



Four-Year Undergraduate Programme

Bachelor of Business Administration

BBA(Honors)

Faculty of Management Studies

Parul University

Vadodara, Gujarat, India

Faculty of Management Studies

Bachelor of Business Administration-HONORS

1. Vision of the Department

To contribute towards generating resources and means for the betterment of humanity through quality educational services, active participation in community services and establishment of institutions to sensitize all stakeholders towards “Inclusive India, Progressive India.

2. Mission of the Department

M1 To deliver high-quality education in business administration, ensuring that students acquire a solid foundation in key business disciplines.

M2 To prepare students for successful careers in the business world. This involves fostering skills such as critical thinking, problem-solving, communication, and leadership.

M3 To establish strong ties with the business community. This may involve collaborations with industry partners, guest lectures from professionals, and internship opportunities for students.

3. Program Educational Objectives

The statements below indicate the career and professional achievements that the BBA Program curriculum enables graduates to attain.

PEO 1	Demonstrate a strong foundation of knowledge and skills in various business disciplines, enabling them to excel in entry-level positions and contribute effectively to their organizations.
PEO 2	Develop critical thinking skills and the ability to analyse and solve complex business problems. They adept at making informed decisions based on rigorous analysis.
PEO 3	Actively engage with their communities and contribute to societal well-being. This may involve participating in community service, volunteering, or supporting initiatives that benefit the broader community.

4. Program Learning Outcomes

Program Learning outcomes are statements conveying the intent of a program of study.

PLO 1	Apply management education to effectively analyze and solve various business problems, demonstrating proficiency in decision-making and problem-solving techniques.
--------------	---

PLO 2	Develop analytical and critical thinking skills necessary for evaluating complex business situations, making well-informed decisions, and identifying potential risks and opportunities.
PLO 3	Communicate business issues, management concepts, and plans proficiently in both oral and written formats, demonstrating effective communication skills tailored to different stakeholders and audiences.
PLO 4	Demonstrate an understanding of ethical values and their importance in business practices and will be able to integrate these values into decision-making processes, promoting ethical behavior and corporate responsibility.
PLO 5	Exhibit ethical leadership qualities and capabilities as a manager and entrepreneur, demonstrating the ability to inspire and motivate others, navigate ethical dilemmas, and lead with integrity and accountability in future business endeavours.
PLO 6	Demonstrate a comprehensive understanding of global business environments, including international trade, cross-cultural communication, and global economic policies, enabling them to operate effectively in a globally interconnected marketplace.
PLO 7	Utilize modern information technology tools and platforms to enhance business processes, improve operational efficiency, and drive innovation. Graduates will be adept at leveraging digital technologies to solve business challenges and create value
PLO 8	Work effectively in diverse and multidisciplinary teams, demonstrating the ability to collaborate, manage conflicts, and contribute positively to group objectives. Graduates will be skilled in leveraging the strengths of team members to achieve common goals.
PLO 9	Exhibit entrepreneurial skills and mindset, including creativity, innovation, risk-taking, and the ability to develop and implement new business ideas. Graduates will be prepared to launch and manage their own ventures or contribute to entrepreneurial initiatives within organizations.
PLO 10	Understand and apply principles of sustainability and social responsibility in business practices. Graduates will be able to design and implement business strategies that promote environmental stewardship, social equity, and economic viability for long-term success.

5. Program Specific Learning Outcomes

PSO 1	Business Acumen	Integrate a robust comprehension of business concepts encompassing marketing, finance, human resources, operations, and entrepreneurship to foster adept strategic
--------------	-----------------	--

		decision-makers and leaders across various organizational settings.
PSO 2	Problem-Solving Skills	Exhibit strong problem-solving abilities, analysing complex business issues and proposing effective solutions.

6. Credit Framework

Semester-wise Credit distribution of the program (NEP)	
Semester-1	22
Semester-2	22
Semester-3	22
Semester-4	22
Semester-5	22
Semester-6	22
Semester-7	22
Semester-8	22
Total Credits:	176

Category-wise Credit distribution of the program	
Category	Credit
Major Core	88
Minor Stream	32
Multidisciplinary	12
Ability Enhancement Course	10
Skill Enhancement Courses	10
Value added Courses	8
Summer Internship	4
Research Project/Dissertation	12
Total Credits:	176

7. Program Curriculum

(BBA_ Honors_ Semester 1)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
1	00019101SE01	Mathematical Aptitude	2	2	0	0
2	06010101DS01	Fundamentals of Accounting	4	4	0	0
3	06010101DS02	Managerial Economics	4	4	0	0
4	06010101DS03	Principles of Management (Single Major)	4	4	0	0
5	11011401VA01	Climate Change & Sustainable Environment	2	2	0	0
6		AEC - Elective 1 (Compulsory Subjects :1)	2	2	0	0
7		University Elective - 1 (Compulsory Subjects :1)	4	4	0	0

8		Minor Elective - 1 (Compulsory Subjects :1)	4	4	0	0
Total			22	22	0	0
Semester - 1 AEC - Elective 1						
1	00019301AE01	Morden Indian Language-1	2	2	0	0
Semester - 1 University Elective – 1						
1	03010801UE01	I.T. Governance	4	3	2	0
2	03010901UE01	Introduction to MATLAB Programming	4	3	2	0
3	17010101UE02	Legal Aspects of Start-Up	4	4	0	0
Semester - 1 Minor Elective – 1						
1	06010101LM01	Fundamentals of marketing	4	4	0	0
2	06010101DN01	Introduction to Data Analytics	4	4	0	0
3	06010101DM01	Marketing Management	4	4	0	0
4	05010101PG01	Psychology-I	4	4	0	0
(BBA_ Honors_ Semester 2)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
9	06010102SE01	Advance Excel	2	0	4	0
10	06010102DS01	Marketing Management	4	4	0	0
11	06010102DS02	Human Resource Management (Single Major)	4	4	0	0
12	06010102DS03	Financial Management	4	4	0	0
13	00019302VA01	IPDC including history and culture of India and IKS-I	2	2	0	0
14		AEC Elective - 1 (Complsoy Subjects :1)	2	2	0	0
15		University Elective - 1 (Complsoy Subjects :1)	4	4	0	0
16		Minor Elective - 1 (Complsoy Subjects :1)	4	4	0	0
Total			22	20	4	0
Semester - 2 AEC – Elective						
1	00019302AE04	Morden Indian Language-2	2	2	0	0
Semester - 2 University Elective						

1	05010102UE01	Internet Technology and Web Designing	4	3	2	0
2	05010102UE02	Search Engine Optimization	4	3	0	1
3	08010102UE01	Cosmetics in daily life	4	4	0	0
Semester - 2 Minor Elective						
1	06010102DN01	Statistics	4	4	0	0
2	06010102LM01	Inventory and Material Management	4	4	0	0
3	06010102DM01	Fundamentals of Digital Marketing	4	4	0	0
4	15010402PG01	Psychology-II	4	4	0	0

(BBA_ Honors_ Semester 3)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
17	03010503SE01	Artificial Intelligence	2	2	0	0
18	06010103DS03	Strategic Management	4	4	0	0
19	06010103DS01	Taxation	4	4	0	0
20	06010103DS04	Cost Accounting (Single Major)	4	4	0	0
	06010103DS02	Human Resource Management (All Minors)	4	4	0	0
21	00019303VA01	IPDC including History and Culture of India and IKS-2	2	2	0	0
22		AEC Elective - 1 (Compulsory Subjects :1)	2	2	0	0
23		University Elective - 1 (Compulsory Subjects :1)	4	4	0	0
Total			22	22	0	0
Semester - 3 AEC - Elective 1						
1	00019303AE01	Advanced English – I	2	2	0	0
Semester - 3 University Elective – 1						
1	05010103UE01	Artificial Intelligence Application in People Management	4	4	0	0
2	03010803UE01	Web Based Technologies and Multimedia Applications	4	3	2	0
3	05010103UE02	Digital Information Literacy	4	4	0	0
4	16010103UE02	Investment Analysis & Portfolio Management	4	4	0	0
5	21010103UE01	Management in Tourism	4	4	0	0
6	18010003UE01	Digital Design	4	2	4	0

(BBA_ Honors_ Semester 4)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
24	060104SE01	Marketing Research	2	0	4	0
25	06010104DS04	Management Information system (Single Major)	4	4	0	0
26	06010104DS01	International Business	4	4	0	0
27	06010104DS03	Organizational Behaviour	4	4	0	0
28	06010104DS02	Entrepreneurship Development	4	4	0	0
29	19010204VA01	Positive mental health	2	2	0	0
30		AEC Elective - 1 (Compulsory Subjects :1)	2	2	0	0
31		Minor Elective - 1 (Compulsory Subjects :1)	4	4	0	0
Total			22	20	4	0
Semester - 4 AEC - Elective 1						
1	00019304AE01	Advanced English-II	2	2	0	0
Semester - 4 Minor Elective - 1						
1	06010104DN01	Data Mining	4	3	2	0
2	06010104LM01	Warehouse Management	4	3	2	0
3	06010104DM01	Brand Management	4	4	0	0
4	15010404PG01	Social Psychology	4	2	4	0
(BBA_ Honors_ Semester 5)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
32	06010105DS02	Research Methodology	4	4	0	0
33	06010105DS01	Business Statistics	4	4	0	0
34	06010105DS03	Logistics & Supply chain Management (Single Major)	4	4	0	0
35	06010105DS03	Business Data Analytics (Single Major)	4	4	0	0
36		Specialization Elective 1	4	4	0	0
37		Minor Elective - 1 (Compulsory Subjects :1)	4	4	0	0
38		Minor Elective - 2 (Compulsory Subjects :1)	4	4	0	0
39		Skill Enhancement Course -5 (Compulsory Subjects: 1)				
Total			22	22	0	0

Semester - 5 Specialization Elective- 1						
1	06010105DS31	HR: Compensation Management	4	4	0	0
2	06010105DS51	Finance: Merger and Acquisition	4	4	0	0
3	06010105DS41	Marketing: Consumer Behaviour	4	4	0	0
4	06010105DS61	IB: Import Export Management	4	4	0	0
Semester - 5 Minor Elective - 1						
1	06010105DN01	Fundamentals to Big Data Analytics	4	3	2	0
2	06010105LM01	Supply Chain Management	4	3	2	0
3	06010105DM01	Social media promotion and marketing	4	3	2	0
4	15010405PG01	Industrial Psychology	4	2	4	0
Semester - 5 Minor Elective - 2						
1	06010105DN02	Data Ethics and Privacy	4	4	0	0
2	06010105LM02	Global Management	4	4	0	0
3	06010105DM02	Email marketing and campaigns	4	4	0	0
4	15010405PG02	Mental Health and Well-being	4	4	0	0
Semester - 5 Skill Enhancement Course						
1	06010105SE01	Digital Literacy	2	2	0	0
2	06010105SE02	Finance for everyone	2	2	0	0

(BBA_ Honors_ Semester 6)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
40	06010106DS01	Mercantile Law	4	4	0	0
41	06010106DS02	Operation Research	4	4	0	0
42	06010106DS03	Digital Marketing (Single Major)	4	4	0	0
43	06010106IN01	Internship/Mini Project (From Major Stream)	4	0	8	0
44	06010106DS18	Entrepreneurship development(Single Major)	4	4	0	0
45	00019306AE01	Professional Ethics and Communication	2	2	0	0
46		Specialization Elective 1	4	4	0	0
47		Minor Elective - 1 (Compulsory Subjects :1)	4	0	0	0
Total			22	18	8	0
Semester - 6 Specialization Elective 1						
1	06010106DS32	HR: Organizational Development	4	4	0	0

2	06010106DS52	Finance: Security and portfolio management	4	4	0	0
3	06010106DS42	Marketing: Service Marketing	4	4	0	0
4	06010106DS62	IB: Cross Continent Business Philosophies	4	4	0	0
Semester - 6 Minor Elective – 1						
1	06010106DN01	Data Visualization	4	3	2	0
2	06010106LM01	Global Management	4	4	0	0
3	06010106DM01	Content Marketing and creation	4	3	2	0
4	15010406PG01	Psychology of Personality	4	4	0	0

(BBA_ Honors & Honors with research_ Semester 7)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
48	06010107DS01	Business Ethics and corporate Governance	4	4	0	0
49	06010107DS02	Managerial Economics	4	4	0	0
50	06010107IN01/ 06010107RP01	On Job Training/Research Project	6	0	12	0
51		Specialization Elective 1	4	4	0	0
52		Specialization Elective 2	4	4	0	0
53		Minor Elective - 1 (Compulsory Subjects :1)	4	4	0	0
Total			22	16	12	0
Semester – 7 Specialization Elective 1						
1	06010107DS33	HR: Human Resource Development	4	4	0	0
2	06010107DS53	Finance: Financial Services	4	4	0	0
3	06010107DS43	Marketing: Brand and Advertising Management	4	4	0	0
4	06010107DS63	IB: Multicultural Organizational Behaviour	4	4	0	0
Semester - 7 Specialization Elective 2						
1	06010107DS34	HR: Change Management	4	4	0	0
2	06010107DS54	Finance: Risk Management	4	4	0	0
3	06010107DS44	Marketing: Digital Marketing	4	4	0	0
4	06010107DS64	IB: International HR/Fin/Marketing	4	4	0	0
Semester - 7 Minor Elective – 1						
1	06010107DN01	Data Science in Business	4	4	0	0

2	06010107LM01	Lean Six Sigma	4	3	2	0
3	06010107DM01	Social media analytics	4	3	2	0
4	15010407PG01	Psychological Disorders	4	3	0	1
(BBA_ Honors_ Honors with Research_ Semester 8)						
Sr. No.	Subject Code	Subject Name	Credit	Lect	Lab	Tut
54	06010108DS01	Production and operation Management	4	4	0	0
55	06010108DS02	E commerce (Single Major)	4	4	0	0
56	06010108IN01/ 06010108RP01	On Job Training on major course/Research Project on major course	6	0	12	0
57		Specialization Elective 1	4	4	0	0
58		Specialization Elective 2	4	4	0	0
59		Minor Elective - 1 (Compulsory Subjects :1)	4	0	0	0
Total			22	16	12	0
Semester – 8 Specialization Elective 1						
1	06010108DS35	HR: HR information System	4	4	0	0
2	06010108DS55	Finance: Investment Management	4	4	0	0
3	06010108DS45	Marketing: Event Marketing	4	4	0	0
4	06010108DS65	IB: Global leadership	4	4	0	0
Semester - 8 Specialization Elective 2						
1	06010108DS36	HR: Strategic Human Resource Management	4	4	0	0
2	06010108DS56	Finance: Behavioural Finance	4	4	0	0
3	06010108DS46	Marketing: Luxury Brand Management	4	4	0	0
4	06010108DS66	IB: International Economic Environment	4	4	0	0
Semester - 8 Minor Elective – 1						
1	06010108DN01	Data Governance and Quality	4	3	2	0
2	06010108LM01	Information System in Logistics	4	3	2	0
3	06010108DM01	Influencer marketing and collaborations	4	3	2	0
4	15010408PG01	Guidance and Counselling	4	2	4	0

8. Detailed Syllabus: is attached.

ANNEXURE-III

Semester 1

(1)

- a. Course Name:** Marketing Management
- b. Course Code:** 06010101DM01
- c. Prerequisite:** A basic approach to problem-solving methods
- d. Rationale:** Marketing studies gives a unique competitive advantage:
- e. Course Learning Objective:**

CLOBJ 1	Assess the impact of a marketing campaign on brand equity and customer loyalty.
CLOBJ 2	Explain the relationship between marketing and overall business strategy
CLOBJ 3	Develop a pricing strategy for a new product based on market research. .
CLOBJ 4	Evaluate market segmentation strategies for a diverse target market.

f. Course Learning Outcomes:

