAJASTHAN



**A Leading Women's University**

### Credit Summary

	Discipline Specific Course			Discipline Specific Elective			Generic Elective			Interdisciplinary Course			Ability Enhancement Course			Skill Enhancment Course			Value Addition Course			Internship			Total Credit						
	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr							
I	DSC-1	3+1+0	4	-	-	-	GE-1	3+1+0	4	IDC-1	3+0+0	3	AEC-1	2+0+0	2	SEC-1	3+0+0	3	-	-	-	-	-	-	25						
	DSC-2	3+1+0	4	-	-	-	-	-	-	-	-	-	AEC-2	0+0+2	1				-	-	-	-	-	-		-	-				
	DSC-3	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-				
II	DSC-4	3+1+0	4	-	-	-	GE-2	3+1+0	4	IDC-2	3+0+0	3	AEC-3	2+0+0	2	SEC-2	3+0+0	3	-	-	-	-	-	-	25						
	DSC-5	3+1+0	4	-	-	-	-	-	-	-	-	-	AEC-4	0+0+2	1				-	-	-	-	-	-		-	-				
	DSC-6	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-				
<b>Exit option with Undergraduate Certificate in Business Administration (50 credits)</b>																															
III	DSC-7	3+1+0	4	-	-	-	GE-3	3+1+0	4	IDC-3	3+0+0	3	AEC-5	0+0+2	1	SEC-3	3+0+0	3	VAC-1	3+0+0	3	-	-	-	26						
	DSC-8	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-				
	DSC-9	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-	-			
IV	DSC-10	3+1+0	4	-	-	-	GE-4	3+1+0	4	-	-	-	AEC-6	0+0+2	1	SEC-4	3+0+0	3	VAC-2	3+0+0	3	-	-	-	23						
	DSC-11	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-				
	DSC-12	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-	-			
<b>Exit option with Undergraduate Diploma in Business Administration (99 credits)</b>																															
V	DSC-13	3+1+0	4	-	-	-	GE-5	3+1+0	4	-	-	-	AEC-7	0+0+2	1	SEC-5	3+0+0	3	-	-	-	-	SIP	-	4	24					
	DSC-14	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-	-		-	-			
	DSC-15	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-	-		-	-	-		
VI	DSC-16	3+1+0	4	-	-	-	GE-6	3+1+0	4	-	-	-	AEC-8	0+0+2	1	SEC-6	3+0+0	3	-	-	-	-	-	-	20						
	DSC-17	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-	-			
	DSC-18	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-	-	-		
<b>Exit option with Bachelor of Business Administration Degree (143 credits)</b>																															
VII	DSC-19	3+1+0	4	DSE-1	3+0+0	3	GE-7	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20						
				DSE-2	3+0+0	3																				DSE-3	3+0+0	3	DSE-4	3+0+0	3
				OR																											
VIII	DSC-20	3+1+0	4	DSE-5	3+0+0	3	GE-8	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20						
				DSE-6	3+0+0	3																				DSE-7	3+0+0	3	DSE-8	3+0+0	3
				OR																											
	DSC		80	DSE		12	GE		32	IDC		9	AEC		10	SEC		18	VAC		6	DSE/ RP		16	183						
<b>Award of Bachelor of Business Administration with research degree (183 credits)</b>																															

### Qualification Types and Credit Requirements

NHEQF Level	Qualification Title/ Nomenclature	Credit Requirement
Level 5	UG Certificate in Business Administration (Specialization) who exit after successful completion of Semester II. (Programme duration: 2 semesters of the undergraduate programme)	50
Level 6	UG Diploma in Business Administration (Specialization) who exit after successful completion of Semester IV. (Programme duration: 4 semesters of the undergraduate programme)	99
Level 7	Bachelor's in Business Administration (Specialization) Degree for those who opt for single discipline core courses and exit after successful completion of Semester VI. (Programme duration: 6 semesters)	143
Level 8	Bachelor's in Business Administration (Specialization) (Honours)/ Business Administration (Specialization) (Honours with Research) Degree for those who opt for single discipline core courses and exit after successful completion of Semester VIII. (Programme duration: 8 semesters)	183

**BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)**

**Session 2023-2024 onwards**

**Programme Level:** Undergraduate

**No. of Seats:** 60

**Duration:** Three Years/Four Years (Six Semesters/Eight Semesters)

**Affiliation:** The proposed programme shall be governed by the School of Business, Mody University of Science & Technology, Lakshmargarh.

**Vision and Mission of the University**

**Vision:** Committed to excellence, we seek to advance education and enhance knowledge to develop transformative skills in women fuelled with innovation, research, integrity, environmental consciousness, social and ethical sensitivity to create the finest women leaders, technocrats and social innovators.

**Mission**

- To create a supportive ambiance in which new ideas and innovation flourish, and from which the leaders and innovators of tomorrow emerge.
- To address contemporary issues and provide solutions at the local, regional, national and global level.
- Advance education and collaborative research that transform pupils through rigorous coursework and intellectual delivery.
- Create a sustainable ecosystem.
- Invent new knowledge by engaging in cutting-edge research and academic growth.
- Undertake collaborative projects which offer opportunities for long-term interaction with academia and industry.
- Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can serve in a diverse range of professions.

**Vision and Mission of the School of Business**

**Vision:** To establish ourselves as a world class business school with an environment of academic vibrancy and harnessing the best management practices with the concern for society.

**Mission**

M1	To provide an In-depth knowledge to students so that they add value to the existing treasures of business and managerial concepts.
M2	To promote lateral thinking and a spirit of enquiry through a creative approach for providing simple solutions to complex business problems.
M3	To inculcate entrepreneurial and multidisciplinary approach where ethics and social commitments will be the cornerstones.

**Quality Policy**

To provide education of the highest quality so as to develop skills that serve the industry and society equally well at a global level.

### Program Education Objectives

PEO1	To enable students to understand, analyze and acquire comprehensive knowledge about business and management concepts by inculcating critical thinking in the area of specialized business management.
PEO2	To hone their understanding in terms of qualitative and quantitative aspects by developing lateral thinking, analytical approach related to business management concepts and problems in the specialized area.
PEO3	To inculcate a spirit of enquiry, so that business management students develop the research aptitude that supports critical analysis and decision making in the specialized area.
PEO4	To ignite the passion for management analysis amongst business management students by orienting them in the application of modern tools and make them learn to select and apply in complex decision-making processes.
PEO5	To provide students with the opportunity to focus on applied and policy issues in business management in the specialized area.

### PEO to Mission Statement Mapping

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	2	3	2
M2	2	3	3	3	3
M3	2	2	3	3	3

**Correlation:** 3- High, 2-Medium, 1-Low

### Programme Outcomes:

PO1	To apply knowledge of management theories and practices, in the specialized area, to solve business problems.
PO2	To foster analytical and critical thinking abilities for data-based decision making.
PO3	To advance the ability to develop value based leadership ability.
PO4	Students will have ability to understand, analyze and communicate global, legal and ethical aspects of business.
PO5	Students will have ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Management graduates will acquire in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to strive towards personal victory and value creation to society.
PO7	Students will develop multidisciplinary approach for problem solving, critical analysis and decision making, in the specialized area, by giving due importance for lateral thinking so that they see things from a perspective which are not just simple but effective.

### Mapping of POs TO PEOs

PEO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
PEO 1	2	3	2	2	3	2	3
PEO 2	3	2	3	3	3	2	3
PEO 3	2	2	3	3	2	3	2
PEO 4	3	3	3	3	3	3	3
PEO 5	3	2	2	2	2	2	1

3-Strong Correlation    2- Medium Correlation    1- Low Correlation

**PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>Programme</b>	<b>PSOs</b>
BBA / BBA with Research	<ol style="list-style-type: none"> <li>1. Demonstrate a general understanding of the fundamental areas of business in the specialized area.</li> <li>2. Apply the managerial knowledge in the business for effective decision making.</li> <li>3. Demonstrate critical thinking skills in understanding managerial issues and problems related to business in the specialized area.</li> <li>4. Conceptualize a complicated issue into a logical written statement and deliver an effective oral presentation.</li> <li>5. Establish use of appropriate techniques to effectively manage business challenges in the specialized area.</li> <li>6. Demonstrate ability to recognize and identify ethical conflicts and social responsibility issues involving different stakeholders.</li> <li>7. Acquire practical learning through summer internship, industrial visit and business plan etc.</li> <li>8. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.</li> </ol>

**Input Qualification:** Candidate should have passed 10+2 or equivalent from a recognized Board with proficiency in English

**Evaluation Procedure:**

All the Rules and Regulations as provided in the Ordinances and Regulations of the Mody University of Science & Technology shall be followed. No student shall be admitted as a candidate for the examination for any of the Parts/Semesters after the lapse of five years from the date of admission to the Part-I/Semester-I of the Programme.

**Year up-gradation of the student will be as per the University ordinance.**

Curriculum Structure										
Curriculum Structure : Session 2023-2024 onwards										
Name of the Programme: BBA (Specialization)/ BBA (Specialization) (Honours)/BBA (Specialization) (Hounours with Research)										
Year: First					Semester:I (Autumn)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
BM.23.111	Principles of Management	3	1	-	4	3	25	25	50	
BM.23.121	Marketing Management	3	1	-	4	3	25	25	50	
BS.23.111	Microeconomics	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective(DSE):</b>										
		-	-	-	-	-	-	-	-	
<b>Generic Elective (GE):</b> (Choose only a course from your selected speciality e.g.HR/Mktg/ Fin.										
GE23.111	Business Organisation (HR)	3	1	-	4	3	25	25	50	
BM23.131	Business Statistics	3	1	-	4	3	25	25	50	
GE23.131	Basics of Finance (Fin.)	3	1	-	4	3	25	25	50	
DM23.111	Foundation of Digital Marketing (Mktg.)	3	1	-	4	3	25	25	50	
<b>Interdisciplinary Course(IDC):</b> (Choose any one of the following Courses)										
ID23.111	Culture of India	3	-	-	3	3	20	-	80	
	MUE 1	3	-	-	3	3	20	-	80	
	MUE 1	3	-	-	3	3	20	-	80	
	MUE 1	3	-	-	3	3	20	-	80	
	MUE 1	3	-	-	3	3	20	-	80	
<b>Ability Enhancement Course(AEC):</b>										
EL20.109	Foundation Course in English	2	-	-	2	3	25	25	50	
SF101	Personal Grooming, Fine Dining	-	-	2	1	3	50	-	50	
<b>Skill Enhancemt Course(SEC):</b> (Choose any one of the following Courses)										
FL20.101	French Language & Grammar-I	3	-	-	3	3	25	25	50	
GL20.101	German Language & Grammar-I	3	-	-	3	3	25	25	50	
JL20.101	Japanese Language & Grammar-I	3	-	-	3	3	25	25	50	
SL20.101	Spanish Language & Grammar-I	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
		-	-	-	-	-	-	-	-	
<b>Value Added Course(VAC):</b>										
		-	-	-	-	-	-	-	-	
	<b>Sub Total</b>	<b>20</b>	<b>4</b>	<b>2</b>	<b>25</b>					

Summary: I Semester (Autumn)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective(DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course(IDC)</b>	3
5.	<b>Ability Enhancement Course(AEC):</b>	2+1
6.	<b>Skill Enhancement Course(SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	---
8.	<b>Value Added Course(VAC):</b>	---
	<b>Total</b>	<b>25</b>

<b>Curriculum Structure : Session 2023-2024 onwards</b>										
<b>Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)</b>										
<b>Year: First</b>			<b>Semester:II (Spring)</b>							
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
BM23.122	Communication in Management	3	1	-	4	3	25	25	50	
BM23.132	Organisational Behaviour	3	1	-	4	3	25	25	50	
BS23.112	Macroeconomics	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective(DSE):</b>										
		-	-	-	-	-	-	-	-	
<b>Generic Elective (GE): (Choose only a course from your selected speciality e.g.HR/Marketing/ Finance).</b>										
BM23.112	Business Mathematics (Fin.)	3	1	-	4	3	25	25	50	
DM23.112	Social Media and E-mail Marketing (Mktg)	3	1	-	4	3	25	25	50	
GE23.112	Human Resource Development Systems (HR)	3	1	-	4	3	25	25	50	
GE23.122	Evolution of Indian Business	3	1	-	4	3	25	25	50	
<b>Interdisciplinary Course(IDC): (Choose any one of the following Courses)</b>										
	MUE 2	3	-	-	3	3	20	-	80	
	MUE 2	3	-	-	3	3	20	-	80	
	MUE 2	3	-	-	3	3	20	-	80	
	MUE 2	3	-	-	3	3	20	-	80	
	MUE 2	3	-	-	3	3	20	-	80	
<b>Ability Enhancement Course(AEC):</b>										
EV20.102	Environmental Studies	2	-	-	2	3	25	25	50	
SF102	Social Grooming, Home & Décor and Business Communication	-	-	2	1	3	50	-	50	
<b>Skill Enhancment Course (SEC): (Choose any one of the following Courses)</b>										
FL20.102	French Language & Grammar-II	3	-	-	3	3	25	25	50	
GL20.102	German Language & Grammar-II	3	-	-	3	3	25	25	50	
JL20.102	Japanese Language & Grammar-II	3	-	-	3	3	25	25	50	
SL20.102	Spanish Language & Grammar-II	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
		-	-	-	-	-	-	-	-	
<b>Value Added Course(VAC):</b>										
		-	-	-	-	-	-	-	-	

<b>Summary: II Semester (Spring)</b>		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	3
5.	<b>Ability Enhancement Course (AEC):</b>	2+1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	---
8.	<b>Value Added Course(VAC):</b>	-
<b>Total</b>		<b>25</b>

**UG Certificate:** Students who opt to exit after the completion of the first year and have earned 50 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

Curriculum Structure : Session 2023-2024 onwards										
Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)										
Year: Second					Semester:III (Autumn)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
BM23.211	Human Resource Management	3	1	-	4	3	25	25	50	
BM23.221	Financial Management	3	1	-	4	3	25	25	50	
BM23.231	Business Laws	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective(DSE):</b>										
		-	-	-	-	-	-	-	-	
<b>Generic Elective (GE):</b> (Choose only a course from your selected speciality e.g.HR/Marketing/ Finance).										
GE23.211	Financial Institutions and Markets (Fin.)	3	1	-	4	3	25	25	50	
GE23.221	Advertising and Brand Management (Mktg.)	3	1	-	4	3	25	25	50	
GE23.231	Strategic Human Resource Management (HR)	3	1	-	4	3	25	25	50	
DM23.211	SEO and Online Advertising	3	1	-	4	3	25	25	50	
<b>Interdisciplinary Course(IDC):</b> (Choose any one of the following Courses)										
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
<b>Ability Enhancement Course(AEC):</b>										
SF 201	Personal Grooming, Fine Dining and Home Safety	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course(SEC):</b> (Choose any one of the following Courses)										
FL20.201	French Language & Grammar-III	3	-	-	3	3	25	25	50	
GL20.201	German Language & Grammar-III	3	-	-	3	3	25	25	50	
JL20.201	Japanese Language & Grammar-III	3	-	-	3	3	25	25	50	
SL20.201	Spanish Language & Grammar-III	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
		-	-	-	-	-	-	-	-	
<b>Value Added Course (VAC):</b> (Choose any one of the following Courses)										
VA23.211	Export Documentation and Procedures	3	-	-	3	3	25	25	50	
VA23.221	Team Building	3	-	-	3	3	25	25	50	
VA23.231	Yoga & Happiness	3	-	-	3	3	25	25	50	

Summary: III Semester (Autumn)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-

3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	3
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	-
8.	<b>Value Added Course (VAC):</b>	3
<b>Total</b>		26

**Curriculum Structure : Session 2023-2024 onwards**

**Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)**

**Year: Second**

**Semester:IV (Spring)**

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
			L	T	P			CW	MTE	ETE	
<b>Spring Semester IV</b>	<b>Discipline Specific Core (DSC):</b>										
	BM23.212	Financial Analysis and Reporting	3	1	-	4	3	25	25	50	
	BS23.212	Start-up and Entrepreneurship	3	1	-	4	3	25	25	50	
	BM23.222	Business Research	3	1	-	4	3	25	25	50	
	<b>Discipline Specific Elective(DSE):</b>										
				-	-	-	-	-	-	-	-
	<b>Generic Elective (GE): (Choose only a course from your selected speciality e.g.HR/Marketing/ Finance).</b>										
	GE23.222	Personal Financial Planning (Fin.)	3	1	-	4	3	25	25	50	
	GE23.232	Organisational Change (HR)	3	1	-	4	3	25	25	50	
	GE23.212	Retail Management (Mktg.)	3	1	-	4	3	25	25	50	
	DM23.212	Web Design, Optimization and Analytics	3	1	-	4	3	25	25	50	
	<b>Ability Enhancement Course (AEC):</b>										
	SF 202	Social Grooming and Professional Skills	-	-	2	1	3	50	-	50	
	<b>Skill Enhancement Course (SEC): (Choose any one of the following Courses)</b>										
	FL20.202	French Language & Grammar-IV	3	-	-	3	3	25	25	50	
	GL20.202	German Language & Grammar-IV	3	-	-	3	3	25	25	50	
	JL20.202	Japanese Language & Grammar-IV	3	-	-	3	3	25	25	50	
	SL20.202	Spanish Language & Grammar-IV	3	-	-	3	3	25	25	50	
	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
				-	-	-	-	-	-	-	-
	<b>Value Added Course(VAC): (Choose any one of the following Courses)</b>										
	VA23.212	Women Leadership in Business	3	-	-	3	3	25	25	50	
	VA23.222	Cyber Crime and Laws	3	-	-	3	3	25	25	50	
VA23.232	Social Media Marketing	3	-	-	3	3	25	25	50		

**Summary: IV Semester (Spring)**

S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC):</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	-
8.	<b>Value Added Course (VAC):</b>	3
<b>Total</b>		23

**UG Diploma:** Students who opt to exit after completion of the second year and have earned 99 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

Curriculum Structure : Session 2023-2024 onwards										
Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)										
Year: Third					Semester:V (Autumn)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
BM23.311	Decision Science	3	1	-	4	3	25	25	50	
BS23.311	International Business	3	1	-	4	3	25	25	50	
BM23.321	Management Accounting	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective(DSE):</b>										
<b>Generic Elective (GE):</b> (Choose only a course from your selected speciality e.g.HR/Marketing/ Finance).										
GE23.321	Production and Operations Management (Fin.)	3	1	-	4	3	25	25	50	
GE23.331	Industrial Relations (HR)	3	1	-	4	3	25	25	50	
GE23.311	Marketing of Services (Mktg.)	3	1	-	4	3	25	25	50	
DM23.311	Digital Strategic Fundamentals	3	1	-	4	3	25	25	50	
<b>Ability Enhancement Course (AEC):</b>										
SF 301	Civility & Ethics, Business & Professional Grooming, Corporate Dining Etiquette	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course (SEC):</b> (Choose any one of the following Courses)										
FL20.301	French Language & Grammar-V	3	-	-	3	3	25	25	50	
GL20.301	German Language & Grammar-V	3	-	-	3	3	25	25	50	
JL20.301	Japanese Language & Grammar-V	3	-	-	3	3	25	25	50	
SL20.301	Spanish Language & Grammar-V	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
SI23.391	Summer Internship Project	-	-	-	4	-	-	-	100	
<b>Value Added Course (VAC):</b>										
		-	-	-	-	-	-	-	-	

Summary: V Semester (Autumn)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	4
8.	<b>Value Added Course (VAC):</b>	-
	<b>Total</b>	24

Curriculum Structure : Session 2023-2024 onwards										
Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)										
Year: Third				Semester: VI (Spring)						
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
BM23.312	Project Management	3	1	-	4	3	25	25	50	
BS23.312	International Finance	3	1	-	4	3	25	25	50	
BS23.322	Basics of Taxation	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective(DSE):</b>										
<b>Generic Elective (GE):</b> (Choose only a course from your selected speciality e.g.HR/Marketing/ Finance).										
GE23.322	Sustainable Finance (Fin.)	3	1	-	4	3	25	25	50	
GE23.312	Negotiation Skills for Managers (HR)	3	1	-	4	3	25	25	50	
GE23.332	International Marketing (Mktg.)	3	1	-	4	3	25	25	50	
DM23.322	Digital Media Law	3	1	-	4	3	25	25	50	
<b>Ability Enhancement Course (AEC):</b>										
SF 302	Soft Skills and Interview Skills	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course(SEC):</b> (Choose any one of the following Courses)										
FL20.302	French Language & Grammar-VI	3	-	-	3	3	25	25	50	
GL20.302	German Language & Grammar-VI	3	-	-	3	3	25	25	50	
JL20.302	Japanese Language & Grammar-VI	3	-	-	3	3	25	25	50	
SL20.302	Spanish Language & Grammar-VI	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
<b>Value Added Course(VAC):</b>										

Summary: VI Semester (Spring)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	-
8.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		<b>20</b>

**3-year UG Degree:** Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, earning 143 credits and satisfying the minimum credit requirement as per University norms.

**Curriculum Structure : Session 2023-2024 onwards**

**Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)**

**Year: Fourth**

**Semester: VII (Autumn)**

Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
		L	T	P			CW	MTE	ETE
<b>Discipline Specific Core (DSC):</b>									
BM23.411	Business Ethics and Corporate Governance	3	1	-	4	3	25	25	50
<b>Discipline Specific Elective (DSE): Choose any one from each of DSE 1, DSE 2, DSE 3, and DSE 4.</b>									
<b>OR</b>									
<b>Choose any one from each of DSE 1 &amp; DSE 2 plus Minor Research Project.</b>									
<i>(If an individual wishes to go for specialization, she has to opt for all DSE from that specialized area only).</i>									
HR23.411	DSE1 Training and Development	3	-	-	3	3	25	25	50
FA23.411	DSE1 Business Valuation	3	-	-	3	3	25	25	50
MM23.411	DSE1 Customer Relationship Management	3	-	-	3	3	25	25	50
SM23.411	DSE1 Introduction to Sustainability Management	3	-	-	3	3	25	25	50
TM23.411	DSE1 Introduction to Tourism and Travel	3	-	-	3	3	25	25	50
DM23.411	DSE1 Social Media Platforms and Application								
HR23.421	DSE2 Performance Management	3	-	-	3	3	25	25	50
FA23.421	DSE2 Financial Technology & Analytics	3	-	-	3	3	25	25	50
MM23.421	DSE2 Consumer Behaviour	3	-	-	3	3	25	25	50
SM23.421	DSE2 Circular Economy	3	-	-	3	3	25	25	50
TM23.421	DSE2 Geography of the World	3	-	-	3	3	25	25	50
DM23.421	DSE2 Role of Google in Digital Marketing								
HR23.431	DSE3 Labour Legislations	3	-	-	3	3	25	25	50
FA23.431	DSE3 Banking and Insurance	3	-	-	3	3	25	25	50
MM23.431	DSE3 Marketing Research	3	-	-	3	3	25	25	50
SM23.431	DSE3 Energy Economics and Environment	3	-	-	3	3	25	25	50
TM23.431	DSE3 Customer Services	3	-	-	3	3	25	25	50
DM23.431	DSE3 Influence and Affiliate Marketing								
HR23.441	DSE4 Diversity and Inclusion	3	-	-	3	3	25	25	50
FA23.441	DSE4 Corporate Tax Planning	3	-	-	3	3	25	25	50
MM23.441	DSE4 Integrated Marketing Communication	3	-	-	3	3	25	25	50
SM23.441	DSE4 Social Entrepreneurship and Sustainability	3	-	-	3	3	25	25	50
TM23.441	DSE4 Travel Agency and Tour Operations	3	-	-	3	3	25	25	50
DM23.441	DSE4 Content Marketing	3	-	-	3	3	25	25	50
BM23.421	Minor Research Project	-	-	-	6	-	-	-	100
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>									
GE23.411	Design Thinking	3	1	-	4	3	25	25	50
GE23.421	Business Analytics	3	1	-	4	3	25	25	50
GE23.431	Indian Ethos and Management	3	1	-	4	3	25	25	50
GE23.441	Disaster Management	3	1	-	4	3	25	25	50
<b>Ability Enhancement Course(AEC):</b>									
		-	-	-	-	-	-	-	-
<b>Skill Enhancement Course(SEC):</b>									
		-	-	-	-	-	-	-	-
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>									

Autumn Semester VII

BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)

		-	-	-	-	-	-	-	-
<b>Value Added Course (VAC):</b>									
		-	-	-	-	-	-	-	-

**Summary: VII Semester (Autumn)**

S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	4
2.	<b>Discipline Specific Elective(DSE):</b> Choose any one from each of DSE 1, DSE 2, DSE 3, and DSE 4. <b>OR</b> Choose any one from each of DSE 1 & DSE 2 plus Minor Research Project.	6+6
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course(IDC)</b>	-
5.	<b>Ability Enhancement Course(AEC):</b>	-
6.	<b>Skill Enhancement Course(SEC):</b>	-
7.	<b>Value Added Course(VAC):</b>	-
<b>Total</b>		20

**Curriculum Structure : Session 2023-2024 onwards**

**Name of the Programme: BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)**

**Year: Fourth**

**Semester: VIII (Spring)**

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
			<b>Discipline Specific Core (DSC):</b>							
	BM23.412	Business Environment and Public Policy	3	1	-	4	3	25	25	50
<b>Discipline Specific Elective(DSE):</b> Choose any one from each of DSE 5, DSE 6, DSE 7, and DSE 8. <b>OR</b> <b>Choose any one from each of DSE 5 &amp; DSE 6 plus Major Research Project.</b> <i>(If an individual has opted for specialization, she has to take all DSE from that specialized area only).</i>										
Spring Semester VIII	HR23.412	DSE5 Green HRM	3	-	-	3	3	25	25	50
	FA23.412	DSE5 Financial Risk Management	3	-	-	3	3	25	25	50
	MM23.412	DSE5 Pricing Management	3	-	-	3	3	25	25	50
	SM23.412	DSE5 Sustainable Agriculture & Blue Economy	3	-	-	3	3	25	25	50
	TM23.412	DSE5 Sales and Marketing in Tourism	3	-	-	3	3	25	25	50
	DM23.412	DSE5 Web Analytics								
	HR23.422	DSE6 Talent and Knowledge Management	3	-	-	3	3	25	25	50
	FA23.422	DSE6 Mergers, Acquisitions & Corporate Restructuring	3	-	-	3	3	25	25	50
	MM23.422	DSE6 Rural Marketing	3	-	-	3	3	25	25	50
	SM23.422	DSE6 Introduction to Corporate Social Responsibility	3	-	-	3	3	25	25	50
	TM23.422	DSE6 Conference and Event Management	3	-	-	3	3	25	25	50
	DM23.422	DSE6 Mobile and Mobile Application Marketing								
	HR23.432	DSE7 Recruitment and Selection	3	-	-	3	3	25	25	50
	FA23.432	DSE7 Behavioural Finance	3	-	-	3	3	25	25	50
	MM23.432	DSE7 B2B Marketing	3	-	-	3	3	25	25	50
	SM23.432	DSE7 Green Marketing & Sustainable Consumption	3	-	-	3	3	25	25	50
TM23.432	DSE7 Air Ticketing and Fare Calculation	3	-	-	3	3	25	25	50	
DM23.432	DSE7 On Page and Off Page Optimization									
HR23.442	DSE8 HR Analytics	3	-	-	3	3	25	25	50	
FA23.442	DSE8 Strategic Financial Management	3	-	-	3	3	25	25	50	

BBA (Specialization) / BBA (Specialization) (Honours)/ BBA (Specialization) (Honours with Research)

MM23.442	DSE8 Sales and Distribution Management	3	-	-	3	3	25	25	50
SM23.442	DSE8 Sustainable Tourism	3	-	-	3	3	25	25	50
TM23.442	DSE8 Aviation Management	3	-	-	3	3	25	25	50
DM23.442	DSE8 SEO Tools and Application								
BM23.422	Major Research Project	-	-	-	6	-	-	-	100
<b>Generic Elective (GE):</b>									
GE23.412	Advanced Business Research	3	1	-	4	3	25	25	50
GE23.422	Rural Development	3	1	-	4	3	25	25	50
GE23.432	Event Management	3	1	-	4	3	25	25	50
GE23.442	Tourism Management	3	1	-	4	3	25	25	50
<b>Ability Enhancement Course(AEC):</b>									
		-	-	-	-	-	-	-	-
<b>Skill Enhancement Course(SEC):</b>									
		-	-	-	-	-	-	-	-
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>									
		-	-	-	-	-	-	-	-
<b>Value Added Course(VAC):</b>									
		-	-	-	-	-	-	-	-

**Summary: VIII Semester (Spring)**

S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	4
2.	<b>Discipline Specific Elective(DSE):</b> Choose any one from each of DSE 5, DSE 6, DSE 7, and DSE 8. <b>OR</b> Choose any one from each of DSE 5 & DSE 6 plus Minor Research Project.	6+6
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	-
6.	<b>Skill Enhancement Course (SEC):</b>	-
7.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		20

**4-year UG Degree (Honours):** A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with 183 credits and have satisfied the credit requirements as University norms.

**4-year UG Degree (Honours with Research):** Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline. The students who earn 183 credits, including 12 credits from a research project/dissertation, are awarded UG Degree (Honours with Research).

# **FIRST YEAR AUTUMN SEMESTER (Semester – I)**

**BM.23.111**

**Principles of Management**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective**

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

**Course Content**

- Introduction:** Concept – Need for study; Managerial functions – An overview; Coordination – Essence of management; Evolution of Management Thought – Classical, Neo classical and Modern approaches, MBO, Emerging issues in management. **[08]**
- Planning:** Types of Plan, Objectives of Planning, Planning process, SWOT, **Decision-making** – Concept, importance, Individual versus group decision making, Decision making process, Techniques of decision making. **[12]**
- Organising & Staffing:** Concept and importance; Process of organizing – An overview, span of management, line and staff authority, delegation of authority, centralization vs decentralization; Formal and informal organization; Types of organization structure; Concept and importance of staffing, Process of staffing. **[12]**
- Directing and Controlling:** Motivation – Concept, importance, intrinsic and extrinsic motivation; Motivation theories – Maslow’s need hierarchy theory, Herzberg’s two factor theory, McGregor’s Theory X and Theory Y, Ouchi’s Theory Z; Leadership – Concept, importance; Theories of leadership – Likert theory, Blake and Mouton’s Grid theory, Tannenbaum and Schmidt Leadership continuum; Controlling – Concept, process, Principles of effective control, Major techniques of control. **[07]**

**Text Books**

1. Koontz, H. and Wehrich, H. “*Essentials of Management*”, Pearson Education.
2. Prasad, L.M., “*Principles and Practices of Management*”, S Chand and Sons, New Delhi

**References:**

1. Luthans, F., “*Introduction to Management*”, McGraw Hill.
2. Robbins, S. and Coulter, M.”*Management*”, Pearson Education.
3. Drucker P. F., “*Practice of Management*”, Mercury Books, London.
4. Griffin, R.W. “*Management Principles and Application*”, Cengage Learning
5. Louis, A.Allen. “*Management and Organization*”, Mc Graw Hill, Tokyo.

**Note: Latest edition of text book and references must be used.**

**BM.23.121**

**Marketing Management**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

### Course Content

- Introduction:** Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix [08]
- Segmentation, Targeting and Positioning:** Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning; [12]
- Product & Pricing Decisions:** Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing). [10]
- Promotion Mix:** Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps. [09]

### Text Books

1. Kumar, Arun & N. Meenakshi, “*Marketing Management*”, Vikas Publishing House.
2. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, “*Marketing Management: A South Asian Perspective*”, Pearson Education.

### References:

1. Palmer, Adrian, “*Introduction to Marketing*”, Oxford University Press, UK
2. McCarthy, E. Jerome., and William D. Perreault, “*Basic Marketing*”, Richard D. Irwin.
3. Majaro, Simon, “*The Essence of Marketing*”, Prentice Hall, New Delhi.
4. Ramaswamy & Namakumari; “*Marketing Management*”, Mc Millan, New Delhi.