CLO 1	Analyse the impact of marketing campaigns on brand equity and customer loyalty through quantitative metrics and qualitative assessments.
CLO 2	Integrate the alignment between marketing initiatives and overall business strategy, identifying opportunities for strategic integration and optimization.
CLO 3	Develop pricing strategies for new products based on market research, competitive analysis, and value proposition alignment.
CLO 4	Implement market segmentation strategies for diverse target markets to optimize market penetration and customer engagement.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Marketing Management: Introduction, Objectives, Scope, and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations Marketing Environment: Introduction, Environmental Scanning, Techniques of Environment Scanning, Analyzing the Organization's Microenvironment, Company's Macro Environment, Differences between Micro and Macro Environment, Marketing Planning, and Implementation	20%	12
2	Segmentation, Targeting, and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition, Differentiation Meaning, Strategies	20%	12
3	Channel & Promotion Decision: Channel Decision: Channel Decision, Nature of Marketing Channels, Types of Channel flows, Channel functions, Functions of Distribution channels, Structure and Design of Marketing Channels, Channel co-operation, conflict and competition, Retailers, and wholesalers. Promotion Decision: Promotion mix, Advertising Decision, Advertising objectives, Advertising and Sales Promotion, Developing Advertising Program, Role of Media in Advertising, Advertisement effectiveness Salesforce Decision	20%	12
4	Buying Behaviors: Consumer buying behaviour: Introduction, Characteristics, Factors affecting Consumer behaviour, Types of Buying Decision behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models. Business Buyer behaviour: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour, Buying Situations in Industrial/Business Market, Buying Roles in Industrial Marketing, Factors that Influence Business Buyer, Steps in Business Buying Process	20%	12
5	Understanding the Marketing-Information Systems (MKIS) Introduction, Characteristics of MKIS, Benefits, Types, Components, Marketing Research	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India (Textbook)
2. Marketing Management - By Philip Kotler | Current
3. Marketing management- By Tapan panda | Excel Books
4. Marketing Management – A South Asian Perspective- By Kotler. Keller, Koshy and Jha | Pearson Education
5. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)

Semester 1

(2)

- a. **Course Name:** Introduction to Data Analytics
- b. **Course Code:** 06010101DN01
- c. **Prerequisite:** A basic understanding of mathematics and statistics
- d. **Rationale:** Provides a foundational understanding of data analytics, covering essential
- e. **Course Learning Objective:**

CLOBJ 1	Develop a comprehensive understanding of the basics of data analytics, including types of data, data sources, and the importance of data preprocessing
CLOBJ 2	Apply descriptive statistics and data visualization techniques to explore and interpret patterns and trends within datasets.
CLOBJ 3	Analyse fundamental statistical concepts for data analytics, including probability, distribution, hypothesis testing, and confidence intervals.
CLOBJ 4	Recognize the significance of communicating data insights effectively and integrate ethical considerations into data visualization.

f. Course Learning Outcomes:

CLO 1	Develop a foundational understanding of the principles and concepts of data analytics
CLO 2	Acquire skills in exploring and visualizing data using relevant tools and techniques
CLO 3	Demonstrate proficiency in applying statistical methods to analyze data, make data-driven decisions, and draw meaningful inferences from datasets.
CLO 4	Cultivate a mindset for continuous learning in the field of data analytics, staying updated on emerging trends

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No .	Content	Weightage	Teaching Hours
1	Introduction to Data Analytics: Basic of data analytics types of data and data sources, data collection and preprocessing overview of data analytics tools and technologies	20%	12
2	Exploratory data analysis: Descriptive statistics and data visualization, data cleaning and outlier detection. Exploiting patterns and trends in data. Introduction to statistical concept in data analysis	20%	12
3	Statistical analysis for data analytics: Probability and distribution, hypothesis testing and confidence interval, correlation and regression analysis	20%	12
4	Data visualization and communication: Advanced data visualization techniques, dashboard creation, design and interactive visualization. Communication insights from data ethical consideration in data visualization	20%	12
5	Big data and future trends: Introduction to big data and challenges Data storage and processing technologies (e.g Hadoop, spark) Emerging trends in data analytics (e.g AI IoT) Ethical and privacy considerations in big data analytics	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Data Science For Dummies -By 2nd Edition, By Lillian Pierson, Jake Porway
2. James, G., Witten, D., T, Tibshirani, R. An Introduction to statistical learning with applications in R. Springer. 2013 (Textbook)
3. Information dashboard design- By Stephen Few
4. Big Data: Concepts, Technology and Architecture By Balamarugan Balusamy, Nandhini Abirami R, Seifedine Kadry and Amir Gandomi, Wiley Publication
5. "Data Analytics Made Accessible" by Anil Maheshwari

Semester 1

(3)

- a. **Course Name:** Fundamentals of Accounting
- b. **Course Code:** 06010101DS01
- c. **Prerequisite:** Basic knowledge of mathematics and Business Activities
- d. **Rationale** Encompasses new techniques and new issues caused by changes in legislation pertaining to the preparation and publication of financial statements.
- e. **Course Learning Objective:**

CLOBJ 1	Help prepare financial statements in accordance with appropriate standards and To interpret the business implications of financial statement information
CLOBJ 2	Demonstrate the ability to communicate such data effectively
CLOBJ 3	Employ critical thinking skills to analyse financial data as well as the effects of differing financial accounting methods on the financial statements.
CLOBJ 4	Effectively define the needs of the various users of accounting data

f. Course Learning Outcomes:

CLO 1	Demonstrate proficiency in applying accounting principles through accurate financial analysis and reporting.
CLO 2	Demonstrate the ability to prepare and interpret financial statements
CLO 3	Apply basic concepts of cost accounting, including the classification of costs.
CLO 4	Develop effective communication skills to present financial information to both financial and non-financial stakeholders

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No .	Content	Weightage	Teaching Hours
1	Introduction to Accounting: Accounting Evolution, Significance, Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, Accounting Equation, Concept of Capital and Revenue, Types of Accounts, Rules of Debit and Credit	15%	9
2	Accounting Cycle Recording of Transactions: Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numerical. Preparation of Financial Statements: Trading and P & L Account and Balance Sheet- Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical & Horizontal Formats), including Numerical.	25%	15
3	Financial Statements: Concept of final A/Cs, their need and necessity, preparation of final A/Cs without adjustments, adjustments in final A/Cs, need and necessity, final A/C with adjustment, Numerical problem	20%	12
4	Treatment of Depreciation: Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. Methods of Depreciation: SLM and WDV Methods including Numerical	20%	12
5	Financial Analysis: Ratio analysis: liquidity, solvency, profitability, and efficiency ratios, Trend analysis, Limitations of financial statement analysis, Bills of exchange and promissory notes	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Introduction to accountancy- By T.S. Grewal & S.C. Gupta
2. Advanced Accountancy Vol II- By S. N. Maheshwari & S. K. Maheshwari | Vikas Publishing House
3. Financial Accounting (Textbook) - By Tulsian P. C. | Pearson Education
4. Accounting for managers (Textbook) - By J. Made Gowda | Himalaya publishing house

Semester 1

(4)

- a. **Course Name:** Managerial Economics
- b. **Course Code:** 06010101DS02
- c. **Prerequisite:** Having knowledge about general economics theories
- d. **Rationale:** Enabling informed decision-making and strategic optimization of resources for enhanced profitability and market competitiveness.
- e. **Course Learning Objective:**

CLOBJ 1	Define the fundamental concepts of economics.
CLOBJ 2	Evaluate production and cost decisions using economic models
CLOBJ 3	Determine optimal pricing and output decisions under different market structures.
CLOBJ 4	Apply the concept of cost and price and the relationship between them to determine the profit of the organization.

f. **Course Learning Outcomes:**

CLO 1	Develop a solid understanding of the principles and foundations of managerial economics
CLO 2	Apply various market structures and assess their implications
CLO 3	Apply time value of money concepts to evaluate investment decisions.
CLO 4	Integrate managerial economics for business strategy, balancing external market dynamics with internal capabilities.

g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction:	20%	12

	Definition and scope of economics, Basic economic concepts: scarcity, opportunity cost, marginal analysis, Types of economies: market economy, command economy, mixed economy, Role of individual choice and decision-making in economics ,Law of demand and law of supply ,Elasticity of demand and supply ,Consumer behaviour: utility, budget constraint, indifference curves ,Consumer surplus		
2	Market Structures and Theories: Perfect competition: characteristics, equilibrium, efficiency, Monopoly: characteristics, pricing strategies, efficiency and market power, Monopolistic competition: characteristics, product differentiation, excess capacity, Oligopoly: characteristics, interdependence, collusion, game theory, Factors affecting market structure: barriers to entry, economies of scale, Theory of rent, interest, profit and wages.	20%	12
3	Macroeconomic Fundamentals: Introduction to macroeconomics and its importance, Macroeconomic goals: economic growth, full employment, price stability, Measuring economic activity: GDP, GNP, GNI, unemployment rate, inflation rate, Aggregate demand and aggregate supply: components and determinants, Definition and functions of money, stocks of money, credit creation by commercial banks	20%	12
4	Macroeconomic Models and Policies: Keynesian economics: consumption, saving, investment, multiplier effect , Market self-regulation, neutrality of money, Aggregate demand and supply equilibrium: short run and long run, Business cycles: phases, causes, implications, International trade and exchange rates: balance of payments, trade deficits, currency systems, Monetary policy: central bank, money supply, interest rates, tools of monetary policy, Fiscal policy: government spending, taxation, budget deficit, budget surplus	20%	12
5	Managerial Economics and Decision Making: Nature and scope of managerial economics, Demand analysis: demand elasticity, factors affecting demand, Production analysis: production function, economies of scale, cost minimization , Production and costs: production function, short-run and long-run costs, Cost analysis: types of costs, cost-output relationships, Pricing strategies: pricing under different market structures, pricing policy, Decision making under uncertainty: risk and uncertainty, decision trees, expected utility theory	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Microeconomic Theory (Textbook) - By Ahuja, H.L.
2. Andrew B. Abel and Ben S. Bernanke, Macroeconomics, Pearson Education, Inc., 7th edition,
3. Macroeconomics - by D N Dwivedi | Vikas Publication
4. Microeconomics (Textbook) - by H L Ahuja | S Chand & CO | latest
5. Managerial Economics (Textbook) - by G.S.Gupta | Tata Mcgraw Hill
6. Managerial Economics (Textbook) -BY D.M. Mithani | Himalaya Publications; Seventh edition.

Semester 1

(5)

- a. **Course Name:** Principles of Management
- b. **Course Code:** 06010101DS03
- c. **Prerequisite:** : Having a basic understanding of business concepts and terminology.
- d. **Rationale:** Provide individuals with a foundation in fundamental management concepts and theories.
- e. **Course Learning Objective:**

CLOBJ 1	Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way.
CLOBJ 2	Rephrase major internal features of a business system and the environment in which it operates.
CLOBJ 3	Identify and explain the importance of the management process.
CLOBJ 4	Make use of the key skills required for contemporary management practice

f. Course Learning Outcomes:

CLO 1	Develop a comprehensive understanding of the fundamental principles and theories that form the basis of modern management practices.
CLO 2	Develop leadership skills and understand motivational theories
CLO 3	Acquire skills in decision-making and problem-solving, including the ability to analyse situations
CLO 4	Evaluate ethical considerations in leadership and management practices

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No	Content	Weightage	Teaching Hours
--------	---------	-----------	----------------

1	Introduction to Management: Definition, nature, scope of Management, Management as Science or Art Management as a profession- Administration and Management, Contemporary Issues and Challenges in Management of 21st Century, Macro and Micro changes and its management implications-7's model and SWOT analysis, Roles of a Manager, Levels of Management.	25%	15
2	Planning: Nature and Definition of Planning- General Framework for Planning, Importance and Steps in Planning, Types of Plans, Objectives and MBO, Policy and Strategy, Forecasting and Decision Making, Decision making techniques, Development of Business Strategy, Problem Solving and Group Problem Solving, Bounded Rationality and Influences on Decision Making of a Manager	25%	15
3	Organizing: Nature and purpose, Principles of Organization, Types of Organization- Departmentation, Authority and Responsibility, Centralization Vs Decentralization, Organizational Structures, Recentralization, Organizational Culture, Organizational Change, Delegation and Empowerment in Managers	12%	7
4	Directing: Nature, importance and Scope. Motivation meaning, Definition, Concept Evolution. Motivational Theories: Maslow's Need Hierarchy, Two Factor Theory, Theory X and Theory Y and all relative theories in Motivation. Team Building and Motivation. Leadership: Leadership meaning, Power and Authority, Leadership Styles, Theories of leadership, Leadership Models, Leadership Skills, Traits of a Leader, Leader as Mentor and Coach, leadership during Adversity and Crisis. Challenges for a Leader, Leadership and Team	13%	8
5	Controlling and Coordination Controlling: Control, Types, and Strategies for Control, Steps in Controlling Process, Budgetary and Non-Budgetary Controls, characteristics of Effective Control, establishing a control system, Control Methods. Coordination: Meaning, Definitions and Relevance of Coordination in 21st Century to Bring Effectiveness in Management Process. Ethics in the Contemporary Management & Corporate Social Responsibility, Ethics in the contemporary management and corporate social responsibility and sustainability, social responsibility activities and management, creating an ethical workplace	25%	15
	Total	100%	60

i. Text Book and Reference Book:

1. Principles of Management (Textbook) -By L M Prasad | S. Chand & Sons
2. Principles of Management -By Tripathy PC and Reddy PN | Tata McGraw-Hill
3. Principles of Management -by Stephen p. Robbins
4. Essential of Management -By Horold Koontz and Itenz Weibrich | McGrawhills International
5. "Management: Leading & Collaborating in a Competitive World" by Thomas S. Bateman and Scott A. Snell

Semester 1

(6)

- a. **Course Name:** Legal Aspects of Start-Up
- b. **Course Code:** 17010101UE02
- c. **Prerequisite:** : Basic knowledge of Legal system & frame work
- d. **Rationale:** understand the nexus between field specific laws and general basic laws.
- e. **Course Learning Objective:**

CLOBJ 1	Able to start his /her own set up of business
CLOBJ 2	Create opportunities for the budding entrepreneur.
CLOBJ 3	Analyse the legal compliances and requirement of the new business
CLOBJ 4	Contribute to the development and creation of new horizon for IPR

f. Course Learning Outcomes:

CLO 1	Demonstrate an understanding of the legal frameworks that govern startups.
CLO 2	Identify and assess the importance of intellectual property in startups, including patents, trademarks, copyrights, and trade secrets.
CLO 3	Analyse and draft basic contracts and agreements commonly used in startup
CLO 4	Apply legal principles to real-world scenarios and case studies related to startups.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Start-ups - An overview of Start-up, Government Policies & Schemes, Start-up Ecosystem	9%	5
2	Forms of Business and Related Laws - General Overview of Forms of Business , Sole Proprietorship,	33%	20

	Partnership Firm, Limited Liability Partnership, Company, Other Forms of Business,		
3	Intellectual Property Rights - An Overview of IPR, Trademark, Copyright, Patent, Design, Geographical Indication	25%	15
4	Other important aspects related to Startups - Drafting of various contracts and agreement, Various licenses, registration under different laws, rules, regulations, Taxation aspects of startups, Marketing aspects of startups, HR aspects of startups	33%	20
	Total	100%	60

i. Text Book and Reference Book:

1. Launching New Ventures, An Entrepreneurial Approach, Cengage Learning -By Kathleen R Allen, Pub. Year 2016
2. Managing New Ventures Concepts and Cases, Prentice Hall International - By Anjan Raichaudhuri, Pub. Year 2010
3. Mulla's Indian Contract Act - By Mulla | lexis nexis | 15th, Pub. Year 2015
4. STARTUP LAW. : A Legal Guide for Entrepreneurs Working on a Startup Venture - By Ekaterina Mouratova
5. Basic Legal Information for a Start-Up or a Business (India): Your perfect guide to Incorporation, Intellectual Property Registration and Other Legal Documents - By Alankar Narula

Semester 1

(7)