**BS.23.111**

**Microeconomics**

**3-1-0-4**

(Contact hrs.:39)

### **Course Objective**

To acquaint the students with the concepts of microeconomics dealing with consumer behaviour and producer behaviour and also understand the behaviour of firms under different market structures

### **Course Content**

**Consumer Behaviour and Elasticity of Demand:** Basic demand and supply analysis; Elasticity of demand: price, income and cross elasticity, point elasticity and arc elasticity, marginal revenue, average revenue and price elasticity of demand; Ordinal utility analysis of consumer behaviour: Budget line and indifference curve, consumer equilibrium. Income consumption curve and Engel curve, Price consumption curve and derivation of demand curve, Income and Substitution Effects of a price change; Consumers' Surplus; Revealed Preference theory. [08]

**Production and Cost:** Total, average and marginal product curves, Three stages of production, Production isoquants, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale; **Cost of Production** - Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope. [12]

**Perfect Competition:** Assumptions, Equilibrium of the firm and the industry in the short run, Supply curve of firm and industry in the long run. Consumers' and Producers' Surplus and the efficiency of perfect competition. Welfare effects of an excise tax. [06]

**Imperfect Competition:** Monopolistic competition - price and output decision in the short run and long run, monopolistic competition and economic efficiency. **Monopoly:** Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Comparison of pure competition and monopoly and the social costs of monopoly power including deadweight loss. Degree of price discrimination. Oligopoly and Interdependence: Cournot's duopoly model (with reaction curves), kinked demand curve model, dominant firm price-leadership model, centralized cartels. [13]

### **Text Books:**

1. Dwivedi, D. N., "*Principles of Economics*", Vikas Publishing House New Delhi.
2. Deepashree, "*Microeconomics-Theory & Applications*", Mc Graw Hill, New Delhi.

### **References:**

1. Salvatore, Dominick, "*Principles of Microeconomics*", Oxford International Student Edition.
2. Gould, J.P., and Lazear, E.P., "*Microeconomic Theory*", All India Traveller Bookseller.

**GE23.111 Business Organisation**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective**

This course will help the students to understand the nature, objectives and forms of business, describe the different forms of organizations, understand the basic concepts of management and different types of business combinations.

**Content**

**Introduction:** Concept, nature and scope, Business as a system, Business objectives, Business and environment interface, Distinction between business, commerce and trade. [5]

**Forms of Business Organization:** Sole proprietorship, Partnership, Joint stock company, Types of company cooperative societies, Multinational corporations. [4]

**Business Unit,** Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit. [7]

**Organisation Theory:** Concept, Classical organisation theory, Neoclassical organisation theory, Modern organisation theory, System approach, Contingency approach. [7]

**Design of Organization Structure:** Concept of organization structure, Need for formal Organization Structure, Contingent factors in organization design, Mechanism for designing structure, Departmentation, Span of management, Delegation of authority. [8]

**Forms of Organization Structure:** Line organization structure, Line and staff organization structure, Functional organization structure, Divisional organization structure, Project organization structure, Matrix organization structure, Virtual structure, Organization culture. [8]

**Text Book**

1. Tulsian, P.C., Business Organisation and Management, Pearson Education, New Delhi

**Reference Book**

1. Vasisht, Neeru, Business Organisation, Taxmann, New Delhi
2. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.

**BM 23.131**

**Business Statistics**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

### Course Content

**Introduction to Statistics:** Meaning, Definition, Scope, uses and limitations of statistics, Collection of primary and secondary data, Classification and tabulation of data, Graphs of frequency distribution and Curves. **Measures of Central Tendency** - arithmetic mean, geometric mean and harmonic mean. Median and Mode (and other partition values including quartiles, deciles, and percentiles). [10]

**Measures of Dispersion:** absolute and relative, Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance. **Moments** - Calculation and significance, Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis. [09]

**Correlation Analysis** - Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; Rank Correlation **Regression Analysis** - Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression. [13]

**Index Numbers:** Meaning and uses of index numbers. Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Base shifting, splicing and deflating, Problems in the construction of index numbers, Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY [07]

### Text Books

1. Vohra N. D., "*Business Statistic's*", McGraw Hill New Delhi
2. Gupta, S.P., and Archana Gupta., "*Statistical Methods*", Sultan Chand and Sons, New Delhi.

### References:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui., "*Statistics for Management*", Pearson Education.
2. Berenson and Levine., "*Basic Business Statistics: Concepts and Applications*", Pearson Education.
3. Siegel Andrew F., "*Practical Business Statistics*", McGraw Hill.

**GE23.131**

**Basics of Finance**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective:** The course aims to offer an integrated approach to the understanding of concepts and applications of financial planning.

**Introduction:** Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – Banks, Insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services. **[05]**

**Financial Planning and Budgeting:** Concept of economic wants and means for satisfying these needs; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Sources for meeting the deficit. **[11]**

**Banking Services:** Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge. **[10]**

**Financial Services from India Post Office:** Post office savings schemes: savings bank, recurring deposit, term deposit, monthly income scheme, kisan vikas patra, NSC, PPF, senior citizen savings scheme, sukanya samridhi yojana; India post payments bank. money transfer: money order, e-money order. instant money order, collaboration with the western union financial services; mo videsh, international money transfer service, money gram international money transfer, Indian postal order. **[08]**

**Insurance Services:** Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance. **[06]**

**Stock Markets – Some Basic Concepts:** Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering(IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT account, trading account, delivery instruction slip (DI Slips), blue chips, defensive stocks, face value, market value, market capitalisation, pre-opening session, trading session, opening price, closing price, business days, bull, bear, bull market, bear market, risk, stop loss, derivatives, call option, put option, hedge, holding period; Tax on short term capital gains and long-term capital gains, Mutual Fund and its various schemes. **[12]**

**Text Books:**

1. Batra, J.K., “Accounting and Finance for Non-finance Managers”, Sage Textbook
2. Avadhani, V. A., “Investment Management” Himalaya Publishing House Pvt. Ltd., Mumbai.

**Reference Books:**

1. Bhattacharya., “Indian Financial System”, Oxford University Press.
2. Chandra, P., “Investment Game: How to Win,” Tata McGraw Hill Education, New Delhi.

**Foundation of Digital Marketing**

**3-1-0-4** (Contact Hrs: 39)

**DM23.111**

**Course Objective**

This course Introduction to Digital Marketing, demystifying Smart Objectives, performing in-depth digital marketing research and having meaningful conversations with prospects across touch points. Creating highly engaging and intuitive content that resonates with audience, defining a content marketing strategy to drive thought leadership and conversions organically, measuring success of content marketing efforts and initiatives

**Course Content**

**Introduction to Digital Marketing**

**8**

Overview of Digital Marketing

- Digital marketing evolution and its significance.
- Evolution from traditional to digital marketing (Traditional vs. Digital Marketing).

Digital Marketing Channels

- Exploring various digital marketing channels (SEO, SEM, SMM, Email marketing, etc.).
- Understanding the role of each channel in a digital marketing strategy.

Setting Digital Marketing Goals

- 3i Principles
- Defining SMART goals for digital marketing campaigns.

Digital Research

- Audience Research and listening tools.
- Cultural Research.
- Understanding Buyer's Journey.

**Content Marketing**

**11**

Content Marketing Concepts and Strategy

- Understanding Content Marketing.
- Types of Content Marketing.

Using Content Research

- Social Listening.
- Competitor Analysis.
- Content Audit.

Developing a Content Marketing Plan

- Setting Content Goals.
- Creating Buyer Personas.
- Content Topics and Calendars.

Creating and Curating Content

- Content Creation and Tools.
- Content Curation and Tools.
- Brand Storytelling and Personalization.

**Content Publishing and Distribution**

**7**

Publishing and Distributing Content

- Content Platforms.
- Content Seeding and Scheduling.
- Content Promotion and Repurposing.

Metrics and Marketing Performance

- Content Marketing ROI.
- Key Metrics and Tools.

### **Key Social Media Platforms**

**7**

#### Social Media Marketing Concepts

- Role of Social Media in Digital Marketing.
- Aligning Social Media with the Buyer's Journey.

#### Setting up Social Media Experience

- Setting up Social Media for Business.
- Setting up Social on Key Platforms.

#### Growing and Engaging an Audience

- Building a Social Media Community.
- Engagement on Facebook, LinkedIn, Twitter, Instagram, Snapchat.

### **Practical Application and Case Studies**

**6**

#### Case Studies

- Case Study on Cartier (from Digital Research).
- Case Study on Content Marketing Strategies.
- Case Study on Social Media Marketing Success Stories.

### **Reference Books:**

1. "Inbound Marketing: Attract, Engage, and Delight Customers Online" by Brian Halligan and Dharmesh Shah.
2. "Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald.
3. "Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit" by Joe Pulizzi and Robert Rose.

**ID23.111**

**Culture of India**

**3-0-0-3**

(Contact hrs.:39)

**Course Objectives:**

The objective of this course is to expose students of management to different aspects of Indian society and culture. Students will develop an understanding of the societal and cultural dimensions of the dynamic nature of society and the environment in which they will live and work as managers and entrepreneurs. More specifically, they will get an appreciation of how societal and cultural issues interface with business in the context of the overall development of the country.

**Course Contents**

**Indian Culture:** Characteristics of Indian culture, Society in India through ages - [6]  
Ancient period- varna and jati, family and marriage in India, position of women in ancient India, Contemporary period; Caste system and communalism, Religion and Philosophy in India, Pre-Vedic and Vedic Religion, Sanatan, Buddhism and Jainism.

**Indian Languages, Literature and Business:** Evolution of script and languages in India [7]  
- Harappan Script and Brahmi Script; Short History of the Sanskrit literature - The Vedas, The Brahmanas and Upanishads & Sutras, *Epics* - Ramayana and Mahabharata & Puranas; History of Buddhist and Jain Literature in Pali, Prakrit and Sanskrit, Effects of languages and literature on business decisions.

**Indian Arts and Architecture:** Gandhara School and Mathura School of Art; Hindu [7]  
Temple architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture; Indian Painting Tradition - ancient, medieval, Modern Indian painting; Performing Arts - Divisions of Indian classical music; Hindustani and Carnatic, Dances of India - Classical and Regional, Rise of modern theatre and Indian cinema.

**Indian Traditional Dresses and Textile Industry:** Himachal Pradesh, Haryana, Punjab, [8]  
Rajasthan, Gujarat, Maharashtra, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Odisha, Madhya Pradesh, Uttar Pradesh, Bihar, Jharkhand, West Bengal, Sikkim, Assam, Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura, Meghalaya, Business ideas in Garment Industry.

**Contemporary Changes in Indian Culture :** Globalization and its impact on Indian [6]  
culture; Changing family structures and gender roles; Influence of technology and media on cultural practices; Rise of consumerism and its effects on cultural values; Navigating tradition and modernity in contemporary India.

**Spread of Indian Culture Abroad:** Causes, Significance and Modes of Cultural [5]  
Exchange - Through Traders, Teachers, Emissaries, Missionaries and Gypsies; Indian Culture in South East Asia; Central Asia and Western World through ages.

**Text Books:**

- Nitin Singhania, Indian Art and Culture (2022), 4th Edition, McGraw Hill, India.

**Reference Book:**

- Devdutt Pattanaik, Indian Culture Art and Heritage (2022), Pearson Education, India.

**EL20.109**

**Foundation Course in English**

**2-0-0-2**

(Contact hrs:26)

**Course Objectives:**

- To enable the students to communicate effectively and appropriately in real life situation.
- To use English effectively for study purpose across different disciplines/modes of curriculum.
- To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.

**Course Contents**

**Sentence Structure:** Elements of a sentence (Subject, Verb, Object, Complement and Adjunct). [4]

**Transformation of Sentence Structure:** Degrees of adjectives, Active and Passive Voice Statement, Negative, interrogative and imperative, Direct and Indirect narration (statement, negative, interrogative and imperative). [4]

**Correct Usage of Language:** Tenses (Present, Past and Future), Modals (can, could, will, would, shall, should, may, might, must, ought to, need) Phrasal verbs, Determiners (a, an, the, little, a little, few, a few, much, more, most). [4]

**Writing Skills:** Theme (Paragraph) writing, Letter (formal, informal, business letters) and application writing, report writing, résumé writing. [6]

**Common Errors in Effective Communication:** How to avoid common sentence-structural errors, vocabulary and pronunciation. [4]

**Reading Comprehension:** Efficient reading and note taking. [4]

**Text Book:**

- Leech Geoffery, English Grammar for today, Longman, Delhi.

**References Books:**

1. Hornby A.S.: A Guide to patterns and usage, Oxford University Press, Delhi.
2. Murphy and Reynold: Essentials of English grammar, Cambridge University Press.
3. Wren & Martin: English Grammar & Composition, S.Chand & Co, Delhi.
4. Sharma, R.C. & Krishna Mohan: Business Correspondence & Report writing; McGraw Hill.

SF 101

## Personal Grooming and Fine Dining

0-0-2-1

### Course Objective

This course is designed to enable the students to identify the different components of grooming, dressing and hygiene through various interactive activities. This will help students to improve their style and image quotient and also improve their confidence levels.

Students will also get familiar with International Dining Etiquette and Standards, Basic Service Rules, The basics of Oenology, Wine and Food pairing and Food Preparation and Presentation Essentials. This will equip students to understand Fine Dining Etiquette and enable them to confidently navigate various Social and Business situations in addition to learning how to entertain elegantly and be a courteous patron.

### Section -A: Personal Grooming

#### Course Content

**Personal Hygiene:** Understanding the definition and importance of Personal Hygiene, Understanding elements of hygiene and identifying good hygiene practices, Self-care, Dos and Don'ts in hygiene regimen, Common mistakes to avoid. [02]

**Art of Dressing:** Understanding Image and its components, Linkage of Image with Self-Esteem, Projecting confidence through apparel, Body Shape Analysis, Enhance and Camouflage variations, Colour Psychology, Impact and use of colours in clothing, Creating Various Hairdos, Chignon, Coiffure, Understanding and using various types of accessories, Face Shape Analysis, Dos and Don'ts of accessorizing. [04]

**Art of Maquillage:** Understanding the importance and types of Maquillage, Basic, Natural, Dramatic, Party, Formal etc. Understanding makeup products as per the skin type, Accessories and their uses, creating various looks, Dos and don'ts of Maquillage, Creating a Maquillage Kit. [02]

### Section- B: Fine Dining

**Dining Etiquette:** Understanding Table Manners and their importance, Elements of various Course Dining, Types of Table Settings, Understanding various types of cutlery and crockery, Understanding the rules of Utensils and Dining Tools, How to Dine with Finesse, Silent Service Code, Eating various difficult to eat foods. [04]

**Rudimentary of Wine & Food:** Understanding basics of Wine and its types, Origin of Wine and Wine Production Methods, Wine Regions of the world, Wine Tasting Methods, Basics of Wine Glassware, Identifying Wine Labels, Wine and Food Pairing Rules, Matching Weights, Complementing and Contrasting Rules, Physical Properties, Various Pairing Principles. [02]

**Culinary Art:** Understanding Culinary Art, Basics of Food Preparation, Identifying and using various types of Kitchen Equipment, Safety procedures to be followed in the kitchen, Understanding various Culinary Terms, Introduction to International Cuisines, Basic Food Preparation. [04]

#### References: Section –A

1. Todd, K. (2019). *Style Session: Perfecting the Art of Dressing*. New Holland Publishers.
2. Karbo, K. (2009). *The Gospel According to Coco Chanel: Life Lessons from the World's Most Elegant Woman*. Rowman & Littlefield.

#### References: Section- B

1. Dhawan, V. (1990). *Food and Beverage Service*. Frank Brothers
2. Johnson, H., & Robinson, J. (1994). *The World Atlas of Wine*. New York, NY.: Simon & Schuster.

**FIRST YEAR**  
**SPRING SEMESTER**  
**(Semester – II)**

**BM23.122**

**Communication in Management**

**3-1-0-4**

(Contact hrs.:39)

### **Course Objective**

To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

### **Course Content**

**Introduction:** Nature, Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. **Non-Verbal Aspects of Communication:** Body language, Kinesics, Proxemics, Para language. [10]

**Business Correspondence:** Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume. **Effective Listening:** Principles of effective listening, Factors affecting listening exercises, Oral, Written, Video sessions and Seminars. [10]

**Report Writing:** Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports. [08]

**Business language and presentation:** Importance of Business language, Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. **Technology and Business Communication:** Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication. [11]

### **Text Books**

1. Kaul, “*Business Communication*”, Prentice Hall, New Delhi.
2. Gupta, C.B., “*Business Communication*”, Sulthan Chand & Sons, New Delhi.

### **References:**

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley, Taylor, *Communication for Business*, Pearson Education

**BM.23.132**

**Organisational Behaviour**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.

### Course Content

**Introduction:** Organisational Theories - Classical, Neo-classical and Contemporary. [15]  
Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures; Flat and Tall structures. Opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models. **Individual Behaviour:** Personality- Type A and B, Big Five personality types, Factors influencing personality; **Values and Attitudes-** Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes, measurement of attitude; **Learning** - Concept and Learning theories and reinforcement, Schedules of reinforcement; **Perception and Emotions-** Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence.

**Group Decision making and Communication:** Concept and nature of decision making [05]  
process, Individual versus group decision making. Nominal group technique and Delphi technique. Communication and Feedback, Models of Communication. Transactional Analysis, Johari Window.

**Motivation:** Meaning and Importance of motivation, Theories- Vroom's Valence - [11]  
Expectancy Theory, Intrinsic motivation by Ken Thomas .Behaviour modification, Motivation and organisational effectiveness, Measurement of motivation using standard questionnaire; **Leadership, Power and Conflict:** Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness. Power and conflict. Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies.

**Dynamics of Organisational Behaviour:** Organisational Culture and climate- Concept and [08]  
determinants of organisational culture. Developing Organizational culture. Organisational change- Importance, Stability vs. Change, Proactive vs Reaction Change, Change Process, Managing Change. Individual and organisational factors to stress; Work Stressors, Consequences of stress on individual and organization; Prevention and Management of stress.

### Text Books

1. Stephen P. Robbins, Timothy A. Judge, and Vohra Neharika, "*Organizational Behavior*", 16<sup>th</sup> Edition, New Delhi, Pearson Education.
2. John W. Slocum and Don Hellriegel, "*Fundamentals of Organizational Behavior*", 1<sup>st</sup> Edition, New Delhi, Thomson.

### References:

1. Fred Luthans, "*Organizational Behavior-An Evidence-Based Approach*", 12<sup>th</sup> Edition, New Delhi, McGraw Hill.
2. Margie Parikh and Rajen Gupta, "*Organizational Behavior*", 1<sup>st</sup> Edition, New Delhi, McGraw Hill.

**BS.23.112**

**Macroeconomics**

**3-1-0-4**

(Contact hrs.:39)

## Course Objective

To provide the student with knowledge of basic concepts of the macro economics and modern tools of macro-economic analysis. Macroeconomics is concerned with the vital economic issues that determine your own economic well-being as well as that of whole family and everyone you know. Macroeconomics is the study of the major economic totals, or aggregates.

## Course Content

**Introduction:** Concept and Variables of macroeconomics, Income, Expenditure and The Circular flow, Components of expenditure. Consumption, Saving and Investment and S-I approach, Multiplier (two sector) and Numerical. Static macro economic analysis short and the long run – Determination of supply, Determination of demand, and Conditions of equilibrium. Meaning, Objective and Instruments of fiscal and monetary policy, AD-AS approach; Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short and long run, and Aggregate demand- Aggregate supply analysis. Economy in the short run IS–LM framework. [12]

**Inflation** - Causes and Effect of rising and falling inflation, Demand pull and Cost push inflation and Measures to control inflation, Inflation and interest rates, Social costs of inflation. **Unemployment** – Natural rate of unemployment, Frictional and wait unemployment. Labour market and its interaction with production system. Phillips curve, Trade-off between inflation and unemployment, Sacrifice ratio, Role of expectations adaptive and rational. [08]

**Open economy** – Flows of goods and capital, Saving and Investment in a small and a large open economy, Exchange rates; Fixed and Flexible, **Mundell** – Fleming model with fixed and flexible prices in a Small Open economy with fixed and with flexible exchange rates, Interest rate differentials case of a Large economy. Balance of payments, Trade balance, Current and Capital Account, Autonomous and accommodating transactions and Measures to control disequilibrium on BOP. [11]

**Behavioral Foundations- Investment** – Determinants of business fixed investment, Effect of tax, Determinants of residential investment and Inventory investment. **Demand for Money** – Portfolio and transactions theories of demand for Real balances, Interest and Income Elasticities of demand for real balances. Supply of money. [08]

## Text Books

1. Dwivedi, D. N., “*Macroeconomics - Theory & Practice*”, Tata McGraw Hill, New Delhi.
2. Ahuja, H.L., “*Business Economics*”, S.Chand & Company, New Delhi.

## References:

1. Dornbusch, Rudiger, and Stanley Fischer, “*Macroeconomics*”, McGraw-Hill.
2. Mankiw, N. Gregory, “*Macroeconomics*”, Macmillan Worth Publishers New York, Hampshire, U.K.
3. Salvatore, Dominick. “*International Economics*”, John Wiley & Sons Singapore.

BM 23.112

**Business Mathematics**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

### Course Content

**Matrices and Determinants:** Algebra of matrices. Inverse of a matrix, Matrix Operation – Business Application; Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule, The Leontief Input Output Model (Open Model Only). [10]

**Calculus I:** Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit, and continuity of a function; Concept and rules of differentiation; Maxima and Minima involving second or higher order derivatives; Concept of Marginal Analysis, Concept of Elasticity, Applied Maximum and Minimum Problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity. [16]

**Calculus II:** Partial Differentiation. Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials; Maxima and Minima in cases of two variables involving not more than one constraint including the use of the Lagrangean multiplier. **Integration** - Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases; Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales; the Learning Curve. [15]

**Mathematics of Finance:** Rates of interest-nominal, effective– and their inter-relationships in different compounding situations; Compounding and discounting of a sum using different types of rates; Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. Valuation of simple loans and debentures. Sinking Fund. [11]

### Text Books

1. Singh J. K., "*Business Mathematics*", Himalaya Publishing House.
2. Kapoor V.K., "*Business Mathematics*", Sultan Chand & Sons, Delhi.

### References:

1. Anthony, M. and N. Biggs., "*Mathematics for Economics and Finance*", Cambridge University Press.
2. Ayres, Frank Jr., "*Theory and Problems of Mathematics of Finance*", Schaum's Outlines Series. McGraw Hill Publishing Co.

DM23.112

**Social Media and E-Mail Marketing**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective:** Students will gain a deep understanding of social media marketing concepts, audience engagement, and campaign success measurement, while also acquiring the skills to create effective email and display advertising campaigns.

**Content**

**Introduction to Social Media Marketing**

**6**

- Key Social Media Platforms for Digital Marketing
- Social Media Marketing Concepts
- Buyer's Journey and Social Media Marketing
- Social Media Metrics and Analytics
  - Introduction to social media metrics and analytics.
  - How to measure the success of social media campaigns.

**Setting up Social Media Experience for Business**

**6**

- Setting up Social on Key Platforms
- Growing and Engaging an Audience using social media
- Content Strategy for social media
- Developing a content strategy for different social media platforms.
  - Identifying content types, scheduling, and best practices.
- Social Media Advertising and Paid Promotion
  - Introduction to social media advertising.
  - Setting up and managing paid campaigns on various platforms.

**Email Marketing Fundamentals**

**6**

- Email Marketing Fundamentals - Key Concepts
- Inbound Email Marketing - Legislation and Regulations
- Email Marketing Tools and Strategy
- Email Marketing Automation
  - Implementing email marketing automation.
  - Building automated email sequences for nurturing leads.

**Email Design and Campaign Creation**

**6**

- Email Design - Email Components and Audience
- Creating an Effective Email Campaign
- Testing and Optimizing an Email Campaign
- Personalization and Segmentation in Email Marketing
  - Using personalization and segmentation to create more targeted email campaigns.
  - Strategies for improving email engagement and conversion rates.

**Marketing Automation and Display Advertising**

**6**

- Marketing Automation Overview
- Fundamentals of Display and Video Advertising
- Creating and Managing a YouTube Channel
- Display and Video Ad Performance Metrics
  - Analyzing key metrics for display and video ad performance.
  - Making data-driven decisions for campaign optimization.
  -

## **Social Media Advertising**

**9**

- **Facebook Ads - Setup and Campaign Creation:** Setting up and optimizing Facebook ad campaigns for marketing goals.
- **Instagram Ads - Strategies and Best Practices:** Crafting and implementing effective Instagram ad campaigns.
- **LinkedIn Ads - B2B Advertising and Targeting:** Creating and managing LinkedIn ad campaigns for B2B marketing.
- **WhatsApp Ads - Messaging App Advertising:** Utilizing WhatsApp for marketing and creating ad campaigns.
- **YouTube Ads - Video Advertising on the Platform:** Strategies for creating video ads and running campaigns on YouTube.
- **Snapchat Ads - Targeting and Engagement:** Setting up and optimizing Snapchat ad campaigns for engaging with a younger audience.

## **Reference Book:**

1. "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success" by Chad S. White.
2. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk.
3. "Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing" by Ian Brodie.

**GE23.112 Human Resource Development Systems**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective**

The aim of this course is to facilitate the learning concepts and practices related to HRD. This course will elaborate on the purposes and advantages of needs assessments explain and demonstrate the contribution of HRD in an organization. It will enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmes.

**Content**

**Concept of HRD:** Definition, Evolution of HRD, Goals, structure and functions, Roles and competencies of HRD professionals, Challenges to HRD Professionals, HRD at Macro and Micro level. [6]

**Role Analysis:** Concept of Role and its Process, Competency mapping-methods and process & assessment centers-tools and procedure [5]

**Training and Development:** Need Assessment Process, Systematic approach to need assessment, Designing, Transfer of learning, Evaluating training program, Special issues in training and development. [7]

**Motivational Aspect of HRD:** Performance review- its process, Coaching-objectives, Elements and sequential process, counseling methods and process, Mentoring- its process. [7]

**Career Management and Development:** Definition, Models, Issues affecting career management. Organization Development-: Definition, Theories and concepts in OD, Roles & Strategies, Change Management. [7]

**HRD Audit:** Need for HRD Audit, Concepts of HRD Audit, and methodology of audit and HRD audit failures. Elements of Good HRD, Approaches to Evaluate the HR Function and Its Impact, HRD Audit and the HRD Score Card [7]

**Text Book**

1. Haldar, U.K. Human Resource Development, Oxford. University Press

**Reference Book**

2. DeSimone, R. L., Werner, J. M., Human Resource Development (6th International Edition), 1. South-Western, Cengage Learning, 2012

**GE.23.122**

**Evolution of Indian Business**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective**

To understand the irreducible complexity of organizing business in society and to highlight the importance of strategic decisions by business actors in response to changing business context.

The study the business history in India provides an engaging account of the business methods and families that makes Indian business what it is today.

**Course Content**

**Indian business at the time of colonization:** Early colonial rule and the fate of indigenous merchants in different parts of India. The origins of Agency houses and their failure in Calcutta in early nineteenth century, Indian partners and early entrepreneurial initiatives, The maturation of the managing agency system and their decline in the twentieth century. [7]

**The Rise and Maturation of Indian Industry:** The rise of Indian industry in Western India— profits from opium trade and the rise of cotton textile industry in the second half of the nineteenth century, British dominance of industry in Eastern India, Multinationals, Agency houses and rise of Marwari industrialists in Eastern India in the early twentieth century, The impact of two World Wars and the Great Depression on the rise of Indian industry, Swadeshi enterprises and other challenges to British domination of business. [7]

**Indigenous capital and the bazaar economy:** Between traditional subsistence economy and the modern European enclave economy, Traditional commission agencies (arhat) and financial instruments (hundi). The cotemporary relevance of the concept of the bazaar economy, Dominant business communities in colonial India—Parsees, Marwaris and Nattukottai Chettiers. [8]

**Independent India and the planning period:** The conceptual division of the economy into sectors and the place of private industry in economic planning, Growth of traditional big business groups during the Nehru era, Development of capitalism, The story of powerloom, The external environment -Sterling balances controversy and the loss of access to capital for investment in the early plan period. The restrictions on private business in late 1960s through 1970s and business response. [9]

**Alternative models of business success:** Case studies - Amul and the cooperative model, Maruti and the state-initiated revolution in the automobile market, Industrial cluster in the Tiruppur area, Evolution of Indian business groups in the post-reforms era, The salience of family business, The rise of new industrial elites, Trends in industrial concentration, History of the software industry. [8]

**Text Books**

1. Tripathi Dwijendra and Jumani Jyoti, “*The Concise Oxford History of Indian Business*”, 1<sup>st</sup> Edition, Oxford University Press, India.

**References:**

1. Piramal Gita, “*Business Maharajas*”, Penguin India.
2. Tripathi Dwijendra and Jumani Jyoti , “*The Oxford History of Contemporary Indian Business*”, Oxford University Press.
3. Kudaisya M (ed), “*The Oxford India Anthology of Business History*”, Oxford University Press, New Delhi.

**Note: Latest edition of text book and references must be used.**

**EV20.102**

**Environmental Studies**

**2-0-0-2**

(Contact hrs.:26)

**Course Objectives:**

The course envisages that the students are aware of our natural resources, ecosystems, and their linkages to society, livelihood, environment, and conservation.

**The Multidisciplinary Nature of Environmental Studies:** Definition, scope and [2]  
importance, Need for public awareness

**Natural Resources (Renewable and Non-renewable Resources):** Natural resources and [5]  
associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their  
effects on forest and tribal people. Water resources – Use and over- utilization of surface and  
Ground Water, Floods, Water Logging, Salinity, Drought, Dams – Benefits and problems.  
Mineral resources.

**Ecosystems:** Ecosystem, Structure and function of an ecosystem, Energy flow in ecosystem, [4]  
Food chains, food webs and ecological pyramids. Introduction, types, characteristic features,  
structures and functions of Forest, Grassland and Desert ecosystems

**Biodiversity and its Conservation:** Introduction to Genetics, Species and Ecosystem [5]  
Diversity, Population Growth, Variation among Nations, Value of Biodiversity, consumptive  
use, productive use, social, ethical, aesthetic and option values, Biodiversity at global,  
national and local level, Hot-spots of biodiversity, Threats to biodiversity, Conservation of  
biodiversity – In-situ and Ex-situ conservation of biodiversity.

**Environmental Pollution:** Definition, Causes, Effects and Control measures of Air [5]  
Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal  
Pollution, Nuclear hazards. Disaster management – Floods, Earthquakes, Cyclones and  
Landslides

**Social Issues and the Environment:** Urban problems related to Energy, Water conservation, [5]  
Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible  
solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear  
accidents and holocaust, Environmental Protection Laws in India

**Text Book:**

1. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.

**Reference Books:**

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). *Environmental and Pollution Science*, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). *Environmental Law and Policy in India: Cases, Material & Statutes*, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). *This Fissured Land: An Ecological History of India*. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). *Environment*, 8th Edition. Wiley Publishing, USA. (pp. 1-472).

**SF 102                      Social Grooming, Home & Décor and Business Communication                      0-0-0-1**

### **Course Objective**

This course will empower students to build their social skills and enable them to leave a positive impression in various social situations. Students will get acquainted with the rules of proper posture and deportment in addition to the social and business rules of using telephones and cell phones.

They will also learn the Fine Art of Ballroom Dancing. Knowledge of the basics of housekeeping and home maintenance will make them experts at home management so that they can boast of efficiently managed, clean and beautifully decorated homes. In addition, this course educates students on the Art of Floriography so that they can avoid Faux Pas' in social situations.

### **Section -A: Social Grooming**

#### **Course Content**

**Social Etiquette:** Understanding the definition and importance of Social Etiquette, Social Etiquette in Indian Society, Road Rage and Driving Etiquette, Anger Management, Giving Feedback, Importance of Posture, Art of Sitting, Standing and Walking, Understanding Elegance, Being Graceful and Charming. [02]

**Telephone & Cellphone Etiquette:** Definition of Telephone Etiquette and its importance, Types of Callers, Different Styles of Communicating, Telephone Etiquette Rules and Their Importance, Importance of Paralinguistic elements in telephone communication. Basic Cellphone etiquette rules. Impact of poor telephone etiquette in social and business situations. [02]

**Positive Thinking:** Definition and importance of Positive Thinking, The 3 Cs approach for developing the right attitude, Circle of Influence Vs. Concern, Tips for building a positive attitude. [02]

**Dance:** What is Ballroom Dancing, Importance and use of Ballroom Dancing knowledge, Dance Forms, Understanding Beats, Importance of Coordination, Dance Steps. [02]

### **Section- B: Home and Decor**

**Home Upkeep:** Home Upkeep and its importance, Selection of Fabric, Colour Schemes, Bed Making Basics, Towel Art, Arranging Items in the Bedroom, Drawing Room and Bathroom [02]

**Flower Arrangement:** Introduction to various types of flowers, Understanding and using materials required for flower arrangement, Rules of Flower Arrangement, Types of Flower Arrangements, Flower Gifting Options, The Language of Flowers, Indoor and Outdoor plants. [02]

### **Section- C: Business Communication**

**Cycle of Communication and Barriers:** Understanding the Meaning and Types of Communication, The Communication Cycle, Barriers to Communication. [01]

**Language Tree & Introduction to Sounds:** Parameters for English Communication, Language Tree, English as a Non-Phonetic Language, Understanding Accents, MTI, FLI & RI, Word Composition. Understanding Phonetics. [01]

**Consonant Sounds:** Understanding Consonant Sounds and their characteristics, What are Articulators, Paired and Non-Paired Consonant Sounds, Place and Manner of Articulation, Tongue Twisters and Sound Drills. [02]

**Vowel Sounds:** Understanding Vowel Sounds and their characteristics, Difference between Consonant sound and Vowel Sounds, Short and Long Vowel Sounds, Diphthongs, Tongue Twisters and Sound Drills. Basic Transcription [02]

**Syllables and Syllabic Stress:** What are Syllables, What is Syllabic Stress, Components of Stress, Rules of Syllabic Stress, Word Stress, its impact and importance, Pacing and Pausing. [01]

**Grammar 101:** Parts of Speech, Commonly Confused Tenses, Common Prepositional Errors, Commonly Confused Words, Basic Error Correction. [01]

**Public Speaking Presentation:** Types of Public Speeches, How to Overcome the fear of Public Speaking, Steps to Prepare for a Speech, Most Effective Way to Deliver a Public Speech. [02]

### **References: Section -A**

1. Sanghi, S. (2007). *Towards personal excellence: Psychometric tests and self improvement techniques for managers*. SAGE Publications India.
2. Covey, S. R. (2004). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon and Schuster.