- a. **Course Name:** Psychology-I
- b. **Course Code:** 15010401PG01
- c. **Prerequisite:** :Students shall have basic knowledge of human biology.
- d. **Rationale:** Will provide students with basic knowledge of psychology, including different aspects of psychology.
- e. **Course Learning Objective:**

CLOBJ 1	Differentiate between scientific and non-scientific information about human behaviour and mental processes.
CLOBJ 2	Describe recent trends in research and research methods used in psychology.
CLOBJ 3	Explain psychological processes involved in sensation, perception and learning
CLOBJ 4	Describe models of memory, motivation and its theories. Also Analyze the variety of factors affecting the above concepts and relating it to real life examples.

f. Course Learning Outcomes:

CLO 1	Demonstrate a foundational understanding of key concepts, theories, and historical developments in psychology.
CLO 2	Develop critical thinking skills to evaluate and analyze
CLO 3	Apply the psychological processes involved in human development across the lifespan
CLO 4	Acquire proficiency in research methods used in psychology.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weight age	Teaching Hours
---------	---------	------------	----------------

1	Introduction to Psychology: Definition of Psychology, Psychology as a Natural and Social Science, Schools of Psychology: Structuralism, Functionalism, Gestalt Psychology, Behaviorism, Psychoanalysis Humanism, and Biological, Branches of psychology	17%	10
2	Methods in Psychology: Observation Method, Experimental method, Survey method, psychological tests, Case study method, Correlation method	20%	12
3	Sensation, Attention & Perception: Definition of sensation, sensory thresholds, Visual sensation: The science of seeing, structure of eye, how eye works, color vision, Auditory sensation: Structure of ear, Theories of pitch, Somesthetic senses: Touch, taste, temperature, pain, Perception: Figure-Ground perception, perceptual constancies: shape, size, brightness, Depth perception: monocular and binocular cues; illusions, Factors affecting perception	17%	10
4	Learning: Definition of Learning, Theories of learning, Factors affecting learning, Kinds of learning Transfer of learning	16%	10
5	Memory: Definition, Models of memory, Types of memory, Measures of Retention: recall, recognition and saving, Nature, theories and causes of Forgetting, Strategies for enhancing memory: Mnemonics	16%	10
6	Motivation Nature and definitions Motivational cycle, Maslow's theory of hierarchy, Frustration, stress and conflict Basic approaches to motivation Primary & Social motives	14%	08
	Total	100%	60

i. Textbook and Reference Book:

1. Introduction to psychology -By Baron R | McGraw Hill Publishing House, New Delhi
2. Psychology -By Ciccarelli, S.K. & Meyer, G.E. | New Delhi: Pearson Longman.
3. Morgan Clifford Thomas 7th edition (2017) Introduction to Psychology
4. "Psychology" by David G. Myers and C. Nathan DeWall:
5. "Introduction to Psychology" by James W. Kalat

Semester 1

(8)

- a. **Course Name:** Climate Change & Sustainable Environment
- b. **Course Code:** 11011401VA01
- c. **Prerequisite:** Shall have the basic knowledge about environmental studies.
- d. **Rationale:** Will understand the basic interface between climate change and sustainability.
- e. **Course Learning Objective:**

CLOBJ 1	Identify the complexity and operations of governance systems and processes on international, national, and local levels.
CLOBJ 2	Explain the differences between government and governance and the various ideas and meanings attached to the goal of sustainable development.
CLOBJ 3	Critically analyze policy-making processes in regard to sustainability issues.
CLOBJ 4	Apply high-quality written and verbal communication skills. Also Work effectively in a team and in tutorial or workshop situations

f. Course Learning Outcomes:

CLO 1	Demonstrate a solid understanding of the scientific principles underlying climate change
CLO 2	Apply the principles of sustainable development and their application to address environmental challenges
CLO 3	Examine renewable energy sources and sustainable technologies.
CLO 4	Apply critical thinking skills to analyse environmental problems and propose innovative solutions.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Introduction to Climate Change: Global Climate System Climate Change: Causes and Consequences: Global warming, ozone layer depletion, acid rain, and greenhouse effect case studies: nuclear accidents, chemical disasters, and climatic episodes	33%	10
2	Sustainable Development: Sustainable Development Goals: An overview Climate Change and Sustainable, Development: National and State Policies Achieving Sustainable Development Goals: Role of Various Stakeholders, Building Partnership for Climate Change and Sustainable Development	34%	10
3	Sustainable Approach to Climate Change: Energy Conservation: Use of Renewable energies: Water, Solar, Wind, Tidal, Geothermal Water conservation techniques: Rainwater Harvesting. Environmental Ethics & Public Awareness: Role of various religions and cultural practices in environmental conservation Sustainable Human Development.	33%	10
	Total	100%	30

i. Textbook and Reference Book:

1. Climate Change and Sustainable Development: Prospects for Developing Countries -By Anil Markandya, Kirsten Halsnæs
2. Climate Change and Sustainable Development Global Prospective - By R.K.Mishra, P.S.Janki Krishna & CH. Laskhmi Kumar
3. This Changes Everything: Capitalism vs The Climate - By Naomi Klein
4. The Uninhabitable Earth: Life After Warming (TextBook) -By David Wallace-Wells
5. "The Uninhabitable Earth: Life After Warming" by David Wallace-Wells

Semester 1

(9)

a. **Course Name:** I.T. Governance

b. **Course Code:** 03010801UE01

c. **Prerequisite:** Basics of computer

d. **Rationale:** IT Governance is essential to ensure the effective and responsible management of IT resources within organizations.

e. **Course Learning Objective:**

CLOBJ 1	Demonstrate a comprehensive understanding of IT governance principles
CLOBJ 2	Apply major IT governance and practices in business decision making.
CLOBJ 3	Identify, assess, and manage IT-related risks.
CLOBJ 4	Develop IT strategies that are closely aligned with overall business objectives

f. **Course Learning Outcomes:**

CLO 1	Demonstrate a comprehensive understanding of the key concepts, principles, and frameworks related to IT governance
CLO 2	Identify and assess IT-related risks, and develop strategies
CLO 3	Apply governance principles to IT projects, including project selection, planning, execution, and monitoring.
CLO 4	Develop a mindset of continuous improvement in IT governance processes.

g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	2	4	20	20	20	60	30	150

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
.			

1	Introduction to IT Governance and Framework Understanding: IT Governance: Definition, purpose, and benefits Key , principles and frameworks (e.g., COBIT, ITIL, ISO 38500) Aligning IT with business objectives and strategies COBIT ,(Control Objectives for Information and Related Technologies) ITIL (Information Technology Infrastructure Library), ISO/IEC 38500 (Corporate Governance of IT)	21%	09
2	IT Governance Structure and Responsibilities: Strategy and Planning Roles and responsibilities of the Board of Directors and IT Steering Committees IT organizational structures and reporting lines Defining IT decision-making processes Developing an IT strategy aligned with business goals IT portfolio management IT project prioritization and selection	16%	07
3	IT Risk Management and Compliance: Identifying and assessing IT-related risks Implementing IT risk management frameworks Ensuring compliance with regulations and industry standards	10%	06
4	IT Service Management (ITSM): IT Governance and Cybersecurity IT Service delivery models (e.g., ITIL Service Lifecycle) Service Level Agreements (SLAs) and Key Performance Indicators (KPIs) Incident, Problem, Change, and Release Management Cybersecurity governance and best practices IT security frameworks (e.g., NIST Cybersecurity Framework) Managing cybersecurity risks and incidents	16%	07
5	Data Management and Vendor Management: Data governance and data quality management Data privacy and protection regulations (e.g., GDPR, CCPA) Data retention and disposal policies Vendor selection and assessment criteria Contract management and SLAs with third-party providers Ensuring vendor compliance and performance monitoring	16%	07
6	Business Continuity: Performance Measurement, IT Governance and Ethics IT disaster recovery planning and business continuity management IT resilience and redundancy strategies Testing and updating IT continuity plans Key performance indicators (KPIs) for IT Governance IT Balanced Scorecard and performance dashboards Continual improvement of IT processes Ethical considerations in IT decision-making IT governance in the context of corporate social responsibility (CSR) Promoting a culture of ethics and compliance	21%	09
	Total	100%	45

i. Textbook and Reference Book:

- 1.IT Governance: How Top Performers Manage IT Decision Rights for Superior Results Authors -By Peter Weill and Jeanne W. Ross Publisher: Harvard Business Review Press
2. IT Governance: How to Reduce Costs and Improve Data Quality Through the Implementation of IT Governance - By Helmut Schindlwick
3. Implementing Effective IT Governance And IT Management -By Van Haren Publishing
4. Executive's Guide to IT Governance: Improving Systems Processes with Service Management, COBIT, and ITIL -By Robert R. Moeller
5. Real Business of IT: How CIOs Create and Communicate Value -By Richard Hunter and George Westerman

J. List of practicals/Experiments

Sr. NO.	Experiment List
1	Analyze and compare different IT governance frameworks
2	Perform IT Risk Assessment and Mitigation of hypothetical organization and its IT infrastructure
3	Creating IT Policies and Procedures of hypothetical organization
4	IT Governance Case Studies
5	Perform IT Governance Audit to assess the effectiveness of existing IT governance practices, identify areas for improvement
6	Case study on Vendor Management
7	IT Governance in Cybersecurity case study
8	Case study on disaster recovery planning to keep critical systems operational during the crisis.

Semester 1

(10)

- a. **Course Name:** - Basic English-I
- b. **Course Code:** 00019301AE01
- c. **Prerequisite:** Basic Knowledge of LSRW. To provide students with soft skills that complement their skills, making them more marketable when entering the workforce.
- d. **Rationale:** : Knowledge of LSRW is essential for Students
- e. **Course Learning Objective:**

CLOBJ 1	Appraise the significance of fostering creative and critical thinking skills.
CLOBJ 2	Develop four basic skills (LSRW)
CLOBJ 3	Expand vocabulary with proper pronunciation.
CLOBJ 4	Comprehend the basics of English grammar. Read & write effectively for a variety of contexts. Develop confidence in speaking skills.

f. Course Learning Outcomes:

CLO 1	Develop basic proficiency in English, including listening, speaking, reading, and writing skills, to effectively communicate in various contexts.
CLO 2	Enhance spoken English skills, including pronunciation, intonation, and fluency, for effective verbal communication.
CLO 3	Develop effective communication strategies for both formal and informal situations
CLO 4	Apply critical thinking skills to analyse and evaluate information

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	-	100	-	-	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No .	Content	Weightage	Teaching Hours
1	Listening Skills and Hearing : Listening Vs Hearing, Types of listening, Traits of good listener Barriers of listening	7%	2
2	Listening Practice: Listening Practice (Audio & Video)	10%	3
3	Presentation Skills: Defining the purpose of presentation, Presentation strategies, how to make an effective presentation? Knowing /Analyzing audience, Organizing content and preparing an outline, Traits of a good speaker	3%	1
4	Activity: Crazy Scientist	7%	2
5	Speaking Practice: Speaking practice (Elocution)	24%	7
6	Reading Skills: Define reading, Reading Strategies, Techniques of reading, Techniques to read faster	3%	1
7	Reading Practice: Reading Practice (Reading Comprehension)	13%	4
8	Writing Skills: Develop Writing Skills, 7cs of communication, Techniques of writing better, Identifying common errors in writing	10%	3
9	Paragraph Writing: Introduction of Paragraph Writing, Central components of paragraph development, Techniques for paragraph development	3%	1
10	Writing Practice: Note making, Picture Description, Dialogue Writing, Paragraph Writing, Completion of story from given points, Essay Writing	20%	6
	Total	100%	30

i. Textbook and Reference Book:

1. Understanding and Using English Grammar -By Betty Azar & Stacy Hagen | Pearson Education
2. Business Correspondence and Report Writing - By sharma, R. and Mohan, K.
3. Communication Skills - By Kumar S And Lata P | New Delhi Oxford University Press
4. Technical Communication: Principles And Practice -By Sangeetha Sharma, Meenakshi Raman | Oxford University Press
5. Practical English Usage - By MICHAEL SWAN

Semester 1

(11)

- a. **Course Name:** - Mathematical Aptitude
- b. **Course Code:** 00019101SE01
- c. **Prerequisite:** Basic numeracy skill
- d. **Rationale:** Mathematical aptitude refers to the ability to reason, think critically, and apply mathematical principles to solve problems and make sense of the world around us
- e. **Course Learning Objective:**

CLOBJ 1	Analyse and interpret mathematical problems, devise appropriate strategies, and apply relevant mathematical concepts and techniques to find solutions.
CLOBJ 2	Comprehend and manipulate numerical information effectively, make accurate calculations, and interpret numerical data in various contexts.
CLOBJ 3	Think critically and logically, recognize patterns and relationships, and construct logical arguments using mathematical principles.
CLOBJ 4	Apply these concepts and techniques to solve real-world situations

- f. **Course Learning Outcomes:**

CLO 1	Demonstrate a solid understanding of fundamental mathematical concepts.
CLO 2	Apply mathematical modelling techniques to represent and solve real-world problems.
CLO 3	Apply statistical methods to analyse and interpret data.
CLO 4	Utilize mathematical software and technology tools effectively.

- g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

- h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
1	Numbers: HCF & LCM, Square Root & Cube Root, Ratio & Proportion, Permutations & Combinations, Percentage, Average-Shortcut averages, Partnership, Time work & distance, Boats & streams, Mixtures, Logarithms	40%	12
2	Series: Progression (AM, GM, HM), Series, Interest (S.I. & C.I.) and depreciation rate, Profit-Loss & Discount, Equations (Linear & Quadratic), Probability.	40%	12
3	Mensuration: Mensuration I (Area & Perimeter), Mensuration II (Volume & Surface area), Grouped Data, Ungrouped Data (Mean and Standard Deviation) Data interpretation: (Tabulation, Bar Graph, Pie Chart, Line Chart).	20%	6
	Total	100%	30

i. Textbook and Reference Book:

1. Quantitative Aptitude for Competitive Examinations (Textbook) - By D. Khattar | Person Indian Education Service
2. Verbal Reasoning and Non - Verbal Reasoning (textbook)- By B. S. Sijwali and Indu Sijwali | New Delhi: Arihant
3. Quantitative Aptitude for Competitive Examinations -By R. S. Aggarwal | S. Chand Publishing,
4. "Quantitative Aptitude for Competitive Examinations" by Abhijit Guha
5. "Quantitative Aptitude for All Competitive Examinations" by Abhijit Guha

Semester 1

(12)

- a. **Course Name:** - Introduction to MATLAB Programming
- b. **Course Code:** 03010901UE01
- c. **Prerequisite:** Fundamental Knowledge of mathematics.
- d. **Rationale:** To equip learners with valuable skills for data visualization, numerical computing, and rapid prototyping, enhancing their capabilities and employability in diverse domains.
- e. **Course Learning Objective:**

CLOBJ 1	Navigate the MATLAB environment with confidence, effectively utilizing its features and tools for programming and data analysis.
CLOBJ 2	Manipulate matrices and arrays, perform basic operations, and visualize data using 2D and 3D plots for effective data exploration and representation.
CLOBJ 3	Apply programming concepts like control statements, loops, and logical operations to write structured MATLAB code for problem-solving
CLOBJ 4	Create and use user-defined functions, promoting code reusability and modular design in MATLAB programs.

f. Course Learning Outcomes:

CLO 1	Apply fundamental programming concepts.
CLO 2	Design, create, and use functions in MATLAB for code modularity and reusability.
CLO 3	Apply MATLAB for numerical computing tasks, including solving equations, interpolation, and numerical integration.
CLO 4	Apply ethical considerations in programming.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	2	4	20	20	20	60	30	150

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Getting Started with MATLAB: Introduction to MATLAB, history, features, and uses, MATLAB desktop, basic commands, variables, and data types, performing arithmetic operations and using functions.	13%	6
2	Working with Matrices and Arrays: Creating Matrices and Arrays, Array Operations and Indexing, Logical Operations and Relational Operators	18%	8
3	Data Visualization in MATLAB: Visualizing data using 2D plots and 3D Plot, Customizing Plots, Enhancing plots with titles, labels, and formatting.	18%	8
4	Programming with MATLAB: Conditional Statements (if-else), loops (for and while), Vectorization and Logical operation	18%	8
5	Writing Functions in MATLAB: User-defined Functions, Creating and using anonymous functions	15%	7
6	Working with Files and Symbolic Math: Reading from and writing to files, data import/export, performing symbolic computations using Symbolic Math Toolbox	18%	8
	Total	100%	45

i. Textbook and Reference Book:

1. MATLAB: programming for engineers (Textbook) - By Chapman, Stephen J., | Thomson Asia Pvt Ltd ,
2. Mastering MATLAB, A Comprehensive tutorial and reference - By Duane Hanselman and Bruce Littlefield,
3. Getting Started with matlab-7 (Textbook) -By Rudra Pratap | Oxford University Press
4. "Mastering MATLAB" by Duane C. Hanselman and Bruce L. Littlefield
5. "MATLAB Programming for Engineers" by Stephen J. Chapman

J. List of practicals/Experiments

Sr. NO.	Experiment List
1	Basic Arithmetic Operations : Write a MATLAB script that takes two user-input numbers, performs basic arithmetic operations (addition, subtraction, multiplication, division), and displays the results.

2	Matrix Manipulation: Create a 3x3 matrix with random integers. Implement a function that takes this matrix as input and returns the sum, mean, and maximum value of its elements.
3	Plotting Data and Interpretation: Generate a set of x and y values using MATLAB. Plot the data as a line graph, add appropriate labels, and customize the plot appearance.
4	Control Statements : Write a MATLAB script that takes a user-input number and checks if it's positive, negative, or zero using if-else statements. Display the result accordingly.
5	Fibonacci Sequence and usages: Create a MATLAB function that generates the first n elements of the Fibonacci sequence and returns them in an array.
6	File Input/Output and application: Read data from a CSV file into MATLAB, perform some data manipulation (e.g., finding the average), and save the results in a new CSV file.
7	Symbolic Math (Optional):Use the Symbolic Math Toolbox to solve a simple algebraic equation and display the result in symbolic form.

Semester 1

(13)

- a. **Course Name:** - Marketing Management - 1
- b. **Course Code:** 06010101LM01
- c. **Prerequisite:** A basic approach to problem-solving methods
- d. **Rationale:** Marketing studies help you understand the true meaning of value: the value of the product and the value of the person or brand that delivers said product.
- e. **Course Learning Objective:**

CLOBJ 1	List key elements of a marketing plan.
CLOBJ 2	Explain the relationship between marketing and overall business strategy
CLOBJ 3	Develop a pricing strategy for a new product based on market research.
CLOBJ 4	Assess market segmentation, campaign impact on brand equity and loyalty, and craft international marketing plans.

f. Course Learning Outcomes:

CLO 1	Analyse the fundamental concepts and theories of marketing
CLO 2	Develop proficiency in market research, interpreting data for strategic marketing decisions.
CLO 3	Demonstrate the ability to develop integrated marketing communication plans
CLO 4	Acquire practical skills in digital marketing, including social media, content marketing

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Marketing:	20%	12

	Marketing Management: Introduction, Objectives, Scope, and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations Marketing Environment: Introduction, Environmental Scanning, Techniques of Environment Scanning, Analyzing the Organization's Microenvironment, Company's Macro Environment, Differences between Micro and Macro Environment, Marketing Planning, and Implementation .		
2	Segmentation, Targeting, and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting-Meaning, Target market strategies, Market Positioning-Meaning, Positioning Strategies, Value Proposition, Differentiation Meaning, Strategies	20%	12
3	Channel & Promotion Decision; Channel Decision: Channel Decision, Nature of Marketing Channels, Types of Channel flows, Channel functions, Functions of Distribution channels, Structure and Design of Marketing Channels, Channel co-operation, conflict and competition, Retailers, and wholesalers. Promotion Decision: Promotion mix, Advertising Decision, Advertising objectives, Advertising and Sales Promotion, Developing Advertising Program, Role of Media in Advertising, Advertisement effectiveness Salesforce Decision	20%	12
4	Buying Behaviour: Consumer buying behavior: Introduction, Characteristics, Factors affecting Consumer behavior, Types of Buying Decision behavior, Consumer Buying Decision Process, Buying Motives, Buyer Behavior Models. Business Buyer behavior: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behavior, Buying Situations in Industrial/Business Market, Buying Roles in Industrial Marketing, Factors that Influence Business Buyer, Steps in Business Buying Process	20%	12
5	Understanding the Marketing-Information Systems (MKIS): Understanding the Marketing-Information Systems (MKIS): Introduction, Characteristics of MKIS, Benefits, Types, Components, Marketing Research	20%	12
	Total	100	60

i. Textbook and Reference Book:

1. Marketing Management – A South Asian Perspective -By Kotler. Keller, Koshy and Jha | Pearson Education
2. Marketing Management - By Philip Kotler | Current
3. Marketing management - By Tapan panda | Excel Books
4. Cases in marketing management. -By M.L. Bhasin
5. Marketing Management -By Arun Kumar, N. Meenakshi | Vikas Publishing House
6. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)

Semester 2

(1)

- a. **Course Name:** Fundamentals of Digital Marketing
- b. **Course Code:** 06010102DM01
- c. **Prerequisite:** Curiosity and willingness to learn about new technologies and digital trends is important in the field of digital marketing
- d. **Rationale:** Develop skills required in digital marketing, such as social media marketing, Facebook marketing, mobile marketing, Twitter marketing, Instagram and Snapchat marketing.
- e. **Course Learning Objective:**

CLOBJ 1	Grasp core concepts and strategies in digital marketing, including its scope, tools, and market dynamics in India
CLOBJ 2	Develop essential skills for executing effective digital marketing campaigns across various platforms.
CLOBJ 3	Analyse and apply social media, mobile, display, and search engine marketing techniques.
CLOBJ 4	Utilize web analytics to measure performance and optimize marketing strategies.

f. **Course Learning Outcomes:**

CLO 1	Formulate targeted digital marketing plans to achieve business objectives.
CLO 2	Implement social media strategies for engagement and lead generation.
CLO 3	Create and manage effective advertising campaigns on platforms like Facebook, Twitter, Instagram, and Snapchat.
CLO 4	Interpret web analytics data to enhance campaign performance and ROI.

g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to digital marketing : Digital marketing, internet users, digital marketing strategy, digital advertising market in India, skills required in digital marketing, digital marketing plan	15%	9
2	Social media marketing: listen, goal setting, strategy, implementation, measure, improve. Facebook marketing: Facebook for business, anatomy of an ad campaign, digital marketing strategy roadmap, adverts, Facebook insights, other marketing tools Mobile marketing: Mobile usage, mobile advertising, mobile marketing toolkit, mobile marketing features, campaign development process, mobile analytics Twitter marketing: Getting started with Twitter, building a content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter for marketers. Instagram and Snapchat: Instagram content strategy, Instagram style guidelines, hashtags, videos, sponsored ads, apps, generate leads, what is snapchat? how does Snapchat work?	20%	12
3	Display advertising: Concept of display advertising, types of display ads, buying models, targeting, making a good ad, programmatic digital advertising, analytics tools, YouTube advertising LinkedIn marketing: LinkedIn strategy, sales lead generation using LinkedIn, content strategy, LinkedIn analytics, targeting, ad campaigns	25%	15
4	Search engine advertising: Ad placement, managing consumer demand, integrated marketing communication, impact of digital channels on IMC, ad ranks, creating an ad campaign, enhance your ad campaign, performance reports. Search engine optimization: Search engine, concept of Search Engine Optimization (SEO), SEO phases, on page optimization, off page optimization, social media reach, maintenance	20%	12

5	Web analytics: data collection, key metrics, making web analytics actionable, multi-channel attribution, types of tracking codes, mobile analytics, competitive intelligence.	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Fundamentals of digital marketing by Puneet Singh Bhatia, Pearson
2. Digital marketing by Seema Gupta, MC Graw hill education
3. Marketing 4.0: moving from traditional to digital by Philip Kotler, Hermawan Kartajaya and Iwan Setiawan, Wiley
4. Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
5. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

(2)

a. **Course Name:** Financial Management

b. **Course Code:** 06010102DS06

c. **Prerequisite:** A basic understanding of accounting

d. **Rationale:** managing financial resources effectively to achieve organizational Goals.

e. **Course Learning Objective:**

CLOBJ 1	Achieve proficiency in financial statement analysis.
CLOBJ 2	Achieve Mastery of Time value of money concept and applications
CLOBJ 3	Develop ability of preparing Capital Budgeting Skills.
CLOBJ 4	Insight into Financial Risk Management and Mitigation Strategies.

f. **Course Learning Outcomes:**

CLO 1	Analyse company financial statements comprehensively to assess performance and make informed decisions.
CLO 2	Apply the time value of money concept proficiently in financial calculations and decision-making processes.
CLO 3	Perform capital budgeting analysis using various techniques to evaluate investment opportunities effectively.
CLO 4	Identify and evaluate financial risks, equipping oneself with strategies to mitigate risks and optimize financial outcomes.

g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction: Meaning and Objectives of Financial Management, Scope and Functions of Financial Management, Wealth	15%	9

	Maximization v/s Profit Maximization, Short Term and Long Term Sources of Finance in India		
2	Cost-Volume-Profit-Ratio Analysis: Concept, BEP in units, BEP in Rupees, Multiproduct BEP, Margin of Safety, P/V Ratio, Relationship between Cost, Volume and Profit. Liquidity Ratios, Profitability Ratios, Leverage Ratios, Activity Ratios, Calculation and Interpretation of Ratios.	20%	12
3	Investment, Financing Decisions and Leverage Analysis: Concept of Time Value of Money, Relationship between Investment and Financing Decisions, Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital. Determination of operating leverage, financial leverage and total leverage, Leverage and Financial Distress.	25%	15
4	Statement of Changes in Financial Position and Capital Structure: Funds Flow Statement, Total Resource Method, Working Capital Method, Cash Method, Cash Flow Analysis, Net Income Approach, Net Operating Income Approach, Traditional Approach, MM Approach, EBIT --- EPS Analysis, ROI --- ROE Analysis	20%	12
5	Dividend Decisions & Working Capital Management: Dividend Theories, Factors Affecting the Dividend Policy, Alternative Forms of Dividend, Dividend Discount Model, Cash and Liquidity Management, Credit Management, Determination of Working Capital and its Financing, CMA form for Working Capital.	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Pandey, I.M. Financial Management, Vikas Publishing House, New Delhi
2. Khan M.Y. and Jain P.K., " Financial Management, Tata Megraw Hill, New Delhi
3. Keown Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial management, Pearson Education.
4. "Fundamentals of Financial Management" by Eugene F. Brigham and Joel F. Houston
5. "Financial Management and Policy" by James C. Van Horne and John M. Wachowicz Jr.

(3)

- a. **Course Name:** Human Resource Management
- b. **Course Code:** 06010102DS05
- c. **Prerequisite:** A Basic understanding of organizational behavior and management principles.
- d. **Rationale:** Able to learn strategic approach to aligning human capital with organizational goals and objectives.
- e. **Course Learning Objective:**

CLOBJ 1	Develop effective Recruitment and selection skills
CLOBJ 2	Enhance Employee Engagement and retention
CLOBJ 3	Ensure compliance with employment laws and regulations
CLOBJ 4	Strengthen leadership and communication skills

f. Course Learning Outcomes:

CLO 1	Design and implement a comprehensive recruitment and selection strategy
CLO 2	Acquire the skills to develop and implement effective employee engagement strategies
CLO 3	Demonstrate a thorough understanding of employment laws and regulations
CLO 4	Will enhance their leadership and communication skills

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Human Resource Management: Meaning, Objectives, Scope and Functions of HRM Role and qualities of HR executives Changing environment of	15%	9

	HRM in India Traditional Vs. Strategic HR Creating an HR based Competitive Advantage, Role of Line Manager for HR based Competitive Advantage Human Resource System Macro and Micro Dimensions, Macro HR Policy; Factors affecting Macro HR policy; Micro HR, Factors affecting micro part of HR, MICRO Level practices Human Resource Planning: Significance and Process Factors affecting HRP Techniques of HRP Strategic HRP - Activities related to Strategic HR planning, Integration of HR plan & Business Plan, Strategies for managing employee shortage and Surpluses Recruitment: Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy Industry Specific Strategy & labor market Choice Selection: Selection Process - Application Forms, Selection Tests, Interviews, Evaluation ■ Role of Line & HR manager in Selection ■ Placement and Induction		
2	Job Analysis, Job Design and Job Evaluation: Job Analysis - Features, Process and Methods of Job Analysis, Job Description, Job Specification Job Design - Meaning and Components of Job Design Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Competency based job evaluation Training and Management Development: Training - Meaning, Process and Methods Management Development - Meaning, Methods, Differences between Training and Development	20%	12
3	Performance Appraisal: Meaning, Need and Process Performance Appraisal Methods - 360-degree Feedback, Management by Objectives (MBO), Factors affecting Performance of an Employee, Correcting performance gap in different area Compensation and Reward Systems: Meaning, types, Strategic approach to compensation Industrial Relations Definition, Characteristics and Objectives of Industrial Relations, Factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India Industrial Conflict, and Dispute Resolution: Industrial conflict - Meaning, Nature of Industrial conflict Industrial disputes - Meaning, Causes, Outcomes and Methods of disputes settlement Collective Bargaining. ILO - Meaning, Conventions, recommendations and major activities Overview of Trade Union Act, 1926 :Major provisions, Registration, Types of union, Basic Rights	25%	15
4	Employee Welfare and Social Security: Employee Welfare - Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and	20%	12

	Non-Statutory Welfare Facilities Social Security – Meaning, Features and Classification of Social Security Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity Employee Provident Fund (Coverage and Operation) Current Trends in HRM: Employee Engagement – Meaning, Degrees, Drivers, and Measurement of Engagement Talent Management – Meaning, Life cycle and Initiatives Diversity at work place – Meaning and Management strategies Mergers and Acquisitions in HRM. HR Scorecard. Knowledge Management Process.		
5	Practical: Students may visit any company to understand the application of the topics learned in Module I to IV and may work on below given emerging topics in the field of HR. HR Analytics, HR Information System Employee Retention Handling of Employee Grievance and Harassment related issue. Glass ceiling and Gender Equality Recruitment and Selection process of various industries Performance appraisal system in public and private sector companies Identifying companies where best training and management development practices are followed.	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. David S. Decenzo and Stephen P. Robbins, “ Personnel/ Human Resource Management” New Delhi, Prentice Hall.
2. Holloway J. Ed., “ Performance Measurement and Evaluation”, New Delhi, Sage Publications.
3. Guy V. & Mattock J., “ The New International Manager” London, Kogan Press
4. Human Resource Management: Ethics and Employment" by Ashly H. Pinnington, Rob Macklin, and Tom Campbell
5. "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright

(4)

- a. **Course Name:** Inventory and Material Management
- b. **Course Code:** 06010102LM01
- c. **Prerequisite:** Basics of logistics & inventory.
- d. **Rationale:** Impart knowledge on the importance of materials management and understand the various functions of material management.
- e. **Course Learning Objective:**

CLOBJ 1	Analyse inventory management fundamental
CLOBJ 2	Master inventory planning and control technique
CLOBJ 3	Implement effective material management strategies
CLOBJ 4	Utilize technology in inventory and material management

f. Course Learning Outcomes:

CLO 1	Analyse the concept of inventory management, including its meaning, objectives, and the factors that affect it.
CLO 2	Explain reorder point in inventory management and apply hierarchical planning to inventory decisions.
CLO 3	Describe the process and principles of purchasing, including dynamic purchasing and international purchase procedures.
CLO 4	Explain the concept of vendor management and the responsibilities of the purchase department.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Inventory Management: Meaning, Objectives of holding inventory, Factors affecting inventory, Techniques of inventory management : EOQ (with numerical including discount concept), ABC	20%	12