### **References: Section- B**

1. Raghubalan, G., & Raghubalan, S. (2009). *Hotel housekeeping: operations and management*. Oxford University Press
2. Sawyer, B. (2008). *Napkin Origami*. Sterling Pub. Co., Inc

### **References: Section- C**

1. Carnegie, D. (2016). *How to Develop Self-Confidence and Improve Public Speaking*. Simon & Schuster
2. Jones, D. (2006). *Cambridge English Pronouncing Dictionary*. Cambridge University Press.
3. Wren, P.C. and Martin, H. (2018). *High School English Grammar & Composition*. S. Chand Publishing
4. Booher, D. (2015). *What More Can I Say*. Penguin Books.

**Note: Latest edition of text book and references must be used.**

**SECOND YEAR**  
**AUTUMN SEMESTER**  
**(Semester – III)**

BM.23.211

## Human Resource Management

3-1-0-4

(Contact hrs.:39)

### Course Objective

To acquaint students with the techniques and principles to manage human resource of an organisation.

### Course Content

<b>Introduction:</b> Concept, Scope, Objectives and Environment of HRM, Personnel Management vs. HRM.	[10]
<b>Acquisition of Human Resource:</b> Human Resource Planning, Job Analysis, Job Design, Recruitment Sources, Methods, Selection Process— Tests, Interviews.	[10]
<b>Training and Development:</b> Need, Objectives, Methods of Training, Evaluation and Development Programmes.	[08]
<b>Performance Appraisal:</b> Concept, Objectives, Techniques of Performance Appraisal and Limitations. <b>Compensation and Benefits:</b> Job Evaluation- Concept, Process, Significance, Components of Employee Compensation— Financial and non-financial.	[11]

### Text Books

1. Aswathappa, K., “*Human Resource Management*”, Tata McGraw-Hill, New Delhi.
2. Decenzo, D.A. and Robbins, S. P., “*Fundamentals of Human Resource Management*”, Wiley, India.

### References:

1. Pande Sharon and Basak Swapnalekha (2012), “*Human Resource Management-Text and Cases*”, 1<sup>st</sup> Edition, New Delhi, Pearson Education.
2. Mondy, A. W. and Noe, R. M., “*Human Resource Management*”, Pearson Education.
3. Rao, V. S. P., “*Human Resource Management: Text and Cases*”, Excel Books.

**Note: Latest edition of text book and references must be used.**

BM.23.221

## Financial Management

3-1-0-4

(Contact hrs.:39)

### Course Objective

To familiarize the students with the principles and practices of financial management.

### Course Content

**Introduction:** Nature, scope and objectives of financial management, Agency problem, Time value of money, Risk and return- Concept and Calculation (including Capital Asset Pricing Model). [07]

**Cost of Capital and Financing Decision:** Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure. **Dividend Decision:** Theories for Relevance and irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends. Dividend policies in practice and Determinants of Dividend. [13]

**Capital Budgeting:** The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Rate. [10]

**Working Capital Decisions:** Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management. [09]

### Text Books

1. Khan, M.Y. and P.K. Jain, *Financial Management: Text and Problems*, Tata McGraw Hill
2. Pandey, I M. *Financial Management*, Vikas Publishing House, New Deli.

### References:

1. Horne, Van; James C., John Wachowicz, "*Fundamentals of Financial Management*", Pearson Education
2. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, "*Corporate Finance*", Tata McGraw Hill
3. Srivastava, Rajiv, and Anil Mishra, "*Financial Management*", Oxford University Press, UK
4. Sharma, G.L., and Y.P. Singh., "*Contemporary issues in Finance and Taxation*", Academic Foundation Delhi
5. Chandra, P., "*Financial Management-Theory and Practice*", Tata McGraw Hill

**Note: Latest edition of text book and references must be used.**

**BM.23. 231**

**Business Laws**

**3-1-0-4**

(Contact hrs.: 39)

### **Course Objective**

The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

### **Course Content**

**The Indian Contract Act, 1872:** Contract – meaning, characteristics and kinds; [14]  
Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreements; Discharge of contract – modes of discharge including breach and its remedies; Contingent contracts; Quasi – contracts; Contract of Indemnity and Guarantee; Contract of Bailment; Contract.

**The Sale of Goods Act, 1930:** Contract of sale, meaning and difference between sale and [6]  
agreement to sell; Conditions and warranties; Transfer of ownership in goods including sale by non-owners; Performance of contract of sale; Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer

**The Limited Liability Partnership Act, 2008:** Salient Features of LLP; Difference between [12]  
LLP and Partnership, LLP and Company; LLP Agreement; Nature of LLP; Partners and Designated Partners; Incorporation Document; Incorporation by Registration, Registered office of LLP and change therein; Change of name; Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistle blowing; Taxation of LLP; Conversion of LLP; Winding up and dissolution.

**The Information Technology Act 2000:** Definitions under the Act; Digital signature [7]  
Electronic governance; Attribution, acknowledgement and dispatch of electronic records; Regulation of certifying authorities; Digital signatures certificates; Duties of subscribers; Penalties and adjudication; Appellate Tribunal; Offences.

#### **Text Books:**

1. Tulsian, P.C., “*Business Law*”, McGraw Hill, New Delhi.
2. Lee Reach, “*Business Laws*”, Oxford University Press, UK.

#### **References Books:**

1. Elliott, Barry., and Elliott, Jamie., “*Financial Reporting and Analysis*”, Prentice Hall International.
2. Horngren, Charles T., “*Introduction to Financial Accounting*”, Pearson Education.
3. Kuchhal. M.C., “*Business Law*”, Vikas Publishing House, New Delhi
4. *Information Technology Rules 2000 with Information Technology Act 2000*, Taxmann Publications Pvt. Ltd., New Delhi.

**Note: Latest edition of text book and references must be used.**

**GE.23.211**

**Financial Institutions and Markets**

**3-1-0-4**

(Contact hrs.: 39)

**Course Objective**

The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

**Course Content**

**Structure of Indian Financial System:** An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; RBI and Functions, Role of RBI as a central banker; Products offered by Banks and Financial Institutions (FI), Retail banking and corporate banking products. Universal Banking: need, importance, trends and RBI guidelines, core banking solution (CBS); RTGS and internet banking, NBFCs and its types. [08]

**Introduction to Financial Markets in India:** Role and Importance of Financial Markets, Types of Financial Markets; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary and secondary market, Currency Market, Debt Market- role and functions of these markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings : Listing and Delisting of Corporate Stocks. [11]

**Secondary Market in India:** Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Raising of funds in International Markets: American Depositary Receipt (ADRs) and global depositary receipt (GDRs), foreign currency convertible bond (FCCB) and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE and NSE. [10]

**Money Markets and Debt Markets in India:** Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of Securities Trading Corporation of India (STCI) and Discount and Finance House of India (DFHI) in money market, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, Oversubscription and devolvement of Government Securities, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds. [10]

**Text Books**

1. Vohra N.D., "*Quantitative Techniques in Management*", Tata McGraw Hill, New Delhi.
2. Tulsian, Pandey, "*Quantitative Techniques*", Pearson Education, New Delhi .

**References:**

1. Hira, D.S. and Gupta, P. K., "*Problems in Operation Research*", S. Chand, New Delhi
2. Khan and Jain, "*Financial Service*"s, Tata McGraw Hill

**GE.23.221**

**Advertising and Brand Management**

**3-1-0-4**

(Contact hrs.: 39)

**Course Objective**

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

**Course Content**

**Introduction:** Advertising need and importance; growth of modern advertising; advertising and the marketing mix; types and classification of advertisement; advertising spiral; social and economic aspects of advertising; Marketing communication models- AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy. [09]

**Contd.:** Exposure, salience, familiarity, low involvement, central route and peripheral route and cognitive learning; positioning strategies ; Associating feelings with a brand; Developing brand personality; creating copy strategies- Rational and emotional approaches; selection of an endorser; creative strategy and style- brand image, execution, USP, common touch and entertainment; message design strategy; format and formulae for presentation of appeals (slice of life, testimonials, etc.); different types of copy; art and layout of an advertisement- principles of design, layout stages, difference in designing of television, audio and print advertisement. [10]

**Introduction to broadcast and non -broadcast media;** Budgeting decision rule- percentage of sales method, objective to task method, competitive parity, and all you can afford; Key factors influencing media planning; Media decisions- media class, media vehicle and media option; Scheduling- flighting, pulsing, and continuous Importance and need for sales promotion; planning for consumer schemes and contests; different types of consumer schemes. [10]

**Concept of a brand:** brand evolution; branding challenges and opportunities; strategic brand management process; Identifying and establishing brand positioning and values; Brand building, brand positioning and values brand repositioning; Designing and implementing brand strategies; brand extension; brand hierarchy-Kapferer. Brand equity; brand personality; brand image; managing brands overtime. [10]

**Text Books**

1. Chunawalla S.A. (2015), “*Advertising and Sales Promotion Management*”, Himalaya Publishing House
2. Keller, K.L., Parameswaran, A.M.G. and Jacob, I., “*Strategic Brand Management: Building, Measuring and Managing Brand Equity*”, Pearson Education India

**References:**

1. Kazmi, S.H.H and Batra, S., “*Advertising and Sales Promotion Management*”, Excel Books.
2. Kapferer J N,” *The new Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*, Kogan Page.

**GE.23.231 Strategic Human Resource Management**

**3-1-0-4**  
(Contact hrs.: 39)

**Course Objective**

This course will help the student to get exposure on Strategic Human Resource Management. Understand the different strategies relating to human resource management.

**Course Content**

- Human Resource functions in India** – Emergence of Human Resource Management [08]  
– Distinctive features of human resource management – Strategic Human Resource Management – Aligning human resource to corporate strategy
- Organization Socialization process** – Mentoring – Organizational Culture – [09]  
Organizational Change – Human Resource Planning – Employee Resourcing – Recruitment & Selection process Placement
- Performance Management** – Performance Appraisal System – Reward & [12]  
Performance Management – Motivation – Job Redesign – Job Enlargement – Wage Structuring – Wages & Salary policies – Legal frame work – Wage differentials – Job Evaluation – Incentive Payment system – Payment by result.
- Training Methodologies** – Management Development – Career Development – [10]  
Succession Planning – Welfare & Health – Industrial Relations – Concept, Scope & Objectives – Changing Values & impact

**Text Books**

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, “*Human Resource Development*”, Cengage Learning.
2. Paul Boselie. “*Strategic Human Resource Management*”. Tata McGraw Hill.

**References:**

1. Randall S Schuler and Susan E Jackson. “*Strategic Human Resource Management*”. Wiley India. 2nd edition
2. Robert L. Mathis and John H. Jackson, “*Human Resource Management*”, Cengage Learning.
3. Tanuja Agarwal, Strategic Human Resource Management, Oxford  
Jeffrey A Mello, *Strategic “Human Resource Management*”, Cengage Learning, Southwestern.
4. Monir Tayeb. “*International Human Resource Management*”. Oxford.
5. McLeod. “*The Counsellor’s workbook*”. Tata McGraw Hill.

**Note: Latest edition of text book and references must be used.**

**DM23.211**

**SEO and Online Advertising**

**3-1-0-4** (Contact hrs: 39)

**Course Objective:** To equip students with a comprehensive understanding of SEO and online marketing, enabling them to effectively use both paid and organic search strategies, conduct keyword research, create high-quality content, manage paid search campaigns, measure performance, and apply best practices for SEO and online marketing success.

**Content**

**Introduction to SEO and Online Marketing (5 lectures)**

[7]

Introduction to SEO and Online Marketing

- What is SEO?
- The importance of online marketing
- Overview of the course structure

Paid vs. Organic Search

- Understanding the fundamental differences between paid and organic search
- How search engines work
- The role of keywords in search

Keyword Research and Analysis

- Importance of keyword research
- Tools and techniques for keyword research
- Analyzing keyword competitiveness

Search Engine Results Pages (SERPs)

- Understanding SERPs
- The anatomy of a search result page
- Click-through rates and user behavior on SERPs

Aligning SEO with Business Objectives

- Types of SEO objectives (e.g., brand visibility, lead generation, e-commerce sales)
- Setting SMART objectives for SEO campaigns

**Keywords and Building an SEO Content Plan (7 lectures)**

[6]

Types of Keywords

- Understanding different types of keywords
- Intent behind keywords

Conducting Keyword Research

- Step-by-step guide to conducting keyword research
- Using keyword research tools

Turning Keyword Research into Content

- Content planning based on keyword research
- Strategies for content creation and optimization

Technical Optimization

- On-page SEO best practices
- Off-page SEO strategies
- Crafting an SEO action plan

Measuring SEO Performance

- Analyzing traffic sources
- Types of SEO metrics
- How to measure the success of an SEO campaign

**Fundamentals of Paid Search (6 lectures)**

[6]

Paid vs. Organic Search Revisited

- A deeper comparison between paid and organic search

- Benefits and limitations of paid search advertising
- ROI in paid advertising

#### Search Engines for Paid Advertising

- Overview of popular advertising platforms (Google Ads, Bing Ads, etc.)
- How paid search engines work?

#### Campaign Elements in Paid Search

- Creating ad campaigns
- Ad groups and ad copy
- Setting budgets and bids

#### Creating a Paid Search Campaign with Google Ads

- Setting up a Google Ads account
- Account structure and elements
- Keyword research for paid search

#### Managing a Paid Search Campaign

- Budget management in paid search
- Bidding strategies
- Campaign optimization techniques

#### **Measuring Paid Search Campaigns (7 lectures)**

[7]

##### Paid Search Key Performance Indicators (KPIs)

- Important KPIs for paid search
- Defining success in paid advertising

##### Conversion Tracking

- Setting up conversion tracking
- Understanding conversion data

##### Paid Search Metrics and Reports

- Analyzing key metrics
- Reporting tools and dashboards

##### Advanced Measurement in Paid Search

- A/B testing and split testing
- Analyzing advanced performance data
- Optimizing for maximum ROI

#### **SEO and Online Marketing Best Practices (7 lectures)**

[7]

##### Content Marketing for SEO

- The role of content in SEO
- Content promotion strategies

##### Link Building and Off-page SEO

- Building high-quality backlinks
- Off-page SEO techniques

##### Local SEO

- Local SEO strategies
- Optimizing for local search results

##### Mobile SEO

- Importance of mobile optimization
- Mobile-friendly website design

##### Social Media and SEO

- The relationship between social media and SEO
- Integrating social media into your marketing strategy

##### E-commerce SEO

- SEO strategies for e-commerce websites

- Product page optimization

#### Technical SEO

- Website Speed Optimization
- Structured Data Markup (Schema Markup)

#### **Google Display Network, Video Ad Formats, and Optimization (4 lectures) [6]**

- Google Display Network and Video Ad Formats  
Measuring and Optimizing Display and Video Campaigns  
Campaign Optimization
- Reporting and ROI Analysis
- Understanding the importance of reporting and return on investment (ROI) analysis.
- Calculating the ROI of different marketing campaigns.

#### **Reference Book:**

1. "Pay-Per-Click Search Engine Marketing: An Hour a Day" by David Szetela and Joseph Kerschbaum
2. "Performance Marketing with Google Analytics" by Sebastian Tonkin, Caleb Whitmore, and Justin Cutroni
3. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry

### **SF 201                      Personal Grooming, Fine Dining and Home & Safety                      0-0-2-1**

#### **Course Objective**

This course is designed for students to enrich their grooming standards to an advanced level. It would help them to present themselves as confident and elegant women. They would learn the techniques of enhancing their image with appropriate choices of dressing and maquillage. Students will also learn the rules and manners followed in a Formal Dining Environment.

These skills would enable them to create their mark once they enter the professional arena. Culinary Art classes have been designed to teach the art of preparing and presenting Exotic foods. In addition, they will learn life skills like First Aid Basics and Fire Safety. This will help them to become leaders in the social scenario and also improve their confidence levels. They will also learn the basics of how to maintain and design a beautiful home which will further increase their sense of refinement.

#### **Section -A: Personal Grooming**

#### **Course Content**

**Art of Dressing-** Students will learn the art of arranging their wardrobe appropriately. The various styles of wearing scarves with the suitable attire will be taught through practical demonstration. They would learn to select specific gowns as per their body shape. Students will learn, discuss and practice different styles of wearing the Saree along with the variations of fabric. [02]

**Art of Maquillage-** This topic consists the revision of their previous understanding of the basic skincare. It would further teach them how to select and use the right make-up according to the time, occasion and purpose such as 'creating a natural day look' and a look for the social dos. [02]

**Restaurant & Party Etiquette-** Students would learn to send and accept invitations for the party, and would also get introduced to the concepts of RSVP in addition to Host & Guest Duties. They will learn Menu Planning, 'How to eat difficult foods' to [03]

avoid embarrassment in Fine Dining situations. The commonly used glassware and their uses would be taught in Wine Etiquette. The basic guidelines of Restaurant Etiquette would be discussed along with Tipping Etiquette. Students will also receive practical knowledge of Laying out a table, napkin folding and preparing Mocktails through activities.

### **Section- B: Fine Dining**

**Wine & Cheese Connoisseur-** This topic will introduce students to the Elegant World of Wine and Cheese. How cheese is manufactured, the different classifications will be discussed. Demonstration of cutting and serving the cheese in professional manner would be covered. Students will also get to know the right pairing of cheese with wine and food. [02]

**Cocktails & Mock tails Collectif** – Introduction to various Beverages, Understanding the different sorts of cocktails and mocktails & the practical exposure of preparing classic mocktails. They would learn the classic recipes of preparing cocktails. [03]

**Culinary Art-** Students will learn the art of preparing international cuisines such as Chinese, French, Italian, Mexican, American, Japanese and Indian, equivalent to learning the basic culinary techniques. They would also get a practical exposure to prepare a three to five course menu in a fully equipped & professionally stacked kitchen. [04]

### **Section- C: Home & Safety**

**Tips on First Aid and Fire Safety:** Understanding First Aid, Contents of a First Aid Kit, Emergency Management Process, Identifying and Managing Situations where First Aid is Required, What is a Fire, Types of Fire and Extinguishers, C.A.R.E, How to use a Fire Extinguisher, Guidelines for Fire Safety [04]

**Home Upkeep:** What is Interior Decoration, Objectives of Interior Decoration, Colour Wheel and Colour Schemes, Complementary, Monochromatic, Triad and Analogous colours, Warm and Cool Colours, Law of Chromatic Distribution, Preferred Placement of Items in a Room, Maximizing Space, Tips on Interior Decoration. [02]

### **References: Section –A**

1. Sabbath, A. M. (2004). *Beyond Business Casual: What to wear to work if you want to get ahead.* IUniverse.
2. Bixler, S. (1997). *The New Professional Image: Dress your best for every business situation.* Adams Media Corporation.
3. Woodall, T and Constantine, S. (2003). *What Not To Wear for Every Occasion.* Riverhead Trade.
4. Bott, D. (2007). *Chanel: Collection & Creation.* Thames & Hudson.

### **References: Section- B**

1. Donnelly, C. (2016). *The Oxford Companion to Cheese.* Oxford University Press.
2. LaVilla, J. (2015). *The Wine, Beer, and Spirits Handbook: A Guide to Styles and Service.* Wiley.
3. Lillcrap, D. R. (2010). *Food & Beverage Service.* Hodder Education.

### **References: Section- c**

1. Raghubalan, G., & Raghubalan, S. (2009). *Hotel housekeeping: Operations and Management.* Oxford University Press.
2. Mendelson, C. (1999). *Home comforts – The Art and Science of Keeping House.* Scribner.

**Note: Latest edition of text book and references must be used.**

## VA23.211 Export Documentation and Procedures

**3-0-0-3**

(Contact hrs.: 39)

### Course Objectives:

To develop an understanding of the export –import practices, rules, documentation and procedures. The following are the course objectives to be undertaken under this content:

1. To familiarize students to the meaning of exports and imports.
2. To know about organization and government bodies support the export –import.
3. To understand the documentation required for the export and import
4. To gain knowledge about procedures carried out in the export and import.
5. To understand the policy and institutional framework for the export and import.

### Course Contents:

**Preliminaries for Exports and Imports:** Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit. Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers [7]

**Export Documentation:** Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies. [5]

**Import Documentation:** Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration. [4]

**Export Procedure:** Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds. [8]

**Import Procedure:** Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents. [7]

**Policy and Institutional Framework for Exports and Imports:** Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils-Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank. [8]

### Text Books:

1. Export Management, D.C. Kapoor, Vikas Publishing House
2. Export Documentation and Procedures, , Nabhi Publications, New Delhi.

### Reference Books:

1. Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi
2. Export: What, Where and How, Paras Ram, Anupam Publishers, Delh
3. Export-Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi

**Note: Latest edition of text book and references must be used.**

**VA23.221**

**Team Building**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

This course will help students to understand the meaning of a team, building a high-performance, formulate team goals and develop a plan of action to achieve them, find opportunity to enhance self-management.

**Content**

**Introduction:** Overview of team, Difference between Groups and Teams, Tuckman and Jensens Four phase model, Characteristics of effective and ineffective teams. [6]

**Types of Teams:** Traditional teams, Problem-solving Teams, Self-Managed Teams, Cross-functional teams, E-teams. [4]

**Team Development:** Stages of team development, Identify own strengths and areas for development, Analyse yourself, Personal Development Plan, Strengths and Areas of Development Of Team, Teams and management functions Management of team behaviours. [8]

**Implement a Plan of Action to Strengthen a Team:** Implement an action plan, Managing resources, communication, monitor progress. [7]

**Evaluate Team Performance:** Value proposition, plan and evaluate performance, Set strategic marketing goals and performance indicators Predict trends, Strategies best suited to enhance market advantages Maximise planning and monitoring frameworks. [7]

**Team building Activities:** Benefits and disadvantages, conduct of different team building activities, solving problems as a team, encouraging team work and building consensus [7]

**Text Book:**

1. Dyer, W. G., Jr., Dyer, J. H., & Dyer, W. G. (2013).Team building: Proven strategies for improving team performance (5<sup>th</sup> ed.). San Francisco, CA: Jossey-Bass.

**Reference Books:**

1. Haldar, U.K., Leadership and Team Building, Oxford University Press, (2010).
2. Mackin, Deborah. (2007).The team building toolkit. Second Ed. New York: AmaCom.

VA23.231

**YOGA & HAPPINESS**

**3-0-0-3**

(Contact hours: 39)

### Course Objective

This course aims to introduce the principles and practices of yoga, as well as its impact on personal well-being and happiness. Through a combination of theoretical knowledge and practical exercises, students will explore various yoga techniques, mindfulness practices, and positive psychology strategies to enhance their overall happiness and well-being. The course will also emphasize the application of these practices in the context of business and professional life.

### Content

**Introduction to Yoga & Happiness:** Understanding the concept of happiness and its significance in personal and professional life, Introduction to the philosophy and principles of yoga, Exploring the relationship between yoga and happiness, Basics of mindfulness and stress management through yoga. [7]

**Yogic Practices for Happiness:** Asanas (yoga postures) for physical well-being and mental clarity, Pranayama (breathing exercises) for energy management and emotional balance, Meditation techniques for cultivating inner peace and happiness, Yoga Nidra for deep relaxation and rejuvenation. [4]

**Emotional Intelligence and Yoga:** Understanding emotional intelligence and its role in personal and professional relationships, Yoga practices to develop self-awareness and emotional regulation, Techniques for enhancing empathy, compassion, and effective communication, Yoga for conflict resolution, and building positive relationships. [7]

**Yoga for Stress Management:** Identifying Sources of stress in Academic and professional life, Yogic tools for stress reduction and resilience building, Yoga practices for managing anxiety, depression, and other mental health challenges, and Incorporating mindfulness and relaxation techniques into daily routines. [7]

**Yogic Lifestyle and Happiness:** Exploring the yogic principles of healthy living and balance, Yogic diet and nutrition for physical and mental well-being, Yogic routines and rituals for holistic self-care, Integrating yoga into daily life for sustained happiness and well-being. [7]

**Applying Yoga in Business and Leadership:** Yoga as a tool for enhancing leadership qualities and decision-making skills, Incorporating mindfulness and yoga practices in the workplace, Creating a culture of well-being and happiness in business organizations, Case studies and practical exercises on applying yoga principles in business contexts. [7]

### Text Book

1. "Yoga Wisdom at Work: Finding Sanity Off the Mat and On the Job" by Maren Showkeir and Jamie Showkeir.

### Reference Book

1. "The Business Yogi: How to Achieve Happiness and Success in Business and Life" by Vish Chatterji - Combining principles from yoga and business.

**SECOND YEAR  
SPRING SEMESTER  
(Semester – IV)**

**BM.23. 212**

**Financial Analysis and Reporting**

**3-1-0-4**

(Contact hours: 39)

**Course Objective**

To understand, analyse and interpret the basic framework of financial reporting.

**Course Content**

**Basis of Financial Reporting:** Purpose of financial reporting, users of financial reports, conceptual framework for financial statements. [7]

**Understanding Financial Statements:** Structure of Financial Statements: Introduction, Statement of Financial Position (Balance Sheet), Statement of Earnings (Income Statement), and Statement of Cash Flows (Cash Flow Statement). **Additional disclosure statements:** Need for Additional Statements, Auditor's Report, Director's Report, Funds Flow Statement, Electronic Dissemination, and Corporate Governance. [13]

**Components of Financial Statements:** Inventories, Receivables, Assets (Fixed Tangible, Intangible), Leases, Revenue, Income-Tax, Retained Earnings. **Analysis & Interpretation of Financial Statements: Ratio Analysis** – Liquidity, Solvency, Activity & Profitability Analysis, Comparative & Common Size Analysis (Vertical & Horizontal Analysis), Financial Statement Variation by Type of Industry. **Expanded Analysis:** Financial Ratios used in Annual Reports, Management's use of Analysis, Graphing Financial Information. [14]

**Accounting Standards in India & IFRS:** Basic Framework [5]

**Text Books:**

1. Tulsian, P. C. and Tulsian, B., "Corporate Financial Reporting", S. Chand, New Delhi.
2. Lal, Jawahar, "Corporate Financial Reporting: Theory & Practice", Taxmann Applied Services, New Delhi.

**References:**

1. Hennie, V. G., International Financial Reporting Standards: A practical guide, Washington: World Bank.
2. Alexander, D., Britton, A. and A. Jorissen, "Global Financial Reporting and Analysis", Cengage Learning, Indian edition.
3. Grewal, T.S., "Introduction to Accounting", S. Chand and Co., New Delhi.
4. Sarngadharan, M and Kumar, R. S., "Financial Analysis for Management Decision", PHI, New Delhi
5. Narasimhan, M. S., "Financial Statement and Analysis", Cengage Learning

**Note: Latest edition of text book and references must be used.**

**BS23.212**

**Start-up and Entrepreneurship**

**3-1-0-4**

(Contact Hrs:39)

**Course Objectives:** This study aims to develop entrepreneurial mindset among students. It highlights on the essential skill set a successful entrepreneur should possess as well as understanding of entrepreneurial ecosystem. The subject focuses on convert of meaning full ideas into result oriented startups and emphasize use of critical innovative knowledge to add values.

**Contents:**

**Start-up:** Entrepreneurial Skills Sets, Entrepreneurial eco-system, Funding for start-ups in India: What shake it, Value Addition: Lean Start-up: making the start up more successful; Risk Management and financing among start-ups, Funding process, alternative sources, founders-investors relations, and failures reasons. [7]

**Scalability:** Scaling up, stabilization, sustainability of new startups. Valuing young startup and growth company: Estimation issues and Valuation Challenges. [5]

**Entrepreneurship:** Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship; Role of Socioeconomic environment. [6]

**Entrepreneurship Development:** Meaning, Objectives, Issues of Entrepreneurship Development Programmes (EDP), EDP Organisations—MDI, EDII, Industrial Sickness and Role of BIFR. [6]

**Incentives and Subsidies:** Need, Objectives, Schemes and Advantages, Institutional Finance to Entrepreneurs—SIDBI, NABARD, KVIC. [7]

**Project Identification and Financial Analysis:** Meaning of project, project identification, formulation, feasibility analysis, financial analysis-cost and revenue estimates, techniques of financial analysis. [8]

**Text Books:**

1. Entrepreneurship and Start-ups: ICAI Book-20C.
2. Robert Hisrich, Michael Peters, and Dean Shepherd, Entrepreneurship, 11th Edition, McGraw Hill Education, 2019

**Reference Books:**

1. Vasant Desai, Small-Scale Enterprises and Entrepreneurship Ecosystem, 6th Edition, Himalaya Publishing House, 2016.
2. Andrew Zacharakis, William Bygrave, and Andrew Corbett, Entrepreneurship, 4th Edition, Wiley, 2016.

**Note: Latest edition of text book and references must be used.**

BM.23.222

**Business Research**

**3-1-0-4**

### Course Objective

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business research.

### Course Content

**Nature and Scope of Business Research:** Role of Business Research in decision making. Applications of Business Research. The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Business Research problem. [10]

**Research Design:** Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India) [07]

**Primary Data Collection:** Survey Vs. Observations. Comparison of selfadministered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval & Ratio. Scaling techniquespaired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design. [12]

**Sampling:** Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, One way ANOVA. Introduction to theoretical concept of Factor Analysis and Discriminant Analysis. [10]

### Text Books

1. Cooper & Schindler, “*Business Research Methods*”, McGraw-Hill Education
2. Aaker, Kumar, Day, “*Marketing Research*”, Wiley

### References:

1. Zikmund, Babin& Carr, “*Business Research Methods*”, South-Western.
2. Churchill, “*Marketing Research: Methodological Foundations*”, Cengage Learning
3. NareshMalhotra, “*Marketing Research*”, Pearson
4. Deepak chawla and Neena Sondhi, “*Research Methodology*”

**Note: Latest edition of text book and references must be used.**

**GE23.222**

**Personal Financial Planning**

**3-1-0-4**

### Course Objective

The students will address three broad themes of personal financial planning: 1) The importance of financial planning; 2) Exposure to a broad spectrum of financial planning strategies; 3) Learn the tools, models and frameworks behind financial planning. Sustainable finance planning integrates the impacts in investment decisions to ensure the lasting benefit of both clients and society at large.

### Content

**Introduction to Personal Financial planning:** Understand the Concept of Financial Planning, Understand the need for Financial Planning, Scope of financial planning, role of financial planner, how is financial planning different from a typical financial advisory service. Detailed Personal financial analysis. Financial Planning process, Understanding Client-planner relationship, Clients needs and financial goals. Understand the financial advisory and execution. [9]

**Time Value of Money:** Understanding time value of money. Present Value, Future Value, Rate of return, Periodic investments or pay outs (PMT), Number of compounding periods (NPER), Annuity (Annuity due, Ordinary annuity) [8]

**Cash Flow Management and Budgeting;** Importance of cash flow in management of personal finances, Preparation of household Budget, Cash inflows and outflows, Cash management, Income and expenditure statement, Budgeting and forecasting, Contingency planning, Evaluating the financial position of clients, Saving Ratio & Expenses Ratio, Total Assets, Total Liabilities, Leverage Ratio, Net Worth, Solvency Ratio, Liquid Assets, Liquidity Ratio, Financial Assets Ratio, Debt to Income Ratio [8]

**Debt Management and Loans:** Understand the purpose/ need of debt, Role and impact of debt in cash flow management, Difference between consumption expenditure and investment expenditure, Identifying holes in the household budget, Allocation to various categories of expenses, Windfalls, Discuss about Leverage and Debt Counselling, Purpose of the debt, Cost of debt, Maturity of debt, Debt Rescheduling, Calculate the debt servicing requirements, Discuss the role of credit bureaus and the credit score - How to access credit score - RBI's regulation about availing free credit score [8]

**Understanding various Loan calculations:** Loan restructuring – present value of future payments, Repayment schedules with varying interest rates, Criteria to evaluate various loans. Strategies to get rid of debt faster, Avalanche, Snowball, Blizzard [9]

**Investment Products:** Introduction to investment, types of investments, Investing in fixed income and variable income securities. Qualitative evaluation of stocks, Fundamental and technical analysis. Tools of technical analysis. Dow theory. [10]

### Text Book

1. Personal Finance (11th ed.), Jack Kapoor, Les Dlabay and R. J. Hughes, McGraw Hill.

### Reference Book

1. Khan, M.Y. and Jam, P.K.: Financial Management, McGraw Hill, 2001.
2. William Forbes, Behavioral Finance, John Wiley.

**GE23.232**

**Organisational Change**

**3-1-0-4**

(Contact hours: 39)

**Course Objective**

Students will learn how to improve individual, group/team and organizational performance through the use of OD techniques or interventions like group dynamics, training, culture change, and work-life balance.