	Analysis (without numerical), Reorder point (without numerical),		
2	Inventory management decisions: Understand the basis of inventory management decisions, the hierarchical approach to planning and various methods of inventory management. Forecasting, inventory systems for independent demand, inventory management under uncertain demand, inventory systems for dependent demand, aggregate planning	20%	12
3	Materials Management: Definition, Function, and Importance of Materials Management. Store Keeping And Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location Of Store House - Centralized Store Room - Equipment – Security Measures - Protection And Prevention Of Stores	20%	12
4	Integrated materials management: Integrated materials management- the concept- service function advantages- Inventory Control- Function Of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning.	20%	12
5	Purchase Management: Purchasing - Procedure; Dynamic Purchasing: Principles; – Substitution; International Purchase; Import purchase Procedure Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types. (Only Theory)	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Production and Operation Management (Text Book) by Aswathappa, K. & Bhat K.s. Himalaya Publishing House 2nd Edition
2. Production and Operation Management by Chary, S.N., Tata McGraw hill, 6th Edition.
3. Material Management by Gopalakrishnan, P. & Sundarsan, M. , Prentice hall of India
4. Operation Management by Monks J.G. John Wiley 1992
5. "Logistics and Supply Chain Management" by Raghuram G. Rajan and M. Loganathan

(5)

- a. **Course Name:** Marketing Management
- b. **Course Code:** 06010102DS04
- c. **Prerequisite:** A basic understanding of business principles and consumer behavior.
- d. **Rationale:** understanding customer needs, creating value, and building strong customer relationship through effective marketing strategies.
- e. **Course Learning Objective:**

CLOBJ 1	Apply core marketing concepts effectively in real-world scenarios to solve marketing challenges and achieve organizational goals.
CLOBJ 2	Analyse market opportunities and consumer behavior using appropriate tools and methodologies to identify trends and make data-driven decisions.
CLOBJ 3	Develop strategic marketing decisions that align with organizational objectives and demonstrate a clear understanding of market dynamics and competitive landscape.
CLOBJ 4	Implement digital marketing and social media strategies to enhance brand visibility, engage target audiences, and achieve measurable results in online channels.

f. Course Learning Outcomes:

CLO 1	Critically analyse various marketing theories and models
CLO 2	Develop proficiency in conducting market research
CLO 3	Capable of developing a comprehensive marketing plan
CLO 4	Gain hands-on experience with digital marketing tools and platforms

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Basics of Marketing Management: Definition, Scope, Core Concepts, Tasks Basic 4 P's of Marketing Mix & Updated P's of Marketing Mix Company's Orientation towards Marketplace Marketing as a value delivery process & Value Chain Content of a Marketing Plan (very briefly) Capturing Marketing Insights Analyzing the macro-environment Creating Customer Value: Customer Perceived value Cultivating Customer Relationship Understanding Consumers' Markets Factors affecting consumer buying Behaviour Key Psychological Processes Consumer Buying Decision Process Understanding Business Markets Business v/s consumer markets Buying Situations, Participants Process	20%	12
2	Segmentation, Targeting and Positioning (STP): Segmentation: Bases of Segmenting Consumer Markets and Business Markets Targeting: Meaning, effective segmentation criteria, evaluating and selecting the market segments Positioning: Developing and establishing Brand Positioning Differentiation strategies Dealing with Competition Competitive Strategies – Leaders, Challengers, Followers, Nichers, Product Life Cycle (PLC) Strategies Developing Product Strategy, Product characteristics and Classification, Product hierarchy, Product system and mix Product Line and Length decisions, Packaging, Labeling and Warranties	30%	18
3	New Product Development: Process & Challenges Brand Management: Brand Equity Brand Equity Models – CBBE Devising Branding Strategies, Branding decisions, Co-branding and ingredient branding, Brand extensions Developing Services Definition, categories, Distinctive Characteristics, Service Differentiation Pricing Decisions, Consumer Psychology and Pricing, Setting up the price, Price Adaptation and Strategies	25%	15
4	Managing Distribution Channels: Marketing Channels , Role, Importance, Design & Management Decisions, Channel Integration and Systems Retailing, Wholesaling and Logistics Management Managing Marketing Communications: Role of Marketing Communication, Developing Effective Communication, Managing IMC Managing Mass Communications Advertising: 5 M's Sales Promotions: Major sales promotion tools Events, Experiences: Objectives and sponsorship decisions PR: Functions and PR decisions,	25%	15

	Tools in marketing PR Managing Personal Communications: Direct Marketing: Benefits, different direct marketing channels Interactive Marketing: Advantages and disadvantages, Interactive marketing communication options Word-of-mouth: Platforms – Social Media, Viral marketing, opinion leaders Personal Selling: Major steps in effective selling		
5	Practical: Studying the Market Segmentation bases used by various companies to segment the markets for their products. Studying distribution strategies of various companies Analyze a few new products / services launched recently and their marketing mix Studying the product life cycle of various products/brands with strategies adopted at various level Compare and analyze marketing communications of a few brands in the same product / service category		
	Total	100%	60

i. Text Book and Reference Book:

1. "Philip Kotler, " Principles of Marketing Management", New Delhi: Prentice Hall of India.
2. William L. Pride and O.C. Ferrel, " Marketing Concepts and Strategies", Boston: Houghton Mifflin Co
3. Marketing Management, Rajan Saxens, Tata McGrahill
4. "Marketing Management: Text and Cases" by V.S. Ramaswamy and S. Namakumari
5. Principles of Marketing: A South Asian Perspective" by Philip Kotler, Gary Armstrong, Lloyd C. Harris, and Nigel Piercy

(6)

a. **Course Name:** Statistics

b. **Course Code:** 06010102DN01

c. **Prerequisite:** basic understanding of mathematics, including algebra and data interpretation

d. **Rationale:** Statistics plays an important role in data analytics. The main aim of this course is to help the students to read, classify and then interpret the data given to them and draw conclusions.

e. **Course Learning Objective:**

CLOBJ 1	Identify and apply quantitative techniques suitable for addressing specific management problems or research inquiries effectively.
CLOBJ 2	Utilize globally accepted basic tools and techniques to analyse data and derive solutions for relevant business challenges.
CLOBJ 3	Attain proficiency in fundamental statistical concepts encompassing data collection, representation, measures of central tendency and dispersion, correlation, regression analysis, and time series analysis.
CLOBJ 4	Evaluate the ethical implications of the conclusions drawn from statistical analyses, ensuring integrity and responsibility in decision-making processes.

f. **Course Learning Outcomes:**

CLO 1	Identify relevant quantitative techniques which are best suited to solve a particular management problem or answer a particular research question.
CLO 2	Analyze data and information with the use of globally accepted basic tools/techniques and derive solutions for appropriate business problems
CLO 3	Develop proficiency in basic statistical concepts including data collection, representation, measures of central tendency and dispersion, correlation, regression analysis, and time series analysis.
CLO 4	Appraise the ethicality of the inferences drawn from the results of the statistical tools or techniques.

g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Data and Representation: Introduction to Statistics, Collection of data, classification and tabulation of data, Types of data: Primary data, Secondary data, Presentation of data Diagrammatic and Graphical Representation: Histogram, frequency curve, frequency polygon, Ogive curves, stem and leaf chart.	15%	9
2	Measures of Central Tendency and Dispersion: Arithmetic Mean (A.M.) Definition, Mode, Median, Partition Values : Quartiles, Deciles and Percentiles, Box Plot, Percentile ranks. Means of transformed data, Geometric Mean (G.M.) Definition, Harmonic Mean (H.M.), Weighted Mean : Weighted A.M., G.M. and H.M. Range, Mean deviation Mean square deviation, Variance and Standard Deviation, Combined variance (derivation for 2 groups), Combined standard deviation.	25%	15
3	Correlation and Regression: Bivariate normal distribution, types, importance, methods of measuring correlation-scatter diagram, Karl Pearson's Coefficient of Correlation and Spearman's rank Correlation. Regression lines, Difference between regression and correlation, uses of Regression	20%	12
4	Sampling theory and tests of significance: Methods of sampling (Description only): Simple random sampling with and without replacement (SRSWR and SRWOR) stratified random sampling, systematic sampling. Tests of significance – z, t, chi-square and F.	20%	12
5	Probability: Introduction, random experiments, sample space, events and algebra of events. Definitions of Probability – classical, statistical, and axiomatic. Conditional Probability, laws of addition and multiplication, independent events, theorem of total probability, Bayes' theorem and its applications	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. Ken Black Business Statistics for Contemporary Decision-making Wiley Latest Edition
2. Richard I. Levin and David S. Rubin Statistics for Management Pearson Latest Edition
3. T N Srivastava and Shailaja Rego Statistics for Management TMH Latest Edition
4. Statistical Methods" by S.P. Gupta

5. "Statistical Methods in Research" by A.K. Sharma

Semester 3

(1)

- a. **Course Name:** Strategic Management
- b. **Course Code:** 06010103DS03
- c. **Prerequisite:** Knowledge of strategic planning and management concepts.
- d. **Rationale:** Knowledge of strategic planning and management is foundational for positioning a business competitively. This subject equips students with skills to analyze industry trends, formulate strategic plans, and contribute to long-term organizational success.
- e. **Course Learning Objective:**

CLOBJ 1	Understand the principles of strategic management and its role in organizational success.
CLOBJ 2	Analyse the external environment to identify opportunities and threats. Monitor and adapt strategies in response to changes in the business environment.
CLOBJ 3	Formulate and implement effective business strategies. Foster a strategic mind set and align organizational activities with strategic goals
CLOBJ 4	Evaluate strategic alternatives and make informed decisions.

f. Course Learning Outcomes:

CLO 1	Analyse the external environment to identify opportunities and threats.
CLO 2	Formulate and implement effective business strategies.
CLO 3	Monitor and adapt strategies in response to changes in the business environment.
CLO 4	Foster a strategic mind set and align organizational activities with strategic goals.

g. Teaching & Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	External Marks		Internal Marks			Total Marks
Lect	Tut	Lab		T	P	T	CE	P	100
4	0	0	4	60	0	20	20	0	

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

h. Course Content:

Sr. No	Particulars	Weight	Teaching Hours
1	Unit -1: Overview of Strategic Management: - Definition of Strategy, Strategic Management – definition, scope, importance - Hierarchy of Strategic Intent – vision, mission, objectives, goals, targets. - Difference Between Vision and Mission, Goals and Objectives - Strategic Management Process – strategy formulation, strategy implementation, execution, and control	20%	12
2	Unit 2: Analyzing the Resources and Environment: - SWOT Analysis, PESTEL Analysis - Porter’s Five Force Model - Value Chain Analysis - Strategic Group Analysis - Red Ocean and Blue Ocean Strategy.	20%	12
3	Unit 3: Strategic Alternatives: - Corporate-Level Strategies – Stability, Expansion, Retrenchment and Combination, - Concentration, Integration, Diversification, Internationalization - Business Level Strategies – Generic Business Strategy; Functional Level Strategy.	20%	12
4	Unit 4: Strategic Choice and Activating Strategy: - Strategic Analysis - Tools and Techniques - BCG Matrix - Environment threat & opportunity profile (ETOP), Strategic Advantage Profile - Strategy Implementation – Structural Implementation, Behavioural Implementation, Functional and Operational Implementation, Change Management, Performance Management, Risk Management	20%	12
5	Unit 5: Strategic Evaluation and Control: - Strategic and Operational Control Techniques - Types of control techniques, KPI and matrices - Balanced Scorecard Approach - Four perspectives of the BSC, Developing BSC metrics and targets, Aligning BSC with strategy. - Role of Organizational Systems in Evaluation,	20%	12

	Challenges in Strategic Evaluation and Control		
	Total	100%	60

i. Text Book and Reference Book:

1. Lawrence R. Jauch and William F. Glueck, "Business Policy and Strategic Management",
2. McGraw Hill Book Co., New York
3. Glen Boseman and Arvind Phatak, "Strategic Management : Text and Cases " , John Wiley
4. and Sons, Singapore, 1989
5. Strategic Management by VSP Rao and Harikrishna
6. Strategic Management by Upendra Kochru.

(2)

- a. **Course Name:** Taxation
- b. **Course Code:** 06010103DS01
- c. **Prerequisite:** A Basic understanding of tax objectives and tax policies
- d. **Rationale:** Able to learn Techniques and legalities of Taxations
- e. **Course Learning Objective:**

CLOBJ 1	Understand India's taxation system, focusing on direct and indirect taxes.
CLOBJ 2	Determine residential status and its impact on tax incidence and tax-free incomes.
CLOBJ 3	Compute taxable income from house property, capital gains, salary, business, and other sources.
CLOBJ 4	Identify and apply relevant tax deductions and exemptions to optimize tax liabilities.

f. Course Learning Outcomes:

CLO 1	Explain the framework of the Income Tax Act 1961 and related rules.
CLO 2	Determine residential status and its tax implications for individuals and entities.
CLO 3	Compute taxable income from various sources and solve related practical problems.
CLO 4	Apply relevant tax deductions, exemptions, and benefits effectively.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Unit-1 Introduction to Taxation, computation of Residential status Introduction to Taxation-Direct and Indirect Tax, Income Tax Act 1961, Income Tax Rules 1962, Finance Act, Scheme of IT An Over-View Basic Concepts- Assessee, Person, Assessment Year, Previous Year, Agricultural Income, Income, Total Income. Residential status Residential Status and Incidence of Tax, Determination of residential status, Kinds of income, incidence of tax, Tax free income.	25%	15
2	Unit 2 -Income from house property and capital gain Chargeability, annual value and its determination, deductions from annual value, (basic practical problems) Capital gain: Meaning of important terms, Computation of capital gains exemptions from LTGC u/54, 54B, 54EC, 54 F	25%	15
3	UNIT 3 – Income from Salary Chargeability, Various Allowances, Perquisites, And Their Valuation, Treatment of Provident Fund, profit the Lieu of salary, Deductions From Gross Salary, Retirement Benefits (basics Practical Problems).	25%	15
4	UNIT 4 – Income from business profession and income from other sources Profits and Gains of Business and Profession Meaning of Business and Profession, Incomes Chargeable Computation of Taxable Income. Income from Other Sources Incomes taxable, deductions allowed, Grossing up of income, computation of taxable income Clubbing of income & set off and carry forward(Theory)	25%	15
	Total	100%	60

(3)

- a. **Course Name:** Human Resource Management
- b. **Course Code:** 06010103DS03
- c. **Prerequisite:** A Basic understanding of organizational behavior and management principles.
- d. **Rationale:** Able to learn strategic approach to aligning human capital with organizational goals and objectives.
- e. **Course Learning Objective:**

CLOBJ 1	Develop effective Recruitment and selection skills
CLOBJ 2	Enhance Employee Engagement and retention
CLOBJ 3	Ensure compliance with employment laws and regulations
CLOBJ 4	Strengthen leadership and communication skills

f. Course Learning Outcomes:

CLO 1	Design and implement a comprehensive recruitment and selection strategy
CLO 2	Acquire the skills to develop and implement effective employee engagement strategies
CLO 3	Demonstrate a thorough understanding of employment laws and regulations
CLO 4	Will enhance their leadership and communication skills

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Human Resource Management: Meaning, Objectives, Scope and Functions of HRM Role and qualities of HR executives Changing environment of	15%	9