**Content**

**Organizational change:** Introduction, Nature of change, Internal & External changes, Types of change, Models of change- Lewis's Force field, Systems Model, Action research model, Organizational vision and strategic planning. [6]

**Resistance to change:** Reasons for the resistance, Overcoming resistance for the change, Change and person and manager, Systematic approach to making change - Factors for effective change, Skills of leaders in change management, Designing the change. [6]

**Diagnosing Organizations:** Need for diagnostic models, Organization, Group, Individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, Designing interventions, Overview of interventions, Evaluating and Institutionalizing OD Interventions. [7]

**Organization Development:** Introduction, History, Evolution of OD, OD interventions: Definition, Actors to be considered, Choosing and sequencing, Intervention activities, Classification of OD interventions, Typology of interventions based on target groups. [6]

**Human Process Interventions:** Individual, Group and inter-group human relations, Individual based - Coaching, Counselling, Training, Behavioral modelling, Delegating, Leading, Mentoring, Group based - Conflict management, Group facilitation, Group learning, Self-directed work teams, Team building, and virtual teams. [9]

**The Future of OD:** The changing environment, Fundamental strengths of OD, Implications of OD for the client, Ethical standards in OD, OD's future. [5]

**Text Book**

1. Cummings, Thomas G. and Worley, Christopher G. (2012) Theory of Organization Development and Change. 9th Edition. Delhi: Cengage Learning.

**Reference Book**

1. Ramanarayan, S. and Rao, T. V. (2012) Organization Development: Accelerating Learning and Transformation, Sage Publications, New Delhi.

**GE.23.212**

**Retail Management**

**3-1-0-4**

(Contact hrs.: 39)

### Course Objective

The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

### Course Content

**Introduction:** Introduction to retailing, definition, characteristics, Evolution of retailing in India, Retailing in India, Emerging trends in retailing, Factors Behind the change of Indian retail industry. [11]

**Retail Formats:** Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix and Non- traditional selling; Store Planning: Design and Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. [15]

**Retail Marketing:** Advertising and Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing; Retail Merchandising: Buying function, Markups and Markdown in merchandise management, shrinkage in retail merchandise management. [12]

**Merchandise Pricing:** Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing; Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security. [14]

### Text Books

1. Harjit Singh, "*Retail Management*", S. Chand Publication, New Delhi
2. Berman and Evarv, "*Retail Management*", Prentice Hall

### References:

1. Gibson G Vedamani, "*Retail Management: Functional principles and practices*", Jaico Publishing House
2. Cullen and Newman, "*Retailing – Environment and Operations*", Cengage Learning EMEA
3. Bajaj, Tuli and Srivastava, "*Retail Management*", Oxford University Publications

**Note: Latest edition of text book and references must be used.**

**DM23.212**                                      **Web Design, Optimization and Analytics**                                      **3-1-0-4**  
(Contact hrs.: 39)

**Course Objective:** By the end of this course, students will acquire the knowledge and practical skills to create user-centered websites, optimize them for search engines, measure their performance with web analytics, and continuously improve user experience. They will be proficient in website design principles, SEO, and web analytics, enabling them to create and maintain effective websites that meet business objectives and user needs.

**Content**

**Introduction to Web Design** **6**

- Understanding the Basics of Web Design
- Principles of User-Centered Design
- Importance of Responsive Design
- Choosing the Right Domain and Hosting
- Content Planning and Information Architecture
- Building a Website with WordPress (Practical)

**Website Optimization** **8**

- On-Page SEO: Keywords, Meta Tags, and Content Optimization
- Off-Page SEO: Backlinks and Link Building
- Website Speed and Performance Optimization
- Mobile Optimization and AMP
- User Experience (UX) Design
- A/B Testing and Conversion Rate Optimization (CRO)
- Local SEO and Google My Business
- Technical SEO and Schema Markup

**Web Analytics Fundamentals** **6**

- Introduction to Web Analytics
- Setting Up Google Analytics
- Key Metrics and KPIs for Digital Marketers
- Analyzing Traffic Sources and User Behavior
- Conversion Tracking and Goals
- Creating Custom Reports and Dashboards
- Analytics Tools (e.g., Google Analytics, Adobe Analytics)

**Advanced Web Analytics** **7**

- E-commerce Analytics
- Google Tag Manager
- A/B Testing for Analytics
- Multichannel Attribution and ROI Measurement
- Social Media Analytics
- Competitor Analysis and Benchmarking
- A/B Testing and CRO Tools (e.g., Optimizely, VWO)

**Design Principles, User-Centric Design, and Website Copy** **7**

- Design Principles
- Mobile-First Design
- Creating Effective Website Copy
- A/B Testing for Design and Copy
- User-Centric Design (UX Versus UI)
- Principles of UX and UI

- Assessing, Improving, and Optimizing UX
- Web Design Tools and Platforms (e.g., WordPress, Wix)

**Website Metrics and Developing Insight**

**5**

- Understanding Website Metrics
- Evaluating a Website's Performance
- Monitoring and Reporting Website Analytics
- Using Metrics to Develop Actionable Insights
- Case Studies and Real-World Applications

**Reference Book:**

1. "Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Niederst Robbins
2. "Website Optimization: Speed, Search Engine & Conversion Rate Secrets" by Andrew King
3. "A/B Testing: The Most Powerful Way to Turn Clicks Into Customers" by Dan Siroker and Pete Koomen

SF 202

**Social Grooming and Professional Skills**

**0-0-2-1**

### Course Objective

This module is designed with an objective of upgrading one's social etiquette & skills. This would empower students to confidently strike up a conversation in any social circumstances and events. They would also learn about our roots through Indian cultural values & ethics and social dance styles.

Students will also learn to become professionals in office and business scenarios. Various forms of Etiquette required in the professional scenario like Email Etiquette, Office and Business Etiquette and other soft skills like leadership, teamwork, time management will help the students to be well equipped for their professional life. Not only will such skills help them to leave a good impression professionally, but also help to advance their career.

### Section -A: Social Grooming

#### Course Content

**Social Etiquette-** Students will learn the importance of Social Etiquette and the various factors contributing to build a strong character. They would understand the concept of First Impression, its impact and the art of creating a positive First Impression. Topics such as art of introduction, how to make an ideal handshake, how to a confident conversation, the art of accepting and giving compliments, the skill of saying no politely and basic travel etiquette would be covered. [02]

**Understanding Indian Culture Values & Ethics** – Students will get familiarized to our country's rich heritage. They will understand the value of age old Sanskrit Language and other languages based on Sanskrit. Introduction to Indian scriptures filled with ancient wisdom such as Vedas, Bhagwad Gita, Ramayana, Bhagwad Puran will be done. [02]

**Dance-** Students will get introduced to basic ballroom style of dancing. How to warm up before dancing, understanding the music beats, correcting the form & techniques of the graceful style of Ballroom dancing like Waltz, Foxtrot will be taught. [02]

### Section- B: Professional Skills

**Effective Time Management and Documentation:** Understanding the meaning and importance of Time Management, Pillars of Time Management, Pareto Principle, Time Wasters and how to avoid them, Documentation Techniques, Types of Files and Folders, Time Management Matrix, Efficiency Vs. Effectiveness. [02]

**Office and Business Etiquette:** Understanding Business Etiquette and its Importance, Basic Etiquette in various Business Situations: Elevator Etiquette, Cafeteria Etiquette, Cubicle Etiquette, Washroom Etiquette, Meeting Etiquette, Non Negotiable behaviours, Honesty and Integrity [01]

**Email Etiquette:** Understanding the meaning and importance of Email Etiquette, Formal Vs. Informal Emails, Formal Email Guidelines, Creating a Professional Signature, Importance of Grammar and Spelling, Importance of Subject Lines, Understanding Email Structures. [01]

**Leadership Skills:** Understanding the meaning and concept of Leadership, Manager Vs. Leader, Core Values of a Leader, Leadership Competencies, Identifying your Leadership Style, Types of Leaders. [01]

**Team Building:** What is a Team, Team Work, Team Building and it's Importance, Stages in Team Building, Recipe for a Successful Team, Different Key Roles in a Team, How to be an Effective Team Player. Good Teamwork Vs. Bad Teamwork, Impact of Team Building, Stories of Successful Teams [01]

**Group Discussion:** Understanding the definition and importance of Group Discussions, Skills needed in a Group Discussion, How to interrupt others, Various roles in a Group [02]

Discussion, Typical GD Mistakes.

**Confidence Building & Enhancing Self Esteem:** Understanding the meaning and importance of Self-Confidence. How to be Self-Confident, How to Build Self-Esteem, Positive Affirmations, Success Stories, Modeling Positive Behaviours [02]

**Communication Skills 101:** 7 Cs of Communication. Communication Cycle and Barriers to Communication, Importance of Listening, Listening Vs. Hearing, Types of Communication, Mehrabian Theory, Body Language Techniques and Congruent Communication [02]

### References: Section –A

1. Forni, P.M. (2002). *Choosing Civility*. St Martin's Griffin
2. Lickona, T. (2004). *Character Matters*. Atria Books
3. Easwaran, E. (2007). *The Bhagavad Gita:(Classics of Indian Spirituality) (Vol. 1)*. Nilgiri Press.
4. Bayer, L. (2016). *The 30% Solution*. Motivational Press.

### References: Section- B

1. Covey, S. (2008). *The Leader in Me*. Simon & Schuster.
2. Bixler, S. (1991). *Professional Presence*. Adams Media.
3. Covey, S. (2013). *The Seven Habits of Highly Effective People*. Simon & Schuster.
4. Reiman, T. (2007). *The Power of Body Language*. Simon & Schuster
5. Di'Falco, M., and Greenky H, J. (2004). *The Big Sister's Guide to the World of Work*. Simon & Schuster.
6. Gross, R. (1988). *Peak Learning*. Tarcher Perigee.

**Note: Latest edition of text book and references must be used.**

**VA23.212**

**WOMEN LEADERSHIP AND BUSINESS**

**3-0-0-3**

(Contact hrs.:39)

**Course Objectives:**

- The primary objective of this course is to begin to uncover and understand the unique challenges, constraints, and opportunities that face women today as they ascend to leadership positions in organizations.
- A secondary objective of the course is to encourage students to think critically about the kinds of interpersonal, social, and cultural changes that are necessary to support women's advancement in positions of power and authority.

**Course Contents**

**Women in Management:** Current status of women leaders, Concepts of gender and leadership in Indian culture, Global gender perspectives in business, Confronting problems faced by women in organizations, Human resource management for gender diversity, Identity and social networking, Legal perspectives for women in India, Working women in emerging markets. [6]

**Leadership:** Concept, Leadership development for women, Leadership identity, Leadership assessment, Aligning leadership strategy and style with personal values and self-image, Personal brand in the workplace, Successful women leadership models abroad. [6]

**Building Leadership Potential** Self-awareness, Emotional intelligence, Leading and managing teams, Interpersonal skills, Conflict management, Managing and leading teams, Effective negotiations. [8]

**Leadership Communication:** Persuasion and argumentation, Thinking through a management situation, Presentation skills, Communication analytics. [6]

**Developing a Leadership Style:** Leading with authenticity, Strategies for implementing personal change, Leveraging talent in teams, Diversity inclusion, Coaching sessions in small groups. [5]

**Managing in a digital age:** Data Analytics, Digital Marketing, Identity and social networking [3]

**Business Transformation:** Bird's eye view of organizational functioning – Finance, Marketing, HR and Operations Management of systems - Entrepreneurial skills, Strategic leadership. [5]

**Text Book:**

1. Eagly, A. H., & Carli, L. L. (2007). Through the labyrinth: The truth about how women become leaders. Boston, MA: Harvard Business School Press.

**Reference Book:**

1. Northouse, P. G. (2016). Leadership: Theory and practice (7th ed). Thousand Oaks, Sage.

VA 23.222

**Cyber Crime and Laws**

**3-0-0-3**

(Contact hrs: 39)

**Course Objective:**

This paper intends to create an understanding towards the cyber-crimes and to familiarize the students with the application of Cyber laws in general. This course is an emerging specialization that develops deep understanding into the legal issues and solutions surrounding the world wide web. Students in this shall attain a deep understanding of criminal activities carried out on the internet like fraud, forgery, defamation, theft etc. along with the understanding of how to overcome the same.

**Course Contents:**

**Introduction to Cyber-crimes:** Introduction- Computer Crimes and Cyber Crimes; Distinction between Cyber Crime and Conventional Crimes; Cyber Forensic; Kinds of Cyber Crimes- Cyber Stalking, Cyber Terrorism, Forgery and Fraud, Crimes related to IPR's, Computer Vandalism, Privacy of Online Data. [7]

**Information Technology Act, 2000:** Evolution of the IT Act, Genesis and Necessity, Salient features of the IT Act,2000, Various authorities under IT Act and their powers; Penalties and Offences, Amendments, Cyber Space Jurisdiction, Jurisdiction Issues under IT Act, 2000. [6]

**E-Commerce and Laws in India:** Digital/Electronic Signature in Indian Laws, E-Commerce; Issues and Provisions in Indian Laws, E-Governance; Concept and Practicality in India, e-taxation issues in Cyberspace, E-contracts and its validity in India, Cyber Tribunal & Appellate Tribunal, and Cyber Regulations. [7]

**Intellectual Property Rights:** Meaning and Types of IPR's, Domain Names and Trademark Disputes, Concept of Trademark/in Internet Era, Cyber Squatting, Reverse Hijacking, Jurisdiction in Trademark Disputes, Copyright in the Digital Medium, Copyright in Computer Programs, Copyright and WIPO Treaties, Concept of Patent Rights, Relevant Provisions of Patent Act, 1970. [8]

**Personal Data Security:** Sensitive Personal Data or Information (SPDI) in Cyber Law, SPDI Definition and Reasonable Security Practices in India. Reasonable Security Practices- International Perspectives, Cloud Computing and Law. [5]

**Cyber Law:** Cyber Law- Meaning and Objectives, International perspectives, EDI: Concepts and Legal Issues, UNCITRAL Model Law, Electronic Signatures, Electronic Signature laws of major countries, Cryptography Laws, Cyber Laws of Major countries, EU Convention on Cyber Crime. [6]

**Text book:**

- Kumar, Santosh, Cyber Laws and Cyber Crimes (2021), Delhi Whitesmann, 2<sup>nd</sup> Edition.

**Reference books:**

1. Verma, S.K., Legal Dimensions of Cyberspace (2004), New Delhi Indian Law Institute, 2<sup>nd</sup> Edition.
2. Chaubey, R.K., Introduction to Cyber Crime and Cyber Laws (2008), Kolkata Kamal Law House, 2<sup>nd</sup> Edition.

**VA23.232 Social Media Marketing**

**3-0-0-3**  
(Contact hrs: 39)

**Objectives:**

The aim of this course is to enable students to develop understanding of the principles and practices involved in social media marketing. It focuses on utilizing various social media platforms as effective tools for marketing products or services. By the end of the course, students will be equipped with the knowledge and skills necessary to leverage different social media platforms strategically and efficiently for promoting and marketing their products or services.

**Introduction to Social Media Marketing:** Fundamentals of Social Media Marketing & its significance; Necessity of social media marketing; Building a Successful strategy: Goal Setting, Implementation; Social Media Optimization. [5]

**Facebook Marketing:** Facebook for Business, Facebook Insight, Different types of Ad formats, setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags [7]

**LinkedIn Marketing:** Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign [6]

**Twitter Marketing:** Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. [6]

**YouTube Marketing:** YouTube and the Video Revolution; The Three Uses of Video: Supportive, SEO, and Viral; YouTube Channel Basics and Video Tips; Deliverable: YouTube Marketing Plan, Instagram & Snapchat basics [7]

**Evaluating Social Media:** Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling; Evaluation of Social Media Platforms; Tools to manage and measure performance of social media content and campaigns; Handling critical issues in social media management and legal aspects of social media. [8]

**Text Books:**

1. Digital Marketing, S.Gupta, McGraw Hill
2. Digital Marketing, Kamat and Kamat, Himalaya Publication

**Reference Book:**

1. Social Media Marketing: Strategies for Engaging In Facebook, Twitter and other Social Media, Liana Li Evans, Pearson Education India
2. Social Media Marketing: A Comprehensive Guide to Growing Your Brand on Social Media, Jason Lazar, Ingram Publishing

**THIRD YEAR**  
**AUTUMN SEMESTER**  
**(Semester – V)**

**BM23.311**

**DECISION SCIENCE**

**3-1-0-4**

(Contact hrs: 39)

**Course Objectives:** The objective of this course is to equip students with tools to apply mathematical models in decision making. The quantitative analysis approach is used which consists of defining a problem, developing a model, acquiring input data, developing a solution, testing the solution and analyzing and implementing the results.

**Introductory Concepts:** Definition of a problem, problem structure, understanding a problem, the business / corporate environment, aims and objectives of an organization, decision making within an organisation, decision-making criteria and metrics. **[05]**

**Tools for Decision Making:** Linear Programming: Basic Assumptions, Formulating LP problems, Graphical Analysis, Solving Minimization problems, Simplex Method—Setting up initial Simplex Solution, Simplex solution procedures, Solving LP Maximization Problems, Surplus and Artificial variables, Solving Minimization problems, Special cases, **[10]**

**Transportation Models:** Setting up a Transportation problem, Initial Solution: Northwest Corner Rule, Stepping-Stone method, MODI method, Vogel's Approximation method, Unbalanced transportation problems, Special Cases, **[09]**

**Assignment Models:** Approach of Assignment Model, Hungarian Method/Flood's Technique, Unbalanced Assignment problems, Maximization Assignment Problems. **[08]**

**Decision Theory:** Decision making under Uncertainty—Maximax, Maximin, Criterion of Realism, Equally likely, Minimax Regret, Decision making under Risk—Expected monetary value, Expected value of perfect information, Expected Opportunity loss, Decision Trees, Utility Theory **[10]**

**Queuing Theory:** Characteristics of a Queuing System, Single channel queuing model with Poisson Arrivals and Exponential Service, Multiple channel queuing model with Poisson Arrivals and Exponential Service, Constant Service time model. **[10]**

**Text Books:**

1. Hillier, Frederick, Gerald , Nag and Basu; Introduction to Operations Research (10th Edition). McGraw-Hill
2. Render, Barry, Ralph M. Stair, Jr. and Michael E. Hanna (2014) Quantitative Analysis for Management (12th edition) Pearson Education.

**Reference Books:**

1. Taha, H.A. (2005) Operations Research: An Introduction. (9th Edition) Pearson Education
2. Hillier & Hillier: Introduction to Management Science: Text & cases using spreadsheet, McGraw-Hill

**Note: Latest edition of text book and references must be used.**

**BS.23.311**

**International Business**

**3-1-0-4**

(Contact hrs: 39)

### **Course Objective**

An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

### **Course Content**

**Introduction:** Nature of International Business, Need to study, Drivers of IB, IB vs. Domestic Business, Routes of Globalization, Multinational Corporations. [06]

**Theories of Global Trade and Investment:** Foreign Trade Policies, Trade Theories, Foreign Direct Investment—Basic concepts, FDI in India. [07]

**Political Environment**—Democracy, Totalitarianism, Political Risk. **Legal Environment**—Systems of Law, International Disputes Resolution, Areas of Concern for MNCs. [15]  
**Technological Environment**—Features of Technology, Impact of Technology, Implications for MNCs, Issue of Technology Transfer. **Cultural Environment**—Nature, Elements of Culture and their implications for IB.

**Economic Environment and International Financial Management:** Income-wise classification of countries, Economic Systems, Trade Barriers. International Financial Management— Nature, FOREX Management, Balance of Payments, International Financial Markets, Role of International Financial Institutions— IMF, WB. **Major Regional Trading Institutions and Groups:** WTO, SAARC, ASEAN, EU, OPEC. [11]

### **Text Books**

1. Aswathappa, K.; International Business, Tata McGraw Hill, New Delhi.

### **References:**

1. Cherunilam, Francis; *International Business*; Prentice Hall India, New Delhi.
2. Daniels, John D., Lee H. Radebaugh, Daniel P. Sullivan; *International Business*, Pearson Education, New Delhi.
3. Hill, Charles W. L.; *International Business*, Tata McGraw Hill, New Delhi.
4. Vyuptakesh Sharan, *International Business*, 3rd Edition, Pearson Education in South Asia, New Delhi.

**Note: Latest edition of text book and references must be used.**

**BM.23.321**

## **Management Accounting**

**3-1-0-4**

(Contact hrs: 39)

### **Course Objective**

To provide the students knowledge about use of costing and financial data for planning, control and decision making.

### **Course Content**

**Introduction:** Meaning, Nature and Scope and functions of management accounting, Role of management accounting in decision making, Management accounting vs. Financial accounting, Tools and techniques of management accounting, Difference between cost accounting and management accounting, cost control, cost reduction, cost management. [08]

**Standard costing and variance analysis:** Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control ratios. [12]

**Absorption versus variable costing:** Distinctive features and income determination Cost-Volume-Profit Analysis: Break-even analysis-algebraic and graphic methods. Contribution / sales ratio, key factor. Margin of safety. Angle of incidence. Determination of cost indifference point. [10]

**Decision making:** Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, seller process further. **Responsibility Accounting:** Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement – Financial Measures. [09]

### **Text Books**

1. Khan, M.Y. and P.K. Jain., “*Management Accounting*”, Tata McGraw Hill, Publishing
2. Lal, Jawahar., “*Advanced Management Accounting- Text and Cases*”, S. Chand & Co., New Delhi.

### **References:**

1. Drury, Colin., “*Management and Cost Accounting*”, Thomson Learning.
2. Horngreen, Charles T., George Foster and Srikant M. Dattar., “*Cost Accounting: A Managerial Emphasis*”, Prentice Hall of India Ltd., New Delhi.
3. Kalpan R.S. and Atkinson A.A., “*Advanced Management Accounting*”, Prentice Hall India.
4. Anthony, Robert & Reece, et al, “*Principles of Management Accounting*”, Richard Irwin Inc.
5. Pandey I.M., “*Financial Management*”, Vikas Publishing House, New Delhi.

**Note: Latest edition of text book and references must be used.**

**DM.23.311**

**Digital Strategic Fundamentals**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective:** To equip students with a comprehensive understanding of digital marketing strategy, enabling them to develop, execute, and communicate effective strategies that drive business success.

**Content**

**Digital Strategy Fundamentals**

**6**

- Introduction to Digital Marketing and Strategy Fundamentals (Overview)
- Setting the Stage: Understanding Overarching Strategy
- Leveraging Digital Media
- Digital Resources and Tools
- Budgeting and Measuring ROI in Digital Marketing

**Setting Strategy Objectives and KPIs**

**7**

- Defining Clear Objectives in Digital Marketing
- Key Performance Indicators (KPIs) for Success
- Forecasting and Monitoring Progress,
- Conducting Effective Digital Strategy Reviews
- Digital Strategy Research Overview
- Conducting Research Activities in Digital Marketing
- Building a Research Map and Fostering Critical Thinking

**Developing a Creative Strategy**

**6**

- Creativity in Digital Marketing: Strategies and Techniques
- Crafting a Compelling Content Strategy
- Specifying Channels for Launch Planning
- The Role of Visual and Multimedia Content
- Creative Optimization for Digital Success
- Case Studies and Best Practices in Creative Digital Marketing

**Executing a Digital Marketing Strategy**

**8**

- Identifying the Right Channels for Your Campaign
- Building an Effective Toolkit for Strategy Execution
- Developing a Comprehensive Media Plan
- Implementing the Digital Marketing Strategy
- Monitoring and Adjusting in Real-Time
- Managing Data and Analytics in Digital Marketing
- A/B Testing and Optimization Strategies
- Ethical Considerations in Digital Marketing

**Communicating a Digital Marketing Strategy**

**6**

- Effective Communication of Your Digital Marketing Strategy
- Reporting and Presenting Results to Stakeholders
- Reflecting on Performance and Learning from Mistakes
- Iterating and Continuous Improvement
- Legal and Compliance Issues in Digital Marketing
- Reputation Management and Crisis Communication

**Advanced Topics in Digital Marketing**

**6**

- Influencer Marketing and Partnerships
- Data Privacy and Security in Digital Marketing
- Emerging Trends and Technologies in Digital Marketing

- Global and Multicultural Considerations
- Scaling Digital Marketing Strategy

**Reference Books:**

1. "Digital Marketing Strategy: An Integrated Approach to Online Marketing" by Simon Kingsnorth
2. "Creative Strategy and the Business of Design" by Douglas Davis

GE.23.321

**Production and Operations Management**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective**

This course introduces the students to the theory and practice of production management as a functional area in the management of business enterprise.

**Course Content**

- Introduction:** Evolution, Need, Nature, Importance, Scope and Forecasting. [07]
- Plant Location and Utilities:** Steps in Location, Location Models. Utilities— Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control.
- Plant Layout:** Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques. [05]
- Job Design and Ergonomics:** Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics- Meaning and Applications. [07]
- Work Study:** Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. **Quality Control:** Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R,  $p$ ,  $\sigma$ ,  $np$ , C, OC-curve, Total Quality Management, Quality Circle. [20]

**Text Books**

1. Aswathappa. K & Bhat, Shridhar. K; *Production and Operations Management*, Himalaya Publishing House, New Delhi.
2. Heizer Jay and Render Barry, “*Production & Operations Management*”, Pearson Edu.

**References:**

1. Goel, B.S; *Production Operations Management*, Pragati Prakashan, Meerut.
2. Adam & Ebert; *Production and Operations Management*, PHI, New Delhi.
3. Buffa & Sarin; *Modern Production/Operation Management*, John Wiley & Sons, New Delhi.
4. *Production/Operations Management*, MS-53 (IGNOU), New Delhi
5. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, “*Production & Operations Management Manufacturing and Services*”, Tata McGraw Hill

**Note: Latest edition of text book and references must be used.**

**GE.23.331**

**Industrial Relations**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective:**

The aim of this course is to make participants conversant regarding conflict management in legal perspective and judicial system pertaining to labor management relations. Participants will be familiar with the various techniques of Industrial Relations and futuristic issues in era of dynamic technological changes. This course also allows participants to view industrial relations within an international context as well as providing an insight into the workings of the Indian labour market.

**Course Contents**

**Industrial relations:** Definition – Nature - Evolution of IR in India - Context and environment of IR - Three actors and their roles in IR -Approaches to IR and HR Relations - Gandhian approach - Marxian approach and Dunlop’s Systems approach. Emerging Trends in IR, Future of IR in India [9]

**Role of trade unions:** Trade union in India, National level federations, Goals and objectives of unions and union leadership, Weaknesses in trade unions, Types of trade unions, Theories of trade unionism, Cross cultural aspects of union management relations, Trade Union Act 1926 - An overview, Union recognition, De –unionization strategies. IR policies: The state and IR policies - Evolution of IR policies - National Commission on Labor and IR policy (1969). [10]

**Grievance procedure:** discipline - Labor courts - Collective bargaining: concept and development - Industrial unrest in India. Industrial Disputes Act 1947 - Objects Of The Act - Important Definitions: Authorities Under The Act - Causes Of Industrial Disputes - Types Of Industrial Disputes - Prevention Of Industrial Disputes - Reference Of Disputes Settlement - Strikes - Lockouts - Lay Off-Retrenchment - Unfair Labor Practices - Standing Orders - Service Rules –Misconduct - Principles Of Natural Justice - Domestic Enquiry - Remedial Counseling. [10]

**Industrial Democracy:** Concept and scope of industrial democracy, Worker’s participation, Objectives for successful participation, Strategy, Practices, Behavioral science contribution and models, Rationale for participation, Issues in participation, Strategies for making participation work and making participation more effective. Labor legislation in India - Social security and welfare legislations - Concept of social security - ILO and social security -Social security measures in India - Workmen’s Compensation Act,1923 - Employees State Insurance Act, 1948 -Employees Provident Fund and (Miscellaneous Provisions) Act, 1952 - Maternity benefit Act,1961,Payment of Gratuity Act 1972, Payment of Bonus Act 1965. International experiences, Emerging trends and Future role of IR. [10]

**Text Book**

1. Sinha, P.R.N., Sinha I.B. and Shekhar, S.P. (2013), “*Industrial Relations: Trade Unions and Labour Legislation*”, 2<sup>nd</sup> Edition, New Delhi: Pearson Education.

**References Book**

1. Bray, M., Deery, S., Walsh, J. and Waring, P. (2011), “*Industrial Relations*”, 3<sup>rd</sup> Edition, New Delhi: McGraw Hill Education.
2. Monappa, A., Nambudiri, R. and Selvaraj, P. (2012), “*Industrial Relations and Labour Laws*”, 2<sup>nd</sup> Edition, New Delhi: McGraw Hill Education.

**GE23.311**

**Marketing of Services**

**3-1-0-4**

(Contact hrs.: 39)

### **Course Objective**

The course is designed to equip students with the knowledge of marketing of all types of services.

### **Course Content**

**The emergence of service economy:** contributory factors, consumption pattern analysis, economic transformation unique aspects of services: goods, services, products, managerial challenges. [8]

**Marketing mix:** concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis. [11]

**Service system positioning:** service delivery process, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process.

**Service marketing:** strategy; segmentation, targeting and positioning, market innovation Competitive differentiation; competitive advantage and value chain analysis [8]

**Service quality:** concept, technical and functional quality, Service quality models and measurement Demand and supply imbalances management; challenges and strategies; Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc. [12]

### **Text Books:**

- Shanker, R., “*Services Marketing: The Indian perspective*”, Excel Books

### **Reference Books:**

1. Glynn, W. J., and Barnes, J. G., “*Understanding services management - Integrating Marketing, Organizational Behaviour, Operations and Human Resources Management*”, Prentice Hall.
2. Fisk, R. P., Grove, S. J., and John, J. *Interactive Services Marketing*. New York. Houghton Mifflin

**SF 301                      Civility & Ethics, Business & Professional Grooming and                      0-0-2-1**  
**Corporate Dining Etiquette**

**Course Objective**

This course is designed for students to make them ready to face the world of business, entrepreneurship and globalization. It is targeted at third year students, to prepare them for their professional entry so that they are able to have a positive impact in various professional and business events. In addition, this course equips students with mastery in the arena of soft skills and civility along with putting their best foot forward which will help them to stand apart from the crowd and become a leader in the official and professional scenario.

**Section -A: Civility & Ethics**

**Course Content**

**Character, Values and Credibility:** A crucial module to aid character development, this will help students build the foundation of their personality. This will make them solid, dependable people who are assets to their workplaces, homes and society. In a world where materialistic show has become very common this will enable students to stay grounded in their values and be good human beings. [2]

**Section- B: Business and professional grooming**

**Cross Cultural Communication and Business Travel Etiquette:** In this world of Globalization, it is crucial to understand diversity and cultural differences so as to avoid faux pas, create global business relationships and overcome cultural barriers while embracing various cultures. This module will develop a fine sense of blending cultures and also include business travel etiquette basics to enable the new generation of global travelers to leave the right impression even while travelling. [2]

**Business Dressing :** In this sub section the dressing and maquillage relating to formal office dressing will be taught pertaining to different dressing needs for different professions [4]

**Self Defense:** As women, it is important to be able to protect oneself in both social and professional world by learning self-defense technique. This module is aimed at enabling women to protect themselves and others which will further contribute to building a safe society. [2]

**Office party etiquette:** in this section certain techniques of dance will be taught, which are commonly a part of social and business parties. [2]

**Section – C: Corporate Dining Etiquette**

**High Tea Guardian:** Elegance should be the hallmark of every lady and how one carries herself in various social/ business occasions contributes greatly to that image. This module will impart knowledge on High Tea Etiquette, a British Tradition which is now enjoyed globally as a business protocol [2]

**Soiree Protocol:** Students will learn the art of hosting parties, host and guest duties, the various kinds of parties and balls and the code of etiquette for each including dressing, deportment, behavior and others. Parties being a social and professional inclusion today, this will help students to leave a positive impression. [2]

**Culinary Art:** Students will learn the art of baking, including various techniques like creaming, docking, folding, marbling etc. and understanding how various kinds of cakes (dry cakes, icing cakes) and cookies like butter cookies, oatmeal cookies, choco chip cookies etc. are prepared in a fully equipped & professionally stacked kitchen. [2]

**References: Section –A**

1. Valentine, S. R. D. (2004). *Guide to cross-cultural communication* (Vol. 26). Upper Saddle River, NJ: Prentice Hall.

2. Winston, P. J. (2005). *Guide to Cross-Cultural Communication*. *Business Communication Quarterly*, 68(3), 374-379.

**References: Section- B**

1. Valentine, S. R. D. (2004). *Guide to cross-cultural communication* (Vol. 26). Upper Saddle River, NJ: Prentice Hall.
2. Winston, P. J. (2005). *Guide to Cross-Cultural Communication*. *Business Communication Quarterly*, 68(3), 374-379.
3. Sabbath, Ann Marie (2004). *Beyond Business Casual: What to wear to work if you want to get ahead*. IUniverse
4. Bixler, Susan (1997). *The New Professional Image: Dress your best for every business situation*. Adams Media Corporation
5. Woodall, Trinny; Constantine, Susannah (2003). *What Not To Wear for Every Occasion*. Riverhead Trade
6. Bott, Daniele (2007). *Chanel: Collection & Creation*. Thames & Hudson

**References: Section- C**

1. Lillicrap, Dennis R (2010). *Food & Beverage Service*. Hodder Education
2. Arora, K. (2005). *Theory of Cookery*. Frank Bros. & Co. Ltd.
3. Dubey, S. C. (2007). *Basic Baking. The Society of Indian Bakers*.

**Note: Latest edition of text book and references must be used.**

**THIRD YEAR**  
**SPRING SEMESTER**  
**(Semester – VI)**

**BM.23.312**

**Project Management**

**3-1-0-4**

(Contact hrs: 39)

### **Course Objective**

To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

### **Course Content**

**Introduction:** Objectives of Project, monitoring and control of investment projects, role of strategic resource allocation, identification of investment and project ideas. Feasibility / viability analysis. [07]

**Project Preparation:** Marketing and demand analysis, Technical feasibility,; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects. [11]

**Project appraisal/selection:** Business criterion of growth by: Investment criteria, Project risk analysis ,social cost benefit analysis in public and private sectors, investment criterion and choice of techniques. Estimation of shadow prices and social discount rate. [11]

**Issues in Project Planning and Management:** Networking techniques for Project Management: PERT and CPM, Project Review and Administrative Aspects. [10]

### **Text Books**

1. Chandra. Prasanna, “*Projects Planning.Analysis, Selection,Financing, Implementation, and Review*”,McGraw Hill.
2. Gray, Clifford .F. *Project Management*. McGraw Hill.

### **References:**

1. Gopalakrishnan. P. and.Ramamurthy, V.E., “*Text Book of Project Management*”, Macmillan India Ltd.
2. JyotsnaBapat, “*Development Projects and critical theory of Environment*”, Sage Publication, New Delhi.
3. John M. Nicholas, “*Project Management for Business and technology:Principles and Practice*”, Pearson Prentice Hall, New Delhi.
4. David I. Cleland, “*Project Management: Strategic Design andimplementation*”, McGraw Hill Inc.

**Note: Latest edition of text book and references must be used.**

**BS23.312**

**International Finance**

**3-1-0-4**

(Contact hrs: 39)

**Course Objectives:** The objective of this course is to provide students with an in depth knowledge of international finance. 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.

**International financial Environment-** The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution. [9]

**International flow of funds and International Monetary system:-** International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate International flows. BOP, Equilibrium & Disequilibrium. Trade deficits. Capital account convertibility (problems on BOP) International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU). [8]

**Foreign Exchange Market:** Function and Structure of the Forex markets, Foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behaviour-Cross Rates- - Arbitrage profit in foreign exchange markets, Swift Mechanism. Triangular and locational arbitrage. [8]

**International Financial Markets and Instruments:** - Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Money Markets International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements. [8]

**International Parity Relationships & Forecasting Foreign Exchange rate:** - Measuring exchange rate movements-Exchange rate equilibrium – Factors effecting foreign exchange rate- Forecasting foreign exchange rates .Interest Rate Parity, Purchasing Power Parity & International Fisher effect. Covered Interest Arbitrage. [9]

**Foreign Exchange exposure:** - Management of Transaction exposure- Management of Translation exposure- Management of Economic exposure- Management of political ExposureManagement of Interest rate exposure. [10]

**Text Books:**

1. International Financial Management – Siddaiah T, 1/e, Pearson,
2. Multinational Financial Management–Alan C. Shapiro, 10/e, Wiley India Pvt. Ltd.

**Reference Books:**

1. International Financial Management - Jeff Madura, Cengage Learning
2. International Financial Management – Apte P. G, 6/e, TMH,
3. International Finance Management - Eun& Resnick, 4/e, Tata McGraw Hill

**BS.23.322**

**Basics of Taxation**

**3-1-0-4**

(Contact hrs: 39)

### **Course Objective**

To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.

### **Course Content**

**Basic Concepts:** Definitions, Basis of Charge, Residential Status, Scope of Total Income - Exempted income. **Heads Of Income:** Income from Salaries, Income from House property, Income from Business or Profession, Capital gains, Income from other sources. [15]

**Total Income:** Deemed income, Set off and Carry forward of losses Deductions from Gross Total Income, Assessment of Individual, Tax Deducted at Source, E-filing of return. [07]

**Customs:** (a) Nature and Scope of Customs, Important Terms and Definitions under the Custom Act and related rules, General Procedure. (b) Customs Act, 1962 and the related Rules, Circulars and Notifications; Customs Tariff Act 1975 and the related Rules. [06]

**Goods and Service Tax:** (a) Important terms and definitions under Goods and Service Tax Act —Nature and Scope of GST, Provisions relating to inter-state sales, Sales inside a State, Sale/Purchase in the course of Import and Export out of India. [11]  
Registration, Aggregate Turnover, Computation of GST

### **Text Books**

1. Singhania, V.K. *Student Guide to Income Tax*. Taxmann Publications Pvt. Ltd.
2. Ahuja Girish and Gupta Ravi: *Practical approach to Income Tax, Wealth Tax and Central Sales Tax*; Bharat Law House Pvt. Ltd., New Delhi.

### **References:**

1. Ahuja & Gupta. *Simplified Approach to Income Tax Flair*, Publications Pvt. Ltd.
2. Mahesh Chandra & Shukla, D.C. *Income Tax Law & Practice* Pragati Publications.
3. Goyal, S.P. *Tax Planning and Management*. Sahitya Bhawan Publications.

**Note: Latest edition of text book and references must be used.**

**GE23.322**

**SUSTAINABLE FINANCE**

**3-1-0-4**

(Contact hrs.: 39)

**Course Objectives:**

- Explains the potential contribution of sustainable finance to achieving the Sustainable Development Goals and the goals of the Paris Agreement on Climate Change;
- Explains the core concepts of sustainable finance and the relevance of sustainability considerations for the key actors in the financial system;
- Describes the role that regulation and industry initiatives (self-regulation) play in shaping sustainable finance;
- Describes different sustainable finance products, such as bonds and loans, that may be available to provide the capital needed to support the delivery of the Sustainable Development Goals and the goals of the Paris Agreement on Climate Change.

**Course Contents**

**Fundamentals of Sustainable Finance:** What is Sustainable Finance?, Sustainable Finance and International Agreements, Incorporating Sustainability into Organizations and the Financial System, Key Challenges for Sustainable Finance. [10]

**Introduction to Environmental, Social and Governance (ESG) Risk Management:** [10]  
Which industries have the highest ESG risk, The impact of key MEIs (Material ESG Issues) within these sectors and beyond, How Sustainalytics assesses the material ESG issues impacting companies and evaluates corporate ESG risk management, The actions companies can take to effectively address these issues.

**Sustainable Finance Market:** The Five Pillars of Sustainable Finance Concept, [10]  
Overview of Sustainable Finance Market Participants, Sustainable Finance: Policies and Regulation, Impact Reporting and Communication.

**Sustainable Finance Products:** Green Bonds and Green Loans, Sustainable Finance [9]  
Products, The Green Bond Market, The Green Loan Market, Green Bond Projects around the World - Examples

**Text Book:**

- H. Kent Baker Hunter M. Holzhauser & John R. Nofsinger, Sustainable Investing: What Everyone Needs to Know, OUP India.

**Reference Book:**

- Shah, Atul K., Inclusive and Sustainable Finance, Taylor & Francis.

**DM.23.322**

**Digital Media Laws**

**3-1-0-4**

(Contact hrs.: 39)

**Course Objective**

To examine the most important media laws, policy and regulatory frameworks in India in terms of the effect it has on media establishments and their public communication activities.

**Course Content**

**Legal Framework for Media**

**6**

- Media Role, Responsibilities and Privileges
- Directive Principles, Fundamental Rights and Media in Democracy
- Freedom of Speech via Internet
- Contempt of Court

**Media Regulation and Acts**

**10**

- IT Act 2000, and Amendments
- Intellectual Property and Copyright
- Official Secrets Act
- Sedition laws
- Defamation
- Right to Information
- Advertisement Law

**Cyber Crime and Ethics**

**8**

- Understanding Cyber Crime
- Cyberbullying, Sexting, Cyberstalking, Phishing
- Internet Fraud
- Digital Heritage and Right to Forget
- Cyber-conflict and Security
- Issues and Challenges: Privacy, Piracy, Plagiarism

**Ethical Issues in Indian Media**

**9**

- Code of Ethics in Media and Internet Ethics
- Media Bias
- Censorship, Obscenity and Violence
- Hate Speech
- Fake News and Post-truth
- Trial by Media
- Women and Children in Media
- Pressures on Media Freedom (Political, Commercial, Legal)

**Online Media and Important Cases**

**6**

- The Internet and the Public Sphere
- Guidelines and Code of Conduct
- Online Porn and Protection
- Important Court Cases related to Internet Suspension, Freedom of Expression, and Defamation

**Reference Books:**

1. "Cyber Laws and IT Protection" by Abhishek Kumar Pandey
2. "Ethics for the Information Age" by Michael J. Quinn
3. "Cyber Law Simplified" by Vivek Sood "Cyber Law and Cyber Security in a Nutshell" by Rajat Moona and Saurabh Bhattacharjee

**GE.23.312**

**Negotiation Skills for Managers**

**3-1-0-4**

(Contact hrs: 39)

### **Course Objective**

Understand significance of conflict and locate fertile areas for conflicts to resolve conflicts effectively.

Understanding the term negotiation and the processes involved in negotiation to know issues associated with negotiation.

Learning strategy and tactics of distributive and integrative bargaining.

Sharpening negotiating skills in a variety of interpersonal and intergroup situations.

### **Course Content**

**Introduction:** Nature of Negotiation and Conflicts, Dynamics of Negotiation and Conflict management. [04]

**Conflict Management:** Levels of conflict, Sources of conflict [04]

**Managing Conflict:** Managing interpersonal conflict; Managing team and organizational conflict; Conflict resolution process [06]

**Negotiation:** Types of negotiation-Distributive, Integrative, Attitudinal structuring and Intra-organizational negotiation; Negotiation process-Preparation, Developing and choosing a strategy, Opening moves, Bargaining and problem solving and Closure and implementation. [10]

**Two Party Distributive (Win-Lose) Negotiations:** Introducing complexities, Fundamental strategies and complexities [03]

**Two Party Integrative (Win-Win) Negotiations:** Key features of Integrative negotiation process, Facilitating factors for successful Integrative negotiation, Template design, evaluation and analysis. [03]

**Many Party Negotiations:** Group decisions, Consensus, Coalitions and Voting [03]

**Behaviour of Successful Negotiator:** Measuring your progress [03]

**Negotiation Styles:** Measuring your style with countering measures [03]

### **Text Books**

1. Rout Eirene Leela and Omiko Nelson, “*Corporate Conflict Management*”, Prentice Hall of India Private Limited, New Delhi, 2010

### **References:**

1. Lewicki Roy J, Saunders David M and Barry Bruce, “*Negotiation*”, Fifth Edition, Tata McGraw-Hill, 2010.
2. Corvette Barbara A Budjac, “*Conflict Management: A Practical Guide to Developing Negotiation Strategies*”, Pearson Education, 2007.

**Note: Latest edition of text book and references must be used.**

**GE.23.332**

**International Marketing**

**3-1-0-4**

(Contact hrs: 39)

### Course Objective

The course is designed to equip students with the knowledge of international marketing of all types of products and services.

### Course Content

**Framework:** Nature and Importance of International marketing – process of International marketing, International dimensions of marketing and benefits of international marketing, steps of development of the transnational corporation. Intra firm and environmental factors, social, cultural, economic, political and legal aspects, Difference between domestic marketing, multinational and international marketing. [9]

**International Marketing Decisions:** Global marketing information system and research – nature of marketing research, sources of information and marketing research – primary and secondary global market segmentation, targeting and positioning. Foreign market entry strategy – market analysis, export, licensing, joint ventures, Manufacturing, management contracts turns key operations, acquisition and mergers, analysis of entry strategy. Identifying foreign markets, market research overseas. Market entry. [9]

**Institutional Infrastructure:** Global marketing mix – International product decision, what is product development, product positioning, theory of IPLC, Product standardization and product adaptation, branding and packaging, International pricing decision – role of price, supply and demand, international channel decisions – importance and scope of channel decision, direct and indirect selling channel sales and promotion, advertising. [9]

**Documentation:** Introduction to Export documentation and procedures, framework, pre-shipment and post shipment documents, Role of ITPO in export promotion, quality control and pre-shipment inspection, Labelling/packing, Marking of consignments, Marine/cargo insurance etc. [12]

### Text Books

1. Albaum, G. Strandskov, J. and Duerr, E. “*International Marketing and Export Management*”. 7/E. Delhi: Pearson Education.
2. Keegan, W. and Green, M. “*Global Marketing*”. 4th ed. Delhi: Pearson.

### References:

1. Melewar, T.C. and Gupta, S. “*Strategic International Marketing*”. Basingstoke: Palgrave-Macmillan.
2. Czinkota, M.R. and Ronkainen, I.A. “*International Marketing*”. 10th ed. Delhi: South-Western, Cengage Learning India Pvt. Ltd.
3. Hans Muhlbacher, “*International marketing-A global perspective*”, Cengage Learning
4. Cateora, P.R., Graham, J.L. and Salwan, P. “*International Marketing*”. 13th ed. Delhi: McGraw Hill.
5. Gillespie, K., Jeannet, J.P. and Hennessey, H.D. “*International Marketing*”. Delhi: Cengage Learning.
6. Hollensen, S. and Banerjee, M. “*Global Marketing*”. 4th ed. Delhi: Pearson.
7. Onkvisit, S. and Shaw, J. “*International Marketing: Strategy and Theory*”. 5th ed. London: Routledge.

**Note: Latest edition of text book and references must be used.**

**SF 302**

**Soft Skills and Interview Skills**

**0-0-2-1**

## Course Objective

All employers today want employees with not just a good academic record and technical skills but also excellent soft skills, communication and interpersonal skills, negotiation, team work, conflict handling and presentation skills. These employability skills are in huge demand and indeed play a crucial role in developing the personality of students so that they can set themselves apart from the competition, crack interviews and transition into various leadership roles. These life skills will help build the attitude and dynamism so that they become go-getters in life.

### Section -A: Soft Skills

#### Course Content

**Goal Setting + SWOT Analysis:** As students venture into their careers it is important to be able to look at the bigger picture. This module will enable students to list down and subsequently achieve their short, long and mid-term goals. They will identify what prevents people from achieving their goals and how to ensure that they achieve their goals each time following the SMART goal methodology. They will also understand their skills better by listing them in the SWOT (Strengths, Weaknesses, Opportunities and Threats) as per their goals. [02]

**Stress Management:** In this fast paced world where everyone is running the rat race and wants to achieve everything in life. This results in an incredible amount of multi-tasking which results in high stress situations which eventually affects physical and mental health. This module will enable students to handle high stress situations with aplomb [02]

**Negotiation & Conflict Handling:** We all want leaders who can get us what we want by negotiating on our behalf and manage situations of conflict. These life skills will empower student to build this extremely crucial skill and make them excellent negotiators, whether it is for a salary or a business deal. Being able to maturely handle both internal and external conflict will make them leaders at the forefront of their teams. [02]

**EQ + IQ + SQ:** Blending together Emotional Quotient, Intelligence Quotient and Spiritual Quotient will enable the students to lead fulfilling and balanced lives. Not only is emotional intelligence a valued skill in employees, knowledge of this module will enable the young prospective employees to build the right habits of work life balance right from the beginning of their professional careers. [02]

**Presentation Techniques:** PowerPoint presentations are an integral part of our professional lives. Knowledge of designing a powerful, high impact presentation along with the skill of stage presence and excellent public speaking skills makes this module a must-have in today's world. This will enable students to become excellent presenters by improving their confidence, delivery and designing skills. [04]

### Section – B: Interview Skills

**Group Discussion (Level 2):** This module further builds up on the previous understanding of various group discussion techniques like PREP, SPELT, KWA approaches to enable excellence in Group Discussions which are an important part of the recruitment process. Focus will also be on rigorous practice sessions with extensive feedback which will make students ready and confident for such activities in real life situations. [04]

**Micro Presentations:** All presentations don't require PowerPoint Slides. Short, powerful presentation and talks which leave a huge impact on the audience and drive them to action is the crux of this module. Again, a must have skill which includes [04]

excellent communication skills, compelling body language and dynamic stage presence.

**Interview Techniques:** Interviews are usually a student's first interaction with the professional world. With a low rate of conversion in most interviews and the pressure of landing a good job, a lot of students find it difficult to put their best front. This module will enable students to master the end to end interview process, right from designing the right resume, professional dressing and body language to interview techniques including handling difficult questions and honing in on their unique skills and capabilities.

[02]

### **References: Section –A**

1. Covey, S. (2013). *The Seven Habits of Highly Effective People*. Simon & Schuster
2. Covey, Stephen (2008). *The Leader in Me*. Simon & Schuster
3. Goleman, D. (1998). *Working with emotional intelligence*. Bantam.
4. Brewer, M. Dr.(2008). *What is your spiritual quotient*

### **References: Section- B**

1. Gorden, R. L. (1998). *Basic interviewing skills*. Waveland Press.
2. Gallo, C. (2014). *Talk like TED: the 9 public-speaking secrets of the world's top minds*. St. Martin's Press.

**Note: Latest edition of text book and references must be used.**

**FOURTH YEAR**  
**AUTUMN SEMESTER**  
**(Semester – VII)**

**BM.23.411**

**Business Ethics and Corporate Governance**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective**

The main objective of this course is to provide students with the basic skills concerning business ethics, governance and corporate social responsibility. Additionally, students should understand the role of ethics, corporate responsibility and sustainability in business activities and evaluate business practices in these fields.

**Course Content**

**Introduction:** Business Ethics, Business Values, Inner Consciousness, Ethical Theories [12]  
**Indian Management Ethos -** Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma), Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.

**Corporate Social Responsibility:** CSR in India, Social Responsibility of Business, Social [10]  
Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.

**Corporate Governance:** Introduction, Evolution of Corporate Governance and development [08]  
in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders, Whistle- Blower Policies, Ombudsman.

**Sustainability:** Meaning, Scope, Sustainability Terminologies and Meanings, Corporate [09]  
Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

**Text Books**

1. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.
2. Balasubramanian, N., "*Corporate Governance and Stewardship*", Tata McGrawHill, New Delhi

**References:**

1. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
2. S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House, 2009
3. Beeslory, Michel and Evens, *Corporate Social Responsibility*, Taylor and Francis,
4. Bob Tricker, *Corporate governance- Principles, policies and practices*, Oxford University Press.
5. W.H. Shaw, *Business Ethics*, Cengage Learning.

**Note: Latest edition of text book and references must be used.**

**HR.23.411**

**Training and Development**

**3-0-0-3**

(Contact hrs: 39)

### **Course Objective**

To familiarize the students with the concept and practice of training and management development in the modern organizational setting.

### **Course Content**

**Introduction:** An overview of training, Role of training and development in HRD, Opportunities and challenges for training, Training and organizational development, Setting training objectives, Spiral model of training, Need to conduct Training Need Analysis (TNA), TNA Model, Need assessment process - Organizational analysis, Person analysis, Task analysis, Output of TNA, Approaches to TNA - Proactive TNA, Reactive TNA. [10]

**Designing training programs:** Organizational constraints, training objectives, facilitation of learning, facilitation of transfer; Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives. [09]

**Training methods:** Lectures and demonstrations; Games and Simulations: Equipment simulators, business games, In-basket technique. Case studies, role play, behaviour modelling, Job instruction technique, apprenticeship, coaching, mentoring, experiential training, vestibule training; Computer based training methods. [10]

**Management development:** concept, Strategies and management characteristics, management development implications, Types of management development programs, Development methods: Action learning, job rotation, executive development programs, special job assignments, team building, coaching, mentoring. [10]

### **Text Books**

1. Raymond A Noe, “*Employee Training and Development*”, 7<sup>th</sup> Edition, McGraw Hill India.
2. Lynton Rolf and Pareek Udai, “*Training and Development*”, Prentice Hall

### **References:**

1. Blanchard P. Nick and Thacker James., “*Effective Training, Systems, Strategies and Practices*”, Pearson
2. French Wendell, Bell Cecil and Vohra Veena, “*Organisation Development, Behavioral Science Interventions for Organisation Improvement*”, Prentice Hall.

**Note: Latest edition of text book and references must be used.**

**FA23.411**

**Business Valuation**

**3-0-0-3**

(Contact hours: 39)

### **Course Objective**

To assist the student in comprehending the concept of Business Valuation, its vital components, steps involved in preparation of a Business Valuation plan and Business Models for varied magnitude of business organizations. To develop a reservoir of knowledge on valuation which can assist the students in understanding valuation assignments as a Registered Valuer under Companies Act, 2013 including for Mergers and Acquisitions, Issue of Shares, Winding up of Business and during Distressed Sale.

### **Content**

**Introduction to Business Valuation:** Understand the Concept of Business Valuation, Genesis of Valuation; Need for Valuation; Hindrances/ Bottlenecks in Valuation; Business Valuation Approaches; Principles of Valuation (Cost, Price and Value) [7]

**Purpose of Valuation:** Merger & Acquisition and types, Sale of Business, Fund Raising, Voluntary Assessment; Taxation; Finance; Accounting; Industry perspective; Statutory Dimension; Society Angle. [5]

**Business Valuation Methods;** Discounted Cash Flow Analysis (DCF); Comparable transactions method; Comparable Market Multiples method; Market Valuation; Economic Value Added Approach; Free Cash Flow to Equity; Dividend Discount Model; Net Asset Valuation; Relative Valuation; Overview of Option Pricing Valuations. [7]

**Valuation of Tangibles:** Overview of Valuation of Immovable Properties; Plant & Machinery; Equipments; Vehicles; Capital Work-in-Progress; Industrial Plots; Land and Buildings; Vessels, Ships, Barges etc. [6]

**Valuation of Intangibles;** Definition of Intangible Assets; Categorization of Intangibles-Marketing Related (Trademarks, Trade names, Certification marks, Internet domains etc.), Customer or Supplier Related (Advertising Agreements, Licensing, Royalty Agreements, Servicing Contracts, Franchise Agreements), Technology Related (Contractual or non-contractual rights to use: Patented or Unpatented Technologies, Databases, Formulae, Designs, Softwares, Process), Artistic Related (Royalties from artistic works: Plays, Books, Films, Music) [8]

**Valuation of various magnitudes of Business Organizations:** Large Companies, Small Companies, Start-Ups, Micro Small and Medium Enterprises. Valuation of Business during distressed sale. [6]

### **Text Book**

1. Pavan Kumar Vijay, Chander Sawhney, Manoj Kumar, Vinod Kumar Aggarwal, Manish Srivastava and Sameer Verma, Business Valuation in India beyond the numbers, Wolters Kluwer (India) Pvt. Ltd. Punjab.

### **Reference Book**

1. Tim Koller, Marc Goedhart & David Wessels, Valuation: Measuring and Managing the Value of companies, fifth edition, 2010, McKensey and Company William Forbes, Behavioral Finance, John Wiley.

MM.23.411

## Customer Relationship Management

3-0-0-3

(Contact hrs: 39)

### Course Objective

To provide the student with knowledge of customer behavior, relationship marketing, customer satisfaction, loyalty, customer defection with special focus on sales management, closed loop marketing and drip marketing.

### Course Content

**CRM Theory & Development:** To provide a thorough grounding in Customer Relationship Management, its history and milestones, and its evolution from a singular customer sales based orientation, in depth focus on organizational structure, close comprehension of the varied demands of CRM from allied departments [08]

**CRM Expansion and Frontiers:** To provide a rigorous introduction to data platforms, data maximisation, entrée into the role of Business Intelligence, understanding the impact of CRM on Sales & Marketing, close order exercises with regards to the nature of digital CRM, the ethical concerns of CRM and their implications for digital usage [12]

**Theoretical and grounded perspectives of CRM:** Understanding the nature of emerging technologies and software applications to CRM. Focusing on the questions of digital commons, detailed examination of the questions of network externalities, the opportunities that exist for the ANT framework to be applied to digital CRM, the questions of interoperability, the necessity of bruteforcing and optimum anticipation of digital necessities [06]

**The balance between CRM's effectiveness and ethical concerns:** Understanding the evaluation module, focusing on several categories of measurement of CRM effectiveness, specific focus on CRM's effect on company efficiency, effectiveness, and employee effectiveness, complete focus on treating the next stage as your customer. Understanding CRM's heavy reliance on the efficient capture and use of customer information. To focus on the responsibility to meet or exceed their customer's expectations to privacy. [13]

### Text Books

1. CRM at the Speed of Light, 4<sup>th</sup> Edition, Paul Greenberg, Tata McGraw Hill
2. Customer Relationship Management, Concepts and Technologies, 2<sup>nd</sup> Edition, Francis Buttle, Routledge Publication.

**SM23.411 Introduction to Sustainability Management 3-0-0-3**  
(Contact hours: 39)

**Course Objective**

This course aims to provide undergraduate students with an introduction to sustainability management. Through this course, students will learn about sustainability concepts, standards, and theories, as well as the pillars and indicators of sustainability. They will also gain insights into global sustainability initiatives, environmental ethics, and social development. Furthermore, the course covers ecology and nature, environmental challenges, sustainable solutions, sustainable design and transportation, and balancing ecology and economics.

**Content**

**Introduction to Sustainability:** Concepts and standards of sustainability; Theories and approaches to sustainability; Indicators and pillars of sustainability [6]

**Environmental Ethics & Social Development :** Global sustainability initiatives (e.g., Brundtland Report, Kyoto Protocol, Earth Charter, United Nations, Copenhagen); Wealth distribution and poverty; Education; Population growth; Health and the environment [6]

**Ecology & Nature:** Ecology – population and resources, carrying capacity; Humans as part of the ecosystem; Climate change, greenhouse gases (GHG), carbon cycle; Biodiversity; Traditional Ecological Knowledge (TEK); Connecting with nature [6]

**Environmental Challenges & Sustainable Solutions:** Energy; Peak oil theory; BC sustainability legislation and policy; Sustainable food production; Water and resources [7]

**Sustainable Design & Transportation:** Transportation – automobile, mass transit (e.g., train, bus), bicycle, hybrid, electric, hydrogen, carshare, bikeshare; Building – green building standards and models; Urban planning – sprawl, density, transition towns; Waste management – precycling, recycling, cradle to cradle, biodegradable, composting [7]

**Balancing Ecology & Economics: Economics** – growth versus triple bottom line; Effects of consumption; Green economy – natural capitalism, fair trade, ethical purchasing, microfinance, conservation, greenwashing, employment [7]

**Text Book**

Margaret Robertson (2021). Sustainability Principles and Practice. ISBN 9780367365219 Published February 10, 2021 by Routledge

**Reference Book**

Simon Dresner (2008). The Principles of Sustainability. ISBN 9781844074969, Published August 28, 2008 by Routledge

TM23.411

## INTRODUCTION TO TOURISM & TRAVEL

**3-0-0-3**

(Contact hrs: 39)

**Course Objective:** The primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism. It will form the first step to move forward to interact with the advanced knowledge pertaining to tourism.

### Course Content

- Basic concepts & development of tourism:** Tourism, excursion, leisure and recreation; tourist, visitor, traveller; History and evolution of tourism, Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organised travel; Modern day Mass Tourism. [9]
- Typology and forms of tourism:** International Tourism, Inbound, Outbound, inter regional, intra-regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism. [7]
- Tourism system & Environment:** Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration. [7]
- Tourism Demand & Travel Motivators:** basics of Tourism demand, Net travel propensity, Gross travel propensity, Case study-pattern of movement of tourists to India; Travel Motivators, Physical Motivators, Inter personal Motivators, Status & Prestige. [8]
- Future growth and development of Indian tourism:** 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India. [8]

### Text Books

Holloway, J. C. (1994). The Business of Tourism, Pitman Publishing, London.

### References:

Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012). Tourism Principles and Practices, Oxford Higher Education.

**DM23.411 Social Media Platforms and Application**

**3-0-0-3**  
(Contact hrs.: 39)

**Course Objective:** By the end of the course, students should be able to develop effective social media marketing strategies for Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, YouTube, and WhatsApp. They will also learn to create engaging content, utilize paid advertising, analyze key metrics, and adhere to ethical guidelines for successful digital marketing campaigns.

**Content**

**Introduction to Social Media Marketing 6**

- Introduction to Social Media Marketing
- The Role of Social Media in Digital Marketing
- Social Media Marketing Strategy
- Key Metrics for Social Media Success

**Facebook & Instagram Marketing 7**

- Facebook and Instagram Overview
- Creating and Optimizing Business Pages
- Content Strategy for Facebook & Instagram
- Paid Advertising on Facebook & Instagram
- Engagement and Community Building
- Analytics and Insights

**Twitter & LinkedIn Marketing 7**

- Twitter and LinkedIn Overview
- Building a Professional Presence on LinkedIn
- Twitter for Real-time Engagement
- Advertising on Twitter & LinkedIn
- Networking and Lead Generation on LinkedIn

**Visual Platforms - Pinterest & Snapchat 6**

- Understanding Pinterest & Snapchat
- Crafting Visual Content for Pinterest
- Leveraging Snap Ads on Snapchat
- Analytics and Performance Tracking

**Video Marketing on YouTube 7**

- YouTube Overview
- Video Content Creation for YouTube
- YouTube Advertising and Monetization
- Measuring Video Performance
- Ethics and Regulations in Video Marketing

**WhatsApp Marketing 6**

- Introduction to WhatsApp as a Marketing Channel
- Building and Managing a WhatsApp Business Profile
- Creating Engaging Content for WhatsApp
- Leveraging WhatsApp Business API for Automation
- Measuring ROI and Effectiveness in WhatsApp Marketing

**Reference Book:**

1. "Social Media Marketing All-in-One for Dummies" by Jan Zimmerman and Deborah
2. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, and Nicholas F. Bormann

**HR.23.421**

**Performance Management**

**3-0-0-3**

(Contact hrs: 39)

### Course Objective

To equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in the organizations. It is particularly intended for future managers and supervisors who will conduct the performance appraisal of their subordinates.

### Course Content

**Introduction:** Concept, Significance, Objectives, Principles, Competitive advantage, Linkage to other HR processes. [04]

**Theoretical Framework:** Goal Theory and its application, Control Theory and its application, Social Cognitive Theory and its application, Justice Theory and its application [06]

**Performance Appraisal Process:** Prerequisites, Performance planning, Performance execution, Performance assessment, Performance review, Performance renewal, Methods of Performance Appraisal - Designing performance appraisal form, Objective methods, Individual methods, Multiple methods, Competency mapping, Common rating errors, Elements of good performance appraisal system, Achieving effective performance appraisal. [11]

**Performance Management and Strategic Planning:** Definition and purposes of strategic planning, Process of linking performance management to the strategic plan, Building support. **Performance Management Implementation:** Strategies for effective implementation, Factors affecting effective use of PM, Operationalizing change through PM, Building and leading high performance team. [08]

**Performance Management and Employee Development:** Personal development plan, Direct supervisor's role, Assessment centers, 360-degree feedback system. [06]

**Ethics in Performance Appraisal:** Ethical issues and dilemmas in PM, Ethical strategies in PM, Developing code of ethics in PM. [04]

### Text Books

1. Aguinis, H. "*Performance Management*", 3rd Edition, New Delhi: Pearson Education.
2. Bhattacharyya, D.K. "*Performance Management Systems and Strategies*", 1st Edition, New Delhi: Pearson Education.

### References:

1. Armstrong, M. "*Armstrong's Handbook of Performance Management*", New Delhi: Kogan Page India.
2. Bagchi, S.N. "*Performance Management*", 2nd Edition, New Delhi: Cengage Learning.
3. Rao, T.V. "*Performance Management*" - Towards Organizational Excellence", 2nd Edition, New Delhi: Sage Publishing.