	HRM in India Traditional Vs. Strategic HR Creating an HR based Competitive Advantage, Role of Line Manager for HR based Competitive Advantage Human Resource System Macro and Micro Dimensions, Macro HR Policy; Factors affecting Macro HR policy; Micro HR, Factors affecting micro part of HR, MICRO Level practices Human Resource Planning: Significance and Process Factors affecting HRP Techniques of HRP Strategic HRP - Activities related to Strategic HR planning, Integration of HR plan & Business Plan, Strategies for managing employee shortage and Surpluses Recruitment: Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy Industry Specific Strategy & labor market Choice Selection: Selection Process - Application Forms, Selection Tests, Interviews, Evaluation Role of Line & HR manager in Selection Placement and Induction		
2	Job Analysis, Job Design and Job Evaluation: Job Analysis - Features, Process and Methods of Job Analysis, Job Description, Job Specification Job Design - Meaning and Components of Job Design Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Competency based job evaluation Training and Management Development: Training - Meaning, Process and Methods Management Development - Meaning, Methods, Differences between Training and Development	20%	12
3	Performance Appraisal: Meaning, Need and Process Performance Appraisal Methods - 360-degree Feedback, Management by Objectives (MBO), Factors affecting Performance of an Employee, Correcting performance gap in different area Compensation and Reward Systems: Meaning, types, Strategic approach to compensation Industrial Relations Definition, Characteristics and Objectives of Industrial Relations, Factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India Industrial Conflict, and Dispute Resolution: Industrial conflict - Meaning, Nature of Industrial conflict Industrial disputes - Meaning, Causes, Outcomes and Methods of disputes settlement Collective Bargaining. ILO - Meaning, Conventions, recommendations and major activities Overview of Trade Union Act, 1926 :Major provisions, Registration, Types of union, Basic Rights	25%	15
4	Employee Welfare and Social Security: Employee Welfare - Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and	20%	12

	Non-Statutory Welfare Facilities Social Security – Meaning, Features and Classification of Social Security Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity Employee Provident Fund (Coverage and Operation) Current Trends in HRM: Employee Engagement – Meaning, Degrees, Drivers, and Measurement of Engagement Talent Management – Meaning, Life cycle and Initiatives Diversity at work place – Meaning and Management strategies Mergers and Acquisitions in HRM. HR Scorecard. Knowledge Management Process.		
5	Practical: Students may visit any company to understand the application of the topics learned in Module I to IV and may work on below given emerging topics in the field of HR. HR Analytics, HR Information System Employee Retention Handling of Employee Grievance and Harassment related issue. Glass ceiling and Gender Equality Recruitment and Selection process of various industries Performance appraisal system in public and private sector companies Identifying companies where best training and management development practices are followed.	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. David S. Decenzo and Stephen P. Robbins, “ Personnel/ Human Resource Management” New Delhi, Prentice Hall.
2. Holloway J. Ed., “ Performance Measurement and Evaluation”, New Delhi, Sage Publications.
3. Guy V. & Mattock J., “ The New International Manager” London, Kogan Press
4. Human Resource Management: Ethics and Employment" by Ashly H. Pinnington, Rob Macklin, and Tom Campbell
5. "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright

(4)

- a. **Course Name:** Cost Accounting
- b. **Course Code:** 06010103DS04
- c. **Prerequisite:** A Basic understanding of cost and accounting concepts
- d. **Rationale:** Able to learn strategic approach of cost calculations and implications in managing various costing.
- e. **Course Learning Objective:**

CLOBJ 1	Apply fundamental cost accounting techniques to analyze and control costs effectively.
CLOBJ 2	Understand and implement basic principles and standards of cost accounting in manufacturing and service organizations.
CLOBJ 3	Develop a comprehensive understanding of cost accounting concepts and their practical applications within organizations.
CLOBJ 4	Utilize cost management techniques to enhance decision-making processes and optimize organizational performance.

f. Course Learning Outcomes:

CLO 1	Able to apply basics of Cost Accounting Techniques
CLO 2	Equip students with basic principles, standards and its applications of cost accounting in various Manufacturing and Service organisation.
CLO 3	Develop an in-depth understanding of cost accounting and its application in the Organisation.
CLO 4	Enhance Managing Costing and apply it in decision making.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Essential of Cost Accounting: Introduction & Definition and Concept of Cost Accounting, Advantages & Objectives of Cost Accounting, Financial Accounting and Cost Accounting, Methods and Techniques of Cost Accounting. Installation of Costing System. Cost Concepts and Classification: Meaning and Definitions of Expenses v/s Cost, Deferred cost, Expired cost, Loss, Cost Incurrence and Cost Recognition, Different Cost Concepts and Classification, Cost flows in Manufacturing, Merchandising & Service Organisations	25%	15
2	Material and Labour Cost: Material Cost: Meaning of Material; Material Control; Techniques of Material Control – ABC Techniques – VED Analysis, Examples based Stock Levels: Maximum Level; Minimum Level; Reorder Level; Danger Level; Average Stock Level; Economic Order Quantity. Labour Cost: Meaning; Control of Labour Cost; Labour Turn Over; Causes of Labour Turn Over. Methods of remuneration ; Time Rate; Piece Wage, Examples based on Labour Turn Over and Incentive, Plans: Halsey Premium Plan; Rowan Plan; Taylor's Differential Piece Rate System	25%	15
3	Overhead Cost: Meaning of Overheads; Classification of Overhead Cost; Fixed Cost and Variable Cost. Allocation and Apportionment of Overheads; Absorption of Overheads Examples based on Apportionment of Service Department Overheads over Production Department under Repeated Distribution Method and Reciprocal Distribution Method. Examples based on Machine Hour Rate.	25%	15
4	Costing Methods-I: Unit Costing (Including Estimated Cost Sheet) Job and Batch Costing Costing Methods-II Contract Costing Operating Costing (Transport, Canteen, Hotel & Hospital)	25%	15
5	Practical: Students should select any company's specific product, analyse that product's cost structure and prepare an identical product with the lower cost.	0%	(30 Marks CEC)
	Total	100%	60

i. Text Book and Reference Book:

1. Cost Accounting by Sudhir Prakashan
2. Cost Accounting by B.S. Shah Prakashan
3. Cost Accounting by M N Arora, Himalaya Publishing Company

Semester 3

(1)

- a. **Course Name:** Strategic Management
- b. **Course Code:** 06010103DS03
- c. **Prerequisite:** Knowledge of strategic planning and management concepts.
- d. **Rationale:** Knowledge of strategic planning and management is foundational for positioning a business competitively. This subject equips students with skills to analyze industry trends, formulate strategic plans, and contribute to long-term organizational success.
- e. **Course Learning Objective:**

CLOBJ 1	Understand the principles of strategic management and its role in organizational success.
CLOBJ 2	Analyse the external environment to identify opportunities and threats. Monitor and adapt strategies in response to changes in the business environment.
CLOBJ 3	Formulate and implement effective business strategies. Foster a strategic mind set and align organizational activities with strategic goals
CLOBJ 4	Evaluate strategic alternatives and make informed decisions.

f. **Course Learning Outcomes:**

CLO 1	Analyse the external environment to identify opportunities and threats.
CLO 2	Formulate and implement effective business strategies.
CLO 3	Monitor and adapt strategies in response to changes in the business environment.
CLO 4	Foster a strategic mind set and align organizational activities with strategic goals.

g. **Teaching & Examination Scheme:**

Teaching Scheme (Hrs./Week)			Credit	External Marks		Internal Marks			Total Marks
Lect	Tut	Lab		T	P	T	CE	P	100
4	-	-	4	60	-	20	20	-	

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

h. **Course Content:**

Sr. No	Particulars	Weight	Teaching Hours
1	Overview of Strategic Management: - Definition of Strategy, Strategic Management – definition, scope, importance - Hierarchy of Strategic Intent – vision, mission, objectives, goals, targets. - Difference Between Vision and Mission, Goals and Objectives - Strategic Management Process – strategy formulation, strategy implementation, execution, and control	20%	12
2	Analyzing the Resources and Environment: - SWOT Analysis, PESTEL Analysis - Porter's Five Force Model - Value Chain Analysis - Strategic Group Analysis - Red Ocean and Blue Ocean Strategy.	20%	12
3	Strategic Alternatives: - Corporate-Level Strategies – Stability, Expansion, Retrenchment and Combination, - Concentration, Integration, Diversification, Internationalization - Business Level Strategies – Generic Business Strategy; Functional Level Strategy.	20%	12
4	Strategic Choice and Activating Strategy: - Strategic Analysis - Tools and Techniques - BCG Matrix - Environment threat & opportunity profile (ETOP), Strategic Advantage Profile - Strategy Implementation – Structural Implementation, Behavioural Implementation, Functional and Operational Implementation, Change Management, Performance Management, Risk Management	20%	12
5	Strategic Evaluation and Control: - Strategic and Operational Control Techniques - Types of control techniques, KPI and matrices - Balanced Scorecard Approach - Four perspectives of the BSC, Developing BSC metrics and targets, Aligning BSC with strategy. - Role of Organizational Systems in Evaluation, Challenges in Strategic Evaluation and Control	20%	12

	Total	100%	60
--	--------------	-------------	-----------

i. Text Book and Reference Book:

1. Lawrence R. Jauch and William F. Glueck, "Business Policy and Strategic Management",
2. McGraw Hill Book Co., New York
3. Glen Boseman and Arvind Phatak, "Strategic Management : Text and Cases " , John Wiley
4. and Sons, Singapore, 1989
5. Strategic Management by VSP Rao and Harikrishna
6. Strategic Management by Upendra Kochru.

(2)

- a. **Course Name:** Taxation
- b. **Course Code:** 06010103DS01
- c. **Prerequisite:** A Basic understanding of tax objectives and tax policies
- d. **Rationale:** Able to learn Techniques and legalities of Taxations
- e. **Course Learning Objective:**

CLOBJ 1	Understand India's taxation system, focusing on direct and indirect taxes.
CLOBJ 2	Determine residential status and its impact on tax incidence and tax-free incomes.
CLOBJ 3	Compute taxable income from house property, capital gains, salary, business, and other sources.
CLOBJ 4	Identify and apply relevant tax deductions and exemptions to optimize tax liabilities.

f. Course Learning Outcomes:

CLO 1	Explain the framework of the Income Tax Act 1961 and related rules.
CLO 2	Determine residential status and its tax implications for individuals and entities.
CLO 3	Compute taxable income from various sources and solve related practical problems.
CLO 4	Apply relevant tax deductions, exemptions, and benefits effectively.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Introduction to Taxation, computation of Residential status Introduction to Taxation-Direct and Indirect Tax, Income Tax Act 1961, Income Tax Rules 1962, Finance Act, Scheme of IT An Over-View Basic Concepts- Assesse, Person, Assessment Year, Previous Year, Agricultural Income, Income, Total Income. Residential status Residential Status and Incidence of Tax, Determination of residential status, Kinds of income, incidence of tax, Tax free income.	25%	15
2	Income from house property and capital gain Chargeability, annual value and its determination, deductions from annual value, (basic practical problems) Capital gain: Meaning of important terms, Computation of capital gains exemptions from LTGC u/54, 54B, 54EC, 54 F	25%	15
3	Income from Salary Chargeability, Various Allowances, Perquisites, And Their Valuation, Treatment of Provident Fund, profit the Lieu of salary, Deductions From Gross Salary, Retirement Benefits (basics Practical Problems).	25%	15
4	Income from business profession and income from other sources Profits and Gains of Business and Profession Meaning of Business and Profession, Incomes Chargeable Computation of Taxable Income. Income from Other Sources Incomes taxable, deductions allowed, Grossing up of income, computation of taxable income Clubbing of income & set off and carry forward(Theory)	25%	15
	Total	100%	60

i. Text Book and Reference Book:

1. "Taxation: Law and Practice" by T.N. Manoharan and G.R. Hari
2. "Systematic Approach to Taxation" by Girish Ahuja and Ravi Gupta
3. "Practical Approach to Income Tax" by Dr. Girish Ahuja and Dr. Ravi Gupta
4. "Income Tax and Central Sales Tax: Law and Practice" by H.C. Mehrotra and V.P. Agarwal

(3)

- a. **Course Name:** Human Resource Management
- b. **Course Code:** 06010103DS03
- c. **Prerequisite:** A Basic understanding of organizational behavior and management principles.
- d. **Rationale:** Able to learn strategic approach to aligning human capital with organizational goals and objectives.
- e. **Course Learning Objective:**

CLOBJ 1	Develop effective Recruitment and selection skills
CLOBJ 2	Enhance Employee Engagement and retention
CLOBJ 3	Ensure compliance with employment laws and regulations
CLOBJ 4	Strengthen leadership and communication skills

f. Course Learning Outcomes:

CLO 1	Design and implement a comprehensive recruitment and selection strategy
CLO 2	Acquire the skills to develop and implement effective employee engagement strategies
CLO 3	Demonstrate a thorough understanding of employment laws and regulations
CLO 4	Will enhance their leadership and communication skills

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Human Resource Management: Meaning, Objectives, Scope and Functions of HRM Role and qualities of HR executives Changing environment of	15%	9

	HRM in India Traditional Vs. Strategic HR Creating an HR based Competitive Advantage, Role of Line Manager for HR based Competitive Advantage Human Resource System Macro and Micro Dimensions, Macro HR Policy; Factors affecting Macro HR policy; Micro HR, Factors affecting micro part of HR, MICRO Level practices Human Resource Planning: Significance and Process Factors affecting HRP Techniques of HRP Strategic HRP - Activities related to Strategic HR planning, Integration of HR plan & Business Plan, Strategies for managing employee shortage and Surpluses Recruitment: Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy Industry Specific Strategy & labor market Choice Selection: Selection Process - Application Forms, Selection Tests, Interviews, Evaluation Role of Line & HR manager in Selection Placement and Induction		
2	Job Analysis, Job Design and Job Evaluation: Job Analysis - Features, Process and Methods of Job Analysis, Job Description, Job Specification Job Design - Meaning and Components of Job Design Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Competency based job evaluation Training and Management Development: Training - Meaning, Process and Methods Management Development - Meaning, Methods, Differences between Training and Development	20%	12
3	Performance Appraisal: Meaning, Need and Process Performance Appraisal Methods - 360-degree Feedback, Management by Objectives (MBO), Factors affecting Performance of an Employee, Correcting performance gap in different area Compensation and Reward Systems: Meaning, types, Strategic approach to compensation Industrial Relations Definition, Characteristics and Objectives of Industrial Relations, Factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India Industrial Conflict, and Dispute Resolution: Industrial conflict - Meaning, Nature of Industrial conflict Industrial disputes - Meaning, Causes, Outcomes and Methods of disputes settlement Collective Bargaining. ILO - Meaning, Conventions, recommendations and major activities Overview of Trade Union Act, 1926 :Major provisions, Registration, Types of union, Basic Rights	25%	15
4	Employee Welfare and Social Security: Employee Welfare - Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and	20%	12

	Non-Statutory Welfare Facilities Social Security – Meaning, Features and Classification of Social Security Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity Employee Provident Fund (Coverage and Operation) Current Trends in HRM: Employee Engagement – Meaning, Degrees, Drivers, and Measurement of Engagement Talent Management – Meaning, Life cycle and Initiatives Diversity at work place – Meaning and Management strategies Mergers and Acquisitions in HRM. HR Scorecard. Knowledge Management Process.		
5	Practical: Students may visit any company to understand the application of the topics learned in Module I to IV and may work on below given emerging topics in the field of HR. HR Analytics, HR Information System Employee Retention Handling of Employee Grievance and Harassment related issue. Glass ceiling and Gender Equality Recruitment and Selection process of various industries Performance appraisal system in public and private sector companies Identifying companies where best training and management development practices are followed.	20%	12
	Total	100%	60

i. Text Book and Reference Book:

1. David S. Decenzo and Stephen P. Robbins, “ Personnel/ Human Resource Management” New Delhi, Prentice Hall.
2. Holloway J. Ed., “ Performance Measurement and Evaluation”, New Delhi, Sage Publications.
3. Guy V. & Mattock J., “ The New International Manager” London, Kogan Press
4. Human Resource Management: Ethics and Employment" by Ashly H. Pinnington, Rob Macklin, and Tom Campbell
5. "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright

(4)

- a. **Course Name:** Cost Accounting
- b. **Course Code:** 06010103DS04
- c. **Prerequisite:** A Basic understanding of cost and accounting concepts
- d. **Rationale:** Able to learn strategic approach of cost calculations and implications in managing various costing.
- e. **Course Learning Objective:**

CLOBJ 1	Apply fundamental cost accounting techniques to analyze and control costs effectively.
CLOBJ 2	Understand and implement basic principles and standards of cost accounting in manufacturing and service organizations.
CLOBJ 3	Develop a comprehensive understanding of cost accounting concepts and their practical applications within organizations.
CLOBJ 4	Utilize cost management techniques to enhance decision-making processes and optimize organizational performance.

f. Course Learning Outcomes:

CLO 1	Able to apply basics of Cost Accounting Techniques
CLO 2	Equip students with basic principles, standards and its applications of cost accounting in various Manufacturing and Service organisation.
CLO 3	Develop an in-depth understanding of cost accounting and its application in the Organisation.
CLO 4	Enhance Managing Costing and apply it in decision making.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Essential of Cost Accounting: Introduction & Definition and Concept of Cost Accounting, Advantages & Objectives of Cost Accounting, Financial Accounting and Cost Accounting, Methods and Techniques of Cost Accounting. Installation of Costing System. Cost Concepts and Classification: Meaning and Definitions of Expenses v/s Cost, Deferred cost, Expired cost, Loss, Cost Incurrence and Cost Recognition, Different Cost Concepts and Classification, Cost flows in Manufacturing, Merchandising & Service Organisations	25%	15
2	Material and Labour Cost: Material Cost: Meaning of Material; Material Control; Techniques of Material Control – ABC Techniques – VED Analysis, Examples based Stock Levels: Maximum Level; Minimum Level; Reorder Level; Danger Level; Average Stock Level; Economic Order Quantity. Labour Cost: Meaning; Control of Labour Cost; Labour Turn Over; Causes of Labour Turn Over. Methods of remuneration ; Time Rate; Piece Wage, Examples based on Labour Turn Over and Incentive, Plans: Halsey Premium Plan; Rowan Plan; Taylor's Differential Piece Rate System	25%	15
3	Overhead Cost: Meaning of Overheads; Classification of Overhead Cost; Fixed Cost and Variable Cost. Allocation and Apportionment of Overheads; Absorption of Overheads Examples based on Apportionment of Service Department Overheads over Production Department under Repeated Distribution Method and Reciprocal Distribution Method. Examples based on Machine Hour Rate.	25%	15
4	Costing Methods-I: Unit Costing (Including Estimated Cost Sheet) Job and Batch Costing Costing Methods-II Contract Costing Operating Costing (Transport, Canteen, Hotel & Hospital)	25%	15
5	Practical: Students should select any company's specific product, analyse that product's cost structure and prepare an identical product with the lower cost.	0%	(30 Marks CEC)
	Total	100%	60

i. Text Book and Reference Book:

1. Cost Accounting by Sudhir Prakashan
2. Cost Accounting by B.S. Shah Prakashan

3. Cost Accounting by M N Arora, Himalaya Publishing Company

(5)

- a. **Course Name:** Advanced English-I
- b. **Course Code:** 00019303AE01
- c. **Prerequisite:** Basic Knowledge of Commercial Communication and provide students with soft skills that complement their hard skills, making them more marketable when entering the workforce
- d. **Rationale:** Advanced Communication Skills of English Language.
- e. **Course Learning Objective:**

CLOBJ 1	Develop effective public speaking and debate skills.
CLOBJ 2	Enhance vocabulary and reading comprehension abilities.
CLOBJ 3	Improve grammar and error analysis proficiency.
CLOBJ 4	Provide practical writing experience in various formats.

f. Course Learning Outcomes:

CLO 1	Deliver confident and engaging public speeches.
CLO 2	Participate effectively in debates and group discussions.
CLO 3	Apply advanced vocabulary and comprehension strategies.
CLO 4	Write clear and structured reports, memos, and narratives.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	100	100	-	-	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Public Speaking:	5%	2

	Define Public Speaking, Importance of Public speaking, Types of Public speaking, Techniques to master public speaking		
2	Activity – Speaking: World’s best public speakers (activity based)	10%	5
3	Debate Vs Group Discussion: Define Debate vs GD, Importance of debate, Techniques to master debate	5%	1
4	Activity – Debate: Debate activity	10%	5
5	Vocabulary Building: Advanced vocabulary building, Homophones, Homonyms, Analogies	10%	2
6	Reading Comprehension: Reading Comprehension	10%	2
7	Grammar - Error Analysis: Para- jumble, sentence completion, confusable sentences Incorrectly spelt words, One word substitute, Cloze Passages	10%	5
8	Report Writing: Report Writing	10%	2
9	Memo Writing: Memo Writing	10%	2
10	They Say / I Say: The Moves That Matter in Academic Writing" by Gerald Graff and Cathy Birkenstein	10%	2
11	Activity - Tourism Pitch: Activity - Tourism Pitch	10%	2
	Total	100%	30

i. Text Book and Reference Book:

1. "The Art of Public Speaking" by Stephen E. Lucas
2. They Say / I Say: The Moves That Matter in Academic Writing" by Gerald Graff and Cathy Birkenstein
3. "Word Power Made Easy" by Norman Lewis

(6)

- a. **Course Name:** IPDC including History and Culture of India and IKS-II
- b. **Course Code:** 00019303VA01
- c. **Prerequisite:** No prerequisites required; open to all students interested in personal and professional development.
- d. **Rationale:** equip students with essential life skills and values, enabling them to become well-rounded, responsible, and successful individuals in both their personal and professional lives.
- e. **Course Learning Objective:**

CLOBJ 1	Empower students to set and achieve personal and professional goals.
CLOBJ 2	Cultivate essential life skills such as stress management, teamwork, and financial planning.
CLOBJ 3	Install values of integrity, responsibility, and selflessness.
CLOBJ 4	Foster a deeper understanding of leadership, health, and the impact of one's environment.

f. Course Learning Outcomes:

CLO 1	Visualize and achieve their future goals using SMART goals.
CLO 2	Manage stress and maintain a healthy lifestyle.
CLO 3	Demonstrate teamwork, financial planning, and leadership skills.
CLO 4	Exhibit values of responsibility, integrity, and selflessness in their personal and professional lives.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	100	100	-	-	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Remaking Yourself : Begin with the End in mind: Students will learn to visualize their future goals and will structure their lives through smart goals to give themselves direction and ultimately take them to where they want to go.	6%	2
2	Remaking Yourself: Being Addiction-Free: Students will explore the detrimental effects of addictions on one's health, personal life, and family life. They will learn how to take control of their life by becoming addiction free.	6%	2
3	Selfless Service: Case Study: Disaster Relief: Students will apply previous lessons of seva, to analyse the case study of the Bhuj earthquake relief work.	6%	2
4	Soft Skills: Teamwork & Harmony: Students will learn the six steps of teamwork and harmony that are essential for students' professional and daily life.	6%	2
5	My India My Pride: Present Scenario To implement the transformation of India from a developing country into a developed country it is necessary to have a value-based citizen. Students will see how the transformation to a greater India relies on the vision and efforts of themselves as a youth	6%	2
6	Learning from Legends: Leading Without Leading: Students will explore a new approach to leadership, through umility.	7%	2
7	My India My Pride: An Ideal Citizen – 1: Students will learn that to become value-based citizens, they must first develop good values in their lives. They start by exploring the values of responsibility and integrity	7%	2
8	My India My Pride: An Ideal Citizen – 2 Students will learn that by developing the values of loyalty, sincerity, and punctuality; they become indispensable and can leave a strong impression. They will start developing these values by trying to keep perfection in every small task and by looking at the bigger picture.	7%	2
9	Facing Failures: Timeless Wisdom for Daily Life: Students will learn the role wisdom plays in finding long-term stability. They will use ancient wisdom to solve their modern-day challenges.	7%	2
10	From House to Home: Forgive & Forget Students will understand the importance and benefits that forgiveness plays in their personal and professional life. They will learn to apply this knowledge in realistic situations.	7%	2

11	Remaking Yourself: Stress Management Students will learn to cope with current and future causes of stress.	7%	2
12	Remaking Yourself: Better Health Better Future: A healthy body prevents disease and stress; increases positivity, productivity, and brainpower. Students will learn to maintain good health through regular exercise, healthy eating habits, and regular and sufficient sleep.	7%	2
13	Learning from Legends: Words of Wisdom: A panel of learned and experienced mentors will personally answer practical questions that students face in their daily life.	7%	2
14	Soft Skills: Financial Planning: Students will develop a variety of practical financial skills that prepare them to become financially stable throughout their future careers.	7%	2
15	Remaking Yourself: Impact of Company and Life After IPDC: Students will understand that the type of company that we keep, has a crucial role in determining who we are and who we will become. They will develop the ability to create a positive environment around them. This concluding lecture encourages students to keep practising these priceless lessons and prepares them for the next steps in their lives	7%	2
	Total	100%	60

i. Text Book and Reference Book:

1. "The 7 Habits of Highly Effective People" by Stephen R. Covey
2. "Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves
3. "Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones" by James Clear
4. "Grit: The Power of Passion and Perseverance" by Angela Duckworth
5. "Start with Why: How Great Leaders Inspire Everyone to Take Action" by Simon Sinek

(7)

- a. **Course Name:** Web Based Technologies and Multimedia
- b. **Course Code:** 03010803UE01
- c. **Prerequisite:** Introduction to Computer, internet.
- d. **Rationale:** equips students with essential skills in web development and multimedia creation, meeting the growing demand for professionals proficient in creating dynamic and engaging digital content for diverse applications.
- e. **Course Learning Objective:**

CLOBJ 1	Equip students with a comprehensive understanding of internet concepts, multimedia, and web technologies.
CLOBJ 2	Develop skills in network connectivity, security, and multimedia compression techniques.
CLOBJ 3	Teach client-side scripting and web programming using HTML, CSS, JavaScript, Java, and .NET technologies.
CLOBJ 4	Enable proficiency in multimedia content creation, management, and the use of multimedia software and hardware tools.

f. Course Learning Outcomes:

CLO 1	Understand and utilize various internet concepts, multimedia applications, and web technologies.
CLO 2	Implement and manage secure network connections and multimedia compression techniques.
CLO 3	Develop dynamic web pages and applications using client-side scripting and web programming languages.
CLO 4	Create and manage multimedia content using advanced software and hardware tools

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	2	4	20	20	20	60	30	150

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Foundations of Web Technology: Basics of Internet Concepts: Internet, Intranet, Extranet, Internet Applications: Email, FTP, Telnet, WWW, IRC	9%	4
2	Introduction to Multimedia: Multimedia Information, Multimedia Objects, Stages of Multimedia Projects: Planning, Design, Implementation, Evaluation	9%	4
3	Networking and Network Security: Intranet Connectivity: Connection Concepts, FDDI, ISDN, ADSL, PPP, ATM, Web Servers and Browsers: Web Server, Proxy Server, Web Browser, Network Security: Attacks-Denial of Service, Direct access, Worms, Trojan Horses, Scareware, Logic Bombs, Firewalls, Vulnerabilities, Spoofing, Phishing, Tampering, Spyware & Adware, Data Encryption, Key Protocols.	20%	9
4	Multimedia Compression: Data Compression: Huffman Coding, Adaptive Coding, Arithmetic Coding, Speech Compression & Synthesis: Digital Audio Concepts, Lossless Compression.	20%	10
5	Client-Side Scripting and Web Programming: Client-Side Scripting: Introduction to JavaScript, Introduction to Web Pages: HTML, CSS, HTTP, SHTTP, XML, Front Page Forms and Form Handlers, Web Programming: Java, Servlets, JSP, JDBC, .NET Technologies.	22%	9
6	Multimedia Content Creation and Management: Multimedia Hardware: Memory & Storage Devices, Communication Devices, Multimedia Software: Presentation Tools, Authoring Tools, Video, Sound, Image Editing, Multimedia Database: Content-Based Retrieval for Text and Images, Video Representation, Compression, Standards (MPEG, MHEG), Multimedia Broadcasting Services, Video Streaming, Video Conferencing	20%	9
	Total	100%	45

i. Text Book and Reference Book:

1. "Computer Networks" by Andrew S. Tanenbaum and David J. Wetherall
2. "Multimedia: Making It Work" by Tay Vaughan
3. "Web Technologies: A Computer Science Perspective" by Jeffrey C. Jackson
4. "Data Compression: The Complete Reference" by David Salomon

j. List of practical:

1	Create a basic HTML web page with text content, hyperlinks, and images.
2	Apply CSS styles to the HTML page to enhance its visual appearance and layout
3	Create a static webpage using table tags of HTML
4	Create employee registration webpage using HTML form objects
5	Embed multimedia elements like images, audio, and videos into web pages using HTML5 tags
6	Create webpage using list tags of HTML
7	Browse the internet and find different multimedia presentations and identify the building blocks
8	Design a homepage layout for a website using Photoshop tools
9	Design a poster for promoting a conference using Adobe Photoshop
10	Use multimedia editing software (e.g., Adobe Photoshop, Audacity) to edit images, audio, and video for web use.

(8)

- a. **Course Name:** Artificial Intelligence Application in People Management
- b. **Course Code:** 05010103UE01
- c. **Prerequisite:** understanding AI applications in people management includes foundational knowledge in human resources management, familiarity with basic concepts of artificial intelligence, and an understanding of data analysis and interpretation.
- d. **Rationale:** AI applications in people management is to optimize HR processes, enhance employee experiences, and drive organizational effectiveness through automation, data-driven decision-making, and personalized interventions.
- e. **Course Learning Objective:**

CLOBJ 1	Explore the integration of AI in HR and people management, focusing on its historical context and current trends.
CLOBJ 2	Equip students with skills to leverage AI for recruitment, talent acquisition, and bias mitigation.
CLOBJ 3	Analyze AI applications in employee engagement, performance management, and personalized development.
CLOBJ 4	Understand the use of AI in assessing employee well-being and optimizing workforce planning through predictive analytics.

- f. **Course Learning Outcomes:**

CLO 1	Implement AI-driven tools and strategies in recruitment and talent acquisition to enhance efficiency and fairness.
CLO 2	Utilize AI for analyzing employee engagement, retention, and performance, with actionable insights for improvement.
CLO 3	Apply AI in designing personalized learning and development pathways and innovative training methods.
CLO 4	Leverage predictive analytics to assess employee well-being and optimize workforce planning and management.

- g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to AI in People Management Overview of artificial intelligence and its applications in HR and people management Historical perspective and current trends in AI adoption in HR Ethical considerations and challenges in AI-driven HR practices	16%	10
2	Recruitment and Talent Acquisition: AI-powered talent sourcing and candidate screening Applicant tracking systems (ATS) and resume parsing using AI algorithms Bias mitigation and fairness in AI-driven recruitment processes	20%	12
3	Employee Engagement and Retention: AI applications for measuring and analysing employee engagement and satisfaction Predictive analytics for identifying flight risks and retention strategies Personalized career development and learning pathways using AI-driven recommendations	20%	8
4	Performance Management: AI-based performance evaluation and feedback systems Continuous performance monitoring and feedback loops Data-driven insights for goal setting and performance improvement.	22%	10
5	Learning and Development: Adaptive learning platforms and personalized training recommendations AI-driven content curation and course recommendations Gamification and microlearning applications in employee development	11%	12
6	Employee Well-being and Workforce Analytics: AI-enabled well-being assessments and interventions Predictive analytics for identifying burnout and mental health risks Workforce planning and optimization using predictive workforce analytics	11%	8
	Total	100%	60

i. Text Book and Reference Book:

1. AI for HR: A Book of Ideas for HR Professionals By Nigel Guenole, Jonathan Ferrar and Sheri Feinzig
2. Artificial Intelligence in Human Resources Management: Theory and Practice By Raghavendra Kumar and Kamal Kant (Springer, 2020)
3. AI for HR: Artificial Intelligence, Human Resources, and the Future of Work By Ben Eubanks (Independently published, 2019)

4. Artificial Intelligence for HR: Use AI to Support HR Strategy, Engagement, and Decision Making By Leila Zayed (Kogan Page, 2020)

(9)

- a. **Course Name:** Digital Information Literacy
- b. **Course Code:** 05010103UE02
- c. **Prerequisite:** Basic Computer Knowledge
- d. **Rationale:** Digital literacy teaches about using technology wisely and critically. It equips you with the tools to be an informed, safe, and responsible participant in the digital world.
- e. **Course Learning Objective:**

CLOBJ 1	Provide a comprehensive understanding of digital information, its characteristics, and sources.
CLOBJ 2	Develop skills in digital and information literacy, emphasizing the importance of continuous education and lifelong learning.
CLOBJ 3	Equip students with the ability to use information retrieval systems and digital discovery tools effectively.
CLOBJ 4	Explore ICT applications, including email, web technologies, and government digital initiatives, while encouraging practical project work.

- f. **Course Learning Outcomes:**

CLO 1	Understand and apply digital information concepts and literacy standards.
CLO 2	Use digital and information literacy skills for effective continuous learning.
CLO 3	Utilize information retrieval systems and advanced search tools proficiently.
CLO 4	Navigate various ICT applications and understand government digital initiatives and community participation.

- g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

- h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
1	Information Basics: Concept of Digital Information, Information Literacy Standard, Definition of Information, Characteristics of Information, Need of Information, Digital Information, Sources of Information Knowledge Society, Types of Information sources.	15%	8
2	Digital Literacy and Information Literacy: Concept of Digital literacy and Information Literacy, Digital Literacy, Significance of Digital Literacy, Digital and Information Literacy, Continuous Education, Lifelong learning	10%	8
3	Information Retrieval System and Open Access Discovery Tools: Concept of Digital access system, Concept of Information Access system, Digital discovery tools/Federated Search, Advanced Search, Boolean Search, Web-OPAC etc.	20%	10
4	ICT Components: Definition of Information Technology Components of IT Computer Hardware and Software, Storage Devices, Communication Technology	10%	8
5	ICT Applications E-Mail—Creation of E mail, Sending and Receiving emails, Internet-Search Engines, Browsing, Bookmarks, WEB2.0-Social Networking Sites RSS feed, Wikis, Blogs, Webinars, Discussion forums, E-Learning, E-Commerce, E Governance, etc.	20%	12
6	Govt. Initiatives and People's participation: Information regarding various government programs, campaigns, Yojanas, Digital Empowerment Digital Community Information Centers (DCIC), Collaboration and participation among masses	15%	8
7	Project Work: Digital Literacy, Information Literacy, Govt. Digital Initiatives	10%	6
	Total	100%	60

i. Text Book and Reference Book:

1. The Five laws of Digital Science By Ranganathan, SR. (1988), New Delhi
2. Information Users and usability in the digital age By Choudhury, G.G. (2011), New York: Neal-Schuman Publishers, Inc
3. Accessing Information needs: Tools, techniques and concepts for the internet age (2nd ed) By Nicholas, D. (2000), London: ASLIB.
4. Computers for Librarians By Rowley, J.E. (1993), Capra, S. (2001). | London: Clive Bingley Ryan, J.,

(10)

- a. **Course Name:** Investment Analysis and Portfolio Management
- b. **Course Code:** 16010103UE02
- c. **Prerequisite:** Basic understanding of investment
- d. **Rationale:** The course will help students to get better understandings of investment strategies
- e. **Course Learning Objective:**

CLOBJ 1	Equip students with a comprehensive understanding of internet concepts, multimedia, and web technologies.
CLOBJ 2	Develop skills in network connectivity, security, and multimedia compression techniques.
CLOBJ 3	Teach client-side scripting and web programming using HTML, CSS, JavaScript, Java, and .NET technologies.
CLOBJ 4	Enable proficiency in multimedia content creation, management, and the use of multimedia software and hardware tools.

- f. **Course Learning Outcomes:**

CLO 1	Understand and utilize various internet concepts, multimedia applications, and web technologies.
CLO 2	Implement and manage secure network connections and multimedia compression techniques.
CLO 3	Develop dynamic web pages and applications using client-side scripting and web programming languages.
CLO 4	Create and manage multimedia content using advanced software and hardware tools

- g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

- h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
1	Information Basics: Concept of Digital Information, Information Literacy Standard, Definition of Information, Characteristics of Information, Need of Information, Digital Information, Sources of Information Knowledge Society, Types of Information sources.	15%	8
2	Digital Literacy and Information Literacy: Concept of Digital literacy and Information Literacy, Digital Literacy, Significance of Digital Literacy, Digital and Information Literacy, Continuous Education, Lifelong learning	10%	8
3	Information Retrieval System and Open Access Discovery Tools: Concept of Digital access system, Concept of Information Access system, Digital discovery tools/Federated Search, Advanced Search, Boolean Search, Web-OPAC etc.	20%	10
4	ICT Components: Definition of Information Technology Components of IT Computer Hardware and Software, Storage Devices, Communication Technology	10%	8
5	ICT Applications E-Mail—Creation of E mail, Sending and Receiving emails, Internet-Search Engines, Browsing, Bookmarks, WEB2.0-Social Networking Sites RSS feed, Wikis, Blogs, Webinars, Discussion forums, E-Learning, E-Commerce, E Governance, etc.	20%	12
6	Govt. Initiatives and People's participation: Information regarding various government programs, campaigns, Yojanas, Digital Empowerment Digital Community Information Centers (DCIC), Collaboration and participation among masses	15%	8
7	Project Work: Digital Literacy, Information Literacy, Govt. Digital Initiatives	10%	6
	Total	100%	60

i. Text Book and Reference Book:

1. The Five laws of Digital Science By Ranganathan, SR. (1988), New Delhi
2. Information Users and usability in the digital age By Choudhury, G.G. (2011), New York: Neal-Schuman Publishers, Inc
3. Accessing Information needs: Tools, techniques and concepts for the internet age (2nd ed) By Nicholas, D. (2000), London: ASLIB.
4. Computers for Librarians By Rowley, J.E. (1993), Capra, S. (2001). | London: Clive Bingley Ryan, J.,

(11)

- a. **Course Name:** Digital Design
- b. **Course Code:** 18010003UE01
- c. **Prerequisite:** Basic Computer Skills
- d. **Rationale:** In today's digital world, design skills are valuable across industries. Learning Adobe Photoshop and Illustrator allows students to unleash their creativity and prepares them for diverse career opportunities in design and multimedia.
- e. **Course Learning Objective:**

CLOBJ 1	Introduce students to digital design principles and Adobe Photoshop for basic and advanced image editing.
CLOBJ 2	Develop skills in creating various design projects such as posters, social media graphics, and magazine covers using Photoshop.
CLOBJ 3	Teach the fundamentals of Adobe Illustrator for vector graphics, logo design, and print design.
CLOBJ 4	Encourage creativity through hands-on projects, including vector illustrations, brochure design, and newspaper advertisements.

f. Course Learning Outcomes:

CLO 1	Apply digital design principles and perform basic to advanced image editing using Adobe Photoshop.
CLO 2	Create effective design projects for posters, social media graphics, and magazine covers.
CLO 3	Utilize Adobe Illustrator for creating vector graphics, logos, and print-ready designs.
CLO 4	Demonstrate creativity and technical skills in various digital design projects, including vector illustrations, brochures, and advertisements.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	4	4	-	20	40	-	40	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to Digital Design: Overview of digital design principles, Introduction to Adobe Photoshop interface, Basic Image Editing with Adobe Photoshop: Understanding image resolution and file formats, Basic photo editing techniques (cropping, resizing, color adjustments), Image Retouching Techniques with Adobe Photoshop: Retouching techniques for portraits and landscapes, Removing blemishes, wrinkles, and imperfections from photos, Poster Design with Photoshop: Creating posters using Photoshop tools and techniques, Incorporating text and graphics to convey a message effectively, Social Media Graphics with Photoshop: Designing graphics for social media platforms, Optimizing images for different social media channels, Magazine Cover Design with Photoshop: Designing magazine covers with attention to layout and visual hierarchy	40%	12
2	Advanced Image Editing with Adobe Photoshop: Working with layers, masks, and advanced retouching techniques, Creative photo manipulation and compositing Introduction to Adobe Illustrator: Overview of vector graphics and advantages of using Illustrator, Introduction to Adobe Illustrator interface and basic tools, Basic Shapes and Paths: Creating and manipulating basic shapes using Illustrator's shape tools, Drawing and editing paths with the Pen tool, Logo Design: Understanding principles of logo design and brand identity, Creating logos and logotypes using vector graphics in Illustrator, Illustrator for Print Design: Understanding print design considerations and preparing artwork for print, Exploring print-specific tools and settings in Illustrator	30%	9
3	Vector Illustration Project: Students create a vector illustration depicting a scene or concept using a combination of shapes, paths, color, and Typography, Exploring various digital illustration styles and techniques in Illustrator, Emphasis on creativity and exploration of Illustrator's features, Brochure Design with Illustrator: Designing brochures and pamphlets using Illustrator's layout and typography tools, Incorporating images and text effectively for print and digital distribution	30%	9

	Newspaper Advertisement Design with Illustrator: Creating impactful advertisements for print media using Illustrator; Applying design principles for effective communication and visual appeal		
	Total	100%	30

i. Text Book and Reference Book:

1. Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork By Von Glitschka | New Riders
2. The Adobe Illustrator CC WOW! Book By Sharon Steuer , Peachpit Press
3. Photoshop Compositing Secrets: Unlocking the Key to Perfect Selections & Amazing Photoshop Effects for Totally Realistic Composites By Matt Kloskowski, Peachpit Press
4. Adobe Photoshop Classroom in a Book (TextBook), By Adobe Creative Team, Adobe Press

j. List of practical:

1	Familiarize with Photoshop workspace, tools, and panels.
2	Basic Image Editing Techniques
3	Image Retouching Techniques
4	Poster Design with Photoshop
5	Social Media Graphics Design
6	Integrate text and images to create an eye-catching cover.
7	Perform creative photo manipulation and compositing.
8	Explore Illustrator workspace and familiarize with basic tools.
9	Understand principles of logo design and brand identity.
10	Create a vector illustration depicting a scene or concept.

(12)

- a. **Course Name:** Management In Tourism
- b. **Course Code:** 21010103UE01
- c. **Prerequisite:** The students should have the basic knowledge about the Tourism management.
- d. **Rationale:** The course provides theoretical knowledge about the concept of management in tourism
- e. **Course Learning Objective:**

CLOBJ 1	Provide a comprehensive understanding of the functions of tourism management and their practical applications.
CLOBJ 2	Describe and analyze key managerial functions within the tourism industry.
CLOBJ 3	Explore the importance of motivation and incentivization in enhancing tourism services and employee performance.
CLOBJ 4	Apply management theories to real-world tourism scenarios to improve strategic decision-making and operations.

- f. **Course Learning Outcomes:**

CLO 1	Understand & describe the functions of Tourism management.
CLO 2	Describe the managerial functions in Tourism
CLO 3	Elaborate the importance of motivation & incentivization
CLO 4	Understand & apply the Management Theories and their relation with tourism management

- g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

- h. **Course Content:**

Sr. No.	Content	Weightage	Teaching Hours
---------	---------	-----------	----------------

1	Nature & Functions Of Management: Importance & Definition of Management, Management Functions in Tourism, Role of a Tourism destination Manager, Management Skills for Tourism management	10%	6
2	Development of management thought: Early Classical Approaches, Neo Classical Approaches, Modern Approaches	8%	4
3	Introduction to planning & decision making in tourism sector: Nature & Importance of Planning, Types of Plans, Meaning of Decision, Types of Decisions, Steps in Rational Decision making	16%	10
4	Concept Of Organizing In Tourism Sector: Concept, nature, significance of organizing, Formal and informal organization, Organization chart of a 5 star hotel, Types of organization, functional , Line and staff relationship, Delegation and Authority, Centralization and Decentralization, Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.	20%	12
5	Concept Of Organising In Tourism Sector: Concept, nature, significance of organizing, Formal and informal organization, Organization chart of a 5 star hotel, Types of organization, functional , Line and staff relationship, Delegation and Authority, Centralization and Decentralization, Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.	18%	10
6	Managerial control in tourism: Meaning of Managerial Control, Steps in Control Process, Need for Control System, Benefits of Control, Control Techniques	18%	10
7	Motivation Meaning, nature and importance of motivation, morale incentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor) theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory 'Y'.	10%	8
	Total	100%	60

i. Text Book and Reference Book:

1. Principles of Management By PC Tripathi & PN Reddy;
2. Principles of Management By BS Moshal
3. Tourism Management (6th Edition) By Stephen J. Page.
4. Tourism Management By Ashlee Green

(13)

- a. **Course Name:** Artificial Intelligence
- b. **Course Code:** 03010503SE01
- c. **Prerequisite:** Data structure, Probability and Statistics, Linear Algebra, Mathematics
- d. **Rationale:** This course provides a broad introduction to Artificial Intelligence. AI techniques for search and knowledge representation also apply knowledge of AI planning and machine learning techniques to real-world problems
- e. **Course Learning Objective:**

CLOBJ 1	Introduce fundamental concepts of AI and machine learning, covering a range of supervised, unsupervised, and reinforcement learning algorithms.
CLOBJ 2	Teach programming fundamentals in Python, including syntax, data types, control structures, and data handling.
CLOBJ 3	Develop skills in data preprocessing, analysis, and visualization using Python libraries such as Pandas, Numpy, Matplotlib, and Seaborn.
CLOBJ 4	Equip students with the ability to evaluate and train machine learning models on real-world datasets, understanding key metrics and ethical considerations.

- f. **Course Learning Outcomes:**

CLO 1	Understand and apply various machine learning algorithms, including supervised, unsupervised, and reinforcement learning techniques.
CLO 2	Write and debug Python programs, utilizing essential programming constructs and data structures.
CLO 3	Perform data preprocessing, analysis, and visualization using Python libraries like Pandas, Numpy, Matplotlib, and Seaborn.
CLO 4	Evaluate and train machine learning models on real-world datasets, applying appropriate metrics and ethical considerations.

- g. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	40	40	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

h. Course Content:

Sr. No.	Content	Weightage	Teaching Hours
1	Introduction to AI and ML concepts: Machine Learning algorithms- Supervised Linear Regression, Logistic Regression, Decision Trees, Random Forest, Support Vector Machines (SVM), Naïve Bayes, k-Nearest Neighbors (k-NN) Unsupervised K-Means Clustering, Hierarchical Clustering, Density Based Clustering, Anomaly Detection Techniques, Reinforcement Learning	20%	7
2	Programming fundamentals in Python- Syntax, Variables and Data Types, Operators, Control Structures, Functions, Data Structures, Input and Output, Modules and Packages	20%	6
3	Data preprocessing and Data analysis Using Python Library (Pandas, Numpy): Data exploration and Visualization Using Python Library (Matplotlib, Seaborn)	20%	7
4	Model Evaluation- Classification Metrics, Regression Metrics, Model selection- Train-Test Split, Cross-Validation Methods (K-Fold, Random Sampling, Leave-one out ,Hold-Out), Ethical considerations in AI and ML	20%	5
5	Training and evaluating models on real-world datasets : (e.g., image classification, text analysis)	20%	5
	Total	100%	30

i. Text Book and Reference Book:

1. "Artificial Intelligence: A Modern Approach" Author: Stuart Russell and Peter Norvig |Publisher: Pearson (TextBook)
2. "Python Machine Learning" Author: Sebastian Raschka and Vahid Mirjalili | Publisher: Packt
3. "Machine Learning Yearning" Author: Andrew Ng | Publisher: Deeplearning.ai
4. "Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow" Author: Aurélien Géron | Publisher: O'Reilly Media