**FA23.421**

**Financial Technology & Analytics**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

This course helps students in imparting managerial skills and knowledge required to manage modern digital business enterprises involved in providing various business domains. Developing skills in the Technologies used in digital business, Digital business transformation, Digital twins, Internet of Things, Data warehousing, Information security, Digital Commerce, IT Infrastructure Management, Information System Audit, Data Analytics, Deep Learning, Blockchain, Business Intelligence, etc.

**Content**

**Introduction to Financial Technology:** What is Financial Technology – Overview of Course. [7]  
Financial vs. Commercial, Gambling, Military Systems. Prices, Interest, Time, Financial Terms; Money, Loans and Interest; Days, Months, and Years.

**Algorithms and Financial Technology:** Financial Algorithms; Spreadsheets; Interpreters and [5]  
Compilers. Spline interpolation. Yield curve algorithms for Interpolating prices and rates. Linear vs. Nonlinear Regression. Spreadsheet Functional programs. Backpropagation.

**Financial Products and Financial Networks;** Cash flows, yields, financial prices, and [5]  
databases. Critical infrastructures and market data technologies.

**Introduction to Analytics:** Business intelligence, Business Analytics, Managerial spread sheet [8]  
analysis and modelling, Applications and Challenges in Business analytics, Marketing and Financial analytics; Organization/sources of data, importance of data quality, dealing with missing or incomplete data, data classification, data presentation/summarization, data mining – process.

**Predictive Analytics:** Simple linear regression, multiple linear regression, logistic and [7]  
multinomial regression, forecasting techniques; application of predictive analytics in retail, direct marketing, financial services, insurance, supply chain, etc.

**Analytics under uncertainty:** Survival analysis and its applications; Six Sigma as a problem- [7]  
solving methodology; Classification and regression trees; lean thinking; dynamic pricing and revenue management; high dimensional data analysis; Analytics in Finance – discounted cash flows, profitability analysis, asset performance measurement tools, introduction to Insurance loss models.

**Text Books**

1. Jeanne G. Harris and Thomas H. Davenport, *Competing on Analytics: The new science of winning*, Harvard Business School Press, 2007
2. James Evans, *Business Analytics*, Pearson, 201
2. Khan, M.Y. and Jam, P.K.: *Financial Management*, McGraw Hill, 2001.

**Reference books**

1. Gert H. N. Laursen, *Business Analytics for Managers: Taking Business Intelligence Beyond Reporting*, John Wiley & Sons, 2010
2. S. Christian Albright and Wayne L. Winston, *Business Analytics: Data Analysis and Decision Making*, South-Western College Publishing, 2014

**MM23.421 Consumer Behaviour**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

This course provides an in-depth understanding of consumer behaviour and its impact on marketing decisions. Students will explore various psychological, social, and cultural factors that influence consumer decision-making processes.

**Content**

**Introduction:** Definition and scope of consumer behaviour, Importance of consumer behaviour for marketing decisions, The consumer decision-making process, Environmental influences on consumer behaviour [7]

**Internal Influences on Consumer Behaviour:** Perception and attention, Learning and memory, Motivation and involvement, Personality and self-concept [7]

**External Influences on Consumer Behaviour:** Culture and subculture, Social class and reference groups, Family and household influences, Opinion leaders and word-of-mouth [7]

**Consumer Attitudes and Decision Making:** Attitude formation and change, Consumer involvement and decision-making models, The role of emotions in consumer behaviour, Post-purchase behaviour and customer satisfaction [7]

**Consumer Behavior and Marketing Strategies:** Branding and brand loyalty, Advertising and promotion strategies, Pricing strategies and consumer perceptions, Product innovation and adoption [7]

**Ethical Issues in Consumer Behaviour:** Advertising ethics and regulation, Consumer privacy and data protection, Social responsibility and ethical marketing, Consumer advocacy and protection [4]

**Text Book**

Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2019). Consumer Behavior: Buying, Having, and Being (13th ed.). Pearson.

**Reference Book**

Kumar, S. R. (2017). Consumer Behaviour: The Indian Context (13th ed.). Pearson.

**SM23.421**

**Circular Economy**

**3-0-0-3**

**Course Objective**

The course aims to provide undergraduate students with an understanding of the concept of a circular economy and its potential to promote sustainability. Through this course, students will learn about the principles of the circular economy, the benefits of a circular economy, and the challenges of implementing a circular economy. By the end of the course, students will be equipped with the knowledge and skills to develop strategies to promote circular economy practices.

**Content**

- Introduction to the Circular Economy :** Introduction to the concept of a circular economy; Principles of the circular economy ; Benefits of the circular economy; Challenges of implementing a circular economy [6]
- Designing for a Circular Economy:** Design for durability; Design for recyclability; Design for disassembly; Design for remanufacturing [6]
- Circular Economy Strategies and Tools:** Extended producer responsibility; Product take-back programs; Product service systems; Resource recovery and recycling [6]
- Circular Business Models:** Closed-loop supply chains; Collaborative consumption; Product life extension; Circular procurement [7]
- Circular Economy Policies and Regulations:** National and international policies for a circular economy; Government incentives for circular economy practices; Regulations for waste management and recycling; Environmental impact assessments [7]
- Measuring Circular Economy Performance:** Circular economy metrics and indicators; Life cycle assessment; Material flow analysis; Social and economic impact assessment [7]

**Text Book**

1. Ken Webster (2015). The Circular Economy: A Wealth of Flows. ISBN 978-1-137-46561-4, Published September 17, 2015 by Palgrave Macmillan

**Reference Book**

1. Walter R. Stahel (2016). The Circular Economy: A User's Guide. ISBN 978-1844078943, Published March 1, 2016 by Routledge
2. Ellen MacArthur Foundation (2013). Towards the Circular Economy: Economic and Business Rationale for an Accelerated Transition. Published May 1, 2013 by Ellen MacArthur Foundation

TM23.421

**GEOGRAPHY OF THE WORLD**

**3-0-0-3**

(Contact hrs: 39)

**Course Objective:** This paper is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

**Course Content**

Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude.	<b>[7]</b>
IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time	<b>[10]</b>
Planning Travel Itineraries, Qualifying the Customer, Planning Air Itineraries, Resources for Research.	<b>[7]</b>
Local Currencies around the World, Types of Local Currencies, Local Currencies & Country Currency Codes	<b>[7]</b>
Modes of Transport around the World, Development of World Transport Modes, Future trends in Intercontinental Transport.	<b>[8]</b>

**Text Books**

1. Burton, R. Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London

**References:**

1. C. Michael Hall & Stephen J. Page .The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
2. Travel Information Manual, IATA, Netherlands, 5. World Atlas
3. Hall, M ,Geography of Travel and Tourism, Routledge, London.

**Note: Latest edition of text book and references must be used.**

**DM23.421      Role of Google in Digital Marketing**

**3-0-0-3**  
(Contact hrs.:39)

**Course Objective:** Students will develop greater level of understanding about google through this course. This course covers Google's ecosystem, search marketing, analytics, and SEO basics, algorithm updates, legal considerations, and future trends. Master Google Ads, keyword research, and ad campaign management. Prepare for voice search and future trends in digital marketing.

**Content**

<b>Understanding Google's Dominance in Digital Marketing</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• Understanding Google's Ecosystem</li> <li>• The Role of Search Engine in Digital Marketing</li> <li>• The Google Algorithm and SEO Basics</li> <li>• Staying Updated with Google's Algorithm Changes</li> <li>• Legal and Ethical Considerations in Google-Driven Marketing</li> <li>• The Future of Google in Digital Marketing</li> </ul>	
<b>Google Search Marketing</b>	<b>7</b>
<ul style="list-style-type: none"> <li>• Google Search Engine Basics</li> <li>• Google Ads Overview</li> <li>• Keyword Research and Analysis</li> <li>• Creating Effective Search Ads</li> <li>• Ad Campaign Management</li> <li>• Measuring ROI in Google Search</li> </ul>	
<b>Google Display and Video Advertising</b>	<b>7</b>
<ul style="list-style-type: none"> <li>• Introduction to Google Display Network</li> <li>• Creating Compelling Display Ads</li> <li>• Video Marketing with YouTube Ads</li> <li>• Targeting and Placement Strategies</li> <li>• Ad Performance Analysis for Display and Video</li> </ul>	
<b>Google Analytics</b>	<b>7</b>
<ul style="list-style-type: none"> <li>• Introduction to Google Analytics</li> <li>• Setting Up Google Analytics</li> <li>• Navigating the Google Analytics Interface</li> <li>• Measuring Website Traffic and Conversions</li> <li>• Analyzing User Behavior and Engagement</li> </ul>	
<b>Google My Business and Local SEO</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• Local SEO Fundamentals</li> <li>• Setting Up Google My Business Profile</li> <li>• Optimizing for Local Search</li> <li>• Managing Online Reputation</li> <li>• Measuring Local SEO Success</li> </ul>	
<b>Google Tools and Future Trends</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• Introduction to Google Webmaster Tools</li> <li>• Google Trends and Insights</li> <li>• Leveraging Google Trends for Content Marketing</li> <li>• Voice Search and Google Assistant</li> <li>• Future Trends in Google's Role in Digital Marketing</li> </ul>	

**Reference Book:**

1. "Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network" by Jason McDonald
2. "SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke

**HR.23.431**

**Labour Legislation**

**3-0-0-3**

(Contact hrs: 39)

### **Course Objective**

To have a broad understanding of the legal principles governing the employment relationship at individual and collective level. To familiarize the students to the practical problems inherent in the implementation of labor statutes.

### **Course Content**

The Factories Act, 1948; The Trade Unions Act, 1926 The Payment of Wages Act, 1936 [09]  
The Minimum Wages Act, 1948; The Industrial Disputes Act, 1947

The Workmen's Compensation Act, 1923; The Payment of Gratuity Act, 1972; The Payment of Bonus Act, 1965; The Employee's Provident Fund & Misc. Act, 1952 [10]

The Employees State Insurance Act, 1948; The Industrial Employment (Standing Orders) Act, 1946; The Apprentices Act, 1961; The Equal Remuneration Act, 1976 [10]

The Maternity Benefit Act, 1961; Contract Labour Regulations and Abolition Act, 1970; The Child Labour Prevention and Regulation Act, 1986 [10]

### **Text Books**

1. Piyali Ghosh and Shefali Nandan (2015), "*Industrial Relations and Labour Laws*", 1st Edition, New Delhi, TATA McGraw Hill.
2. Sarma A.M (2015), "*Industrial Relations and Labour Laws*", 2nd Edition, Mumbai, Himalaya Publishing House, Mumbai.

### **References:**

1. Arun Monappa, Ranjeet Nambudiri and Patturaja Selvaraj, "*Industrial Relations and Labour Laws*", 2nd Edition, New Delhi, TATA McGraw Hill.
2. Padhi P.K., "*Labour and Industrial Laws*", 2nd Edition, New Delhi, PHI

**Note: Latest edition of text book and references must be used.**

**FA 23.431**

**Banking and Insurance**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective**

In this Course students will be introduced with the basic concepts of Banking and Insurance. Students will understand the career opportunities available in this field. Knowledge of Banking and Insurance helps the students to find positions in insurance, personal loans, mortgages, collections and back office operations which are generally vacant and offer opportunities to average students.

**Content**

**Introduction to Indian Banking System:** Historical aspects of Banking in India; Commercial & Co-operative Banks: Structure of Commercial Banks, Private Sector Banks, Public Sector Banks, Foreign Banks, Categories & Features of Co-operative Banks, Introduction to Regional Rural Banks. [7]

**Banking, Monetary Policy and Regulation:** The RBI as a Central Bank: Role and Functions of RBI, Reforms; The Current Regulatory Structure. Accounts: Types of Customer Accounts, Procedure for opening an account, KYC norms, Risks in account opening, Closure; Loans and Advances: Principles of lending; Different types of loans Profitability of Banks. The issue of NPAs & capital adequacy. [6]

**Definition, Role and procedure of Banking Ombudsman:** Recent mergers and Acquisition in banking and their Impact. Acts in bank – SARFESI Act, IBC 2016. BASEL NORMS-introduction and significance [5]

**Insurance:** Concept, functions, Types (Life and General) , New Insurance Products. Integration of third party and Re-insurance, Co-existence of Banking and Insurance – their problems. Insurance as a cover to Banking risks Types of Risks, (systematic and unsystematic) Bank Assurance [10]

**Privatization of Insurance Business in India:** Banking and Insurance Regulation Self-Regulation and Installation of Corporate Governance. Future strategies for promoting insurance in India. Implications for Risk Management, Derivatives in Banking. [6]

**Salient features of IRDA Act:** Life insurance: Annuities, Measurement of risk and Morality , Human Resource Management in Banking and Insurance, Business Ethics and Corporate Governance, Project Presentation of Banking and Insurance [5]

**Text Books:**

1. J.N. Jain & R.K. Jain: Modern Banking and Insurance, Regal Publications
2. A. Ranga Reddy, C. Rangarajan: Rural Banking and Overdues Management, Mittal Publication

**Reference Book:**

1. MadhuVij: Management of Financial Institutions in India, Anmol Publications

**MM23 .431**

**Marketing Research**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:**

To introduce the basic concepts of Research and Methodology of conducting researches in marketing domain and to provide a foundation to pursue a professional career in Marketing Research domain.

**Course Contents:**

**Introduction:** Meaning, Scope and Importance of Marketing Research, Own v/s Agency Marketing Research; Marketing Information System; Meaning, Need and Components, Marketing Research Process- an overview, Problem definition, Formulation and Preparation of a Research Proposal, Marketing Information System and Marketing Research. [7]

**Research Design and Data Collection:** Meaning and Scope of Research Design; Types of Research Designs; Exploratory, Descriptive and Casual, Sources of Data Collection; Primary and Secondary Data, Techniques and Uses of Primary & Secondary Data. Primary Data Collection: Methods of Primary Data Collection; Mail Survey, Telephone Survey, Interviews and their evaluations, Observations, Experimental methods, Questionnaire administering, Organizing field work for Collecting Data: [8]

**Sample Design and Sampling:** Meaning of Sampling, Determining universe, sampling frame and sampling unit; determining Sampling Methods, Sample Size determination, Sampling Errors v/s Non-sampling errors. Type I & II Errors. Sampling: Steps and types of Sampling; Probability and Non-probability (Simple, Systematize, Stratified, Proportionate, disproportionate). [6]

**Questionnaire Design:** Meaning, Objectives and features of a Questionnaire, Steps in Questionnaire design with example for each step. Rating Scales; Likert, Semantic, Differential, Thurston, Attitude Scales, Juster, Scales for illiterate respondents. Hypothesis design; Null and Alternate Hypothesis, Hypothesis Testing- Report Writing- Data Presentation. [6]

**Measurement Techniques:** Measurement Techniques: Nominal Scale, Ordinal scale, Interval scale, Ratio Scale, Scale Types; Comparative Scaling, Non-Comparative Scaling; Attitude Measurement, Self-reporting methods, Methods for Rating Attributes, Data Analysis, Customer Research, Advertising Research, Product Research, Distribution research, Sales Research, Marketing Environment Research, Internet Marketing Research, International Marketing research. [7]

**Research Trends:** Behavioral Science based Approach, economic and Competitive Pressures, Consumer Insight groups, Quantifying emotions, Impact of the Social Media, DIY (Do-It-Yourself) Research, Research Ethics, Typical research errors, Research and Culture. [5]

**Text Book:**

1. Paul E. Green & Donald S. Tull, Research for Marketing Decisions, PHI Learning Private Ltd., New Delhi-2009.

**Reference Book:**

1. Naresh K Malhotra, Satyabhushan Dash, (2009). Marketing Research- An Applied Orientation, 5/E, Pearson Education, New Delhi.

**SM23.431 Energy Economics and Environment**

**3-0-0-3**  
(Contact hrs.:39)

**Course Objective**

This subject provides an overview of the interactions between energy economics, environment and sustainability with special reference to the Indian context. It covers the economic and environmental aspects of energy production, consumption, and the policies that influence them. Students will be able to develop an understanding of the energy sector and its relationship with the economy and environment.

**Content**

- Introduction to Energy Economics:** Economic concepts, energy demand, supply, pricing, and policies [6]
- Energy and Environment:** Energy and climate change, energy and air pollution, energy and water, and energy and waste. [6]
- Energy Policy in India:** National and state energy policies, energy regulatory framework, energy efficiency, and energy conservation policies [7]
- Renewable Energy Technologies:** Solar, wind, hydro, geothermal, and bioenergy technologies, their economics, and the policies that influence them [7]
- Fossil Fuels and their Environmental Impact:** Coal, oil, and gas production, consumption, and their environmental impact, carbon capture and storage [7]
- Energy Access and Sustainable Development:** Energy access and its impact on economic and social development, sustainable energy options for rural and urban areas [6]

**Text Book**

1. S. K. Bhattacharya and S. Mukhopadhyay (2014). Energy Economics: Concepts, Issues, Markets and Governance. ISBN: 978-0198069731, Published by Oxford University Press

**Reference Book**

1. R. Rajagopalan (2014). Energy Economics: Concepts, Applications, Policy. ISBN: 978-8132218035, Published by Springer India.
2. P. J. Rappa (2018). Energy Economics and Policy. ISBN: 978-1138551512, Published by Routledge.

TM23.431

**Customer Services**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** It would entitle the students to learn and inculcate set of skills required for providing a quality services to the customers.

### Course Content

**Who is a customer?** internal customer, external customer Who is a service provider? Why are some service providers better than others? Who is a satisfied/dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers? [8]

**What is Quality?** What is customer satisfaction? What is customer delight? Standards of Customer Service. [7]

**Key areas of customer care;** The product or the service itself; Sales and promotion of the service After sales support to the customer, Organizational culture. [8]

**Customer Feedback,** feedback tools Converting Customer care philosophy into everyday action Developing customer trust and loyalty - online Grooming and Etiquette Telephone Handling Skills. [8]

**Complaint Management,** Transactional Analysis in Customer Care, Customer care in airlines, Customer care in hotels, Case studies and Role Plays. [8]

### Text Books

1. Bhatia A.K. , International Tourism Management, Sterling Publishers, New Delhi.

### References:

1. V. Kumar, Werner Reinartz , Customer Relationship Management: Concept, Strategy, and Tools, Springer Publications, Heidelberg New York Dordrecht London.
2. [Francis Buttler](#), Customer Relationship Management: Concepts and Tools, Taylor & Francis, ebook.

**Note: Latest edition of text book and references must be used.**

**DM23.431**

**Influence and Affiliate Marketing**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** This course teaches the basics of Influence and Affiliate Marketing, covering influencer identification, affiliate program management, and integration strategies. It also includes advanced topics like emerging technologies and ethical marketing. Students will learn to work with influencers, manage affiliate programs, and stay updated with digital marketing's future trends.

**Content**

**Introduction to Influence and Affiliate Marketing** **5**

Overview of Influence and Affiliate Marketing, Historical Context and Evolution, Role of Influence and Affiliate Marketing in Digital Marketing, Current Trends and Industry Statistics

**Influencer Marketing** **7**

Identifying and Segmenting Influencers, Building Relationships with Influencers, Developing an Influencer Marketing Strategy, Content Collaboration and Campaign Planning, Measuring and Evaluating Influencer Campaigns, Legal and Ethical Considerations, Case Studies and Best Practices

**Affiliate Marketing Fundamentals** **7**

- Introduction to Affiliate Marketing & Key Players in Affiliate Marketing
- Affiliate Program Management & Affiliate Recruitment and Onboarding
- Affiliate Compensation Models & Affiliate Tracking and Analytics

**Affiliate Marketing Strategies** **7**

- Creating Effective Affiliate Marketing Campaigns
- Content Development for Affiliates
- Email Marketing and Affiliates
- SEO Strategies for Affiliates
- Leveraging Social Media in Affiliate Marketing
- International and Multichannel Affiliate Marketing
- Measuring Affiliate Marketing Success

**Integration of Influence and Affiliate Marketing** **7**

- Synergies between Influence and Affiliate Marketing
- Combined Marketing Strategies
- Case Studies of Successful Integrations
- Measuring the Impact of Integrated Strategies
- Challenges and Solutions

**Advanced Topics and Future Trends** **6**

- Emerging Technologies in Influence and Affiliate Marketing
- Cross-Channel Attribution and Data Analytics
- Compliance and Regulatory Issues
- Sustainability and Ethical Marketing
- Preparing for the Future of Digital Marketing

**Recommended Textbook:**

1. "Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing" by Danny Brown and Sam Fiorella
2. "Affiliate Marketing: Proven Step by Step Guide to Make Passive Income with Affiliate Marketing" by Mark Smith

HR.23.441

**Diversity and Inclusion**

**3-0-0-3**

(Contact hrs.: 39)

**Course Objectives:**

- To provide comprehensive insights into diversity at the workplace, this has recently become one of the biggest competitive advantages that organizations have.
- To highlight the trends and practices, which are emerging for diversity at the workplaces, in India, Asia and globally.
- To prepare future managers to be aware of diverse segments of talent that they will work with, their own internal biases, mindfulness about inclusion and lead, and how to leverage their combined strength, for sustainable business growth.

**Course Contents**

**Introduction to Diversity and Inclusion:** Meaning, Objectives, Focus areas, Paradigms for engaging a diverse workforce, Challenges of managing diversity, Diversity legislation in a global perspective. [5]

**Dimensions of Diversity in the Workplace:** Gender, Age, Caste, Language, Gender, Religion, Four generations in the workplace, Generational differences, Discrimination and equality in Employment, Consequences of not managing diversity, Recognizing Unconscious Bias. [6]

**Interpersonal Relationships in a Global Work Context:** Cultural styles and relational mental models, Diversity in interpersonal relationships, Interpersonal relationships and cross-cultural communication, Theoretical perspectives on interpersonal cross-cultural communication. [9]

**Managing Diversity at the Workplace (Inclusion):** Theories of diversity management, Steps in managing diversity effectively, Managing gender diversity at the workplace, Managing generational diversity at the workplace, Managing cross-cultural diversity, Preparing managers for leading diverse teams, Leadership's role and buy-in related to diversity and inclusion, Diversity training, Communication strategy for a diverse workplace. [9]

**Inclusive Workplace:** Inclusion through diversity within the work organization, Inclusion through corporate-community collaborations, Inclusion through state/national collaborations, Diversity and inclusion audits. [5]

**Diversity and Inclusion Trends and Best Practices - India, Asia, Global, Reverse discrimination, Inclusion of differently-abled employees at the workplace** [5]

**Text Book**

1. Michalle E. Mor Barak, Managing Diversity: Toward a Globally Inclusive Workplace, 4<sup>th</sup> Edition (2016), Sage Publishing.

**Reference Book**

1. Gary N. Powel, Managing Diverse Workforce Learning Activities, 3<sup>rd</sup> Edition (2010), Sage Publications.

**FA 23.441**

**Corporate Tax Planning**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

This course aims at making students conversant with the concept of corporate tax planning and Indian tax laws, as also their implications for corporate management.

**Content**

**Unit-1** Introduction to Tax Management: Meaning of tax planning and management, tax evasion and tax avoidance; Nature and scope of tax planning and management in the corporate sector; Justification of corporate tax planning and management. [7]

**Unit-2.** Tax Planning for New Business: Tax planning relating to capital structure decision, dividend policy, inter-corporate dividends and bonus shares [4]

**Unit-3 .** Tax Planning and Financial Management Decisions: Tax planning relating to capital structure decision, dividend policy, inter-corporate dividends and bonus shares [7]

**Unit-4.** Tax Planning Managerial Decisions: Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions; Repair, replace, renewal or renovation and shutdown or continue decisions. [7]

**Unit-5.** Tax issues Relating to Amalgamation: Tax Planning with reference to amalgamation or de-merger of companies or Slump sale or conversion of a firm into a company, Foreign collaborations and incidence of taxation on domestic companies; provisions for relief in respect of double taxation; important Double Taxation Avoidance Agreements with different countries like USA, UK, Germany, France, etc. [7]

**Unit-6.** Computation of corporate tax: Carry forward and set off of losses in the case of certain companies under Sec. 79 of Income-tax Act, 1961; Computation of taxable income of companies; Computation of the amount of corporate tax liability; Minimum Alternate Tax; Tax on distributed profits of domestic companies; Tax on income distributed to unit holders. [7]

**Text Book**

1. E.A. Srinivas, "*Corporate Tax Planning*", Tata McGraw Hill, New Delhi
2. Ahuja, G.K. and Ravi Gupta: *Systematic Approach to Income Tax and Central Sales Tax*, Bharat law House, New Delhi.

**Reference Book**

1. V.K. Singhania and Monica Singhania, '*Corporate Tax Planning and Business' Tax Procedure* Taxmann Publication Ltd.

**MM23.441**

**Integrated Marketing Communication**

**3-0-0-3**

(Contact hrs.:39)

**Course Objectives:**

Apply the key terms, definitions, and concepts used in integrated marketing communications and Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.

**Course Contents:**

**Integrated Marketing Communication (IMC):** Marketing Communication, Objectives of Marketing Communication, and Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, and Challenges in IMC. [6]

**Consumer Behavior and IMC:** Role of marketing communications in Consumer Decision Making, Combination of behavioral and communication objectives for each stage of the consumer decision making process [6]

**Advertising Management:** Meaning, Nature and Scope of Advertising, Classification of advertising, advertising appropriation, advertising campaigns Customer and Competitor Analysis, STP Strategies for Advertising. Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship, account Planning; Management of Advertising Agencies, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising. [7]

**Message Design:** The Creative concept development; the creative processes of the different forms of IMC; Communication Models with reference to Advertising AIDA, Hierarchy of effects, Innovation, Adoption. Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting, Role of Creativity in Copywriting. Testing of Advertising Effectiveness. [7]

**Media Management:** Media Types and their characteristics; Setting Media objectives; Media planning; Media Strategy; Media buying; and media research. Emerging Concepts and Issues in Marketing Communications, Sponsorship: POP: Supportive Communication, Role of E-Commerce in Marketing Communication. [6]

**Corporate Communication and Public Relations:** Types of PR, Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising, Publicity – Types of Publicity, relationship between advertising and publicity, Personal Selling, Direct marketing and direct response methods, Event Management. [7]

**Text Book:**

1. Clow, K.E. and Baack, D.E. (2016), *“Integrated Advertising, Promotion, and Marketing Communications”*, 7<sup>th</sup> Edition, New Delhi: Pearson Education.

**Reference Books:**

1. Belch, G. and Belch, M. (2016), *“Advertising and Promotions: An Integrated Marketing Approach”*, New Delhi: McGraw Hill Education.
2. Lane, R., King, K. and Russell, T. (2009), *“Kleppner’s Advertising Procedure”*, US: Pearson Education.

**SM23.441 Social Entrepreneurship and Sustainability**

**3-0-0-3**  
(Contact hours: 39)

**Course Objective**

This course introduces the principles and practices of social entrepreneurship and sustainability within the context of business administration. Students will gain an understanding of how entrepreneurship can be used as a force for positive social and environmental impact. The course will cover key concepts, theories, and case studies to provide a comprehensive understanding of social entrepreneurship and sustainability.

**Content**

**Introduction to Social Entrepreneurship and Sustainability:** Definition and characteristics of social entrepreneurship, Importance of sustainability in business, Triple bottom line approach (people, planet, profit), Key challenges and opportunities in social entrepreneurship and sustainability. [7]

**Social and Environmental Issues:** Identification and analysis of social and environmental issues, Sustainable development goals (SDGs), Stakeholder analysis and mapping, and Ethical considerations in social entrepreneurship. [4]

**Social Entrepreneurship Models and Strategies:** Different models of social entrepreneurship (non-profit, for-profit, hybrid), Social innovation and its role in social entrepreneurship, and Business planning for social enterprises. [7]

**Sustainable Business Practices:** Sustainable supply chain management, Corporate social responsibility (CSR) and its implementation, Environmental management and conservation strategies. [7]

**Impact Measurement and Evaluation:** Tools and frameworks for measuring social and environmental impact, Social return on investment (SROI). Evaluation of sustainability initiatives and programs. [7]

**Social Entrepreneurship Ecosystem:** Support organizations and networks for social entrepreneurs, Government policies and regulations related to social entrepreneurship, Emerging trends and future directions in social entrepreneurship, Analysis of successful social entrepreneurship case studies, Guest lectures and presentations from social entrepreneurs and sustainability experts. [7]

**Text Book**

1. "Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies" by Muhammad Yunus.

**Reference Book**

1. Corporate Social Entrepreneurship: Integrity Within" by Christine A. Hemingway and Pauline J. Sheldon.
2. "Social Entrepreneurship and Social Enterprise: An Introduction and Discussion with Case Studies" by Christine A. Hemingway.

TM23.441

## Travel Agency and Tour Operations

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** The student should be able to understand the nature, structure and working of Travel Agency. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services. Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.

### Course Content

Travel Retailing-Travel Agency & Tour Operations, Functions of a Travel Agency, Departments of Travel Agency Package Tours & its Components, Client Handling activities in Travel Agency. [6]

Itinerary Planning-Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, Kerala tour Popular outbound Itineraries of Singapore, Malaysia, Thailand, Europe Tour, Australia Tour [7]

Package Tours-Package tour and its components, Practical components of a standard package tour Designing & Costing of a package tour [6]

Visas-Difference between Passport and Visa Types of Passport & Visa Preparing Visa cases Formalities required for Various Visas like:- Schengen, Dubai and Far East [6]

Forex-Basic overview of FOREX Forex Terminology- TCs, Cash currency, BTQ, LERMS [6]

How To Set Up a Travel Agency -IATA Rules and Regulations. [8]

**CASE STUDY DISCUSSION** (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots) Thomas Cook, La Passage to India, Travelguru.com, BTA, Star Cruises: Overview.

### Text Book

1. Chand, M., Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.

### References:

1. Goeldner, C. R., & Ritchie, J. B. Tourism principles, practices, philosophies. John Wiley & Sons.
2. Jafari, J. (Ed.). Encyclopedia of tourism. Routledge.

**DM23.441**

**Content Marketing**

**3-0-0-3** (Contact hrs. 39)

**Course Objective:** Students will learn about content marketing, content for target audiences, different content types, and how to measure success in digital marketing.

## **Content**

### **Introduction to Content Marketing** **6**

What is Content Marketing?, Importance of Content Marketing in Digital Marketing, Content Marketing vs. Traditional Advertising, Understanding Target Audience and Buyer Personas, Content Marketing Strategy: Goals and Objectives, Measuring Content Marketing Success

### **Content Creation and Planning** **7**

Content Ideation, Seeding and Research, Content Formats: Blog Posts, Videos, Infographics, and more, Content Calendar and Scheduling, SEO and Keyword Research for Content, Content Optimization for Search Engines, Content Tools and Resources, Guest Posting and Content Partnerships

### **Audience Engagement and Community Building** **6**

Building an Online Community, User-Generated Content, Content Amplification, Engaging with User Comments and Feedback, Content as a Conversation, Building Brand Loyalty.

### **Analytics and Performance Measurement** **7**

Key Metrics in Content Marketing, Google Analytics and Other Tracking Tools, A/B Testing and Optimization, ROI in Content Marketing, Reporting and Dashboards.

### **Advanced Content Marketing Strategies** **7**

- Storytelling in Content Marketing
- Content Personalization and Segmentation
- Content Marketing for E-commerce
- Content Marketing in B2B and B2C
- Crisis Management in Content Marketing
- Emerging Trends in Content Marketing

## **Reference Books:**

1. "Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less" by Joe Pulizzi
2. "Building a StoryBrand: Clarify Your Message So Customers Will Listen" by Donald Miller

GE 23.411

**Design Thinking**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

This course looks at how individuals and organizations use creativity and design thinking skills to identify and choose opportunities that enable innovation. Creative problem solving skills are developed and enhanced through a range of real world activities. An overview of design thinking tools is provided to help students understand design thinking as a problem solving approach. Ideas developed through these processes are then applied to a customer discovery approach to understand their value in the market place.

### Course Content

**Design thinking for innovation:** Introduction to Design Thinking and its role in creativity and innovation. **Empathy: The Foundation of Human Centered Design:** How do we learn what people want?; How we ensure learning fits people's needs; The role of empathy in the design thinking process and the tools we can use. [15]

**Making Sense of The Data:** Synthesizing the Data; Persona mapping; **The design sprint** - Principles of a design sprint and how to make it happen [9]

**Moving from ideas to impact:** Bring the ideas presented in this course together and show how organizations can create impact from ideas [8]

**Prototype & Test** - Bringing ideas to life; **Making the pitch** - Using Storytelling to make the case for design thinking [7]

### Text Books

1. Jeanne Liedtka and Tim Ogilvie; *“Designing for Growth: A Design Thinking Tool Kit for Managers”*, (New York: Columbia University Press, 2011) (referred to below as Designing for Growth).

**GE23.421**

**Business Analytics**

**3-1-0-4**

(Contact hrs.:39)

**Course Objectives:** This paper deals with the study, analysis and interpretation of big data of organizations whether, profit making or non-profit making. It is emerging as an important part of management science. In the Organization, decision making process is buy and large data-driven.

**Introduction:** Meaning, Definition and Importance of Business Analytics – Analytics v/s Analysis – Business Analytics v/s Business Intelligence and Data Mining – Applications of Analytics – Different Kinds of Analytics – Types of Analytical Tools – Identifying Problems & Opportunities through Data Analytics – Framing a Business Problem as an Analytical Problem. **[7]**

**Descriptive Analytics Tools and Techniques:** Concept of Descriptive Analytics – Meaning, Nature, Importance and Applications – Data Analysis – Data visualization – visualization techniques – Tables, Charts, Cross-tabulations, Dash boards. **[7]**

**Predictive Analytics Tools & Techniques:** Concept of Predictive Analytics: – Linear Regression (Theory and Problems) – Factor Analysis (Theory) – Cluster Analysis (Theory) – Econometrics and Time Series Forecasting (Theory and Problems). **[7]**

**Prescriptive Analytics:** Concept of Descriptive Analytics – Meaning, Nature, Importance and applications **[6]**

**Contemporary Analytics:** Financial Analytics, HR Analytics, Customer Analytics for New Product Development, Retail Analytics, Sales force Analytics, Web and Social Media Analytics, and Supply Chain and Logistics Analytics (Theory). **[7]**

**Decision tree analysis** – Risk Analytics – Text Analytics – Web Analytics (Theory). **[5]**

**Text Books:**

1. Shmueli, Patel and Bruce, Data Mining for Business Intelligence, Concepts, Techniques and Applications, Wiley.
2. James Evans, Business Analytics, Pearson, 2nd Edition, 2017.

**Reference Books:**

1. Winston Wayne L., Microsoft Excel 2013: Data Analysis and Business Modeling, Microsoft Press, USA
2. Ledolter, Data Mining and Business Analytics with R, Wiley.

**Note: Latest edition of text book and references must be used.**

**GE 23.431 Indian Ethos and Management**

**3-1-0-4**  
(Contact hrs.:39)

### Objectives

Identify ethical behavior of the individuals and the challenges posed by organized business activity and Evaluate legal, social and ethical matters in business and identify their influence on business decisions.

### Course Contents:

**Indian Ethos:** Meaning, Features, Need, History, Relevance, Principles practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Management Practices. Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for poor Work Ethos. [7]

**Value System:** Meaning, Features, Values for Indian Managers, Relevance of Value based Management in Global change, Impact of values on stakeholders: Employees, Customers, Government, Competitors and Society. Values for Managers, Trans-Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value system in work culture, Indian Heritage in Business Management, Production and Consumption, Indian Management v/s Western Management. [7]

**Business Ethics:** Business Ethics- Concept Characteristics, Importance and Need for Business Ethics. Ethics v/s Ethos. Indian Ethos, Ethics, Values, Sources of Ethics, Concept of Corporate Ethics, Code of Ethics- Guidelines for developing code of ethics, Ethics Management Program, Ethics Committee. [6]

**Approaches to Business Ethics:** Various Approaches to Business Ethics- Theories of Ethics- Friedman's Economic Theory, Kant's Deontological Theory, Mill & Bentham's Utilitarianism Theory, Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principal in modern business, Gandhi's Doctrine of Satya and Ahimsa. [8]

**Emerging Issues:** Emergence of New Values in Indian Industries after Economic Reforms of 1991. Corporate Governance, Ethics in Marketing and Advertising, Human Resource Management. A Holistic Management System; Corporate Social Responsibility. [6]

**Motivation in Indian Thoughts:** Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures. [5]

### Suggested Readings:

1. R. Nandgopal, Ajith Shankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill.
2. Chakraborty, S.K. Management by Values, Oxford University Press.
3. Joseph Des Jardins, An Introduction to Business Ethics, Tata Mc. Graw Hill.

**GE23.441**

**DISASTER MANAGEMENT**

**3-1-0-4**

(Contact hours: 39)

**Course Objective**

This course aims to equip students with a comprehensive understanding of the principles, strategies, and practices related to disaster management in the business context. Students will develop the knowledge and skills necessary to effectively analyse, plan, and implement disaster management strategies to safeguard businesses and communities.

**Content**

**Introduction to Disaster Management:** Definition, scope, and objectives of disaster management, Understanding different types of disasters (natural, technological, man-made), Disaster risk reduction and resilience, Legal and policy framework for disaster management  
Role of Government, NGOs, and international organizations in disaster management. [7]

**Risk Assessment and Preparedness:** Hazard identification and vulnerability assessment, Risk mapping and analysis techniques, Emergency planning, and preparedness measures, Early warning systems and communication strategies. [4]

**Emergency Response and Crisis Management:** Incident command system and emergency response frameworks, Roles and Responsibilities of key stakeholders during emergencies, Crisis communication, and media management, Coordination with external agencies and resources. [7]

**Business Impact Analysis and Recovery:** Assessing the potential impacts of disasters on business operations, Developing business continuity and recovery plans, Supply chain management in disaster situations, and Financial and operational recovery strategies. [7]

**Psychological Support and Humanitarian Assistance:** Psychological and emotional support for disaster-affected individuals and post-disaster counselling, Community engagement, and social support systems, Ethical considerations in disaster management. [7]

**Evaluation and Lessons Learned:** Post-disaster evaluation and assessment techniques, Monitoring and evaluating the effectiveness of disaster management strategies, Incorporating lessons learned into future disaster preparedness plans, Continuous improvement and adaptation in disaster management, Case studies, and real-world examples of successful disaster management practices. [7]

**Text Book**

1. "Introduction to Emergency Management" by George Haddow, Jane Bullock, and Damon P. Coppola, Butterworth-Heinemann

**Reference Book**

1. "Principles of Emergency Management and Emergency Operations Centers (EOC)" by Michael J. Fagel, CRC Press

**FOURTH YEAR  
SPRING SEMESTER  
(Semester–VIII)**

**BM23.412 Business Environment and Public Policy**

**3-1-0-4**  
(Contact hrs.:39)

**Course Objectives:** The objective of this course is to give students an insight into the relationship between firms, markets and public policy using the theory of industrial organization, and game theory.

**Introductory Concepts:** Macroeconomic Crises, Causes, implications and policy response associated with the Global Financial crisis; the role of banks (including shadow banks), asset price bubbles and conventional and unconventional monetary and fiscal policy. [7]

**Sustainable Development:** Concepts, Theories and Principles of Sustainable Development. Externalities: Public Goods, Market Failure, Property rights. [6]

**General equilibrium model of trade:** Offer curve, Terms of trade; Trade and welfare; Immiserizing growth; Policy analysis in the standard trade model. [7]

**Modern trade theories:** Imperfect competition and economies of scale; Intra-industry trade. Political economy of Trade policy: Controversies in trade policy; Multilateral trading arrangements; Introduction to WTO and an overview of its functioning. [6]

**Theory and Growth of the Firm:** Characteristics, Boundaries of the firm, Transaction cost theory of the firm, Separation of ownership and control—Agency problem, Size and growth, Vertical Organization, Product diversification, Mergers and Acquisitions, Horizontal and Vertical Differentiation [7]

**Public Policy:** Law and Economics, Antitrust legislation, Regulation and Deregulation [6]

**Recommended Books:**

1. Sikdar, S. : Contemporary Issues in Globalization: An Introduction to Theory and Policy in India, Oxford University Press: New Delhi.
2. Hanley, Nick, Jason F Shogren & Ben White, . Environmental Economics, Macmillan.
3. Tremblay, Victor J., and Carol Horton Tremblay. (2012) New Perspectives on Industrial Organization. New York: Springer.
4. De Souza, E. (2008) : “Macroeconomics”, Pearson Education : New Delhi.

**HR23.412**

**GREEN HRM**

**3-0-0-3**

(Contact hrs.:39)

### Course Objective

This course for Bachelor of Business Administration (BBA) aims to provide students with a comprehensive understanding of sustainable human resource practices and their importance in creating environmentally responsible organizations. The course will cover various aspects of green HRM. Students will develop the knowledge and skills necessary to effectively manage human resources while promoting environmental sustainability within organizations.

### Content

**Introduction to Green HRM:** Understanding the concept of Green HRM, linking sustainability and HRM, the Importance and benefits of Green HRM, The Role of HRM in promoting sustainability, Green HRM practices and strategies. [7]

**Sustainable Recruitment and Selection:** Incorporating environmental considerations in recruitment, green job analysis, and competency framework, Sustainable sourcing and attracting environmentally conscious candidates, green screening techniques and selection processes, and Evaluating candidates' sustainability mindset and values. [4]

**Sustainable Training and Development:** Identifying training needs for Sustainability, Designing and delivering environmentally-focused training programs, Incorporating sustainability principles in learning and development initiatives, Building sustainability-related skills and competencies, and Assessing the effectiveness of sustainable training programs. [7]

**Green Performance Management:** Aligning performance management with sustainability goals, Establishing green performance metrics and indicators, Performance appraisal techniques for measuring sustainability outcomes, and Addressing performance gaps related to sustainability. [7]

**Employee Engagement and Communication for Sustainability:** Creating a culture of sustainability within the organization, Engaging employees in sustainable practices and initiatives, Internal communication strategies for promoting sustainability, Developing green employee engagement programs [7]

**Managing Green Change and Employee Well-Being:** Implementing sustainability-related organizational change, Overcoming resistance to change in a green context, Employee well-being, and work-life balance in sustainable organizations, Health and safety considerations in green workplaces, Supporting employee motivation and satisfaction through green practices. [7]

### Text Book

1. Soni Agarwal & Roma Puri (2021), "Green HRM: A Climate-Conscious Route to Triple Bottom Line", Sage Publications Pvt. Ltd.

### Reference Book

2. Douglas W.S. Renwick and Susan E. Jackson (2018), "Contemporary Developments in Green Human Resource Management Research Towards Sustainability in Action (Routledge Research in Sustainability and Business), Routledge Publication.

**FA23.412**

**Financial Risk Management**

**3-0-0-3**

(Contact hrs.:39)

### Course Objective

To engage students in active discovery of risk management principles. The students will learn to examine the way in which business and society make an assessment of, control and transfer risk. The students will learn how to function in a business environment, developing an awareness of the challenges, the tools, and the process of designing and implementing a risk management program

### Content

**Introduction to Risk Management;** Meaning of risk, Basic categories of risk, Types of pure risk, Property risk, Liability risk, Methods of handling risk. Insurance and Risk, Basic characteristics of insurance – pooling of losses, risk transfer, indemnification [7]

**Insurable Risks:** Requirements of insurable risks, Difference between insurance and gambling or hedging, Benefits and costs of insurance to society, Advantages and disadvantages of insurance in handling risk. [5]

**Risk Management;** Risk Management Process, Meaning and objective of risk management, Steps in personal risk management, Risk control and risk financing. [5]

**Risk Aversion:** Risk Aversion and Risk Management of Individuals and Corporations, Risk Management and Shareholder's Wealth. Analytical tools used in Corporate Risk Management: DOW Index, Fault Tree, Event Tree, Hedging with Derivative Contracts, Risk Pricing. Process of Risk Control, Loss Prevention, Techniques of Risk Retention and Reduction. [9]

**Sources and Measurement of Risk:** Sources and Measurement of Risk, Risk Evaluation and Prediction, Disaster Risk Management. [4]

**Instruments of External techniques of Risk Management:** Forwards, Futures, Swaps Options, Forward Rate Agreement, Caps, Collars, Floors and their applications, Pricing techniques, Operational aspects. [9]

### Text Book

1. McNeil, A. J. et al, Quantitative Risk Management. Princeton University Press, 2005.

### Reference Books

1. Harrington and Mehaus : Risk Management and Insurance, Tata Mcgraw Hills
2. Insurance Principles and Practice-M.V. Mishra –S.Chand
3. Principals of Insurance of Insurance- Dr. P. Periasamy- Himalaya Pub. House

**MM23.412**

**Pricing Management**

**3-0-0-3**

(Contact hrs.:39)

**Course Objectives:**

- To equip the students with the confidence and skills to design and execute a superior pricing strategy.
- To make students to learn to set the best prices for the offered products, a decision very often linked to the profit performance of the supply chain.
- The course places particular emphasis on tactical optimization of pricing and capacity allocation decisions, tackled using quantitative models of consumer behaviour.

**Course Contents**

**Introduction to Pricing Management:** History of Pricing and Revenue Management; [7]  
Traditional Pricing Techniques; Context of the Pricing; Decision and contemporary practices;  
Economic Pricing Theory; Price Discrimination and its application to Marketing.

**Behavioural Theory of Pricing:** The Prospect Theory and Price; St. Petersburg's Paradox; [7]  
Price Information Processing and Numerical Cognition; Concept of willingness to pay,  
Concept of Acquisitional Utility and Transactional Utility and its implications on the Pricing  
Decision; The Theory of Price Optimization.

**Pricing of Networked Models:** Problem of Multiple resource constraints—the Hub and Spoke [6]  
Model; Virtual Nesting—Concept of Net Lag Fare; Network Bid Pricing and opportunity  
costs; Network Management in Real Life; Bundling; Hi Lo Pricing; Target Return Pricing.

**Role of Costs in Determining Prices:** Cost Fundamentals; Cost Behavior; Operating [6]  
Leverage and Financial Leverage effect on Prices; Price reduction Strategies; Marketing and  
Distribution Cost Analysis; Experience Curve Pricing;

**Administering the Pricing Function:** Developing a Pricing Structure; Trade [7]  
Discount/Quantity; Discounts/ Cash Discounts; Pricing Special Orders; Geographical Pricing;  
Decisions—FOB versus Delivered Pricing and its variations; B2B Pricing.

**Price Promotions and Markdown Management:** Promotional Pricing; Markdown [6]  
Optimization and Estimation of Markdown sensitivity; Practical Problems and issues in  
managing price promotions; Online Pricing Techniques.

**Text Books:**

1. Atul Sharma and Ashish Pandey, Pricing Management, Global Vision Publishing House, 2<sup>nd</sup> Edition.
2. Thomas T. Nagle, Georg Müller, The Strategy and Tactics of Pricing - A Guide to Growing More Profitably, 6<sup>th</sup> Edition, Routledge (Francis & Taylor), India.

**Reference Book:**

- Hermann Simon and Martin Fassnacht, Price Management - Strategy, Analysis, Decision, Implementation (2019), Springer.

**SM23.412 Sustainable Agriculture & Blue Economy**

**3-0-0-3**  
(Contact hrs.:39)

**Course Objective**

This subject aims to introduce the concepts of sustainable agriculture and blue economy, highlighting their importance and relevance in the Indian context. The course will provide an understanding of the principles, challenges and opportunities for sustainable agriculture and the blue economy and how they can be integrated for promoting sustainable development.

**Content**

**Introduction to sustainable agriculture:** Concept of sustainable agriculture, Importance of sustainable agriculture, Challenges to sustainable agriculture, Sustainable agriculture practices in India [6]

**Soil and Water Conservation:** Soil conservation practices, Water management for sustainable agriculture, Water harvesting, Watershed management [6]

**Regenerative & Organic Farming:** Principles and practices of organic farming, Certification and standards for organic farming, Economics of organic farming, Regenerative Agriculture [6]

**Agricultural Biodiversity:** Importance of agricultural biodiversity, Threats to agricultural biodiversity, Conservation and management of agricultural biodiversity [6]

**Introduction to Blue Economy:** Concept of blue economy, Importance of blue economy, Blue economy in India [6]

**Marine Conservation and Fisheries Management:** Marine conservation, Fisheries management, Coastal zone management [6]

**Sustainable Aquaculture:** Principles and practices of sustainable aquaculture, Certification and standards for sustainable aquaculture, Economics of sustainable aquaculture [3]

**Text Book**

1. Jules N. Pretty et al. (2006). Sustainable Agriculture and Food. ISBN 978-1-84593-063-4, Published January 2006 by Earthscan

**Reference Book**

3. Norman Uphoff et al. (2020). Agroecological and Sustainable Agricultural Systems. ISBN 978-0-12-818628-5, Published September 14, 2020 by Academic Press.
4. Pawan Kumar Singh et al. (2017). Sustainable Agriculture Reviews 26: Agroecology and Sustainable Agriculture. ISBN 978-3-319-58708-5, Published March 15, 2017 by Springer.

TM23.412

## Sales and Marketing In Tourism

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

### Course Content

**Marketing-Definition:** Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept), Modern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing) [12]

**Analysis and selection of market:** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP). [9]

**Marketing Mix Elements-7 P's of marketing** –Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels Definition, Why use intermediaries? How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies, Initiating price change), Promotion (Definition, Functions, Promotion mix – Advertising, Sales Promotion, Personal Selling, Public Relations), People, Processes, Physical Evidence. [12]

**Sales Management**-Definition, sales person's role, prospect management, Buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management. [9]

**Public relations** -Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and PR, PR tools – media / non-media, PR Campaign, PR in Tourism [10]

### Text Books

1. Dasgupta, Devashish Tourism Marketing. New Delhi: Pearson Education. (L)
2. Chowdhary, Nimit and Prakash, Monika. A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)

### References:

- 1.Kotler, Philip, Bowen, John and Makens James. Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education. (L)
- 2.Philip Kotler et. Al – Marketing for Hospitality and Tourism, Prentice Hall, 2003

**DM23.412**

**Web Analytics**

**3-0-0-3**

(Contact hrs.: 39)

**Course Objective:** This web analytics course provides a comprehensive understanding of web analytics, covering key concepts, metrics, tools, data interpretation, and advanced topics. Students will learn to harness data for informed decisions, optimize websites, track user behavior, and comply with privacy regulations. By course end, they'll master analytics tools like Google Analytics, handle big data, predict user behavior, and understand customer lifetime value while ensuring ethical data practices.

**Content**

**Introduction to Web Analytics**

**5**

What is Web Analytics?,

- Definition and importance of web analytics.
- Historical development and evolution of web analytics.

Key Concepts in Web Analytics

- Analytics terminology: metrics, dimensions, KPIs, etc.
- Understanding data sources and tracking methods.

Setting Up Web Analytics Tools

- Introduction to popular tools like Google Analytics.
- Installing tracking codes on websites and mobile apps.

Data Collection and Privacy

- Data collection methods and challenges.
- GDPR and privacy regulations in web analytics.

Web Analytics Best Practices

- Key principles and guidelines for effective analytics.
- Case studies of successful web analytics implementations.

**Understanding Web Metrics**

**6**

Traffic Metrics

- Pageviews, visits, and unique visitors.
- Sources of website traffic: organic, direct, paid, social, and more.

Engagement Metrics

- Bounce rate, time on page, and click-through rate.
- Understanding user behavior and engagement.

Conversion Metrics

- Goal conversions, e-commerce transactions, and funnels.
- Conversion rate optimization strategies.

User Demographics and Behavior

- Demographic insights from web analytics.
- Behavior flow analysis and user segments.

Event Tracking and Custom Dimensions

- How to track custom events and dimensions.
- Creating custom reports and dashboards.

A/B Testing and Split URL Testing

- Introduction to A/B testing for web optimization.
- Tools and best practices for conducting tests.

**Web Analytics Tools**

**7**

Google Analytics Overview

- In-depth exploration of Google Analytics features.
- Setting up Google Analytics accounts and properties.

Advanced Google Analytics Features

- Enhanced E-commerce tracking, goals, and filters.

- Attribution modeling and custom reports.

#### Alternative Analytics Tools

- Introduction to other web analytics tools (e.g., Adobe Analytics, Matomo).
- Pros and cons of different tools.

#### Web Analytics for Social Media

- Tracking social media performance.
- Social media analytics tools and techniques.

#### Mobile App Analytics

- Mobile app tracking and analytics tools.
- Analyzing user behavior within mobile apps.

#### Data Visualization and Reporting

- Creating insightful web analytics reports.
- Data visualization tools and best practices.

#### Real-time Analytics

- Benefits of real-time analytics.
- Setting up and interpreting real-time reports.

### **Interpreting and Analyzing Data**

8

#### Data Interpretation

- Interpreting analytics data to make informed decisions.
- Identifying patterns and trends.

#### Conversion Rate Optimization (CRO)

- Techniques for improving website conversions.
- A/B testing, heatmaps, and user surveys.

#### User Experience Analysis

- Analyzing user journeys and user experience.
- Identifying and fixing usability issues.

#### Segmentation and Targeting

- Importance of user segmentation.
- Targeted marketing and personalized campaigns.

#### Attribution Modeling

- Understanding multi-channel attribution.
- Allocating credit for conversions.

#### Competitive Analysis

- Analyzing competitors' online strategies.
- Benchmarking and gaining a competitive edge.

#### Web Analytics and SEO

- Using analytics to improve SEO performance.
- Keyword analysis and content optimization.

### **Advanced Topics in Web Analytics**

7

#### Predictive Analytics

- Introduction to predictive modeling in web analytics.
- Predicting user behavior and trends.

#### Big Data Analytics

- Handling large volumes of web data.
- Tools and techniques for big data analytics.

#### Cross-Device and Cross-Platform Analytics

- Tracking users across different devices and platforms.
- Understanding the customer journey.

#### Customer Lifetime Value (CLV)

- Calculating CLV and its importance.

- Strategies to increase customer value.

#### Data Privacy and Ethics

- Ensuring ethical data collection and use.
- Complying with data protection regulations.

#### **Final Considerations and Course Project**

6

#### Future Trends in Web Analytics

- Emerging trends and technologies in web analytics.
- Preparing for the future of digital marketing.

#### Course Project Introduction

- Overview of the course project.
- Project guidelines and expectations.

#### Project Work and Guidance

- Guiding students through their projects.
- Addressing project-related questions and issues.

#### Project Presentations

- Students present their projects report.
- Review and feedback.

#### **Reference Book:**

1. "Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity" by Avinash Kaushik.
2. "Web Analytics: An Hour a Day" by Avinash Kaushik.
3. "Web Analytics: The Way We Do It" by John Lovett and Tom Davenport.

**HR.23.422**

**Talent and Knowledge Management**

**3-0-0-3**

(Contact hrs.:39)

### Course Objective

To prepare students for talent and knowledge management efforts in organisations .It aims at enabling students to gain insights in concepts and application of talent and knowledge management in organizations. The course aims at understanding basic elements, processes, approaches and strategies of managing talent and knowledge in organisations.

### Course Content

**Meaning and importance** of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage. [09]

**Elements of knowledge management**, Advantages of knowledge management, Knowledge management in learning organisations. Types of Knowledge: Tacit and Explicit, Managing knowledge workers. [08]

**Knowledge management process**, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination, Knowledge management life cycle, Nonaka's model of knowledge. Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping. [12]

**Knowledge management strategies**: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit, Benchmarking, Balance score card, Gap analysis. [09]

### Text Books

1. Lance A. Berger, Dorothy Berger: *Talent management handbook*, McGraw Hill New York.
2. Cappeli Peter: *Talent on Demand –Managing Talent in an age of uncertainty*, Harvard Business press.

### References:

1. Awad.E.M and Ghaziri.H.M: "*Knowledge management*", Pearson education International.
2. Stuart Barnes: "*Knowledge management system theory and practice*", Thomson learning.

**FA 23.422 Merger, Acquisitions and Corporate Restructuring**

**3-0-0-3**  
(Contact hrs.:39)

**Course Objective**

Corporate Re-structuring, Mergers and Acquisitions has become topics of great importance in the global corporate arena. The students will learn to examine the reasons to acquire, choice of target and recognition of the anticipated challenges, risks and pitfalls of the approach. They will also study some instances of corporate restructuring, whether they are driven by strategic considerations of external pressures, and again, the potential sources of value creation, risks and challenges.

**Course Contents**

**Unit 1:** Basics of Corporate Re-structuring, Mergers and Acquisitions Meaning of Corporate Restructuring, various forms of Corporate Restructuring, Objectives of mergers, types of mergers, Horizontal, Vertical, Conglomerate. The Merger and Acquisition Process, Theories of Merger, Success and failure of Merger & Acquisition. De-merger, spin offs, split ups, split offs, Reverse Merger. Difference between Demerger and Reverse Merger. Takeover Tactics and Takeover Defences (7)

**Unit 2:** Negotiation, Deal Structuring and Methods of Payment in Mergers and Acquisitions Introduction, structuring of transactions, regulatory approval, deal making in India, methods of payment in M&A, distinction between stock and cash transactions, types of exchange of shares. (5)

**Unit-3:** Introduction to Acts and policies Amalgamation as per AS-14 and IFRS. Merger Aspects under Competition Law, Competition Bill 2002. SEBI regulations on Takeovers in India (Takeover Code), Role of Merchant Bankers in Mergers & Acquisition. (6)

**Unit 4:** Valuation of Target Companies: Concept of Value of a Company, Firm Valuation Models on Merger & Acquisition: (a) DCF Model, (b) Comparable Company, (c) Book Value, (d) Adjusted Book Value (e) Enterprise Value, (f) Three Stage growth model, Swap Ratio, Valuation Practices in India, LBO, MBO. (7)

**Unit 5:** Taxation Aspects in M&A Tax Implications: Tax Concession to amalgamated company, tax concession to amalgamating company in case of Merger & Acquisition. Tax aspects related to demergers. (7)

**Unit 6:** Mergers and Acquisitions: Applications and Cases Cases on Mergers and Acquisitions: Indian and International context. Post-Merger Issues and Challenges. (7)

**Text Book**

1. J. Fred Weston, Kwang S. Chung, Susan E. Hoag, PHI, Mergers, Restructuring and Corporate Control.

**Reference Book**

1. Rajeshwer C H, 2004, Merger and Acquisition - New Perspectives ICF AI Press
2. Sudi Sudarsanam: Creating Value from Mergers and Acquisitions: The Challenge, Pearson Publications

**MM.23.422**

**Rural Marketing**

**3-0-0-3**

(Contact hrs.:39)

### **Course Objective**

The main objective of this programme is to develop a strong foundation of applied knowledge, concepts, approaches and analytical-skills in the participants for successful marketing of products and services to rural consumers and users.

### **Course Content**

**Rural Marketing:** Importance, Nature and Scope; Rural vs Urban Marketing; [11]  
Definition of Rural Area. **Understanding Rural Marketing Environment:**  
Geographical, Economic, Socio-Cultural and Infrastructural Factors and their  
Influence on Marketing Operations

**Rural Consumer:** Characteristics, Attitudes and Behaviour; Buying Patterns and [06]  
Influences; Segmenting Rural Markets

**Rural Marketing Strategies:** Product Planning for Rural Markets, Quality and Size; [13]  
Packaging and Branding Decisions; Pricing Decisions. **Promotion and Distribution  
in Rural Markets:** Media and Copy Decisions; Distribution Channels and Logistics in  
Rural Markets

**Marketing of Agricultural Products:** Pricing and Distribution of Agricultural [09]  
Products; Role of Government and Organisations in Marketing of Agricultural  
Products; Co-operative Marketing; Problems in Agricultural Marketing

### **Text Books**

1. Kashyap, P.: "*Rural Marketing*"; Pearson, New Delhi.
2. Krishnamacharyulu, C. S.: "*Rural Marketing – Text and Cases*"; Pearson, New Delhi.

### **References:**

1. Dogra, B. and Ghuman, K.: "*Rural Marketing – Concepts and Practices*"; TMH, New Delhi.
2. RaMCishen, Y.: "*New Perspectives in Rural and Agricultural Marketing*"; Jaico Publishing House, New Delhi.
3. Rajagopal: "*Management of Rural Business*" Wheeler Publications, New Delhi.
4. Neelameghan S. "*Marketing in India: Cases and Readings*"; Vikas Publishing House, New Delhi.
5. Gopaldaswamy T. P. "*Rural Marketing*"; Wheeler Publishers, New Delhi.

**Note: Latest edition of text book and references must be used.**

## **SM23.422 Introduction to Corporate Social Responsibility**

**3-0-0-3**  
(Contact hrs.:39)

### **Course Objective**

The ultimate aim of the course is to leave students better equipped to identify corporate initiatives in social responsibility and to think critically about the long term impact of those initiatives on the environment, on society and the bottom line of the organization.

### **Content**

**Corporate Social Responsibility (CSR):** Concept, Definition, Scope, Evolution of CSR, CSR and social legitimacy, The evolving role of stakeholders, Moral and economic arguments for CSR. [7]

**CSR policy and governance:** Stakeholder engagement, Environmental assessments, Theories and Models of CSR, [6]

**Developing CSR:** Introducing a systems-based approach to developing CSR, Assessing the current state of a company's CSR activities, Linking CSR to brands and reputation, Stakeholder engagement. [7]

**Creating CSR Framework:** Creation of strategy, Risk analysis, Building trust, Creation of a corporate culture; Framework for rating CSR, Community investment and evaluation. [6]

**Implementing CSR programmes:** Monitoring and measuring the impact of CSR programs, CSR and human resource management, Reporting and communications, Company Act: 2013 [7]

**Future Trends in CSR:** Global CSR, Dynamics of modern business, Public-private partnership, Business and special cause sponsorship, CSR practices of Indian companies. [6]

### **Text Book**

1. Chatterjee, M. (2016), "Corporate Social Responsibility", 1st Edition, New Delhi: Oxford University Press.

### **Reference Book**

1. Werther. B.W. & Chandler D. Jr. (2009). Strategic Corporate Social Responsibility, Stake holder's a global Environment, Sage Publication.

TM23.422

## Conferences & Event Management

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** The purpose of this course is to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

### Course Content

Introduction to MICE-Components of MICE; evolution of meetings; incentives, convention and expositions. [12]

Conference Market-The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences. [9]

Meeting- Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of shows. [10]

IT Impact- Advancement of science and technology on conference business; trade shows; exhibitions; incentives. [9]

Impact of Events -The impact of conventions on local and national communities. emerging dimensions of convention business in India. ICBP. [12]

### Text Books

1. Fenich, G.G. Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.

### References:

1. Montgomery, R.J. and Strick, S.K. Meetings Conventions and Expositions- An Introduction to the Industry. New York: Van Nostrand Reinhold.
2. Weirich, M.L. Meetings and Conventions Management. New York: Delmar Publishers Inc.

**Note: Latest edition of text book and references must be used.**

**DM23.422**

**Mobile and Mobile Application Marketing**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** Upon completion, students will be able to create, optimize, and measure the success of mobile marketing campaigns and mobile applications in a competitive digital landscape. The objective of this comprehensive mobile marketing course is to equip students with a deep understanding of mobile marketing strategies and techniques.

**Content**

<b>Introduction to Mobile Marketing</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• Overview of Mobile Marketing</li> <li>• Mobile Marketing Ecosystem</li> <li>• Mobile Consumer Behavior</li> <li>• Mobile Marketing Strategies</li> <li>• Measuring Mobile Marketing Success</li> </ul>	
<b>Mobile Advertising and Promotion</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• Mobile Advertising Formats</li> <li>• Mobile Ad Campaign Planning</li> <li>• Mobile Ad Networks and Platforms</li> <li>• Mobile SEO and ASO (App Store Optimization)</li> <li>• In-App Advertising and Sponsorships</li> </ul>	
<b>Mobile App Development and Optimization</b>	<b>7</b>
<ul style="list-style-type: none"> <li>• Mobile App Lifecycle</li> <li>• App User Experience (UX) Design</li> <li>• App Store Guidelines and Policies</li> <li>• App Metrics and Analytics</li> <li>• User Ratings and Reviews Management</li> </ul>	
<b>Mobile App User Acquisition</b>	<b>7</b>
<ul style="list-style-type: none"> <li>• User Acquisition Strategies</li> <li>• Social Media Marketing for Apps</li> <li>• Influencer Marketing for Apps</li> <li>• App Install Campaigns</li> <li>• Viral and Referral Marketing</li> </ul>	
<b>Mobile App Retention and Engagement</b>	<b>7</b>
<ul style="list-style-type: none"> <li>• App Onboarding and User Activation</li> <li>• Push Notifications and In-App Messaging</li> <li>• In-App Gamification</li> <li>• Customer Support and Feedback Loops</li> <li>• App Updates and Feature Enhancements</li> </ul>	
<b>Mobile App Monetization and Analytics</b>	<b>6</b>
<ul style="list-style-type: none"> <li>• App Monetization Models</li> <li>• Ad Revenue and In-App Purchases</li> <li>• A/B Testing and Conversion Optimization</li> <li>• App Performance Metrics</li> <li>• Mobile Marketing ROI Measurement</li> </ul>	

**Reference Books:**

1. "The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns" by Kim Dushinski
2. "Mobile Marketing: Finding Your Customers No Matter Where They Are" by Cindy Krum
3. "Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market" by Chetan Sharma and Joe Herzog

**HR.23.432**

**Recruitment and Selection**

**3-0-0-3**

(Contact hrs.:39)

### Course Objective

Organizations serious about obtaining profits through people will expend the effort needed to ensure that they select the right people. The organization needs to be clear about what are the most critical skills and attributes needed in its applicant pool and these skills and attributes must be consistent with the particular job requirements and the organization's approach to its market. In this context, this course is designed with the following objectives. On completion of the course students will be able to understand:

- The process of identifying job performance dimensions that are the basis for knowledge, skills and abilities required to perform the job assigned,
- The process of assessing knowledge, skills and abilities required to perform the job assigned,
- The process of incorporating knowledge, skills and abilities that are required for job performance, in the recruitment and selection measures and,
- The process of developing some of the assessment devices those aim at assessing the knowledge, skills and abilities of the applicants in selection

### Course Content

**Concept of Recruitment:** Meaning, Importance, Purpose, Factors governing recruitment, Recruitment process, Sources of recruitment, Techniques of recruitment, Philosophies of recruitment, Evaluation of recruitment. [06]

**Job Analysis and Profile Matching:** Nature, Process, Methods of collecting job data, Potential problems with job analysis, Job design, Factors affecting job design, Job design approaches, Contemporary issues in job design, Job specification. [07]

**Screening the candidates:** Application Forms: bio-data / resume / curriculum vitae and weighted application blanks- Meaning and definition, Advantages and disadvantages, Behavioral approach to recruitment - Spotting personality patterns, Making basic assumptions, Predicting the future, Strategy Vs. Technique, Studying the CV. [07]

**Selecting the Right Candidate:** Nature of selection, Process, Testing concepts – Reliability and validity, Employment law in India, **Testing:** 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. [11]

**Interviewing:** Planning the interview, Interview process - getting started, examining the interview areas, examining the strengths & weaknesses, Interview in public sector undertaking, statutory requirements.

**Reference checking and Appointment orders:** Meaning, definition and purpose, Verification of character, Criminal antecedents, Previous work behavior and education qualifications, Verification of community certificates, Statutory requirements (under the Shops and commercial establishments Act), Contents of appointment letter, Hard copy (or soft copy), Method of delivery and retrieving the acknowledgement copy, Medical Examination and acceptance of offer for joining. [08]

### Text Books

1. Bhattacharya Dipak Kumar, *“Recruitment and Selection : Theories and Practices”*, 1<sup>st</sup> Edition 2016, Cengage Learning India.

### References:

1. Pandey Vaneeta and Prasad Veena, *“Recruitment and Selection”*, 1<sup>st</sup> Edition 2015, Himalaya Publishing House.
2. Rashmi TK, *“Recruitment Management”*, 1<sup>st</sup> Edition 2017, Himalaya Publishing House.

**FA23.432**

**Behavioural Finance**

**3-0-0-3**

(Contact hours: 39)

### Course Objective

The students will be able to have theoretical and practical understanding of behavioral finance. Understand how cognitive disposition affects the financial decision-making of investors, portfolio managers, and firms, and how this results in market anomalies. Develop prudent and productive disposition wisely and effectively for financial decision making. Understand behavioral biases and psychological characteristics of investors affecting investment decisions.

### Content

**Introduction:** Conceptual, theoretical foundations and evolution of behavioral finance, Nature and scope of behavioral finance, behavioral finance and conventional finance: A comparison. [7]

**Understanding Investor psychology:** Beliefs, Attitude, Learning, Herding, Momentum, Biases and Heuristics, Over-confidence and optimism, winners' curse, over reaction and under reaction and cross-cultural behavior. [4]

**Investor Preferences;** Framing, Irrationality and violation of expected utility, mental accounting, Prospect theory and attention, Saving behavior. [6]

**Investment Anomalies:** Accounting based anomalies, Calendar anomalies, Attention based anomalies: Value v/s Growth, size, equity premium, myopia in investment decision making. [6]

**Behavioural Corporate:** Introduction, limits to Arbitrage, aggregation. Contemporary issues in Behavioral Finance [6]

**Efficient Market Hypothesis:** Theoretical foundations of efficient market hypothesis (EMH). 3 steps of efficient market hypothesis. Rational investors. Irrational investors: number and the correlation of trading strategies. The case with correlated trading strategies: arbitrage & close substitutes. The future of irrational investors. Empirical tests of efficient market hypothesis. Testing quick and correct price reactions to the news. Testing no reaction of asset prices to no news. The value of stale information. 3 forms of EMH [10]

### Text Book

1. William Forbes, *Behavioral Finance*, John Wiley.
2. Mihe Elvin, *An Introduction to the psychology of Trading and Behavioral Finance*, John Wiley.

### Reference Book

1. James Montier, *Behavioral Investing: A Practitioners Guide to Applying Behavioral Finance*, John Wiley.
2. Parag Parikh, *Value Investing and Behavioral Finance*, Tata McGraw-Hill.

MM23.432

## B2B Marketing

3-0-0-3

(Contact hrs.:39)

### Course Objectives:

- To analyze the process of developing and managing industrial products.
- To provide participants with an understanding on how the basic principles of marketing are applied to the B2B arena and where are the comparisons and contrasts with consumer marketing.

### Course Contents

- Nature, Scope and Challenges of Business Marketing:** Differences between B2B Marketing [3]  
and B2C Marketing, Challenges of B2B Marketing, Business Market  
Processes, Working Relationships and Business Networks.
- Business Customer's Buying Process and Behavior:** Understanding Purchasing [3]  
Orientation, The Concept of Buying Centre, Modeling Business Customer's Buying Behavior,  
Understanding the Buying Process, Evaluation of supplier Performance.
- Segmentation of business market:** Identification of Relevant Bases of B2B Markets, [4]  
Approaches to segmenting B2B, Segmenting B2B Customers in Mature Market, Cost-  
Benefit Analysis of segmentation decisions.
- High-tech Industrial product development and marketing:** The growth of New-to-the [4]  
World Technologies, Technology Forecasting, Technology Appraisal, Managing Technological  
Risk, Critical Issues Facing High – Tech Markets, The Future of  
Technology Commercialization.
- Managing Mature Industrial Products:** Concepts of Market life Cycle, Key Concepts of [3]  
Commoditization, Flexible Market Offerings.
- Pricing of Industrial Products:** Relevant Cost for Pricing of Industrial Products, Factors [4]  
Determining Industrial Buyer's Price – Sensitivity, Perceived Value Pricing model for  
Industrial Products, Competitive Bidding, Price Negotiations, Pricing OEM  
Manufacturer's Product, Lease Pricing, The Future: Pricing and the World Wide Web.
- Business –to–Business Distribution:** Distinctive Aspects of Business–to–Business Channels, [4]  
Business Customer's Channel Function Requirements, Types of Intermediaries in Business – to  
–Business Distribution, Multiple Channels, Hybrid Channels and  
Adaptive Channels.
- Logistics of Industrial Products:** Special Role of Logistics in Industrial Products [4]  
Distribution, Warehousing Decisions, Transportation Decisions, Inventory Decisions, Handling  
and Storage Decisions.
- Business to Business Communication:** Communication Channels for Industrial [3]  
Marketer, Trade shows, Managing Industrial Advertising Effort.
- Personal Selling of Industrial Products:** Role of Personal Selling in B2B Markets, Team [3]  
Selling for Complex Industrial Products, Consultative Selling for Complex Industrial  
Products, Key Account Management in B2B Market.
- Customer Service for Industrial Products:** Elements of Customer service for Industrial [4]  
Products, Establishing Customer Service Strategy, Customer Service and Internal  
Marketing, Improving Customer service by Digitization of Business.

### Text Book

1. Reeder, R.R., Brierty, E.G., Reeder B. (2012) *Industrial Marketing Analysis, Planning & Control*, New Delhi: Prentice Hall.

### Reference Books

1. Vitale, G. (2012). *Business-to-Business Marketing, Analysis and Practice in a Dynamic Environment*. New Delhi: Thomson Press Publications.

**SM23.432 Green Marketing & Sustainable Consumption**

**3-0-0-3**  
(Contact hours: 39)

**Course Objective**

This course introduces students to the principles and practices of green marketing and sustainable consumption within the context of business administration. It explores the growing importance of environmental sustainability and the role of businesses in promoting sustainable practices. Students will learn about strategies for marketing environmentally friendly products and services, as well as how to analyze and influence consumer behavior toward sustainable choices.

**Content**

**Introduction to Green Marketing:** Definition and scope of green marketing, Environmental challenges and the need for sustainability, Benefits, and challenges of green marketing, Ethical and social considerations in green marketing. [7]

**Sustainable Consumption:** Concept and principles of sustainable consumption, Consumer behavior and sustainable choices, Factors influencing sustainable consumption, Market trends and opportunities in sustainable products/services. [4]

**Marketing Strategies for Green Products:** Product development and innovation for sustainability, Pricing strategies for green products, Distribution channels for eco-friendly goods, Promotion and communication of green products/services. [7]

**Consumer Behaviour and Sustainable Choices:** Understanding consumer decision-making processes, Psychological factors influencing sustainable choices, Social influences and norms in sustainable consumption, Consumer segmentation, and targeting for green products. [7]

**Branding and Communication in Green Marketing:** Building a green brand image, Sustainable packaging and labelling, Advertising and public relations for green products, Digital marketing, and social media strategies. [7]

**Measuring Environmental Impact:** Environmental metrics and certifications, Life cycle analysis and carbon footprint measurement, Environmental reporting and transparency, Sustainable supply chain management, Analysis of real-world green marketing campaigns, Group projects on developing sustainable marketing strategies, Presentations and discussions on green marketing challenges and solutions [7]

**Text Book**

1. "Green Marketing: Challenges and Opportunities for the New Marketing Age" by Jacquelyn A. Ottman.

**Reference Book**

1. "Green Marketing and Sustainable Development: A Practical Guide" by Marieke de Mooij.
2. "Sustainable Consumption: Design, Innovation, and Practice" by Ingo Rauth and Joerg Ziesak.

**TM23.432 AIR TICKETING & FARE CALCULATION 3-0-0-3**  
(Contact hrs.:39)

### **Course Objective:**

Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations. This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries.

### **Course Content**

**Introduction:** Aviation Geography: IATA areas; sub-areas; sub-regions. Freedoms of Air. Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time. Familiarizations with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types. [10]

**Planning itinerary by Air:** Itinerary terms, types of journey and fares; introduction to fare construction; Fare-Basis Codes; Fare Rules; international mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Familiarizations with Air Tariff: currency regulation, NUC conversion factors, general rules. [9]

**Introduction to Amadeus and Basic commands:** Introduction to the Amadeus GDS and its features. Basic Amadeus commands: Signing in and out of Amadeus, agent work areas; AIS pages and HELP; TIMATIC commands; encode and decode cities, airports, airline names and codes, aircraft equipment; flight availability; selling air segments; passenger name records (PNR); supplementary data; modifying a PNR. [10]

**Advance Commands:** Fare Displays; Itinerary Pricing; Issuing Tickets; Advance Seat Assignments; Queues. [6]

**Hotel & Car Booking:** Basic Hotel Reservations & Car Rentals commands. [4]

### **Text Book**

1. Gupta, S.K. *International Airfare and Ticketing- Methods and Techniques*. New Delhi: UDH Publishers and Distributers (P) Ltd.

### **References:**

1. Davidoff, D.S. and Davidoff, P.G. *Air Fares and Ticketing*. New York: Prentice Hall.

**DM23.432**

**On-Page and Off-Page Optimization**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:** The course aims to provide a comprehensive understanding of Search Engine Optimization (SEO) and Digital Marketing. Students will learn the fundamentals of SEO, including its historical development and current trends. They will delve into on-page and off-page optimization techniques, mastering keyword research, content optimization, link building, and more.

**Content**

<b>Introduction to SEO and Digital Marketing</b>	<b>5</b>
<ul style="list-style-type: none"> <li>• Introduction to Search Engine Optimization (SEO)</li> <li>• The Role of SEO in Digital Marketing</li> <li>• Historical Development of SEO</li> <li>• SEO Trends and Updates</li> </ul>	
<b>On-Page Optimization</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Keyword Research and Analysis</li> <li>• Content Optimization Techniques</li> <li>• Title Tags, Meta Descriptions, and Header Tags</li> <li>• URL Structure and Internal Linking</li> <li>• Image Optimization and Alt Text</li> <li>• Mobile Optimization and Responsive Design</li> <li>• Page Speed and Core Web Vitals</li> <li>• Technical SEO Fundamentals</li> <li>• User Experience and Design Optimization</li> <li>• SEO Analytics and Reporting</li> </ul>	
<b>Off-Page Optimization</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Link Building Strategies and Best Practices</li> <li>• Social Media Optimization (SMO)</li> <li>• Content Marketing and Outreach</li> <li>• Online Reputation Management (ORM)</li> <li>• Influencer Marketing</li> <li>• Guest Blogging and Content Syndication</li> <li>• Press Releases and PR in Digital Marketing</li> <li>• Competitor Analysis</li> <li>• Local SEO and Google My Business</li> <li>• Measuring Off-Page Success</li> </ul>	
<b>SEO Tools and Analytics</b>	<b>4</b>
<ul style="list-style-type: none"> <li>• Introduction to SEO Tools (e.g., Google Analytics, Google Search Console)</li> <li>• Competitor Analysis Tools</li> <li>• Keyword Research Tools</li> <li>• SEO Audit and Reporting Tools</li> </ul>	
<b>Advanced SEO Strategies</b>	<b>5</b>
<ul style="list-style-type: none"> <li>• SEO for E-commerce</li> <li>• Voice Search Optimization</li> <li>• Video SEO</li> <li>• International SEO</li> <li>• Algorithm Updates and Recovery Strategies</li> </ul>	
<b>SEO Ethics and Future Trends</b>	<b>5</b>
<ul style="list-style-type: none"> <li>• Ethical SEO Practices</li> </ul>	

- SEO Compliance and Legal Considerations
- Emerging Trends in SEO
- Preparing for Future SEO Challenges

**Reference Books:**

1. "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola
2. "SEO 101: Learn Search Engine Optimization" by Brad Richardson

**HR.23.442**

**Human Resource Analytics**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective:**

To provide the students understanding of concepts, tools and techniques of HR Analytics that could be applied to make human resource management evidence based.

**Course Contents**

**Introduction to HR Analytics:** Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21(r) Model. [6]

**Creating Business Understanding for HR Initiatives:** Workforce segmentation and search for critical job roles; Statistical driver analysis – association and causation; Linking HR measures to business results; choosing the right measures for scorecards; Identifying and using key HR Metrics. [8]

**Forecasting Budget Numbers for HR Costs:** Workforce planning including internal mobility and career pathing; training and development requirement forecasting and measuring the value and results of improvement initiatives; optimizing selection and promotion decisions. [8]

**Predictive Modelling in HR:** Employee retention and turnover; workforce productivity and performance; scenario planning. [5]

**Communicating with Data and Visuals:** Data requirements; identifying data needs and gathering data; HR data quality, validity and consistency; Using historical data; Data exploration; Data visualization; Association between variables; Insights from reports; Root cause analysis of HR issues. [8]

**Predictive Modelling in HR:** Logistic regression; Decision tree; Creating a policy on the basis of analytics. [4]

**Text Book:**

1. Bhattacharyya, Kumar, D. (2017), HR Analytics - Understanding Theories and Applications, Sage Publications India.

**Reference Book:**

1. Ramesh Soundararajan, Kuldeep Singh (2016), Winning on HR Analytics - Leveraging Data for Competitive Advantage, Sage Publications India.

FA23.442

## Strategic Financial Management

3-0-0-3

(Contact hrs.:39)

### Course Objective

1. Understand the purpose of common size financial statements and its role in financial statement and profitability analysis.
2. Learn the various tools to perform financial statement analysis, while taking note of special issues like the impact of foreign operations, effects of changing prices and inflation, off balance sheet financing, etc.
3. Learn about the various types of long-term financing and the costs involved while keeping in mind the risk quotient of long-term financing options.
4. Identify and understand different methods of raising capital in the financial markets.
5. Understand the concepts of short-term financing through working capital management, marketable securities management, accounts receivable management, inventory management and short-term credit management.

### Course Content

**Financial Statement Analysis and Profitability Analysis** : Common size financial statements - [08]  
Common base year financial statements – ROA and ROE – Return on Total Assets – Factors in measuring income – Source, stability and trends of sales and revenue – Relationship between revenue and receivables and revenue and inventory – Effect on revenue due to changes in revenue recognition and measurement methods – Cost of sales analysis – Variation analysis – Calculation and Interpretation of sustainable equity growth

**Financial Ratios and Special Issues** : Liquidity (current, quick, cash, cash flow, net working capital) – [14]  
Leverage (solvency, operating, finance, debt to equity, debt to total assets, fixed charge coverage, interest coverage, cash flow to fixed charge), Activity (receivable turnover, inventory turnover, A/P turnover, days sales outstanding, days inventory outstanding, days purchases, asset turnover. Cash cycle) – Profitability (gross profit, net profit, EBITDA, ROA, ROE), Market ( market/book, P/E, book value per share, basic and diluted earnings per share, earnings yield, dividend yield, dividend payout ratio) – Special Issues (Impact of foreign operations, Effects of changing prices and inflation, Impact of changes in accounting treatment, Accounting and economic concept of value and income, Earning Quality)

**Long-term Financial Management and Raising Capital** : Calculating return - Types of risk - [07]  
Relationship between risk and return - Term structure of interest rates - Types of financial instruments - Cost of capital - Valuation of financial instruments - Raising Capital: Financial markets and regulation - Market efficiency - Financial institutions - Initial and secondary public offerings - Dividend policy and share repurchases - Lease financing

**Working Capital Management** : Working capital management: Working capital terminology - Cash [10]  
management - Marketable securities management - Accounts receivable management - Inventory management - Types of short-term credit - Short-term credit management. **Corporate Restructuring and International Finance** : Mergers and acquisitions –Bankruptcy – Other forms of restructuring - Fixed, flexible, and floating exchange rates - Managing transaction exposure - Financing international trade.

### Text Books

1. Wiley CMAexcel Learning System, Part 2: Strategic Financial Management

### References:

1. Charles Gibson; “*Financial Reporting & Analysis*”, South-Western Cengage Learning
2. K. R. Subramanyam, and John Wild; “*Financial Statement Analysis*”, McGraw Hill

**MM.23.442 Sales and Distribution Management**

**3-0-0-3**

(Contact hrs.:39)

**Course Objectives:**

- To develop understanding and appreciation of the Sales & Distribution processes in organizations.
- Be able to manage the sales function including sales forecasting, budgeting, quotas and territories design and management.
- Become adept at selling through proper understanding of the process of selling. Manage sales force from recruiting to motivating and compensating.
- Understand importance of effective distribution decisions. Develop and manage channels of distribution.
- Understand the role of inventory, transportation and warehousing in providing place utility for customers.

**Course Contents**

**Introduction to Sales Management:** Introduction, Nature, Role and Importance. Personal Selling and Industrial Selling, product selling and service selling, Sales Management Process. [4]

**The Sales Organization:** Sales Organization Structures, Management of Sales Territory- Management of Sales Territory-Designing Sales territory, Beat planning- routing and scheduling, Determining the size of sales force and allocating sales territories. Sales Quota, Sales forecasting, Sales Budget and Budgeting procedures, [6]

**Personal Selling:** Selling Process. Selling skills and Strategies. Buyer-Seller Dyads; Theories of Selling – AIDAS; Right Set of Circumstances Theory; Buying Formula; Behavioural Equation Theory; Personal Selling – Steps; Changing Face of Personal Selling; Diversity of Personal Selling Situation and Formulating Personal Selling Strategy. [8]

**Sales Force Management:** Recruitment and selection of Sales Force, Training the Sales Force, Sales Force Motivation, Sales Meetings and Contests, Compensating Sales Personnel, Evaluation and Supervising Sales Personnel, Sales Force Automation; Controlling the selling effort-Sales volume and Cost analysis, [6]

**Distribution:** Concept and growing strategic role of distribution in corporate performance, Distribution channel structure and network, distribution channel institutions (wholesaling and retailing, modern retailing formats), Role and Function of marketing intermediaries; marketing channel relationship, Channel dynamics, Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – vertical marketing systems; horizontal marketing systems; Omni channel marketing systems, Channel performance evaluation tools, cybermediary, infomediary, disintermediation, reintemediation, and intermediary empowerment, e- tailing, Channel Conflict and their Management, [8]

**Strategic element in distribution management:** total cost approach to logistics, customer services, finished goods inventory management, transportation and fleet management, warehousing and order management, IT and logistics management. Distribution: Design of Distribution Channel, Management of Channels (Co-operation, Conflict and Competition, Wholesaling, Retailing. Channel Evaluation-Channel Profitability Analysis-ROI. [7]

**Text Books:**

1. Still, R.R., Cundiff, E.W., Govoni, A.P.N. and Puri, S. (2017), “Sales and Distribution Management”, 6th Edition, New Delhi: Pearson Education.
2. Havaldar, K. and Cavale, V. (2006), “Sales and Distribution Management: Text and Cases”, 2nd Edition, New Delhi: McGraw Hill Education.

**Reference Books:**

1. Churchill, F. and Walker, J.T. (2000), “*Sales Force Management*”, New Delhi: McGraw Hill Education.
2. Stern, W.L., Adel, I.E. and Coughlan, T.A. (2001), “*Marketing Channels*”, New Delhi: Prentice Hall of India.
3. Panda, T.K and Sahadev, S. (2016), “Sales and Distribution Management”, 2nd Edition, New Delhi: Oxford University Press

**SM23.442 Sustainable Tourism**

**3-0-0-3**  
(Contact hrs.:39)

The main aim of this course is to foster comprehension and expertise in sustainable development, specifically focusing on its relationship with sustainable tourism. Furthermore, the course delves into the strategies and implementation of sustainable tourism to enhance conceptual clarity.

**Sustainable Development:** Back ground concept and Definition. Dimensions of Sustainability; Social, Economic, Environmental- Stockholm Conference 1972- Brundtland Commission 1987- Rio Declaration 1992- WSSD 2002 Global Warming and Sustainable Development. sustainability and climate changing issues in tourism [6]

**Sustainable Tourism:** Meaning, Definition, Global Significance of Sustainable Tourism-Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefit and issues of Sustainable Tourism Development, Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development [7]

**Standardization-Certification for Tourism Sustainability:** ISO 14000 – Role of WTTC, UNWTO, PATA, UNEP, IUCN in sustainable tourism development need and importance of tourism sustainability. [6]

**Sustainable Tourism Planning:** Principles of STP-Basic concepts in Sustainable Design: Topographical Analysis - Analysis of Local Resources – Land Use Pattern – Carrying capacity & its Type. [6]

**Approaches in Sustainable Tourism:** Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and Kerala Declaration-Community based and Pro-poor tourism including STEP. Eco-friendly Practices and Energy waste Management. Benefits of sustainable tourism development. [7]

**Impact Assessment of Tourism:** Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System. [7]

**Text Book**

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins

**Reference Books**

3. Sustainable Development – Economic and Policy, P.K. Rao
4. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press.

TM23.442

AVIATION MANAGEMENT

3-0-0-3

(Contact hrs.: 39)

### Course Objective:

This course is aimed at introducing the learner to the fundamentals of managing aviation business. The course will be oriented toward operations management in aviation industry.

### Course Content

**Introduction:** Development of civil aviation; key economic, political, revenue and sustain and grow their businesses; strategy development. [7]

**Changing Business Scenario:** Merger and accusations; impact of airlines alliances; low cost carriers and their growth; Impact of new digital technologies on all aspects of the airline business. [9]

**Marketing Management:** Airline marketing; fleet planning and the regulatory environment. [10]  
Case study 1: Collapse of Swissair; Case study 2: Cost containment strategies; Air France KLM Transform 2015 Turnaround Program, BY Purkayastha; Case study 3: Air Asia flying low cost with high hopes

**Airport Management:** The airport as operational system; sources of revenue; airport profitability and privatization; investor relations. Case studies discussion, RigasDoganis, “The Airport Business”, Routledge, 1992. [7]

**Ecosystem of Air Transportation:** Economic impact of air transport; supply, demand, pricing and market structures; key economic characteristics of the air cargo sector; the air transport value chain; characteristics of each stakeholder and profitability of each air. [6]

### Text Books

1. Ratandeeep Singh, Aviation Management: Global and National Perspectives, Kanishka Publishing House.

### References:

1. Dr Summet Susselan, Airline Airport & Tourism Management, Himalaya Publishing House.

**Note: Latest edition of text book and references must be used.**

**DM23.442      SEO Tools and Application**

**3-0-0-3**

(Contact hrs.: 39)

**Course Objective:** This SEO course offers a comprehensive understanding of SEO's importance in digital marketing. It covers essential SEO tools, technical aspects, audience and competitor research, enabling students to become proficient SEO practitioners.

**Content**

**Introduction to SEO and Key Concepts** **6**

- What is SEO and Its Importance in Digital Marketing?
- SEO vs. SEM – Understanding the Difference
- Keyword Research and Analysis
- On-Page and Off-Page SEO Factors
- White Hat vs. Black Hat SEO Techniques
- SEO Trends and Future Developments

**Essential SEO Tools** **11**

- Introduction to SEO Tools and Their Role
- Google Search Console & Webmaster Tools
- Google Analytics for SEO
- Keyword Research Tools (e.g., SEMrush, Ahrefs)
- Content Management Systems (CMS) for SEO
- Tools for Content Planning and Optimization
- SEO Plugins (e.g., Yoast SEO for WordPress)
- SEO Auditing Tools (e.g., Screaming Frog)
- SEO Reporting Tools

**Technical SEO and Site Structure** **7**

- Site Structure and SEO
- XML Sitemaps and Robots.txt
- Structured Data Markup and SEO
- Mobile-Friendly Websites and SEO
- Technical SEO Tools and Applications

**SEO Tools for Audience Research** **7**

- Introduction to SEO Tools for Audience Research
- Google Analytics for Audience Insights
- SEO Tools for Demographic Analysis
- Keyword Tools for Understanding User Intent
- Social Media Analytics and Audience Insights

**SEO Tools for Competitor Analysis** **7**

- Competitive Research and Analysis
- Backlink Analysis Tools
- SEO Tools for Content Gap Analysis
- Monitoring Competitor Keywords
- Competitor SEO Strategies and Tactics
- Implementing Insights from Competitor Analysis

**Reference Book:**

1. "SEO 101: Learn Search Engine Optimization" by John Doe
2. "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola.

**GE23.412      Advanced Business Research**

**3-1-0-4**  
(Contact hours: 39)

**Course Objective**

This course builds on the foundations of research methods and aims to develop students' skills in conducting advanced business research.

**Content**

**Introduction:** Overview of advanced research methodologies, The role of research in business decision-making, Research ethics and responsible conduct of research, Formulating research questions and objectives, Conducting a literature review, Hypothesis development [4]

**Quantitative Research Design:** Experimental research design, Non-experimental research designs, Survey research methods, Sampling techniques and sample size determination [7]

**Qualitative Research Methods:** Overview of qualitative research methods, Data collection techniques: interviews, focus groups, observation; Data analysis techniques: content analysis, thematic analysis, grounded theory, Validity and reliability in qualitative research [7]

**Advanced Data Collection Techniques:** Questionnaire design and measurement scales, Online surveys and data collection tools, Secondary data collection and analysis, Big data and analytics in business research [7]

**Data Analysis: Descriptive and Inferential Statistics:** Data preparation and cleaning, Descriptive statistics: central tendency and variability; Inferential statistics: hypothesis testing and significance; Correlation and regression analysis [7]

**Data Analysis: Multivariate Techniques:** Factor analysis and principal component analysis, Cluster analysis and market segmentation, Discriminant analysis and logistic regression, Structural equation modeling (SEM) [7]

**Text Book**

Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.

**Reference Book**

William G. Zikmund et al. (2016). *Business Research Methods: A South-Asian Perspective with CourseMate* (8<sup>th</sup> ed.). Cengage Learning.

**GE23.422**

**Rural Development**

**3-1-0-4**

(Contact hrs.: 39)

### Course Objective

1. The students are able to understand the issues prevailing in rural areas and students will be able to invent solutions for better rural development.
2. The rural development course makes students to understand the socio economic conditions of rural folk.

### Course Content

**Introduction:** Concepts of Rural Development, Basic Elements of Rural Development, Why Rural Development?, Human Beings as the Cause and Consequence of Development, Some Dilemmas in Development, Measures of Development, Materialist Marxian Theory, The Human Capital Model of Development, The Gandhian Model of Rural Development. [8]

**Rural Economy of India:** Introduction, Size and Structure of the Rural Economy, Characteristics of the Rural Sector, Role of the Agricultural Subsector, Role of the Non-Agricultural Subsector, Challenges and Opportunities, Determinants of Rural Development - Changes in Output, Natural Resources, Human Resources, Capital, Technology, Organizational and Institutional Framework. [8]

**Policy and Programmes for Rural Development:** Freedom, Control and Public Policy, Rural Development Policies in India - Community Development Programme, IRDP from 1952 to 2012, NRESA, SGSY, Administrative machinery at the State, District, Tehsil and Village level, People's participation in development process, Globalization and Rural Development. [8]

**Rural Industrialization:** History of Indian Rural Industries, Importance of rural industrialization in rural development, Rural Industries and de-centralization of rural economy - Khadi & village industries, Functions & Problems of KVIC, Silk & Coir board, Handloom Development Board, Opportunities and problems in Agro- Industries, Need of rural small & cottage industries, Essential Qualities in Rural Entrepreneur, Regional Directorate of Skill Development & Entrepreneurship Centre, Role of District Industrial Centers (DIC). [8]

**Rural Finance and Self-help Groups in Rural India:** Features of Agricultural Finance, Types of Credit, Financial Institutions in Rural India, Co-operatives, Commercial Banks including Regional Rural Banks, Self Help Group – Concept, Classification, Characteristics and Function of Self Help Groups, Management of Self Help Group Self Help Group, National Agriculture Insurance Scheme (NAIS), Pilot Weather-Based Crop Insurance Scheme (WBCIS). [7]

**GE23.432      EVENT MANAGEMENT**

**3-1-0-4**  
(Contact hrs.:39)

The course aims to provide knowledge in the field of event management and develop skills in planning, promoting, implementing, and evaluating special events. Further to provide ample opportunities to apply knowledge and skills in the event industry.

**Introduction to MICE:** Components of MICE; Evolution of Meetings; Incentives, [7]  
Conference/Convention and Expositions. Event Business: Types of Events - Size of  
Events - Five C's of Event Management - Trends of Event Business - Scope of Event  
Business.

**Conference Market:** The nature of conference markets; the demand for conference [4]  
facilities; role of travel agencies in the management of conferences.

**Planning and Scheduling Events:** Managing Events Corporate Events – Meetings, [7]  
Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE  
- Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow -  
Sponsorship and Subsidies -Ethical Behavioural Practices in MICE industry.

**Selection of Event Site:** Layouts and Designs - Site Map or Plan-Audiovisual – [7]  
Lighting and Sound - Special Effects and Video - Event Technology, Event Laws &  
Regulations - Permissions Required for Holding an Event.

**Logistics:** Procedures - Performance Standards - Event Networks and Supply Chain - [7]  
Handling Vendors and Service Contractors - Negotiating with Vendors and Service  
Contractors.

**Impact of Events:** The impact of conventions on local and national communities. [7]  
Emerging dimensions of convention business in India. ICBP.

**Text book**

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.

**Reference books**

1. Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventions and Expositions- An Introduction to the Industry. New York: Van Nostrand Reinhold.
2. Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar Publishers Inc.

**GE23.442**

**Tourism Management**

**3-1-0-4**

(Contact hrs.:39)

The primary objective of this course is to cultivate a comprehensive understanding of the fundamental nature of tourism and its various components. Additionally, the course explores the planning aspect of tourism, emphasizing the importance of infrastructure and the significant role of the tourism industry in the economy.

**Introduction to Tourism Management:** Concept of tourism resource, attraction, [6]  
product, market, industry and destination in the context of tourism; Components and elements of tourism: Intermediaries and suppliers; The tourism system; Approaches to study tourism.

**Nature and Classification of Tourism:** Basic nature of tourism, Nature of tourism: [6]  
Leiper's Model, Tourist Generating Regions (TGR), Transit Regions (TR), Tourism Destination Regions (TDR). Classification of tourism and types of tourism.

**Concept of Demand and Supply in Tourism:** Unique features of tourist demand; [7]  
Constraints in creating ideal destination. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern & characteristic of tourism supply Factors influencing tourism supply.

**Tourism Planning:** Need for tourism planning, Essentials of planning, Eight point [6]  
planning process, Aims of tourism planning, Significance of planning.

**Infrastructure of Tourism Management:** Structural components, Important tourist [7]  
services, The seasonal character of tourism, Suggestions for improvement of tourism, Tourism organisational set up in India- Structure of department of tourism, NTO & its Functions.

**Significance of Tourism Industry:** Economic impacts of tourism: income and [7]  
employment, multipliers of tourism, balance of payments, foreign exchange etc.; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Impacts of tourism on ecology and environment.

#### **Text Book**

1. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
2. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi

#### **Reference Books**

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA