



Assam down town University

Curriculum and Syllabus

Master of Business Administration in Corporate Finance



OUTCOME BASED EDUCATION FRAMEWORK
CHOICE BASED CREDIT SYSTEM

Version: 1.0

**FACULTY OF COMMERCE AND
MANAGEMENT**

July, 2022

Preamble

Assam down town University is a premier higher educational institution which offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embodies the vision and mission of the university. In keeping with the vision of evolutionary changes taking place in the educational landscape of the country, the university has restructured the course curriculum as per the guidelines of National Education Policy 2020. This document contains outline of teaching and learning framework and complete detailing of the courses. This document is a guidebook for the students to choose desired courses for completing the programme and to be eligible for the degree. This volume also includes the prescribed literature, study materials, texts, and reference books under different courses as guidance for the students to follow.

Recommended by the 32nd Board of Studies (BoS) meeting of the Faculty of Commerce & Management held on dated 21/06/2022 and approved by the Emergent Academic Council (AC) meeting held on dated 30/07/2022



*Chairperson
Board of Studies*



*Member Secretary
Academic Council*



Vision

To become a Globally Recognized University from North Eastern Region of India, Dedicated to the Holistic Development of Students and Making Society Better

Missions

1. Creation of curricula that address the local, regional, national, and international needs of graduates, providing them with diverse and well-rounded education.
2. Build a diverse student body from various socio-economic backgrounds, provide exceptional value-based education, and foster holistic personal development, strong academic careers, and confidence.
3. Achieve high placement success by offering students skill-based, innovative education and strong industry connections.
4. Become the premier destination of young people, desirous of becoming future professional leaders through multidisciplinary learning and serving society better.
5. Create a highly inspiring intellectual environment for exceptional learners, empowering them to aspire to join internationally acclaimed institutions and contribute to global efforts in addressing critical issues, such as sustainable development, Climate mitigation and fostering a conflict-free global society.
6. To be renowned for creating new knowledge through high quality interdisciplinary research for betterment of society.
7. Become a key hub for the growth and excellence of AdtU's stakeholders including educators, researchers and innovators
8. Adapt to the evolving needs and changing realities of our students and community by incorporating national and global perspectives, while ensuring our actions are in harmony with our foundational values and objectives of serving the community.

Programme Details

Programme Overview (not more than 100 words)

MBA (Corporate Finance) is a 2-year full time postgraduate programme offered by the Department of Management, Assam down town University. The programme has four semesters. which consists of core and optional courses. Each individual course follows a structure comprising two components, with Theory accounting for 50 marks and Internal Assessment for 50 marks, excluding specific practical subjects. The minimum passing threshold for successful completion is set at a combined score of 50%. A postgraduate in this course may avail jobs in the Corporates, Research and Development, Education, and allied sectors.

I. Specific Features of the Curriculum

- i. The MBA (Corporate Finance) Programme is a modular course under Credit Based System (CBS).
- ii. To remain relevant, the Syllabus is regularly revised.
- iii. 6weeks summer project /thesis works.
- iv. Regular (both soft & hard) skill development training.
- v. Guest Lectures by Internationally acclaimed management Leaders.
- vi. Conduct visit Reputed Companies for Industrial exposure.
- vii. Regular seminars, symposia etc
- viii. Final Results are in CGPA (Cumulative Grade Point Average). The process of calculating (a) Cumulative Grade Point Average from Marks, and Semester grade point average (SGPA) and (b)conversion of Grades into Marks are given below,

The curriculum provides skill enhancement and value-added courses along with the core papers.

II. Eligibility Criteria:

Any graduate with minimum 50% in respective fields. 5% relaxation for SC/ST, EWS, and Specially abled candidates.

III. Program Educational Objectives (PEOs):

PEO 1: Adtu management graduates will be well prepared for successful careers in corporate, institution, or government, emphasizing specialization in corporate finance, with a focus on quality, efficiency, strategic planning, project management, environmental sustainability, and resource utilization.

PEO 2: The graduates will be academically prepared to attain expertise with global competency in due course and contribute proactively to organizational growth and development through their strategic management practices.

PEO 3: The graduates in management will engage in ongoing professional development to enhance their professional stature, actively contributing to both their field and society, with the potential for success in higher education in management if pursued.

IV. Program Specific Outcomes (PSOs):

PSO1: Practice-Based Learning: Apply multidisciplinary concepts in simulated socioeconomic environments to manage real-life problems and gain insight into current industry trends.

PSO2: Holistic Development: Exhibit decision-making competency and leadership in diverse socioeconomic environments through co-curricular and extra-curricular Initiatives.

PSO3: Global Competency: A comprehensive understanding to excel in the profession with global competency through international certification courses.

V. Program Outcome: (8-12)

PO1: Managerial Knowledge: Apply management principles, theories, practices, and analytical methods for solving business problems.

PO2: Problem Solving: Identify, formulate, and analyse business problems critically and design effective solutions for reaching substantiated conclusions using managerial knowledge.

PO3: Planning and Implementation: Plan solutions for complex management problems within prevailing constraints and develop effective strategies for implementation.

PO4: Research Competency: Apply research methods and analytical thinking for data interpretation and information synthesis using modern tools to provide valid conclusions.

PO5: Project Management: Demonstrate knowledge and principles to manage diverse projects by considering financial and socio-environmental aspects.

PO6: Communication: Communicate effectively in the cross-cultural and diverse business context, maintain documentation and prepare effective reports.

PO7: Teamwork and Leadership: Excel independently and as a member or a leader in diverse team and interdisciplinary contexts.

PO8: Value and Ethics: Commitment to adhere to values and apply business ethics in the professional environment.

PO9: Lifelong Learning: Ability to engage in independent and lifelong learning in the broadest context of techno-managerial change.

VI. Total Credits to be Earned: 86

VII. Career Prospects:

An MBA in Corporate Finance empowers to become a financial strategist. Analyze investments, manage a company's financial well-being, or delve into specialties like investment banking or treasury management. This MBA propels into top financial careers, making a valuable asset for businesses seeking strategic financial guidance.

EVALUATION METHODS

The student performance shall be evaluated through In-semester (Sessional) and semester-end examinations. A weightage of 40% or as prescribed by the programme shall be added to the score of the end-semester examination.

A. INTERNAL ASSESSMENT:

The teacher who offers the course shall be responsible for internal assessment by conducting in-semester (sessional) examination and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

SN	Components/ Examinations	Marks Allotted
1.	In-Sem Exam – I (ISE-I) (Written Examination) *	30
2.	In-Sem Exam – II (ISE-II) (Written Examination) *	30
3.	Assignment	10
4.	Presentation (SP)	10
5.	Quiz	5
6.	Class Performance based score*	5

**Are compulsory*

Note: Total Internal assessment should be out of 40

INSTRUCTION

1. If a student fails to appear in the any of the component without any valid reason, he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining ground with genuine/valid reasons for the absent.
2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
3. The program coordinators should upload the in-semester marks to the ERP and forward acknowledgement of all the courses of the program to the Controller of Examinations before the start of the End-semester examination.

B. SEMESTER END EXAMINATION:

Time table for end semester examination is published at least 25 days prior to the start of Examination.

I. Pre-Examination:

Eligibility Criteria for a student to appear in University Examinations:

The student shall only be allowed to appear in a University Examination, if:

- i) He/ She is a registered student of the University;
- ii) He/ She is of good conduct and character;
- iii) He/ She has completed the prescribed Programme of study with minimum percentage of attendance as laid down in the Regulations of the Programme concerned.

Under special cases, a student may be allowed to appear for an examination without being registered in the University but the result of the said student will be kept on hold till the registration of the concerned student is completed.

II. Admit Card:

Admit card for the examination may be downloaded through ERP where the system will generate a Unique ID Cards through online.

The University shall have the right to cancel admission for examination of any candidate on valid grounds.

III. Pattern of Question Papers:

The question paper shall follow the principles of Bloom's Taxonomy.

Table

S. N.	Level	Questions /verbs for test
1	Remember	List, Define, tell, describe, recite, recall, identify, show who, when, where, etc.
2	Understand	Describe, explain, contrast, summarize, differentiate, discuss, etc.
3	Apply	Predict, apply, solve, illustrate, determine, examine, modify
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate, infer, etc.
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify, compare etc.
6	Create	Design, Formulate, Modify, Develop, integrate, etc.

Note: No course is to be evaluated on basis of **all 6 knowledge levels**.

The format of the question paper across all the program follow a unique pattern and the total marks is 60

Table 1: Question paper pattern for End semester examination

Sl no	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

IV. Examination Duration:

Each paper of 60 marks shall ordinarily be of two hours duration.

V. Practical Examinations, Viva-Voce etc.:

- i) Practical examination shall be conducted in the presence of one external expert and one or more internal examiners.
- ii) Viva-Voce, Oral examinations of the Project report, Dissertation etc. shall be undertaken by a Board of Examiners constituted by the respective Dean of Program with the advice of Supervisor(s).

VI. Procedure of Expulsion:

If any candidate is found to be using any unfair-means during the examination, the invigilator may cease his/her answer sheet and report it directly to the Officer-in-Charge. The Office-in-Charge of the center may take appropriate decisions as per the rules and procedure of the examination. The Officer-in-Charge may allow the students to write the exam with new answer sheet or may expel the student from appearing the paper depending on the nature of unfair-means. In case of Computer based test, the students may be directed to write an apology letter and sign in the prescribe expulsion form. The student may not be allowed to write that examination.

VII. Instruction to the Students:

- (i) The students shall not bring to the Examination Hall, any electronic gadget used as a means of communication or record except electronic calculator, if required.
- (ii) The students shall not receive any book or printed or hand written or photo copy (Xerox) or blank-paper from any other person while he/she is in the examination-room or in laboratory or in any other place to which he/she is allowed to have access during course of examination.
- (iii) The students shall not communicate with any other candidate in the examination room or with any other person in and outside the examination-room.
- (iv) The students shall not see, read or copy anything written by any other candidate, nor shall he/she knowingly or negligently permit any other candidate to see, read or copy anything written by him/her or conveyed by him/her.
- (v) The students shall not write anything on the Question Paper or in other paper or materials during the examination, or pass any kind of paper to any other candidate in the examination-room, or to any person outside the room.
- (vi) The students shall not disclose his/her identity to the examiner by writing his/her name or putting any sign / symbol in any part of his answer-script.
- (vii) The students shall not use any abusive language or write any objectionable remark or make any appeal to examiner by writing in any part of his answer-script.

- (viii) The students shall not detach any page from the answer-script or insert any authorized or unauthorized loose sheet into it. He /she shall also not insert any other answer-script / loose sheet by removing the pins of the origin answer-scripts and re-fixing it.
- (ix) The students shall not resort to any disorderly conduct inside the examination-room or misbehave with the invigilator or any other examination official.

VIII. Provision for an Amanuensis (writer):

- (i) A candidate may be provided with an Amanuensis (writer) to write down on dictation on his / her behalf on ground of his / her physical disability to write down by himself / herself due to accident or any other reason. The amanuensis may be provided till he / she recovers from the physical disability. The physical disability to write down by himself / herself must be supported by Medical Certificate from a competent Medical Officer.
- (ii) The qualifications of the amanuensis so provided must not be equal or higher than that of the candidate. This is also to be supported by Certificate from the Faculty of Study where the Amanuensis is provided.
- (iii) Such candidates are to be accommodated in a separate room under the supervision of an invigilator so that the fellow candidates are not disturbed in the process.

C. Credit Point:

It is the product of grade point and number of credits for a course, thus, $CP = GP \times CR$

i. Credit:

A unit by which the course work is measured. It determines the number of hours of instructions required per week. 'Credit' refers to the weightage given to a course, usually in terms of the number of instructional hours per week assigned to it. Credits assigned for a single course always pay attention to how many hours it would take for an average learner to complete a single course successfully.

ii. Grade Point:

Grade Point is a numerical weight allotted to each Grade Letter on a 10-point scale.

iii. Letter Grade:

Letter Grade is an index of the performance of students in a said paper of a particular course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Abs. Student obtaining Grade F / Grade Abs shall be considered failed/ absent and, will be required to appear in the subsequent ESE. The UGC recommends a 10-point grading system with the following (Table: 1) Letter Grades:

- (i) A Letter Grade shall signify the level of qualitative/quantitative academic achievement of a student in a Course, while the Grade Point shall indicate the numerical weight of the Letter Grade on a 10-point scale.
- (ii) There shall be 08 (eight) Letter Grades bearing specific Grade Points as listed in Table 1, where the Letter Grades 'O' to 'P' shall indicate successful completion of a course.
- (iii) Apart from the 08 (eight) regular Letter Grades listed in Table 1, there shall be 03 (three) additional Letter Grades, which shall be awarded if a Course is withdrawn or spanned over the next Semester or remains incomplete as stated in Table 2.

Table 2: Letter Grades and Grade Points

Letter Grade	Grade Points	Description
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C	5	Average
P	4	Pass
F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

The SGPA of a student in a Semester shall be the weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered in that Semester, irrespective of whether he/she could or could not complete the Courses. More specifically, the calculation of SGPA shall take into account the Courses graded with Letter Grades ‘O’ to ‘F’ as given in Table 1.

$$SGPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad (1.1)$$

The SGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.1) up to two decimal places, where n is the total number of Credit Courses registered by the student in that Semester, G_i is the Grade Point secured in the i^{th} registered Course and C_i is the Credit (weight) of that Course.

b. CGPA (Cumulative Grade Point Average)

- (i) The CGPA of a student in a Semester of a Programme shall be the accumulated weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered and successfully completed so far starting from the enrollment in the Programme. In other words, taking into account all the Courses graded with ‘O’ to ‘P’ as given in Table 1.1, generally the CGPA of a student shall be calculated starting from the first Semester of his/her enrolled Programme, while the CGPA of a lateral-entry student shall be calculated starting from the Semester of his/her enrollment.
- (ii) The CGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.2) up to two decimal places, where N is the total number of Credit Courses

registered and successfully completed so far by the student, G_i is the Grade Point secured in the i th completed Course and C_i is the Credit (weight) of that Course.

$$CGPA = \frac{\sum_{i=1}^N C_i G_i}{\sum_{i=1}^N C_i} \quad (1.2)$$

- (iii) The CGPA shall be convertible into equivalent percentage of marks using Equation Conversion of CGPA to percentage marks: = CGPA*10

D. Post-Examination

i. Transcript or Grade Card or Certificate:

A marking certificate shall be issued to all the registered students after every Semester. The Semester mark sheet will display the course details (code, title, number of credits, grade secured) along with total credit earned in that Semester.

ii. Grievance Readdress Mechanism:

Students with any dissatisfaction or grievance regarding the marks awarded in any of the Papers / Courses may appeal to the Controller of Examinations for remedial action such as Re-evaluation within 10 days of the declaration of result.

- (i) A student has options to appeal for re-evaluation of his /her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite proforma available with the Examination Office through the head of the respective departments within 10 days of declaration of the results of the respective examinations.
- (iii) The Controller of Examination may appoint an examiner for re-evaluation and will consider and recognize the evaluation done by a university appointed examiner.
- (iv) There shall be no provision for re-evaluation of the Practical Papers, Project Work, and Dissertation etc. However, the students fail in practical examination or viva voce and wish to appear again may apply to be evaluated can do so with the next schedule.
- (v) After screening the application for re-evaluation, the CoE may send the answer scripts of the student to the examiners appointed by the CoE with the approval of Vice Chancellor.
- (vi) The marks/grades achieved by the students after the re-evaluation shall be final and binding.
- (vii) Fresh Marks – sheets / Grade Card shall be issued only if the candidate secures pass marks / passing grade in the re-evaluated paper.
- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students with a view to improving upon their results at the preceding examination result

for any reason whatsoever shall not confer any right upon them for admission to next higher class which matters always be regulated in accordance with the relevant rules or regulations framed by the University.

- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

In all the courses the teacher has to select topics for teacher-method which should not be less than 20 percent. The approach will be direct classroom teaching through a series of lectures delivering concepts using ITC facilities, white or blackboard. Notes may also be circulated to the students; however, the students are to be involved in the preparation of the notes. The teacher will be responsible for selecting the best note for circulation. The teacher-centric methodology has recently fallen out of favour because this strategy for teaching is seen to favour passive students.

1. Student- centric / Constructivist Approach:

The topics of the courses may be selected at the start of the class and assigned one topic to each of the students for studying by themselves, prepare presentations, notes, etc., and present at respective class time after consultation and discussion with the course teachers. The teacher facilitates the learning of the students by guiding and providing input and explaining concepts. 60 percent of the course contents may be selected for this purpose. To avoid behaviour problems, teachers must lay a lot of groundwork in student-centric classrooms. Typically, it involves instilling a sense of responsibility in students. In addition, students must learn internal motivation.

a. Project-Based Learning: The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the programme the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyze, make decisions, collaborate, and more.

b. Inquiry-Based Learning: The teacher/ students are supposed to list at least five questions in each contact hour and student solve these question or search for answer which becomes the home work for the students “question-driven” learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss in the successive class. This will help in the preparation for various competitive examination and develop a habit for search for solutions.

c. Flipped Classroom: About 10 percent of the course content has to be completed by this method. In this approach the students are asked to watch video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-classroom focusing on achieving these higher levels of thinking and learning. The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning: Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see, the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

d. Cooperative Learning: The remaining five percent has to be completed by cooperative learning approach. In this approach, the students are allotted problems. During library hours the students along with the teacher visit the library and search for probable solutions for the assigned problem. The same has to be done in groups so that the students discuss among themselves for the appropriate answers. Essentially, cooperative learning believes that social interactions can improve learning. In addition, the approach recreates real-world work situations in which collaboration and cooperation are required.

The percentage categorization for the completion of a theory course

Teacher-centric or Direct Classroom Teaching: Delivery by series of lectures	20%
Student-centric Approach, Students present and deliver lectures in the presence of teacher and supervised by teacher	60%
Students visit fields or perform experiments or teachers perform demonstration	05%
Flipped Classroom approach	10%
Cooperative learning approach	05%

Inquiry-based approach has to be followed in all of the classes

The teacher has to distribute the topics to be considered for teaching by the above-mentioned approaches and prepare a lesson plan for execution and maintain a file.

Curriculum Framework

Breakdown of Credits (for 2022-23 Syllabus)

Sl. No	Category	Total number of Credits
1	University Core (UC)	21
2	University Elective (UE)	2
3	Program Core (PC)	63
4	Program Elective (PE)	0
5	Faculty Elective (FE)	0
Total number of credits		86

Breakdown by categories of courses

Sl no	Category	Credits	%
1	Science	6	7%
2	Engineering	1	1%
3	Commerce and Management	79	92%
Total		86	100%

SEMESTER WISE COURSE DISTRIBUTION

Semester I	S. N.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total	
					L	T	P	S	R	O		IA*	SEE*	PE*		
	1.	22MBCF1101R	Accounting for Managers	PC	3	0	0	0	0	0	3	40	60	0	100	
	2	22MBCF1102R	Marketing Management	PC	3	0	0	0	0	0	3	40	60	0	100	
	3	22MBCF1103R	Principles Of Management	PC	3	0	0	0	0	0	3	40	60	0	100	
	4	22MBCF1104R	Managerial Economics	PC	3	0	0	0	0	0	3	40	60	0	100	
	5	22MBCF1105R	Ethics, Law, and Business	PC	3	0	0	0	0	0	3	40	60	0	100	
	6	22MBCF1106R	Mini Research (RI)	UC	0	0	0	4	8	0	2	0	0	100	100	
	7	22UMFS111R	Fundamental Of Statistics	UC	2	0	2	0	0	0	3	0	0	100	100	
	8	22MPD111R	Effective English	UC	0	0	4	0	0	0	2	40	60	0	100	
	9	22MSCE11R	MOOCS-I	UE	0	0	0	0	0	0	1	0	0	100	100	
	10	22UUFL1101R	Personal Financial Planning	UC	0	0	2	0	0	0	1	0	0	100	100	
	Total					18	0	8	4	8	0	24	300	300	400	1000
Semester II	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total	
					L	T	P	S	R	O		IA*	SEE*	PE*		
	1.	22MBCF1201R	Organizational Behaviour	PC	3	0	0	0	0	0	3	40	60	0	100	
	2	22MBCF1202R	Financial Management	PC	3	0	0	0	0	0	3	40	60	0	100	
	3	22MBCF1203R	Cost and Management Accounting	PC	3	0	0	0	0	0	3	40	60	0	100	
	4	22MBCF1204R	Human Resource Management	PC	3	0	0	0	0	0	3	40	60	0	100	
	5	22MBCF1205R	Productions and Operations Management	PC	3	0	0	0	0	0	3	40	60	0	100	
	6	22MBCF1206R	Techno Professional Skills	UC	0	0	0	0	0	0	1			100	100	
	7	22UUHV127R	Universal Human Value(UHV) + Professional Ethics	UC	1	0	2	0	0	0	2	0	0	100	100	
	8	22UMRM121R	Research Methodology And Statistical Analysis	UC	1	0	0	4	0	0	2	0	0	100	100	
	9	22MSCE121R	MOOCS-II	UE	0	0	0	0	0	0	1	0	0	100	100	
	10	22UMPD121R	Communication Mastery (PDP)	UC	0	0	4	0	0	0	2	40	60	0	100	
	Total					17	0	6	12	0	0	23	300	300	400	1000

	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
Semester III	1.	22MBCF211R	Project planning and Management	PC	4	0	0	0	0	0	4	40	60	0	100
	2	22MBCF212R	Corporate and Financial Restructuring	PC	3	0	0	0	0	0	3	40	60	0	100
	3	22MBCF213R	Investment Analysis and Portfolio Management	PC	4	0	0	0	0	0	4	40	60	0	100
	4	22MBCF214R	Financial Services	PC	3	0	0	0	0	0	3	40	60	0	100
	5	22MBCF215R	Business Ethics and Corporate Governance	PC	3	0	0	0	0	0	3	40	60	0	100
	6	22MBCF216R	Internship	UC	0	0	2	0	6	8	3	40	60	0	100
	Total					17	0	2	0	6	8	20			

	S. N.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
Semester IV	1.	22MBCF221R	Strategic Management	PC	4	0	0	0	0	0	4	40	60	0	100
	2	22MBCF222R	Corporate Taxation	PC	4	0	0	0	0	0	4	40	60	0	100
	3	22MBCF223R	International Business & Finance	PC	4	0	0	0	0	0	4	40	60	0	100
	4	22MBCF224R	Derivatives	PC	4	0	0	0	0	0	4	40	60	0	100
	5	22MBCF225R	Thesis	UC	0	0	2	0	12	0	3	40	60	0	100
	Total					16	0	0	0	0	0	19			

***IA: Internal Assessment, SEE: Semester End Examination,
PE: Practical Examination**

SEMESTER – I									
Course Title	ACCOUNTING FORMANAGERS								
Course code	22MBCF1101R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1.This is an introductory course in financial accounting. 2.Financial accounting focuses on the rules by which firms (and individuals) report the results of their operations to outsiders such as stockholders, potential of Financial Accounting 3.Preparation of Financial Statements with their analysis.								
CO1	Understand the basic principles of financial accounting.								
CO2	Proficiency in preparing and analyzing final accounts								
CO3	Explain the causes of depreciation and methods of calculation								
CO4	Analyze key financial ratios to make informed business decisions								
CO5	Discuss budget and budgetary control to support organizational planning								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Accounting Introduction of financial accounting, Importance and Objectives, The Generally Accepted Accounting Principles (GAAP), journal, ledger, subsidiary books, Cash book and trial balance, Reconciliation between bank passbook and cash book.		15	Understand the fundamentals of financial accounting, GAAP, and the steps in accounting				1,2	
II	Final Accounts- Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information – meaning, users of accounting information.		12	Gain the ability to prepare Trading, Profit and Loss Account, and Balance Sheet.				1,2	
III	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, effect of depreciation on profit.		7	Comprehend the concept and reasons for depreciation, methods of calculating depreciation.				1,2	
IV	Ratio Analysis Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios.		8	Perform Ratio Analysis, and classify ratios into Profitability, Liquidity, and Activity categories.				1,2	
V	Budgeting and Budgetary Control Concept of Budgeting and Budgetary Control, Types of Budgets, Essential features, Merits and Limitations of Budgetary Control.		8	Learn the concept of Budgeting and Budgetary Control.				1,2	

TEXT BOOKS

- T1 Financial Accounting, K. R Das, B. Bhattacharya, KM Sinha, B.C Kalita, S. Kuri, LBS publication
- T2 Financial Accounting, PC Tulisian Pearson
- T3 Modern accountancy, Hanif and Mukharjee, Tata McGraw Hill
- T4 Accounting for managers, M.E. Thukaram Rao, New age publishers

REFERENCE BOOKS:

- R1 Accounting and financial management, B.S. Bhatia, Deep and Deep: New Delhi
- R2 Financial Accounting for managers, Sanjay Dhamija, Pearson.
- R3 Hanif & Mukherjee., 2016. Financial Accounting. Tata McGraw Hill.
Maheshwari S.N., 2016. Financial Accounting. Vikas Publishing.
- R4 S.P. Gupta., 2017. Management Accounting. Sahitya Bhavan

SEMESTER – I

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basic principles of financial accounting.	PO1
2	Proficiency in preparing and analyzing final accounts	PO1
3	Explain the causes of depreciation and methods of calculation	PO2
4	Analyze key financial ratios to make informed business decisions	PO1, PO4
5	Discuss budget and budgetary control to support organizational planning	PO3, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1101R	ACCOUNTING FOR MANAGERS	3	2		2	3				2

SEMESTER – I									
Course Title	MARKETING MANAGEMENT								
Course code	22MBCF1102R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To define key marketing concepts like marketing mix, customer value, and market segmentation. 2. To explain the impact of the marketing environment (macro and micro) on marketing decisions. 3. To identify different consumer and organizational buying behaviors. 4. To analyze the marketing research process and its role in strategic marketing planning								
CO1	Understand the concept, scope and opportunities of marketing.								
CO2	Interpret buying behavior for strategic marketing planning								
CO3	Develop new product and pricing strategies for evolving market needs								
CO4	Understand and utilize the concepts of channels of distribution and integrated marketing communication								
CO5	Identify the new trends in the field of marketing.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Microenvironment on Marketing, Global Marketing.		10	Understand fundamental Marketing concepts, philosophies, and their application in creating customer value.				1,2	
II	Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process		5	Learn consumer and organizational buying behavior for effective market segmentation, targeting, and positioning.				1,2	
III	Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling. Developing Pricing Strategies: Setting Price, Factors Influencing Price Determination.		10	Learn product mix strategies and pricing strategies.				1,2	
IV	Distribution and Communication Strategies:		10	Understand distribution and integrated marketing				1,2	

	Channels of Distribution: Designing Distribution Channels, Retailing, Wholesaling and Logistics, Impact of Technology, and Internet on Distribution; Marketing Communication: Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion Public Relations, Personal Selling and Sales Management		communication.	
V	Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural Marketing, Green Marketing, Digital Marketing, Viral Marketing, Neuro Marketing	10	Explore emerging trends in marketing.	1,2

REFERENCE BOOKS

R1 Basic Marketing: Perrault (Jr.), Cannon, J.P., & McCarthy. (2010). Tata McGraw-Hill

TEXT BOOKS

T1 Marketing Management-Rajan Saxena,2015,6e, McGraw Hill India

T2 Marketing Management: Kotler P., Keller K.L.,2016,15eGlobalEdition, Pearson

T3 Marketing Management: Ramaswamy. S., & Nama Kumari, S.,2018,6e, SAGE

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept, scope and opportunities of marketing.	PO1,PSO3
2	Interpret buying behaviour for strategic marketing planning	PO2,PO3PSO2
3	Develop new product and pricing strategies for evolving market needs	PO2,PO3,PO5,PSO1
4	Understand and utilize the concepts of channels of distribution and integrated marketingcommunication.	PO2,PO3,PO5,PO6,PSO1,
5	Identify the new trends in the field of marketing	PO4,PSO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1102R	MARKETING MANAGEMENT	2	2	3	2	3	3			

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT								
Course code	22MBCF1103R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	<p>1. The students will learn to recognize the characteristics of proper management by identifying what successful managers do and how they do it.</p> <p>2. Understanding how managers work is just as beneficial for the subordinate employee as it is for the manager. 3. This course is designed to teach them the fundamentals of management as they are practiced today.</p>								
CO1	Understand the concept and evolution of management thoughts and practices.								
CO2	Identify and apply the core functions of management for organization								
CO3	Evaluate the relevance of Management by objective and communication for effective leadership								
CO4	Understand the various aspects and needs of an organization								
CO5	Appraise the trends and challenges in global business environment.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Management thought, management: its definition, meaning, nature and features; contributions of F.W. Taylor and H. Fayol: features and principles; emergence of human relations movement; differences between management and administration.		10	Understand management, contributions of F.W. Taylor and H. Fayol.				1,2	
II	Management functions: Planning, organizing, staffing, directing, controlling and decision-making process: introduction, meaning, objectives, types, importance, steps; Forecasting: process, techniques, advantages and disadvantages, differences between planning and forecasting, Line and Staff relationship, span of control, Delegation and Decentralization, Formal and Informal organization.		12	Learn about planning, organizing, staffing, directing, controlling, and decision-making processes				1,2	
III	Management by objectives: definition and meaning, features, process, benefits, and drawbacks. Concept of leadership, theories, and styles. Communication process, Effective Communication.		8	Understand Management by Objectives, as well as concepts of leadership, theories, styles, and effective communication.				1,2	
IV	Introduction to organization: its characteristics, advantages, classification of organization, theories of organization: classical, neo-classical, and modern; types of organizations: line, line and staff.		5	Understand classical, neo-classical, and modern organization theories and types of organizations.				1,2	

V	The process of globalization, the spread of market-based systems, falling barriers to trade and investment; implications of globalization: the globalization of production, markets; technology – the great facilitator, constraints of globalization, national differences in business systems and social culture, the benefits of going global, expanding the market; management challenges in the global enterprise.	10	Understand the process and implications of globalization, and management challenges in a global enterprise.	1,2
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TEXT BOOKS

T1 Management Principles and Practices" by Parag Diwan, Excel Books publication.

T2 Principles and Practice of Management by L M Prasad, Sultan Chand & Sons.

REFERENCE BOOKS:

R1 Pettinger, R., 2007, Introduction to Management, 4th ed., Palgrave Macmillan

R2 Tosi, H., 2008, Theories of Organization, Sage Publications

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept and evolution of management thoughts and practices.	PO1
2	Identify and apply the core functions of management for organisation	PO1, PO3, PO6, PO7
3	Evaluate the relevance of Management by objective and communication for effective leadership	PO1, PO2
4	Understand the various aspects and needs of an organization	PO1, PO3
5	Appraise the trends and challenges in global business environment.	PO1

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1103R	PRINCIPLES OF MANAGEMENT	1.6	2	1			1	1		

SEMESTER – I									
Course Title	MANAGERIAL ECONOMICS								
Course code	22MBCF1104R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	<p>1.The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.</p> <p>2.The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem,</p> <p>3.Evaluate alternative courses of action and finally choose among alternatives.</p>								
CO1	Understand the concept of ME and its application in business decisions								
CO2	Understand and analyses economic concepts related to production processes and scale dynamics								
CO3	Evaluate various concepts of cost and their strategies								
CO4	Comprehend diverse aspects of profit within the competitive business context								
CO5	Understand the utility of National Income indicators in managerial decision-making.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Meaning of managerial economics and its importance in managerial decision-making; concept of macro and microeconomics; meaning and definition of demand and supply; law of demand and supply; demand schedule; determinants of demand; elasticity of demand; demand forecasting.		12	Understand the meaning and importance of managerial economics				1,2	
II	Production analysis: production function; factors of production; concepts of isoquants, marginal rate of substitution, law of variable proportion, and returns to scale.		8	Understand factors of production, isoquants, marginal rate of substitution, law of variable proportion				1,2	
III	Theory of cost: Conceptual difference between economic and accounting cost; opportunity cost; social and private cost; long-run and short-run cost; marginal and average cost.		8	Understand opportunity cost, long-run and short-run costs, and marginal and average costs				1,2	
IV	Price determination under different market conditions – perfect competition, monopoly, monopolistic, and oligopoly; theories of profits; profit measurement.		7	Understand price determination in different markets.				1,2	
V	National income accounting: GNP, GDP, NDP; theory of income determination; supply of money; balance of payments; foreign exchange market; international trade		10	Learn national income accounting concepts				1,2	

TEXT BOOKS

T1 Pindyck, R. S, & Rubinfeld, D. L. (2017). Microeconomics (9th ed.). Pearson.

T2 Mankiw, N. G. (2018). Macroeconomics (10th ed.). Worth Publishers.

REFERENCE BOOKS

R1 Mc Guigan, J. R., Moyer, R. C., & Harris, F. H. (2019). Managerial Economics: Applications, Strategies, and Tactics (15th ed.). Cengage Learning.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of ME and its application in business decisions	PO1,PO2
2	Understand and analyse economic concepts related to production processes and scale dynamics	
3	Evaluate various concepts of cost and their strategies	
4	Comprehend diverse aspects of profit within the competitive business context	
5	Understand the utility of National Income indicators in managerial decision-making	

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1104R	MANAGERIAL ECONOMICS	1	2							

SEMESTER – I									
Course Title	ETHICS, LAW & BUSINESS								
Course code	22MBCF1105R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	<p>1.Society increasingly demands ethical and social responsibility. This course provides an ethical dimension to the conduct of contemporary commerce.</p> <p>2.Although ethics exist independently of the law, legislative and common law developments are increasingly imposing higher standards of commercial morality. This course examines the conceptual basis of ethical behavior and the increasing attempts by the law to prescribe ethical behavior.</p> <p>3.The course uses a case studies approach</p>								
CO1	Understand ethics in global business, assessing legal frameworks and the International Code of Ethics.								
CO2	Identifying contract laws and its essential elements.								
CO3	Understand and analysis the company regulations and types of companies.								
CO4	Evaluate arbitration processes, articulating objectives of the Arbitration and Conciliation Act 1996								
CO5	Apply practical CSR activities, manage corporate identity, and demonstrate proficiency								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Ethics – Definition, Theory of Natural Law, relationship between Law and Moral Standards. Ethical Principles that govern Global Business, International Code of Ethics. Sexual Harassment of Women at Workplace (Prohibition, Prevention & Redressal) Act, 2013, the Environment (Protection) Act, 1986.		11	Understand ethics, theories, ethical principles in global business.				1,2	
II	The Indian Contract Act, 1872 - Nature and classification of contracts, Essential elements of a valid contract, Offer & Acceptance - Consideration - Capacities of parties, Provisions relating to free consent, void agreements, performance & Discharge of contract. Breach of contract.		8	Understand the Indian Contract Act				1,2	
III	The Companies Act, 1956 - Company, definition, Meaning, features and types of companies, incorporation, Memorandum of association, Articles of association & Prospectus, Charge Registration matters. Limited Liability Partnership Act, 2008 – Salient Features, Distinction between LLP and Partnership. The Companies Act, 2013 – Salient features Corporate Social Responsibility.		8	Understand the Companies Act 1956 and 2013, Limited Liability Partnership Act 2008				1,2	
IV	The Arbitration and Conciliation Act, 1996 –		10	Understand WTO, TRIPS, Patent				1,2	

	Object of the Act, Matters not Referable to Arbitrations in some cases, Appointment of Arbitrator, Applicability of Law of Limitation. Arbitral Award and Cost, Intervention by court. WTO & TRIPS - Patent Act of India 1970 (with amendments), International Protection of Patents. Cyber Law. Role of WTO in protecting IPR of Developing Countries, Trademarks, Copyrights, The Trade Marks Act of India, 1999.		Act of India, Cyber Law, protection of IPR.	
V	Corporate Social Responsibility – meaning, definition, CSR activities in various sectors including the business sector, CSR Policy in Business Sector; Corporate Identity Management; Brand Management; Media Relations; Campaign Management; Sponsorship Marketing; Event Management; Managing Negotiations; International PR & Web PR.	8	Understand corporate social responsibility, CSR activities in various sectors.	1,2

TEXT BOOKS

- T1 Ethics and corporate governance, Ed. H.R. Iyer, ICFAI: Hyderabad
- T2 Business Ethics and Corporate Governance, K Viyyanna Rao, G Naga Raju, IK International Publishing House
- T3 Conducting Research Literature Reviews by Arlene Fink
ISBN: 1412971896 Call Number: Q180.55.M4F562010
- Writing Literature Reviews-4th Ed by Jose L. Galvan ISBN: 1884585868 Call Number: H62. G352009
- Approaches to Social Research by Royce Singleton; Bruce C. Straits
ISBN: 9780195147940 Publication Date: 2004-08-12

REFERENCE BOOKS:

- R1 Indian corporate: ethics, governance and social responsibility, Ed. Neeta Sinha, ICFAI: Hyderabad
- R2 Crane Andrew & Matten Dirk: Business Ethics, Oxford.
- R3 Literature Reviews from them Writing Centre, The University of North Carolina at Chapel Hill Social Work Literature Review Guidelines from OWL Purdue Online Writing Lab
- R4 Article available through PubMed Central® (PMC), "a free archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health's National Library of Medicine (NIH/NLM)."
- R5 Khan, K.S., Kunz, R., Kleijnen, J., & Antes, G. (2003). Five steps to conducting a systematic review. *Journal of the Royal Society of Medicine*, 96(3), 118-121.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of ME and its application in business decisions	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
2	Understand and analyse economic concepts related to production processes and scale dynamics.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
3	Evaluate various concepts of cost and their strategies	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
4	Comprehend diverse aspects of profit within the competitive business context.	PO2,PO3,PO4,PO5,PO6,PO7,PO9
5	Understand the utility of National Income indicators in managerial decision-making.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
23MBCF1105R	ETHICS, LAW & BUSINESS	2.4	2.6	2.6	2	3	2.6	3		3

SEMESTER – I									
Course Title	MINI RESEARCH (REVIEW OF LITERATURE- RI)								
Course code	22MBCF1106R	Total credits: 2 Total hours: 30	L	T	P	S	R	O/F	C
			0	0	0	4	6	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To understand the significance of research 2. To understand the importance of conducting a literature review. 3. To understand research gaps and formulate research problems 4. To demonstrate proficiency in citation and referencing sources. 5. To present an organized overview of the relevant literature for a selected research topic.								
CO1	Understand the fundamental concepts and significance of research, including its purpose and various types.								
CO2	Demonstrate proficiency in conducting a literature review.								
CO3	Identify research gaps effectively and formulate research questions.								
CO4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.								
CO5	Develop skills in structuring a review and writing citations for various types of sources, including books, journal articles, and websites.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Research		7	Understand the meaning, significance, purpose, and types of research.				1,2	
	Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).								
II	Literature Review in Research		8	Comprehend the definition and purpose of conducting a literature review, and learn the steps involved.				1,2	
	Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.								
III	Identifying Research Gaps and Formulating Research Questions		5	Recognize the significance of identifying research gaps, learn strategies for doing so.				1,2	
	Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.								
IV	Citation and Referencing Styles		5	Gain an overview of different citation and referencing styles				1,2	
	Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography.								
V	Structure of a Review and Citation Writing		5	Learn how to prepare a literature review and write citations				1,2	
	Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).								

TEXT BOOKS

- T1 Ridly, D. (2012). The Literature Review: A Step-by-Step Guide for students (2nd Edition). Sage Study Skills Series.

REFERENCE BOOKS

- R1. Galvan, J. L. & Galvan, M. C. (2017). Writing literature review (7th Ed.). Routledge.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts and significance of research, including its purpose and various types.	PO4,PO6,PO9,PSO1
2	Demonstrate proficiency in conducting a literature review	PO2,PO4,PO6,PO9,PSO1
3	Identify research gaps effectively and formulate research questions.	PO4,PO5,PO6,PO9,PSO1,PSO3
4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.	PO2,PO4,PO5,PO6,PO9,PSO1,PSO3
5	Develop skills in structuring a review and writing citations for various types of sources, including books, journal articles, and websites.	PO2,PO5,PO6,PO9,PSO1,PSO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1106R	MINI RESEARCH (REVIEW OF LITERATURE-RI)		2		2.3	2	1.8			1.4

SEMESTER – I									
Course Title	FUNDAMENTAL OF STATISTICS								
Course code	22UMFS111R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	<p>1.The Fundamentals of Statistics course provides a comprehensive introduction to the essential principles and techniques of statistical analysis.</p> <p>2.Designed for students from various academic backgrounds, this course equips learners with the foundational knowledge</p> <p>3. Provides practical skills necessary to understand, interpret, and apply statistical methods in a wide range of fields.</p>								
CO1	Define and explain the scope of Statistics								
CO2	Understanding the statistical methods to present data effectively through tables and graphical representations, including histograms and ogives.								
CO3	Apply mathematical and positional measures of statistics.								
CO4	Analyze discrete probability spaces, properties of probability, independence of events, conditional probability, and rules of total and compound probability.								
CO5	Synthesize the knowledge of probability theory by applying theorems.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval, and ratio..		5	Understand statistics, concepts of statistical population and sample, types of data				1,2	
II	Presentation: Tabular and graphical, including histogram and ogives. Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness, and kurtosis.		10	Learn measures of central tendency, measures of dispersion				1,2	
III	Bivariate data: Definition, scatter diagram, simple, partial and multiple correlation (3 variables only), rank correlation. Simple linear regression, fitting of polynomials and exponential curves.		10	Comprehend bivariate data analysis including regression.				1,2	
IV	Random experiment: Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. Definition of probability: classical and relative frequency approach. Discrete probability space, Properties of probability,		10	Understand the concepts of probability and probability distributions				1,2	

	Independence of events, Conditional probability, total and compound probability rules, Normal probability Distribution, Binomial probability Distribution, Poisson Probability Distribution, Bayes' theorem and its applications.			
V	Testing of hypothesis, parametric test: t-test, z-test, chi-square test. Non-Parametric test: One-sample Kolmogorov test, Wilcoxon Signed test, Mann-Whitney Test, Kruskal-Walli's test.	10	Learn about hypothesis testing, parametric tests and non-parametric tests	1,2

TEXT BOOKS

T1 Fundamentals of Statistics by S.C. Gupta, Seventh Edition, Himalaya Publishing House, 2018

REFERENCE BOOKS:

R1 Fundamentals of Statistics by D.N. Elhance/ Veena Elhance/ B.M. Aggarwal, New edition, Kitab Mahal,2018

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Define and explain the scope of Statistics	PO4
2	Understanding the statistical methods to present data effectively through tables and graphical representations, including histograms and ogives.	PO4
3	Apply mathematical and positional measures of statistics.	PO4
4	Analyze discrete probability spaces, properties of probability, independence of events, conditional probability, and rules of total and compound probability.	PO4
5	Synthesize the knowledge of probability theory by applying theorems.	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMFS111R	FUNDAMENTAL OF STATISTICS				1,2					

SEMESTER – I									
Course Title	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)								
Course code	22MPD111R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To distinguish between interrogative, assertive, and exclamatory sentences. 2. To gather key ideas and information from various texts. 3. To develop strategies to improve their listening skills. 4. To evaluate different methods for resolving conflict.								
CO1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.								
CO2	Apply various types of tenses accurately to avoid common grammatical errors in communication.								
CO3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.								
CO4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.								
CO5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Grammar		7	Learn the basics in Grammar.				1,2	
	Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms - Please do not change the content and add gap after word.								
II	Reading Skills		5	Learn the techniques of Effective Reading.				1,2	
	Techniques of Effective Reading, gathering ideas and information from a text, The SQ3R Technique, Interpret the text								
III	Listening Skills		7	Understand the process of Listening, factors that adversely affect Listening.				1,2	
	What is listening? The Process of Listening, Factors that adversely affect Listening, Difference between Listening and Hearing, Purpose and Importance of Effective Listening, How to Improve Listening Process.								
IV	Conflict Management		4	Learn the concept of conflicts and its management.				1,2	
	Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative).								
V	Time-Management Skills		7	Learn the purpose and importance of Time Management				1,2	
	Introduction To Time Management, Purpose and Importance of Time Management, Basic Tips to Maintain Time.								

	Activity: Problem-solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.			
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TEXT BOOKS

- T1 Wren, P. Cand Martin, H. 2009. High School English Grammar and Composition. S Chand Publishing.
- T2 English Grammarian Use, RaymondMurphy4thedition, CUP, Cambridge English publisher, 2015
- T3 Barrett, Grant. 2016.Perfect English Grammar: The Indispensible Guide to Excellent Writing and Speaking, Zephyros Press.

REFERENCE BOOKS:

- R1 English Vocabulary in Use (Advanced), 3rd edition, Michael McCarthy and Felicity, CUP, Cambridge University Press,2019.
- R2 Effective Communication and Soft Skills, NitinBhatnagar,1st editionPearsons,2011.

OTHER RESOURCE

<https://www.classcentral.com/report/toefl-preparation/>

<https://brightlinkprep.com/10-best-toefl-prep-books/>

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.	PO3, PO5
2	Apply various types of tenses accurately to avoid common grammatical errors in communication.	PO3, PO5
3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.	PO3, PO5
4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.	PO3, PO5
5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.	PO3, PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MPD111R	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)	3		2		3				

SEMESTER – I									
Course Title	MOOCs								
Course code	22MSCE11R	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Description	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management.	PO1,PO3
2	Showcasing a comprehensive understanding of business practices and regulatory frameworks	PO1,PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE11R	MOOCS	1		2						

SEMESTER – I									
Course Title	PERSONAL FINANCIAL PLANNING								
Course code	22UFL1101R	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			0	0	2	0	0	0	1
Pre-requisite	22UFL201R INTRODUCTIO N TO FINANCIAL BUDGETING AND PLANNING	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	<p>1.This is an intermediate level course designed for students with little to no skills official management. Through this, we introduce the Through this course, selected short readings, and self-paced activities, students gain both conceptual and practical knowledge of core concepts of financial planning</p> <p>2.Define the scope of personal financial planning and understand its impact, make progress towards financial goals and avoid common mistakes, Account for rates of return and opportunity cost.</p> <p>3.Determine the present value of single and multiple cash flows, Review taxation basics including filing, deductions.</p>								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilize the basic aspects of income tax and GST.								
CO3	Understand the concept, scope and prerequisites of entrepreneurship.								
CO4	Understand the concept, scope and prerequisites of entrepreneurship.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Fundamentals of Financial Planning – Functions of money; Inflation - Meaning, causes, how it can be controlled; Process of financial planning; Time value of money - simple and compound interest; Net Present Value and Future value; Power of Compounding; Doubling period and Rule of 72.		3	Understand the Money functions; Inflation causes and control; Financial planning process				1,2	
II	Income Tax Planning – Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.		3	Understand Income types, Taxes, Taxable Income, Tax evasion and avoidance, GST				1,2	
III	Entrepreneurial Planning – Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistance of Government,		3	Understand Entrepreneurship basics, financial aids, Venture Capital.				1,2	

	Commercial Bank Loans and Overdraft.			
IV	Planning for investing in securities market – Investment avenues offered by Securities Markets, Primary Market and Secondary Market, Stock market - meaning, features, functions of NSE, BSE, DEMAT trading account, Security repository, stockbrokers, Operational aspects of securities markets: placement of orders, contract note, pay-in and pay-out, trading and settlement cycle, Various risks involved in investing in securities markets; Role of Financial Intermediaries; Stock indices. Mutual Funds - meaning concept, definition, types, importance and drawbacks of mutual funds, mutual funds in India, investing in mutual funds, Systematic Investment Plan (SIP) and its advantages.	3	Understand Investment avenues, Stock markets, Mutual Funds, SIP, Risks involved	1,2
V	Planning for debts and Retirement: Consumer credit - Introduction to consumer credit; choosing a source of credit, the cost of credit alternatives, Consumer Legal Protection; Housing Decision: Factors and Finance; Vehicle Decisions. Retirement planning - Meaning of cost of living; retirement need analysis; development of retirement plan, various retirement schemes, Estate Planning; Pension and Medicare Planning; Wills.	3	Understand Consumer credit, Retirement analysis, Pension and Estate Planning.	1,2

TEXT BOOKS

- T1 Sinha, Pradeep K. and Priti Sinha. Computer Fundamentals: Concepts, Systems & The Million-Dollar Financial Advisor: Powerful Lessons and Proven Strategies from Top Producers by David.

REFERENCE BOOKS:

- R1 Personal Finance and Planning by Dr. Rajni, JSR Publishing House LLP, 2020
- R2 Peaceful Personal Finance: A Short Read on the Basics of Personal Finance and Planning Kindle Edition by Hema Singh, 2020.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the fundamentals of financial planning	PO1,PO3,PO6,PO8
2	Understand and utilize the basic aspects of income tax and GST.	PO1,PO2,PO5,PO8,PO9
3	Understand the concept, scope and prerequisites of entrepreneurship	PO2,PO4,PO6,PO7,PO8,PO9
4	Understand the concept, scope and prerequisites of entrepreneurship.	PO1,PO2,PO3,PO5,PO8,PO9
5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.	PO3,PO5,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UFL1101R	PERSONAL FINANCIAL PLANNING	2.6	1.6	2.3	3	2	2	3	2.5	3

SECOND SEMESTER

SEMESTER – 2									
Course Title	ORGANISATIONAL BEHAVIOUR								
Course code	22MBCF1201R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	1. To learn about the basic concept of organization, its classification, and organizational behavior. 2. To learn about various terms like Learning, perception, values and attitudes. 3. To learn about personality, morale and motivation and leadership and its importance in an organization.								
CO1	Describe the concepts of the organization as well as organizational behavior								
CO2	Understand the approaches and models of organizational behavior								
CO3	Summarize the Individual-level factors of organizational behavior								
CO4	Evaluate the personality and motivation of self and others								
CO5	Describe the key concepts and style of leadership								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Organisational Behaviour: Introduction to Organisation, Classifications of Organisations, Factors Influencing an Organisation, Organisational Behaviour, Fundamental Concepts in Organisational Behaviour, Importance of Organisational Behaviour for Managers.		10	Understand the fundamentals of organizational behaviour and its significance for managers.				1,2	
II	Approaches and Models of Organisational Behaviour: Introduction, Some of the Important Approaches, Models of Organisational Behaviour, Inter-Relationship between Personal Life and Work Life.		8	Analyze various approaches and models of organizational behaviour, including their inter-relationship with personal and work life.				1,2	
III	Learning, Perceptions, Values and Attitudes: Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude.		8	Explore the concepts of learning, perception, values, and attitudes.				1,2	
IV	Personality, Morale and Motivation: Introduction, Determinants of Personality, Personality Traits, Types of Personality, Morale and Motivation, Motivation, Mechanism of Motivation, Basic Theories of Motivation, Abraham Maslow’s Theory, Fredrick Herzberg’s Two-Factor Theory, David McClelland’s Theory, Douglas McGregor’s Theory.		10	Examine the determinants of personality, morale, and motivation, including different theories of motivation.				1,2	

V	Leadership: Leadership – definition, concept and characteristics, Importance of Leadership, Leadership in Business Organizations, Evolution of Leadership, Traits Theory, Contingency Theory, Situational Theory, Path-Goal Theory, Charismatic Leaders, Transformational Leaders, Peter Drucker’s approach to leadership, Stephen Covey’s Principles, The SERVE model of Leadership.	9	Understand different leadership theories and approaches.	1,2
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TEXT BOOKS:

T1 Neck, C. P., Houghton, J. D., & Murray, E. L. (2017). Organizational Behaviour: A Critical-Thinking Perspective (1st ed.). SAGE Publications, Inc.

REFERENCE BOOKS:

R1 Organisation Behaviour by VSP Rao, Excel Publication

R2 Wiley.Kreitner, R., Kinicki.A.,2009, OrganisationalBehaviour,9thed., McGraw-Hill/Irwin. Anderson, M.,2004.

SEMESTER – II

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Describe the concepts of the organisation as well as organisational behaviour	PO1,PO2,PO7,PO8
2	Understand the approaches and models of organizational behaviour	PO1,PO2,PO7,PO8
3	Summarize the Individual-level factors of organisational behaviour	PO1,PO2,PO7,PO8
4	Evaluate the personality and motivation of self and others	PO1,PO2,PO7,PO8
5	Describe the key concepts and style of leadership	PO1,PO2

MAPPING TABLE

Course code	Course Name	PO1 *	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1201R	ORGANISATIONAL BEHAVIOUR	3	1					1	2	

SEMESTER – 2									
Course Title	FINANCIAL MANAGEMENT								
Course code	22MBCF1202R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	1. To acquaint the students with various tools and techniques like Ratios, Cash flow, Funds Flow and other mathematical techniques used in financial management. 2. To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses. 3. To familiarize with the techniques used in Cash, Inventory and Receivables Management. 4. To understand the various sources and uses of finance. 5. To explain the various techniques of evaluation of capital expenditure decisions.								
CO1	Understand the concept and scope of financial management.								
CO2	Analyze and interpret the cost of raising funds from different sources of finance.								
CO3	Discover the investment opportunities by applying various capital budgeting techniques.								
CO4	Identify the factors influencing dividend policies.								
CO5	Analyze the determinants of working capital and receivables for better decision making								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Financial management: Definition of finance, Scope of finance, Meaning and nature of financial management, Goals of financial management, Decision making of financial management, Role and function of finance manager, Financial planning, and Time value of money.		10	Understand financial management basics, including goals, decision-making, and the role of finance managers.				1,2	
II	Cost of capital: Long term and short term financing – Debenture Capital, equity Capital, preference Capital, retained earnings, Meaning of cost, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, cost of internally generated funds.		10	Analyze the cost of capital components and estimation methods.				1,2	
III	Capital budgeting: Meaning, significance, nature of investment decision, techniques of investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.		10	Evaluate investment techniques in capital budgeting.				1,2	
IV	Dividend decision: Meaning, Forms of dividend, Factors determining dividend policies, Models of dividend policy - Walter's model, Gordon's model, Miller-Modigliani model.		7	Examine dividend decision models and factors influencing dividend policies.				1,2	

V	Working capital management – Determinants of working capital, Financing Current assets, Factors affecting Working Capital Requirement, Concept of Operating Cycle, Managing cash - Inventory - Receivable	8	Understand working capital management, including determinants and strategies for optimizing cash, inventory, and receivables.	1,2
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TEXT BOOKS

- T1 Financial Management, Manikch. Kalwar, Dr.Rati kanta Pathak, S. Chand & Co. Ltd
T2 Fundamentals of Financial management,Chandra Bose,PHI
T3 Modern Accountancy, Hanif and Mukharjee,

REFERENCE BOOKS:

- R1 Financial management by Ravi MKishor, Taxxman Publication, New Delhi.
R2 Financial Management by SC Kuchhal
R3 Fundamentals of Financial Management by Van Horne and Wachwiez Jr. Prentice Hall
R4 Financial management, Rajiv Srivastava and Anil Misra, Oxford University press.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of cost accounting and demonstrate the tools of costmanagement.	PO1,PO6,PO9
2	Describe different elements of costs and overheads for effective inventory management.	PO1,PO2,PO3,PO4
3	Identify the suitable costing method for different business scenarios.	PO1,PO2,PO3,PO5
4	Identify variance analysis concerning standard and marginal costing.	PO1,PO2,PO3,PO5
5	Evaluate the accounts, reasons, and needs for reconciliation	PO2,PO3,PO5,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1202R	FINANCIAL MANAGEMENT	1.8	2.3	1.3	1	2	2			2

SEMESTER – 2									
Course Title	COST AND MANAGEMENT ACCOUNTING								
Course code	22MBCF1203R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	1. To understand cost concept and costing techniques applied in manufacturing and service businesses. 2. To impart knowledge on cost control and cost reduction. 3. To understand the concepts of decision-making tools in cost accounting. 4. To familiarize students with contemporary issues in cost and management accounting.								
CO1	Understand cost related concept and preparation of cost sheet.								
CO2	Implement decision-making techniques in real-world scenarios, demonstrating practical application and proficiency related to cost control.								
CO3	Understand and apply different costing methods.								
CO4	Demonstrate comprehension of costing methodologies and proficiently identify and exploit cost-saving prospects.								
CO5	Interpret and apply statements aimed at reconciling cost and financial accounts, showcasing analytical skills and practical understanding.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Essentials of Cost Accountancy – concept of cost accounting, Management Accounting, Tools of Cost management, Cost Centre, Cost Unit and Preparation of Cost Sheet.		7	Understand the fundamentals of cost accountancy, including cost accounting concepts and management accounting tools.				1,2	
II	Elements of Cost – Material Cost, Labour Cost, Overhead Costs. Material: Purchase procedure, storage and Inventory control, Methods of Pricing issues, Methods of Inventory control. Labour: Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost. Overheads: Meaning, classification, Accounting of overheads.		10	Identify and analyze the elements of cost, including material, labour, and overhead costs.				1,2	
III	Methods of costing - Job costing, Batch costing, Unit costing, Contract Costing, Process Costing.		8	Explore various methods of costing, and understand their applications in different scenarios.				1,2	
IV	Standard Costing, Marginal Costing, Cost-Volume-Profit Analysis: Concepts of Standard Costing - Standard Costs, setting up of standards - Variance analysis - Material, labor, Overheads, Sales and Profit. Marginal Costing - Meaning, Concept of variability of cost, Contribution, P/V Ratio, Break-Even-analysis, Margin of Safety Cost-Volume-Profit Analysis - Procedure and		12	Learn advanced costing techniques				1,2	

	Practical application.			
V	Reconciliation of cost and Financial Accounts - Accounts, Reasons, needs, Methods	8	earn techniques for reconciling cost and financial accounts	1,2

TEXT BOOKS

- T1. Cost accounting Principles and practice, Nigam and Jain.
T2. Management accounting, Shashik. Gupta, R.K Sharma, Kalyani Publishers
T3. Cost accounting, Bhabatosh Banerjee PHI
T4. Cost accounting, V. Rajasekaran, R.Lalitha,Pearson

REFERENCE BOOKS

- R1. Cost Accounting-Khan& Jain
R2. Cost Accounting-S.N Maheswari
R3 Cost and Management accounting-Jain& Narang
R4 Cost accounting, Charles T.Horngren, Srikant M. Datar, MadhavV Rajan. Pearson
R5 Cost and management accounting for managers, BK Chatterjee, Jai copublishing house

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand cost-related concepts and preparation of cost sheets.	PO1
2	Implement decision-making techniques in real-world scenarios, demonstrating practical application and proficiency related to cost control.	PO1
3	Understand and apply different costing methods.	PO2
4	Demonstrate comprehension of costing methodologies and proficiently identify and exploit cost-saving prospects.	PO1
5	Interpret and apply statements aimed at reconciling cost and financial accounts, showcasing analytical skills and practical understanding.	PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1203R	COST AND MANAGEMENT ACCOUNTING	2.3	3				1			2

SEMESTER – 2									
Course Title	HUMAN RESOURCE MANAGEMENT								
Course code	22MBCF1204R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To understand basic functions of Human Resource Management and its scenario in India. To know the importance and applicability of job analysis and job evaluation. To learn about the various aspects of Staffing. To understand the concepts and importance of Compensation Management in managing HR. To learn about the importance of Human Resource Development and the recent trends and challenges in HRM globally. 								
CO1	Comprehend the basics of Human Resource management and Human Resource Planning.								
CO2	Understand the implications of Job analysis and job evaluation								
CO3	Identify and analyze the various elements of staffing								
CO4	Explain the concept and need of compensation management								
CO5	Understand the concept and applicability of recent trends in HRM in different sectors								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to HRM and HRP: Human Resource Management - Meaning, scope, objectives, functions, policies and importance of Human Resource Management, HR Managers – Qualities, Roles, and Challenges. Emerging HR Trends and practices by firms in India. Human Resource Planning – Definition, objectives, process, importance and limitations.		8	Understand the fundamentals of HRM and HRP, including objectives, functions, and emerging trends in Indian firms.				1,2	
II	Job Analysis and Job Evaluation: Job Analysis – Meaning and elements of Job Analysis, Job description vs job specification. Job Design - Meaning, Methods, Merits and Demerits. Job Evaluation – Meaning, objectives, Importance and Methods Benefits.		8	Understand job analysis, job evaluation, and job design, along with their importance and methods.				1,2	
III	Staffing: Staffing - Meaning, importance, and process. Recruitment – Meaning, objectives and importance, process, factors affecting recruitment, sources, Modern methods of recruitment, barriers in effective recruitment. Selection – Meaning, objectives, process, Types of Selection Tests, barriers in effective selection. Recruitment Vs Selection.		12	Understand staffing processes.				1,2	

	Interview - Meaning and Types. Induction – Meaning and importance. Placement - Meaning and objectives.			
IV	Compensation Management: Compensation Management – Meaning, objectives, importance, and limitations. Salary and Wages – Meaning, Factors affecting Salaries and Wages, Types of wages; Wage and salary administration, Meaning and types of incentive plans and fringe benefits. HR Mobility – Promotions and transfers. Employee health, safety, and welfare, Job satisfaction and morale, Quality of work Life and workforce diversity.	8	Learn about compensation management	1,2
V	HRD and Recent Trends in HRM: Human Resource Development - Concept and significance of Human Resource Development. Employee Training and Development. Career Planning. Performance Appraisal – Meaning, importance, methods, and limitations. Concept of Performance Management, Difference between Performance Appraisal and Performance Management. Globalization and HRM; Concept of E-HRM, HRIS, HR Audit, HR Accounting, HR Analytics/People Analytics. Green HRM and its practices. Ethics in HRM. International HRM: Concept, Importance, Challenges, and Approaches.	9	Examine recent HRM trends like HRD, performance appraisal, globalization's impact, E-HRM, and international HRM challenges.	1,2

TEXT BOOKS:

- T1. Rao Subba P, Personnel and Human Resource Management; Himalaya Publishing House, New Delhi.
- T2. Durai Pravin, Human Resource Management, Pearson Education India, New Delhi

REFERENCE BOOKS:

- R1. Ashwatappa, K., Human Resource Management–Text and Cases, Tata McGraw Hill, New Delhi.
- R2. Haldar Sarkar, Human Resource Management, Oxford University Press, New Delhi,

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the basics of Human Resource management and Human Resource Planning	PO1, PO3
2	Understand the implications of Job analysis and job evaluation	PO2, PO6
3	Identify and analyze the various elements of staffing	PO7
4	Explain the concept and need of compensation management	PO8
5	Understand the concept and applicability of recent trends in HRM in different sectors	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1204R	HUMAN RESOURCE MANAGEMENT	3	3	1			1	3	2	3

SEMESTER – 2									
Course Title	PRODUCTIONS AND OPERATIONS MANAGEMENT								
Course code	22MBCF1205R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. Ability to understand about Production Management – introduction, concept, principles, functions and practices. 2. Ability to study the different phases of Operations Management. 3. Ability to acquire knowledge of productivity. 4. Ability to learn about production planning and design. 5. Ability to understand about total quality management. 								
CO1	Understand the different roles of production and operations management.								
CO2	Analyze the knowledge of productivity and capacity planning in industries.								
CO3	Identify the dimensions of quality and various forecasting methods.								
CO4	Evaluate the product design, lifecycle and industrial purchasing procedures.								
CO5	Understand the concept of manufacturing and reduction of wastages.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	PRODUCTION AND OPERATIONS MANAGEMENT – INTRODUCTION Introduction To Production Management, Various Types Of Production System, Introduction To Operation Management, Comparison Between Production And Operations Management, 5 Ps Of Operations Management, Responsibilities Of Operation Managers, Recent Trends In Operations Management.		10	Understanding of production and operations management.				1,2	
II	PRODUCTIVITY, PLANT LOCATION AND PLANNING Productivity Management–Productivity Measurement: Approaches To Increasing Productivity, Capacity Planning, Plant Location – Importance And Necessity, Controllable And Uncontrollable Factors Affecting Plant Location, Various Location Models used In Industries, Capacity Planning.		10	Learn about productivity management, capacity planning, and factors influencing plant location decisions.				1,2	
III	QUALITY MANAGEMENT AND FORECASTING Concept Of Quality, Various Classifications Of Quality, Dimensions Of Quality for Manufactured Products, Dimensions Of Quality For Services, Total Quality Management, Forecasting–Concept, Purpose, Types of Forecasting Methods.		8	Explore quality management concepts, and the principles of total quality management.				1,2	

IV	PRODUCT DESIGN, PLANT LAYOUT AND PROCUREMENT Designing Of Product, Product Life Cycle, Plant Layout: Objectives, Importance, Advantages, Disadvantages. Plant Design: Classifications, Importance. Industrial Purchasing, Purchasing Procedure, Special Purchase System.	9	Understand product design, product life cycle, plant layout objectives.	1,2
V	MANUFACTURING MANAGEMENT AND INVENTORY MANAGEMENT Concept Of Manufacturing, Various Types Of Manufacturing Material Requirement Planning; Just-In-Time, Lean Manufacturing System, Ways of Reduction of Wastages, Six Sigma, Inventory Control-Meaning, Functions, Objectives, Importance, Economic Order Quantity (EOQ), ABC Analysis.	8	Delve into manufacturing management and inventory control methods.	1,2

TEXT BOOKS

- T1 Aswathappa, K., & Bhat, S. (2018). Production and Operations Management (4th ed.). Himalaya Publishing House.

REFERENCE BOOKS

- R1. Production and Operations Management: Concepts, Models and Behaviour by Everett E. Adam and Ronald J. Ebert.
R2. Production and Operations Management by R. Paneerselvam.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the different roles of production and operations management.	PO1,PO6
2	Analyze the knowledge of productivity and capacity planning in industries.	PO1,PO2,PO3,PO5,PO6
3	Identify the dimensions of quality and various forecasting methods.	PO1,PO2,PO3,PO5,PO6
4	Evaluate the product design, lifecycle and industrial purchasing procedures.	PO1,PO2,PO6
5	Understand the concept of manufacturing and reduction of wastage.	PO1,PO2,PO3,PO5,PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1205R	PRODUCTIONS AND OPERATIONS MANAGEMENT	1,8	2	2		2	2			

SEMESTER – 2									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22MBCF1206R	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			0	0	2	0	0	0	1
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students utilize past knowledge of various programs and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation which is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization.								
CO1	Understand the techno-professional skills and their relevance for modern business managers. .								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision making								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers.	PO1,PO3,PO6,PO8
2	Understand and utilize digital knowledge for business management.	PO1, PO6
3	Proficiency in communication skills	PO6
4	Apply their knowledge in practical business contexts.	PO2, PO3
5	Apply critical thinking and interpersonal skills in negotiation and decision-making	PO2, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1206R	TECHNO PROFESSIONAL SKILL	1	2	2			1.7		2	3

SEMESTER – 2									
Course Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								
Course code	22UUHV127R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	1	0	2	0	0	0	2
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	<p>1.To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings</p> <p>2.To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way</p> <p>3.To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds.</p>								
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.								
CO2	Recognize and comprehend the path of learning for Continuous Happiness and Prosperity.								
CO3	Extract the foundational values in human relationships.								
CO4	Recognize the role of harmony in the family and society								
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	<p>Develop a Comprehensive Understanding of Value Education: Understanding the need, basic guidelines, content, and process for Value Education; Self Exploration–what is it? it's content and process; ‘Natural Acceptance ‘and Experiential Validation- as the mechanism for self-exploration; Continuous Happiness and Prosperity-Alookat basic Human Aspirations; Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly –A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in harmony at various levels.</p>	8	Understand the need and guidelines for Value Education and methods to achieve human aspirations through harmony.					1,2	
II	<p>Navigate Self-Exploration: Understanding human being as a co-existence of the sentient ‘I’ and the material body; Understanding the needs of Self (‘I’) and ‘Body’- Sukh and Suidha; Understanding the</p>	8	Comprehend the co-existence of the sentient ‘I’ and the material body, ensuring physical and mental well-being through self-exploration.					1,2	

	Body as an instrument of 'I'(I being the doer seer and enjoyer); Understanding the characteristics and activities of 'I' and harmony in 'I'; Understanding the harmony of I with the Body : Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail; Programs to ensure Sanyam and Swasthya.			
III	Foster Harmony in Relationships: Understanding Harmony in the family–the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understandingtheharmonyinthesociety(society beinganextensionoffamily):Samadhan,Samridh i,Abhay,Sah-astitvaascomprehensiveHumanGoals; Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!-Practice Exercises and Case Studies will be taken up in Practice Sessions.	8	Understand Trust (Vishwas) and Respect (Samman) to foster harmony within the family and society.	1,2
IV	Envision Societal Harmony: Understanding the harmony in Nature; Interconnectedness and mutual fulfilment among the four orders of nature-recyclability and self-regulation in nature; Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies will be taken up in Practice Sessions.	9	Develop a holistic understanding of societal harmony and the interconnectedness of nature.	1,2
V	Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics: a) Ability to utilize the professional competence for augmenting universal human order.	12	Integrate human values and ethics into professional and societal contexts for a universal human order.	1,2

	<p>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</p> <p>c) Ability to identify and develop appropriate technologies and management patterns for the above production systems.</p> <p>Strategy for the transition from the present state to Universal Human Order:</p> <p>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</p> <p>b) At the level of society: as mutually enriching institutions and organizations.</p>			
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TEXT BOOKS

- T1. R.R.Gaur, R.Sangal, G.P.Bagaria, A foundation course in Human Values and professional Ethics, Excelbooks, New Delhi, 2010, ISBN 978-8-174-46781-2
- T2. "Moral Issues in Business" by William H. Shaw and Vincent Barry

REFERENCE BOOKS:

- R1. B.L. Bajpai, 2004, Indian *Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.
- R2. P.L. Dhar, R.R. Gaur, 1990, Science and Humanism, Commonwealth Publishers.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.	PO8,PO9
2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.	PO8,PO9
3	Extract the foundational values in human relationships.	PO8,PO9
4	Recognize the role of harmony in the family and society	PO8,PO9
5	Understand the interconnectedness in nature and develop competence for a universal human order.	PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UHV127R	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								3	1

SEMESTER – 2									
Course Title	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS								
Course code	22UMRM121R	Total credits: 2 Total hours: 30	L	T	P	S	R	O/F	C
			1	0	0	4	0	0	2
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	<p>1. The course aims to enhance the students' a broad understanding of research methodology, including theory of science and qualitative and quantitative methods in research.</p> <p>2. The course seeks to enhance the students' skills for developing critical thinking through research literature review in different domain. Consequently it aims to develop skills for preparation of a research proposal for a master' thesis project/Mini research.</p> <p>3. To develop Students competency in planning, conducting, evaluating and presenting a research project.</p>								
CO1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.								
CO2	Conduct a comparative analysis of qualitative and quantitative research methods								
CO3	Conduct literature reviews across different domains and identify research gaps								
CO4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project.								
CO5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids								
Unit-No.	Content		Contact Hour	Learning Outcome					KL
I	Introduction to Research Methodology: Overview of Research Methodology, Understanding the Theory of Science, Distinction between Qualitative and Quantitative Research Methods, Introduction to Computer Applications in Research		4	Understand basic research methodologies, including qualitative and quantitative methods.					1,2
II	Building a Broad Understanding of Research Methods: In-depth Exploration of Qualitative Research Methods, In-depth Exploration of Quantitative Research Methods, Comparative Analysis of Qualitative and Quantitative Approaches, Practical Applications and Case Studies		4	Explore both qualitative and quantitative research methods through practical case studies.					1,2
III	Developing Critical Thinking through Literature Review: Importance of Literature Review in Research, Critical Thinking Skills Development, Conducting Literature Reviews in Different Domains, Identifying Research Gaps and Synthesizing Knowledge		6	Conduct thorough literature reviews, identify research gaps.					1,2
IV	Skills for Research Proposal Preparation: Components of a Research Proposal, Crafting Research Questions, Methodology Definition		6	Develop skills to create research proposals, including crafting research questions, defining					1,2

	and Justification, Developing a Research Plan for Master's Thesis/Mini-Research		methodologies, and planning research.	
V	Competency in Planning, Conducting, Evaluating, and Presenting Research: Planning Research Projects: From Concept to Execution, Conducting Rigorous Data Collection and Analysis, Evaluating Research Outcomes: Methods and Metrics, Effective Presentation of Research Findings: Communication and Visual Aids.	10	Gain competency in planning, conducting, evaluating, and presenting research.	1,2

TEXT BOOKS

- T1. Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
- T2. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams

REFERENCE BOOKS:

- R1. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell
- R2. "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" by Jose L. Galvan

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.	PO1, PO4
2	Conduct a comparative analysis of qualitative and quantitative research methods	PO1, PO4,
3	Conduct literature reviews across different domains and identify research gaps.	PO1, PO4,
4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project.	PO1, PO4
5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.	PO1, PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMRM121R	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	1.8			3					

SEMESTER – 2									
Course Title	MOOCS-II								
Course code	22MSCE121R	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	1
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Description	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes etc.								

SEMESTER – II

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management.	PO1, PO3
2	Showcasing a comprehensive understanding of business practices and regulatory frameworks	PO1, PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE121R	MOOCS-II	3		3						

SEMESTER – 2									
Course Title	COMMUNICATION MASTERY (Communicative English & Soft Skills)								
Course code	22UMPD121R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	4	0	0	0	2
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ II semester of first year of the programme								
Course Objectives	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions. 2. To enhance the writing skills in different areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance boosting activities for professional goal achievement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioral skills, thoughts, and emotions will enable them to behave in a conscious and productive way								
CO4	It will have a positive impact in their thought process and problem-solving skills.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Grammar :Use of Prepositions, Tag questions Idioms, Phrases and Clauses , Simple, complex, compound sentences	6	Use prepositions, tag questions, idioms, phrases, clauses, and form various sentence types.					1,2	
II	Grammar: Active and Passive Voice , Direct and Indirect Speech	8	Apply active and passive voice, and convert direct and indirect speech.					1,2	
III	Writing Skills : The Basics of Writing; avoid ambiguity and vagueness, Paragraph Writing , Precis Writing, Letter Writing, Resume, CV and Cover Letter	8	Develop clear writing skills for paragraphs, précis, letters, resumes, CVs, and cover letters.					1,2	
IV	Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non- Verbal Communication-Sciences of Body Language i. What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesics.	8	Perform a SWOT analysis, set goals, maintain hygiene, and understand non-verbal communication and body language.					1,2	

TEXT BOOKS

- T1. Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.
- T2. McDowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition). to Improving Your Social Intelligence, Presentation and Social Speaking, Ian Tuhovsky ,2019

REFERENCE BOOKS:

- R1. A Textbook for AECC English Communication: Interface, Dr. Kironmoy Chetia and Pranami Bania Breez Mohan Hazarika, January 2019. Other Learning Resources: <https://youtu.be/x60GHpQ8gJk>

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Practice of grammar will polish their writing skills.	PO6
2	It will enhance their communication and interpretative skills.	PO6
3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.	PO6
4	It will have a positive impact in their thought process and problem-solving skills.	PO6
5	Practice of grammar will polish their writing skills.	PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMPD121R	COMMUNICATION MASTERY (COMMUNICATIVE ENGLISH & SOFT SKILL)						3			

SEMESTER – 3									
Course Title	Project Planning and Management								
Course code	22MBCF211R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60	4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To Introduce students to the concept of project concept and idea formulation; To equip the students with evaluation techniques. To enable and enhance the understanding of students on project management and appraisal. To enable students to take decision under project uncertainty conditions. 								
CO1	Grasp capital budgeting phases and resource allocation criteria.								
CO2	Analyze market demand, technical aspects, and environmental impacts								
CO3	Estimate project costs, sales, and cash flows.								
CO4	Comprehend cash flow principles and appraisal criteria.								
CO5	Assess risk through sensitivity, scenario, and Monte Carlo analyses.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Project planning Planning & Analysis Overview: Phases of capital budgeting. Resource Allocation Framework: Key criteria for allocation of resource. Generation and screening of project ideas		6	Understand the phases of capital budgeting and key criteria for resource allocation in project planning and analysis.				1,2	
II	Project Analysis Market and demand analysis - Technical analysis – Environment analysis. (Environmental appraisal of projects: types and dimensions of a project – meaning and scope of environment – Environment – Environmental resources values – environmental impact assessment and environmental impact statement).		10	Perform market, technical, and environmental analyses to assess project feasibility and impacts.				1,2	
III	Financial estimates Financial Estimates and Projections-Estimation of cost of project and means of financing – estimates of sales and production – cost of production – working capital requirement and its financing – estimates of working results – breakeven points – projected cash flow statement – projected balance sheet.		12	Develop financial estimates and projections, including cost estimation, sales, production, working capital, and financial statements.				1,2	
IV	Project cash flows Basic principles of measurement of cash flows – components of the cash flow streams – viewing a project from different points of view		12	Measure and evaluate project cash flows using various appraisal criteria and understand biases in cash flow estimation.				1,2	

	– definition of cash flows by financial institutions and planning commission – biases in cash flow estimation. Appraisal criteria: Net Present Value – benefit cost ratio – internal rate of returns urgency – payback period – accounting rate of returns – investment appraisal.			
V	Project Risk Analysis Simple estimation of risk – sensitivity analysis – scenario analysis – Monte Carlo simulation – decision tree analysis, decision tree and real option – option to abandon – option to continue and option to extend – selection of project – risk analysis in practice	10	Analyze project risk through sensitivity, scenario, and Monte Carlo simulation, and make informed decisions using decision tree analysis and real options.	1,2
VI	Project Implementation Project planning and control management – Network techniques for project management – development of project network – time estimation – determination of critical path – scheduling when resources are limited – PERT and CPM models.	10	Apply network techniques like PERT and CPM for project planning, control, and scheduling, especially under resource constraints.	

TEXT BOOKS:

T1 Prasanna Chandra; Projects-Planning, Analysis, Selection, Financing, Implementation and Review; Tata McGraw Hill; 8th Edition

T2 Narendra Singh – Project Management and Control – HPH, 2003

T3 Nicholas – Project Management for Business and Technology: Principles and Practice – Pearson / PHI Gray & Larson – Project Management: The Managerial Proc

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Grasp capital budgeting phases and resource allocation criteria.	PO1, PO5
2	Analyze market demand, technical aspects, and environmental impacts	PO3, PO5
3	Estimate project costs, sales, and cash flows.	PO3, PO5
4	Comprehend cash flow principles and appraisal criteria.	PO2, PO5
5	Assess risk through sensitivity, scenario, and Monte Carlo analyses.	PO4, PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF211R	Project Planning and Management	3	3	3	3	2				

SEMESTER – 3									
Course Title	Corporate and Financial Restructuring								
Course code	22MBCF212R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1. To understand the various restructuring exercises 2. To understand the financial implications of these changes 3. To understand the regulatory framework								
CO1	Understand corporate restructuring and various types of mergers.								
CO2	Analyze motives and synergy in mergers using strategic approaches.								
CO3	Learn the dynamics and challenges of the merger process.								
CO4	Evaluate valuation methods and financing options in mergers.								
CO5	Assess takeover defenses and legal frameworks in M&A activities.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Corporate Restructuring Restructuring, Expansion, contraction, Management structure and ownership control changes. Mergers - in the nature of acquisitions and amalgamations. types of merger – motives behind mergers – operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities. joint ventures. Strategic approaches to M&A- SWOT analysis, BCG matrix, Porter’s Five forces model		8	Understand the different types of mergers, motives, value creation, and strategic approaches to M&A.				1,2	
II	Merger Process Dynamics of M&A process- identification of targets-negotiation-closing the deal. Five stage model, process of merger integration – organizational and human aspects – managerial challenges of M & A		8	Comprehend the dynamics and stages of the M&A process.				1,2	
III	Valuation Valuation approaches – discounted cash flow valuation – relative valuation – valuing operating and financial synergy – valuing corporate control – valuing of LBO. Methods of financing mergers–cash offer, share exchange ratio – mergers as a capital budgeting decision, Accounting for		12	Learn valuation methods for M&A, and assessing synergies, corporate control, and LBOs.				1,2	

	amalgamation.			
IV	Defences Takeovers, types, hostile takeover approaches, takeover defences – financial defensive measures–Coercive offers and defines – anti-takeover amendments – poison pill defines	8	Recognize different types of takeovers and defences.	
V	Legal and regulatory frame work of M & A Provisions of Company’s Act 1956, Indian Income Tax act 1961 – SEBI takeover code, Provisions of Competition Act	9	Understand the legal and regulatory provisions governing M&A activities in India	

TEXTBOOKS:

- T1 Fred Weston, Kwang S Chung, Susan E Hoag – Mergers, Restructuring and Corporate Control – Pearson Education, 4/e
- T2. Mergers acquisitions and Business valuation – RavindharVadapalli – Excel books, 1/e 2007
- T3. AshwathDamodaran – Corporate Finance-Theory And Practice – John Wiley & Sons
- T4. SudiSudarsanam – Value Creation From Mergers And Acquisitions – Pearson Education, 1/e, 2003
- T5. Chandrashekar Krishna Murthy &Vishwanath. S.R, Merger Acquisitions & Corporate Restructuring – Sage Publication
- T6. Shiv Ramu – Corporate Growth Through Mergers And Acquisitions – Response Books
- T7. P Mohan Rao – Mergers And Acquisitions – Deep And Deep Publications
- T8. Machiraju – Mergers And Acquisitions – New Age Publishers

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand corporate restructuring and various types of mergers.	PO2, PO3, PO5
2	Analyze motives and synergy in mergers using strategic approaches.	PO2, PO3, PO5
3	Learn the dynamics and challenges of the merger process.	PO2, PO3, PO5
4	Evaluate valuation methods and financing options in mergers.	PO2, PO3, PO5
5	Assess takeover defences and legal frameworks in M&A activities.	PO2, PO3, PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF212R	Corporate and Financial Restructuring		2	3		3				

SEMESTER – 3									
Course Title	Investment Analysis & Portfolio Management								
Course code	22MBCF213R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60	4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To acquaint the students in respect to the investment decisions related to financial assets, risk and the returns involved, mitigation of risk by way of diversification. To acquaint students with the theoretical foundation of modern portfolio theory, their implications for portfolio construction and management and issues related to portfolio optimization. To be able to apply equity and bond portfolio management strategies and portfolio performance evaluation methods 								
CO1	Understand the concepts and objectives of investment, including various investment methods and sources of information.								
CO2	Analyze equity valuation models and methods, including dividend discount model and price earnings ratio								
CO3	Evaluate bond valuation techniques, bond terminology, and factors affecting bond prices and yields.								
CO4	Compare fundamental and technical analysis approaches in investment, examining intrinsic value and technical indicators.								
CO5	Assess market efficiency and portfolio models, including Markowitz diversification and asset pricing theories.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Investment Concepts Introduction - Concepts of investment- Financial and non-financial forms of investment – Objectives of financial investment, investment methods – Security and non-security forms of investment – Sources of investment information- Investment Instruments.	10	Understand the concepts, objectives, methods, and instruments of financial and non-financial investments					1,2	
II	Equity Valuation-Equity Valuation: Models - Valuation methods-dividend discount model, price earnings ratio, price book value ratio, Price-sales ratio, free cash flow model-EVA & MVA, minority interest and discounts.	10	Learn various equity valuation models					1,2	
III	Bond Valuation -Bond valuation - Strategic role of bond, Bond terminology, types of bonds, value of bond, Bond yield measures, bond price analysis, forecasting interest and determinants of interest rates, theories of interest rates, analysis of deep discount bond, analysis of convertible bond, analysis of tax shelter fixed investment avenues.	10	Learn bond valuation models					1,2	

IV	Fundamental Analysis & Technical Analysis Fundamental analysis - Objective and believes of fundamental analysis, frame work of fundamental analysis concepts of intrinsic value. Technical analysis - Concepts of Technical analysis, Dow chart, PFC, Bar chart, Contrary opinion theory - Confidence index, RSA, RSI, Moving average, MACD.	10	Learn fundamental and technical analysis using various indicators	1,2
V	Market Efficiency-Efficient market hypothesis - Concept of efficiency of stock markets, forms of efficient market hypothesis, Empirical tests of efficient market hypothesis in Indian Market. Tests of efficient market hypothesis.	8	Understand the efficient market hypothesis, its forms.	1,2
VI	Portfolio models and Asset pricing Theories- Markowitz diversification models of measuring market risk. A comparative analysis of Models. Sharp's single index model - determination of corner portfolio - international diversification, Asset pricing theories	12	Learn portfolio diversification models, compare various models, and understand asset pricing theories.	

TEXTBOOKS:

- T1. Investments Analysis and Portfolio Management –Pransanna Chandra – Tata Mcgraw Hill – 3rd edition.
- T2. Investments – Bodie, Kane, Marcus and Mohanty– Tata Mcgraw Hill – 6th edition.
- T3. Portfolio Management – Barua, Verma and Raghunathan (TMH), 1/e, 2003
- T4. Portfolio Management –S. Kevin – Prentice Hall India.
- T5. Investment Management – V.K.Bhalla (S. Chand & Co)
- T6. Investment Analysis & Portfolio Management – Reilly – 8/e – Thomson / Cengage Learning
- T7. Security Analysis & Portfolio Management – Fisher and Jordan, 6/e Pearson.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concepts and objectives of investment, including various investment methods and sources of information.	PO1, PO5
2	Analyze equity valuation models and methods, including dividend discount model and price earnings ratio	PO3,PO5,PSO1
3	Evaluate bond valuation techniques, bond terminology, and factors affecting bond prices and yields.	PO3,PO5,PSO1
4	Compare fundamental and technical analysis approaches in investment, examining intrinsic value and technical indicators.	PO2,PO5
5	Assess market efficiency and portfolio models, including Markowitz diversification and asset pricing theories.	PO4,PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF213R	Investment Analysis & Portfolio Management	3	3	3	3	3				

SEMESTER – 3									
Course Title	Financial Services								
Course code	22MBCF214R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1. Overview of financial services 2. Overview of various products 3. To understand the revenue generation								
CO1	Understand the functions and guidelines of merchant banking, distinguishing it from other financial services.								
CO2	Analyze the need and importance of insurance services, including life and non-life insurance products.								
CO3	Evaluate leasing and hire purchase decisions, considering legal frameworks and factors influencing choice.								
CO4	Examine the credit rating process and securitization of debt, including benefits and issues involved.								
CO5	Assess mutual funds, including their evolution, types, performance measures, and advantages.								
Unit- No.	Content		Contact Hour	Learning Outcome					KL
I	Introduction to Merchant Banking Merchant banking: Origin, Services rendered by Merchant bankers, Functions of Lead managers, SEBI Guidelines for Merchant bankers. Non-Banking Finance Companies: Functions, RBI Guidelines, Prudential Norms. Differentiating between Banking, Merchant Banking and Investment Banking.		9	Understand the origin, functions, and services of merchant bankers, SEBI guidelines					1,2
II	Insurance Services Need and importance Life and non-life insurance- Players in life and non-life insurance- Essentials of insurance contracts- Risk appraisal and selection- Life and non-life insurance products including unit linked plans.		10	Comprehend the need, importance, and essentials of life and non-life insurance contracts.					1,2
III	Leasing Decision and Hire Purchase Leasing: Concept, steps in Leasing Transactions, Types of Lease, Legal frameworks, Problems, Factors influencing Buy or Borrow or Lease Decision. Hire Purchasing: Concepts and features, Hire Purchase Agreement, Comparison of Hire Purchase with Credit sale.		10	Understand leasing and hire purchase concepts and legal frameworks.					1,2
IV	Credit Rating and Securitization of Debt Depository System-NSDL and CDSL., Definition and meaning of Credit Rating, Process of credit rating, rating agencies, rating		8	Understand the credit rating process, rating agencies and securitization.					1,2

	symbols, Types of Securitisable assets, Benefits of Securitization, Issues in Securitization			
V	Mutual Funds Meaning- Evolution- Types- Performance Measures –NAV - Mutual Fund Organization, Advantages and Disadvantages of Mutual Fund - Exchange Traded Funds (ETFs)- Real Estate Investment Trusts (ReITs) - Infrastructure Investment Trusts (Invits	8	Understand the evolution, types, and organizational structure of mutual funds.	1,2

TEXTBOOKS:

- T1. Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
T2. Financial Services- Khan M.Y, 6/e, McGraw Hill, 2011.
T3. Merchant Banking & Financial Services- Vij&Dhavan, 1/e, McGraw Hill, 2011.
T4. Indian Financial System – Machiraju, 4/e, Vikas, 2010.
T5. Gordon&Nataraju – Financial Services - HPH
T6. Indian Financial System – Pathak - Pearson Education.

REFERENCE BOOKS:

- R1. Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
R2. Financial Institutions and Markets L.M.Bhole – TMH, 5/e

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the functions and guidelines of merchant banking, distinguishing it from other financial services.	PO2,PO3,PO5
2	Analyze the need and importance of insurance services, including life and non-life insurance products.	PO2,PO3,PO5
3	Evaluate leasing and hire purchase decisions, considering legal frameworks and factors influencing choice.	PO2,PO3,PO5
4	Examine the credit rating process and securitization of debt, including benefits and issues involved.	PO2,PO3,PO5
5	Assess mutual funds, including their evolution, types, performance measures, and advantages.	PO2,PO3,PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF214R	Financial Services		2	3		3				

SEMESTER – 3									
Course Title	Business Ethics and Corporate Governance								
Course code	22MBCF215R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To Introduce basic ethical theories. To explain professional ethical standards. To describe the role of government regulation towards ethical business. To Integrate the role of directors, officers, managers and employees in the modern corporation. To relate the significant issues of an ethical controversy in business to moral philosophy, work group influence, corporate culture and social responsibility. To sensitize students to the ethical issues within the context of specific business topics and cases. To provide the student with a thorough knowledge of various methods and practices of Compensation Management. 								
CO1	Understand ethical principles and values, and their application in various business contexts.								
CO2	Analyze organizational ethics and the development of ethical culture within an organization.								
CO3	Evaluate corporate governance practices and their impact on organizational behavior and performance.								
CO4	Assess the social, environmental, and economic responsibilities of corporations, including compliance with national guidelines.								
CO5	Examine the nature and evaluation of corporate social responsibility projects.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Over view of Ethics Understanding ethics, Ethical values, myths and ambiguity, ethical codes. Managing Ethical Dilemma; Characteristics of ethical dilemma, ethical decision making, ethical reasoning, characteristics of ethical dilemmas; the dilemma resolution process; ethical dilemmas in different business areas finance, marketing HRM and international business.	10	Understand ethical values, decision-making, across finance, marketing, HRM, and international business.					1,2	
II	Ethical Culture in Organization Overview, Org Ethics Development System (OEDS), Organization culture, Developing codes of Ethics and conduct, Ethical and value based leadership. Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD)	10	Comprehend organizational ethics development, ethical leadership					1,2	
III	Corporate Governance Overview – Issues and concepts, Corporate	10	Understand corporate governance issues, practices, and codes					1,2	

	governance practices corporate code in India, Corporate governance in family business, Corporate governance in state-owned business – the MOU system			
IV	Social, Environmental and Economic Responsibility Social, Environmental and Economic Responsibility of corporate, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business	8	Understand corporate responsibilities towards social, environmental, and economic aspects	1,2
V	Corporate Social Responsibility and E-governance Nature of activities; Evaluation of CSR projects, Corporate Social Reporting, Corporate Governance and the role of Board of Directors, Corporate governance system worldwide, Corporate disclosure and Investor protection in India.	7	Evaluate CSR projects and investor protection practices in India.	1,2

TEXT BOOKS

- T1. Business Ethics, AC Fernando, Pearson
- T2. Business Ethics and Corporate Governance, S.K.Bhatia Deep and Deep Publications 2004
- T3. Ethical Practices in Business Case studies R.C.Shekar

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand ethical principles and values, and their application in various business contexts.	PO1, PO8, PO9
2	Analyze organizational ethics and the development of ethical culture within an organization.	PO1, PO8, PO9
3	Evaluate corporate governance practices and their impact on organizational behavior and performance.	PO1, PO8, PO9
4	Assess the social, environmental, and economic responsibilities of corporations, including compliance with national guidelines.	PO1, PO8, PO9
5	Examine the nature and evaluation of corporate social responsibility projects.	PO1, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF215R	Business Ethics and Corporate Governance	2							3	3

SEMESTER – 4									
Course Title	Strategic Management								
Course code	22MBCF221R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. Strategy Management is intended to help students think strategically about business environment and introduce the student to dynamics in industry and managing those changes through effective strategic activities. 2. Upon completion of the course, students should have an integrated understanding of business and the strategic management process and be able to apply this knowledge. 3. The students will develop advanced analytical skills through comprehensive cases—to be able to identify central issues and lead discussions in the class room 								
CO1	Understand and apply the strategic management process for achieving competitive advantage.								
CO2	Analyze internal and external environments to identify core competencies and industry dynamics.								
CO3	Formulate business-level strategies and evaluate their suitability in different contexts.								
CO4	Develop corporate-level strategies considering industry attractiveness and environmental fit								
CO5	Implement strategies effectively through organizational design and culture.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Strategic Management and Strategic Competitiveness Strategy making process, understand above average returns as a measure to determine that firm has competitive advantage, benefits of strategy management, process, strategic vision, mission, goals, long term objectives.		10	Understand the strategy-making process, measure competitive advantage				1,2	
II	Situation Analysis The Internal Environment, the concept of Value, importance. Define capabilities development. Match Core competencies with resources and capabilities. Use value chain to identify and evaluate resources and capabilities, importance of preventing core competencies. The External Environment, Porters five competitive forces, Business firm's opportunities, threats constraints, economic considerations, technological considerations. Offensive and defensive strategies, First, and late movers, competitive dynamics		14	Analyze the internal and external environments				1,2	
III	Strategy Formulation Part I Business Level Strategies: Development of concepts for competitive positioning, Cost		12	Learn business-level strategies for competitive positioning				1,2	

	leadership/ Differentiation/Focus/Broad differentiation strategies & how firms strive to achieve with benefits and drawbacks of each generic strategy. If strategies were generic, then how and why does each firm within industry pursue varying strategies. Strategies in High Technology Industry. Value creation frontier -a desire for firm to be different and competitive.			
IV	Strategy Formulation Part II Corporate Level Strategies: Establishing a competency agenda, concentration strategies by market penetration their risks and benefits. product or market development, Horizontal and Vertical Integration strategies. Key drivers for company to diversify. Understand differences in related diversification & unrelated diversification. Foreign markets, various modes of entry benefits and drawbacks, Startups, Strategic alliances & acquisition. Global Strategies, Environmental fit & Resource fit, Industry attractiveness factors, opportunities in emerging, growth, matured, declining and hostile markets.	12	Understand corporate-level strategies, including market penetration, integration, diversification, and global strategies	
V	Strategy Implementation Organizational design, structures and controls. Importance of integrating strategy implementation and strategy formulation. Organizational structures used to implement different business level strategies. Organizational structures used to implement different corporate level strategy. How corporate culture promotes implementation of strategy, types of control systems	12	Understand the importance of organizational design, structures, and controls in implementing strategies.	

TEXTBOOKS:

- T1. Strategy and the Business Landscape – Pankaj Ghemawat
- T2. Strategic Management – Competitiveness and Globalization: Michael A. Hitt, Duane Ireland, Robert E. Hokinson , : South Western, Thomson Learning
- T3. Competitive Advantage, Michael E. Porter, South Western, Thomson Learning
- T4. Crafting and Executing Strategy, Arthur Thmpson, A.J.Strickland, Arun Jain, McGrawhill
- T5. Strategic Management An Integrated Approach 7th Charles W. L. Hill & Gareth R. Jones & Joan Penner-Hahn – Biztantra
- T6. Strategic Management – A dynamic Perspective, Mason Carpenter, Prashant Salwan, Pearson

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand and apply the strategic management process for achieving competitive advantage.	PO1, PO5,PO8,PO9
2	Analyze internal and external environments to identify core competencies and industry dynamics.	PO2, PO3,PO9
3	Formulate business-level strategies and evaluate their suitability in different contexts.	PO3, PO4
4	Develop corporate-level strategies considering industry attractiveness and environmental fit	PO2, PO3,PO5,PO8,PO9
5	Implement strategies effectively through organizational design and culture.	PO1, PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
23MBCF221R	STRATEGIC MANAGEMENT	3	3	3	3				2	2

SEMESTER – 4									
Course Title	Corporate Taxation								
Course code	22MBCF222R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	1. To understand the tax structure in India 2. To know the computational procedures 3. To understand the implications of the same								
CO1	Understand taxation fundamentals and strategies								
CO2	Analyze income from salary and house property.								
CO3	Evaluate profits from business or profession								
CO4	Assess capital gains and other income sources.								
CO5	Apply GST computations and deductions.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Basic concepts Assessment year, previous year, person, assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India, incidence of tax, Tax Planning, Tax Evasion, Tax Management.		10	Understand key tax concepts including assessment year, gross total income, residential status, tax planning, evasion, and management.				1,2	
II	Introduction to Heads of income, Income from Salary and House Property Explanation under various heads of income, Income from Salary (Basic Problems). House property, Income from House Property (Basic Problems)		14	Learn to identify and calculate income from salary and house property				1,2	
III	Profits or Gains from Business or Profession Income under the head profit and gains of business or professions and its computation- basis- method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation (Both Theory and Problems) special provisions relating to 44AD, 44AE and 44AF. Problems on computation of income from business/ profession. Computation of taxable income of a firm and partners.		12	Compute income from business or profession				1,2	
IV	Capital gain and other Sources Income under capital gain, basis of charge, transfer of capital asset, inclusion and exclusion from capital asset, capital gain, computation, theory and problems, slump sale, Exemptions, capital gain in special cases,		12	Understand and compute capital gains, income from other sources.				1,2	

	Securities Transaction Tax(88E)			
V	Computations and GST Clubbing provisions, implications of unexplained debits and credits, Setoff and carry forward of losses. Deductions: Permissible deductions –under Ch. VI-A 80C, 80CCC, 80D, 80DD, 80DDB, 80E, 80U, Sec 10A, 10B, 10BA and Indirect Taxes - GST	12	Learn clubbing provisions, setoff and carry forward of losses, and permissible deductions	1,2

TEXTBOOKS

- T1. Text Books: Lal and Vashisht, Direct Tax, Pearson latest edition.
- T2. Vinod Singhania- Students Guide to Income Tax – Taxman Publications, latest edition
- T3. V S Datey – Indirect Taxes – Taxman Publications Latest edition

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand taxation fundamentals and strategies	PO1, PO9
2	Analyze income from salary and house property.	PO2, PO3
3	Evaluate profits from business or profession	PO2, PO3, PO4
4	Assess capital gains and other income sources.	PO2, PO3, PO4
5	Apply GST computations and deductions.	PO3, PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF222R	Corporate Taxation	3	3	2.5	3					3

SEMESTER – 4									
Course Title	International Business & Finance								
Course code	22MBCF223R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	1. To understand the concept of international financial management 2. To understand how to manage the risk associated with the international exposure 3. To build financial skills as managers to capitalize on their international business opportunities in changing international conditions that impacts the opportunities and risk.								
CO1	Understand the importance, risks, and rewards of international finance.								
CO2	Analyze the flow of funds in the international financial system, including balance of payments and capital flows.								
CO3	Evaluate the functioning of international financial markets, including foreign exchange markets and exchange rate behavior.								
CO4	Assess the exposure to foreign exchange rate risks and its management strategies.								
CO5	Examine interest rate risk and currency swaps in the international financial context.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	International financial Environment` Importance, rewards and risk of international finance- Goals of MNC – Exposure to international risk- International Monetary system- Multilateral Financial Institution- Government influence on exchange rate.		10	Understand the importance, rewards, and risks of international finance				1,2	
II	International flow of funds Balance of payments (determination of current account, capital account and ORA)- International Trade Flows-International Capital Flows-Agencies that facilitate International flows – Equilibrium, disequilibrium and adjustment of Balance of payment and Trade deficits – J Curve Effect.		14	Understand balance of payments, international trade and capital flows				1,2	
III	International Financial Markets Foreign exchange markets-foreign exchange trading - Cash and Spot exchange markets- foreign exchange rates and quotation- forward Markets-Exchange rate Behaviour-Cross Rates-Foreign exchange market participants-arbitrage profit in foreign exchange markets, Swift Mechanism.		12	Comprehend the structure and functioning of foreign exchange markets				1,2	
IV	Foreign Exchange rate and its Exposure International Parity Relationship: interest rate parity, purchasing power parity and fisher effects Forecasting exchange rates, Transaction exposure- Translation exposure- Economic exposure, Foreign Exchange Exposure		14	Understand international parity relationships, forecast exchange rates, exposures.				1,2	

	Management			
V	Interest rate risk and Currency swaps Introduction - Importance of Interest rate risk - Measurement of Interest rate risk- Management of interest rate risk- Covering of risk in the future market- options market. Types of swaps- currency Swaps-Interest Rate Swap.	10	Learn to measure and manage interest rate risk and understand various types of swaps	

TEXTBOOKS:

- T1. Eun and Resnick – International Finance Management ---(Tata McGraw Hill), 4/e
T2. Jeff Madura International Finance Management ---(Thomson), 7/e, 2004
T3. P.G. Apte-International Finance Management- (Tata McGraw Hill), 5/e
T4. V. Sharan – International Finance Management- PHI 3/e
T5. MadhuVij- Multinational Financial Management – Excel
T6. Jain, Periyad, and Yadav – International Finance Management ---(McMillan)
T7. S P Srinivasan and Dr B Janakiram - International Finance Management ---(Biztantra Wiley Dreamtech, 2005).

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the importance, risks, and rewards of international finance.	PO1, PO2, PO3
2	Analyze the flow of funds in the international financial system, including balance of payments and capital flows.	PO1, PO2, PO3
3	Evaluate the functioning of international financial markets, including foreign exchange markets and exchange rate behaviour.	PO1, PO2, PO3
4	Assess the exposure to foreign exchange rate risks and its management strategies.	PO2, PO3
5	Examine interest rate risk and currency swaps in the international financial context.	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF223R	International Business & Finance	2	2	2	3					

SEMESTER – 4									
Course Title	Derivatives								
Course code	22MBCF224R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	1. To understand the concept of risk and risk management. 2. To provide basic understanding of risk management tools. 3. To develop strategies to manage risk.								
CO1	Understand derivatives' features, types, and regulations in India.								
CO2	Analyze pricing and trading mechanisms of forwards and futures.								
CO3	Determine valuation methods for futures contracts.								
CO4	Evaluate hedging strategies and portfolio management using futures.								
CO5	Examine options trading, pricing models, and swap mechanics for risk management.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Derivatives Features - types - history - major markets dealing in derivatives - Financial derivatives management in India - Regulations of financial derivatives in India.		10	Understand the features, types, history, major markets, and regulations of financial derivatives in India				1,2	
II	Forwards & Futures Markets Pricing and trading mechanism - mechanics of futures market - types of futures - forward sources futures - functional of futures market - Specifications of futures contract.		10	Learn the pricing, trading mechanisms, and specifications of futures contracts				1,2	
III	Valuation of Futures Determination of forward and futures prices - currency future - index and stock futures - commodity futures.		10	Determine the prices of forward and futures contracts				1,2	
IV	Hedging Strategies-Hedging strategies using futures – Basic principles – Basis risk – Cross hedging- Minimum variance hedge ratio. Stock index futures - Adjusting Beta of a portfolio - Methods in Hedging Portfolio using Index – one to one hedging, Beta hedging, Minimum variance hedge. Rolling the hedge forward.		10	Learn hedging strategies using futures, understand basis risk,				1,2	
V	Options-Option terminology - distinction between options and futures contracts - properties of options, Options Trading Strategies, Options Pricing Models - Basic model Black and Sholes option pricing model - Option Greeks		12	Learn options trading strategies, and pricing models				1,2	
VI	Swaps-Risk management using swaps: mechanics of interest rate swaps - valuation of interest rate swaps-currency swaps - valuation of currency swaps.		8	Learn the mechanics and valuation of interest rate and currency swaps					

TEXTBOOKS:

- T1. John C.Hull, Options Futures & Other Derivatives, (Pearson Education), 6/e
 T2. Vohra& Bagri - Options &Futures- (TMH), 2/e
 T3. Derivatives- Valuation & Risk Management-Dubofsky& Miller - (Oxford University Press), 2004/05
 T4. Risk Management & Insurance - Harrington &Niehaus - TMH, 2/e
 T5. Risk Management & Derivative - Shulz - Thomson / Cengage Learning.
 T6. Introduction to Derivatives and Risk Management - Chance - Thomson Learning, 6/e, 2004
 T7. Options & Futures -Edwards & Ma - (MacGraw Hill), 1/e

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand derivatives' features, types, and regulations in India.	PO1, PO5
2	Analyze pricing and trading mechanisms of forwards and futures.	PO2, PO3
3	Determine valuation methods for futures contracts.	PO2, PO3, PO5
4	Evaluate hedging strategies and portfolio management using futures.	PO3, PO4, PO5
5	Examine options trading, pricing models, and swap mechanics for risk management.	PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF224R	Derivatives	3	2	2	3	3				

SEMESTER – 4									
Course Title	Thesis								
Course code	22MBCF225R	Total credits: 3 Total hours: 60	L	T	P	S	R	O/F	C
			0	0	2	0	6	8	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of first year of the programme								
	Class/ hours								
	30 /45								
	DURATION: 45 days								
	Each student undertakes a thesis under the supervision of the Faculty of the Institute of Management for 45 days duration.								

INTERNSHIP GUIDELINES

SEMESTER – 3									
Course Title	Internship								
Course code	22MBCF216R	Total credits: 3	L	T	P	S	R	O/F	C
			0	0	2	0	6	8	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of first year of the programme								

Summer Internship Program is an integral part of the MBA academic curriculum and its satisfactory completion is a mandatory requirement for the award of the degree. Under the program, the students are required to undertake an internship assignment within assigned organization for hands-on experience and for integrating the knowledge and skills acquired through the coursework. Summer Internship Program also offers students the opportunity to gain exposure to industry projects; interactions with professionals and other summer interns; and improving their presentation, writing, and communication skills. Summer Internship Program often acts as a gateway for final placement for many students.

SUMMER INTERNSHIP PROGRAM OBJECTIVES

Summer Internship Program is designed for students to:

- Expose students to the industrial environment, which cannot be simulated in the classroom and hence creating competent professionals for the industry.
- Provide possible opportunities to learn, understand and sharpen the real time managerial skills required at the job.
- Exposure to the current developments in the various Industry.
- Experience gained from the ‘Industrial Internship’ in classroom will be used in classroom discussions.
- Create conditions conducive to quest for knowledge and its applicability on the job.

DURATION

Internship is scheduled during the summer between the end of Second and Third Semester. It generally spans for 45 days in total. Every student will be allotted an institutional Guide from the department. Any problem related to internship faced by the student must be reported to his/her Guide only.

INTERNSHIP GUIDELINES:

The general procedure for arranging internship is given below:

Step 1: Allotment of the intuitional guide/Organizational Guide.

Step 2: Request Letter/ Email/NOC from the office of Training & Placement cell of the University should go to industry before the internship starts.

Step 3: Industry will confirm internships via Confirmation Letter/ Email. The student needs to decide a area or department in the organization which to be informed to their Institutional Guide.

Step 4: Students will submit training report after completion of internship.

Step 5: Training Certificate to be obtained from industry.

The candidate should submit a synopsis of the proposed work to be done during Internship programme/Summer Project. The synopsis received should be examined or evaluated by the institutional guide to ensure that the proposed work is equivalent to work.

This synopsis should be submitted to the department before the candidate is relived.

Intimation of commencement of internship shall be submitted to the their Institutional Guide concerned before the commencement of the ongoing semester.

Two guides will supervise the internship project work, one from the department of the respected Faculty and another one from industry.

Candidate should regularly visit the institute and present his/her project progress report to their respective guide(s).

The final project presentation is evaluated on the basis of the recommendation given by external supervisor, and further can be evaluated by institute guide.

If the internship project is not found to be satisfactory, then the student will have to reappear in the next semester.

The candidate is encouraged to publish internship work in conferences and journals with due permission/ consent from the organization/industry where he has undergone the internship.

Industry/ Institute should allow to produce results obtained during project/ internship period in the project report. The written certificate to this effect from the industry/institute is mandatory before consideration of the proposed project/ internship.

GENERAL INTERNSHIPS GUIDELINES

Internship is always more valuable compared to a departmental project as it enables the interns to understand how companies work, build new contacts, develop a network and most importantly work on real-life projects executed within the company.

Many interns seem to judge the company by the number of employees in the organization. Do use more meaningful criteria to judge the company for the internship such as the time and training that they are willing to devote for you, type of products, value addition and services offered by the company in relation to what you want to learn, technologies employed by the company with respect to what you want to master etc.

An internship is a great opportunity to learn in industrial environment without being an employee of the company. Students are advised to set their goals prior to starting their internship and focus on completing them during the internship.

If a student joins a very large organization to do an internship, he must use the opportunity to learn about the activities performed in the various departments by doing short stints in each of them. This experience will help provide him the big-picture in better understanding the career prospects in relation to his ambitions.

Attitude and mindset play a great role in the learning process. Do tackle all tasks given with enthusiasm and positive attitude.

Interns must avoid negativity and never ignore a chance offered to them to learn more about a concept, technology, industry or company.

Interns must be inquisitive and try to gain maximum knowledge and exposure.

Interns shall identify a good mentor within the company and take initiative to execute new projects where one can make a difference to the company.

Interns should enjoy during the internship and leave with tangible accomplishments.

The intern will maintain a regular internship schedule determined by the Intern and his/her Project Head.

Interns shall view an internship as a bridge between college and the workplace. Do use for their full advantage while undergoing internship:

The intern must demonstrate honesty, punctuality and a willingness to learn during the internship program.

The intern will obey the policies, rules and regulations of the Company and comply with the Company's business practices and procedures.

MONITORING & EVALUATION OF INTERNSHIP

The Internship of the students will be evaluated in the third semester, in three stages:

- Evaluation by Industry.
- Evaluation by Institutional Guide.
- Evaluation through seminar presentation/viva-voce at the Institute.

EVALUATION BY INDUSTRY

The industry will evaluate the students based on the Punctuality, eagerness to learn, Maintenance of skill in addition to any remarks.

MONITORING BY INSTITUTIONAL GUIDE

- The Institutional guide is responsible for supervising the project selected by the student.
- Periodical evaluation to be the done by the guide.
- Incase of any project related query the student can approach and take help from the Institutional Guide.

EVALUATION THROUGH SEMINAR PRESENTATION/VIVA-VOCE AT THE INSTITUTE

The student will give a seminar based on his training report, before an expert committee constituted by the concerned department as per norms of the institute. The Summer project Shall carry 3 credits and the weightage of 100 marks. The evaluation will be based on the following criteria:

- Quality of content presented.
- Proper planning for presentation.
- Effectiveness of presentation.
- Depth of knowledge and skills.

Seminar presentation will enable sharing knowledge & experience amongst students & teachers and build communication skills and confidence in student.

ANNEXURE-1

CONTENTS OF THE REPORT (For MBA)

- Cover Page
- Certificate from your Institutional Supervisor
- Declaration
- Executive Summary
- Acknowledgement
- Contents
- List of tables
- List of figures
- Chapter – 1 Introduction
- Chapter – 2 Brief Details of the Organization

2.1 About the Organization

2.2 Vision of the Organization

2.3 Mission of the Organization

2.4 Objectives of the Organization

2.5 Organogram

- Chapter – 3 Research Methodology

3.1 Title of the study

1.2 Statement of the problem

1.3 Objectives of the study

1.4 Scope of the study

- 1.5 Review of Literature
- 1.6 Research design
- 1.7 Source of Data
- 1.8 Sample Design
- 1.9 Tools of data Collection
- 1.10 Plan of Analysis
- 1.11 Reference Period
- 1.12 Limitation of the study
- Chapter – 4 Data Analysis And Interpretation
- Chapter – 5 Summary And Findings
- Chapter – 6 Conclusion and Suggestions
- References/ Bibliography

Note: Instructions to be followed

- Font - Times New Roman
- Spacing - 1.5
- Alignment – Justify
- Scale Alignment –left – 1 inch, right – 0.8 inch, up – 1 inch & down – 0.8 inch
- Font Size – 14 (Heading) & 12 (Sub-heading & Content)
- Maximum page limit- 60 Pages.



Assam down town University

Curriculum and Syllabus

Bachelor of Hotel Management and Catering Technology

OUTCOME BASED EDUCATION FRAMEWORK
CHOICE BASED CREDIT SYSTEM

Version: 2.0

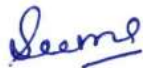
**FACULTY OF COMMERCE AND
MANAGEMENT**

July, 2022

Preamble

Assam down town University is a premier higher educational institution which offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embodies the vision and mission of the university. In keeping with the vision of evolutionary changes taking place in the educational landscape of the country, the university has restructured the course curriculum as per the guidelines of National Education Policy 2020. This document contains outline of teaching and learning framework and complete detailing of the courses. This document is a guidebook for the students to choose desired courses for completing the programme and to be eligible for the degree. This volume also includes the prescribed literature, study materials, texts, and reference books under different courses as guidance for the students to follow.

Recommended by the 32nd Board of Studies (BoS) meeting of the Faculty of Commerce & Management held on dated 21/06/2022 and approved by the Emergent Academic Council (AC) meeting held on dated 30/07/2022



*Chairperson
Board of Studies*



*Member Secretary
Academic Council*



Vision

To become a Globally Recognized University from North Eastern Region of India, Dedicated to the Holistic Development of Students and Making Society Better

Missions

1. Creation of curricula that address the local, regional, national, and international needs of graduates, providing them with diverse and well-rounded education.
2. Build a diverse student body from various socio-economic backgrounds, provide exceptional value-based education, and foster holistic personal development, strong academic careers, and confidence.
3. Achieve high placement success by offering students skill-based, innovative education and strong industry connections.
4. Become the premier destination of young people, desirous of becoming future professional leaders through multidisciplinary learning and serving society better.
5. Create a highly inspiring intellectual environment for exceptional learners, empowering them to aspire to join internationally acclaimed institutions and contribute to global efforts in addressing critical issues, such as sustainable development, Climate mitigation and fostering a conflict-free global society.
6. To be renowned for creating new knowledge through high quality interdisciplinary research for betterment of society.
7. Become a key hub for the growth and excellence of AdtU's stakeholders including educators, researchers and innovators
8. Adapt to the evolving needs and changing realities of our students and community by incorporating national and global perspectives, while ensuring our actions are in harmony with our foundational values and objectives of serving the community.

Programme Details

Programme Description and Programme Duration

Bachelor of Hotel Management and Catering Technology is a 4-years full time programme offered by the Department of Hospitality and Tourism Management, Assam down town University. The programme is spread over four academic years and eight semesters comprising actual teaching for a minimum of 90 days in each semester and Industrial Training for 22 Weeks in the fourth semester and On Job Training in seventh semester.

The programme focuses on the following aspects:

- a) Competence
- b) Entrepreneurship
- c) Skill development
- d) Value added
- e) Extracurricular activities

I. Specific Features of the Curriculum

- a) The BHMCT programme is modular under Credit Based System (CBS).
- b) 22 Weeks Industrial Training and 4 months On Job Training spread over two semesters i.e. 4th and 7th.
- c) Regular (both soft & hard) skill development training.
- d) Guest Lectures by Internationally acclaimed Management Leaders.
- e) Hotel visit to explore Hotel Industry in 1st Semester.
- f) Regular Workshops, Competition, seminars, symposia etc.
- g) Results are in CGPA (Cumulative Grade Point Average). The process of calculating.
- h) Cumulative Grade Point Average from Marks, and Semester grade point average (SGPA) and (b) conversion of Grades into Marks are given below.
- i) Special events are organized which enhanced the quality of students

II. Eligibility Criteria:

The eligible candidates who want to apply for this course should have passed Class XII from a recognized board with minimum 45% marks and 5% relaxation as per the university norms for the students belonging from ST, SC, OBC.

III. Program Educational Objectives (PEOs):

PEO 1: Hospitality graduates will get familiarize about the various domain of Hospitality Management.

PEO 2: Hospitality graduates will be able to apply knowledge to keep pace with global demand in the hospitality sector.

PEO 3: Hospitality graduates will be able to apply critical thinking, innovation which are required for the hospitality industry

PEO 4: Hotel and Hospitality graduates will gain entrepreneurial knowledge and skills in hospitality to create employment opportunity.

IV. Program Outcome (POs):

PO 1: Apply basic principles of hospitality sector such as Food Production, Food & Beverage, Front Office and Housekeeping.

PO 2: Equip students with field-specific knowledge related to Hospitality Management to become efficient in their relative field.

PO 3: Develop Interpersonal Practice, soft skills, Grooming, Skills, and personality to become a hospitality professional.

PO 4: Apply the usage of advanced equipment and software for appropriate practical knowledge and techniques used in hospitality industry.

PO 5: Equip students with the ability to work productively as an individual and in groups and to have leadership quality in different settings.

PO 6: Equip students with entrepreneurial initiative in the field of hospitality and its allied sectors.

PO 7: Use business Management Knowledge such as Sales and Marketing through effective deployment of business learning and knowledge

PO 8: Apply the knowledge of hygiene and sanitation, safety, legal and cultural aspects related to the hospitality industry.

PO 9: Demonstrate the knowledge and need for environment studies as well as sustainable development.

PO 10: Enable students to identify the challenges and opportunities in the hospitality industry through Industrial exposure.

PO 11: To demonstrate professional behaviour & competencies to guest and the best customer service in the hospitality sector

Program Specific Outcome (PSOs)

PSO1: This program is for students with an international drive, entrepreneurial flair, and commercial insight and a service –minded approach. In addition to management skills, considerable attention is being paid to professional skills and theory to help you develop the right attitude for the industry.

PSO2: Apply in depth knowledge of the operational aspects and knowledge of the underlying principles of the Hospitality Industry.

PSO3: To demonstrate professional behaviour and competencies in customer service.

PSO4: Implement effective sales techniques and procedures including marketing, public relations, and Entrepreneurship within the hospitality industry.

PSO5: Evaluate the organization and function of the hospitality industry.

VI. Total Credits to be Earned: 201

VII. Career Prospects:

- **Front Office Management:** Opportunities to work as a front desk manager, reservations manager, or guest services supervisor, handling guest check-ins, check-outs, and special requests.
- **Housekeeping Management:** Roles include housekeeping manager or executive housekeeper, overseeing room cleanliness, staff management, and inventory control.
- **Food and Beverage Management:** Positions such as restaurant manager, banquet manager, or bar manager, focusing on dining operations, menu planning, and customer service.
- **Event Planning and Coordination:** Opportunities as an event coordinator or

conference manager, specializing in organizing meetings, weddings, and corporate events.

- **Revenue Management:** Roles like revenue manager or yield manager, responsible for pricing strategies, occupancy forecasting, and maximizing profitability.
- **Sales and Marketing:** Careers in sales and marketing management, working on promotions, advertising, and partnership development to attract and retain guests.
- **Career Progression:** Pathways to executive roles such as hotel general manager, director of operations, or area manager, with potential to manage multiple properties or entire hotel chains.
- **International Opportunities:** Possibilities to work in diverse global locations, offering unique cultural experiences and professional growth.
- **Specialization Fields:** Careers in niche areas such as luxury hotel management, eco-friendly or sustainable hospitality practices, or wellness tourism.

EVALUATION METHODS

The student performance shall be evaluated through In-semester (Sessional) and semester-end examinations. A weightage of 40% or as prescribed by the programme shall be added to the score of the end-semester examination.

A. INTERNAL ASSESSMENT:

The teacher who offers the course shall be responsible for internal assessment by conducting in-semester (sessional) examination and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

SN	Components/ Examinations	Marks Allotted
1.	In-Sem Exam – I (ISE-I) (Written Examination) *	30
2.	In-Sem Exam – II (ISE-II) (Written Examination) *	30
3.	Assignment	10
4.	Presentation (SP)	10
5.	Quiz	5
6.	Class Performance based score*	5

**are compulsory*

Note: *Total Internal assessment should be out of 40*

INSTRUCTION

1. If a student fails to appear in the any of the component without any valid reason, he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining ground with genuine/valid reasons for the absent.

2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
3. The program coordinators should upload the in-semester marks to the ERP and forward acknowledgement of all the courses of the program to the Controller of Examinations before the start of the End-semester examination.

B. SEMESTER END EXAMINATION:

Time table for end semester examination is published at least 25 days prior to the start of Examination.

I. Pre-Examination:

Eligibility Criteria for a student to appear in University Examinations:

The student shall only be allowed to appear in a University Examination, if:

- i) He/ She is a registered student of the University;
- ii) He/ She is of good conduct and character;
- iii) He/ She has completed the prescribed Programme of study with minimum percentage of attendance as laid down in the Regulations of the Programme concerned.

Under special cases, a student may be allowed to appear for an examination without being registered in the University but the result of the said student will be kept on hold till the registration of the concerned student is completed.

II. Admit Card:

Admit card for the examination may be downloaded through ERP where the system will generate a Unique ID Cards through online.

The University shall have the right to cancel admission for examination of any candidate on valid grounds.

III. Pattern of Question Papers:

The question paper shall follow the principles of Bloom's Taxonomy.

S. N.	Level	Questions /verbs for test
1	Remember	List, Define, tell, describe, recite, recall, identify, show who, when, where, etc.
2	Understand	Describe, explain, contrast, summarize, differentiate, discuss, etc.
3	Apply	Predict, apply, solve, illustrate, determine, examine, modify
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate, infer, etc.
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify, compare etc.
6	Create	Design, Formulate, Modify, Develop, integrate, etc.

Note: No course is to be evaluated on basis of **all 6 knowledge levels**.

The format of the question paper across all the program follows a unique pattern and the total marks is 60

Table 1: Question paper pattern for End semester examination

Sl no	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

IV. Examination Duration:

Each paper of 60 marks shall ordinarily be of two hours duration.

V. Practical Examinations, Viva-Voce etc.:

- i) Practical examination shall be conducted in the presence of one external expert and one or more internal examiners.
- ii) Viva-Voce, Oral examinations of the Project report, Dissertation etc. shall be undertaken by a Board of Examiners constituted by the respective Dean of Program with the advice of Supervisor(s).

VI. Procedure of Expulsion:

If any candidate is found to be using any unfair-means during the examination, the invigilator may cease his/her answer sheet and report it directly to the Officer-in-Charge. The Office-in-Charge of the center may take appropriate decisions as per the rules and procedure of the examination. The Officer-in-Charge may allow the students to write the exam with new answer sheet or may expel the student from appearing the paper depending on the nature of unfair-means. In case of Computer based test, the students may be directed to write an apology letter and sign in the prescribe expulsion form. The student may not be allowed to write that examination.

VII. Instruction to the Students:

- (i) The students shall not bring to the Examination Hall, any electronic gadget used as a means of communication or record except electronic calculator, if required.
- (ii) The students shall not receive any book or printed or hand written or photo copy (Xerox) or blank-paper from any other person while he/she is in the examination-room or in laboratory or in any other place to which he/she is allowed to have access during course of examination.
- (iii) The students shall not communicate with any other candidate in the examination room or with any other person in and outside the examination-room.
- (iv) The students shall not see, read or copy anything written by any other candidate, nor shall he/she knowingly or negligently permit any other candidate to see, read or copy anything written by him/her or conveyed by him/her.

- (v) The students shall not write anything on the Question Paper or in other paper or materials during the examination, or pass any kind of paper to any other candidate in the examination-room, or to any person outside the room.
- (vi) The students shall not disclose his/her identity to the examiner by writing his/her name or putting any sign / symbol in any part of his answer-script.
- (vii) The students shall not use any abusive language or write any objectionable remark or make any appeal to examiner by writing in any part of his answer-script.
- (viii) The students shall not detach any page from the answer-script or insert any authorized or unauthorized loose sheet into it. He /she shall also not insert any other answer-script / loose sheet by removing the pins of the origin answer-scripts and re-fixing it.
- (ix) The students shall not resort to any disorderly conduct inside the examination-room or misbehave with the invigilator or any other examination official.

VIII. Provision for an Amanuensis (writer):

- (i) A candidate may be provided with an Amanuensis (writer) to write down on dictation on his / her behalf on ground of his / her physical disability to write down by himself / herself due to accident or any other reason. The amanuensis may be provided till he / she recovers from the physical disability. The physical disability to write down by himself / herself must be supported by Medical Certificate from a competent Medical Officer.
- (ii) The qualifications of the amanuensis so provided must not be equal or higher than that of the candidate. This is also to be supported by Certificate from the Faculty of Study where the Amanuensis is provided.
- (iii) Such candidates are to be accommodated in a separate room under the supervision of an invigilator so that the fellow candidates are not disturbed in the process.

C. Credit Point:

It is the product of grade point and number of credits for a course, thus, $CP = GP \times CR$

i. Credit:

A unit by which the course work is measured. It determines the number of hours of instructions required per week. 'Credit' refers to the weightage given to a course, usually in terms of the number of instructional hours per week assigned to it. Credits assigned

for a single course always pay attention to how many hours it would take for an average learner to complete a single course successfully.

ii. Grade Point:

Grade Point is a numerical weight allotted to each Grade Letter on a 10-point scale.

iii. Letter Grade:

Letter Grade is an index of the performance of students in a said paper of a particular course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Abs. Student obtaining Grade F / Grade Abs shall be considered failed/ absent and, will be required to appear in the subsequent ESE. The UGC recommends a 10-point grading system with the following (Table: 1) Letter Grades:

- (i) A Letter Grade shall signify the level of qualitative/quantitative academic achievement of a student in a Course, while the Grade Point shall indicate the numerical weight of the Letter Grade on a 10-point scale.
- (ii) There shall be 08 (eight) Letter Grades bearing specific Grade Points as listed in Table 1, where the Letter Grades 'O' to 'P' shall indicate successful completion of a course.
- (iii) Apart from the 08 (eight) regular Letter Grades listed in Table 1, there shall be 03 (three) additional Letter Grades, which shall be awarded if a Course is withdrawn or spanned over the next Semester or remains incomplete as stated in Table 2.
- (iv)

Table 2: Letter Grades and Grade Points

Letter Grade	Grade Points	Description
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average

C	5	Average
P	4	Pass
F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

The SGPA of a student in a Semester shall be the weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered in that Semester, irrespective of whether he/she could or could not complete the Courses. More specifically, the calculation of SGPA shall take into account the Courses graded with Letter Grades ‘O’ to ‘F’ as given in Table 1.

$$SGPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad (1.1)$$

The SGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.1) up to two decimal places, where n is the total number of Credit Courses registered by the student in that Semester, G_i is the Grade Point secured in the i^{th} registered Course and C_i is the Credit (weight) of that Course.

b. CGPA (Cumulative Grade Point Average)

- (i) The CGPA of a student in a Semester of a Programme shall be the accumulated weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered and successfully completed so far starting from the enrollment in the Programme. In other words, taking into account all the Courses graded with ‘O’ to ‘P’ as given in Table 1.1,

generally the CGPA of a student shall be calculated starting from the first Semester of his/her enrolled Programme, while the CGPA of a lateral-entry student shall be calculated starting from the Semester of his/her enrollment.

- (ii) The CGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.2) up to two decimal places, where N is the total number of Credit Courses registered and successfully completed so far by the student, G_i is the Grade Point secured in the i th completed Course and C_i is the Credit (weight) of that Course.

$$CGPA = \frac{\sum_{i=1}^N C_i G_i}{\sum_{i=1}^N C_i} \quad (1.2)$$

- (iii) The CGPA shall be convertible into equivalent percentage of marks using Equation Conversion of CGPA to percentage marks: = CGPA * 10

D. Post-Examination

i. Transcript or Grade Card or Certificate:

A marking certificate shall be issued to all the registered students after every Semester. The Semester mark sheet will display the course details (code, title, number of credits, grade secured) along with total credit earned in that Semester.

ii. Grievance Readdress Mechanism:

Students with any dissatisfaction or grievance regarding the marks awarded in any of the Papers / Courses may appeal to the Controller of Examinations for remedial action such as Re-evaluation within 10 days of the declaration of result.

- (i) A student has options to appeal for re-evaluation of his /her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite proforma available with the Examination Office through the head of the

respective departments within 10 days of declaration of the results of the respective examinations.

- (iii) The Controller of Examination may appoint an examiner for re-evaluation and will consider and recognize the evaluation done by a University appointed examiner.
- (iv) There shall be no provision for re-evaluation of the Practical Papers, Project Work, and Dissertation etc. However, the students fail in practical examination or viva voce and wish to appear again may apply to be evaluated can do so with the next schedule.
- (v) After screening the application for re-evaluation, the CoE may send the answer scripts of the student to the examiners appointed by the CoE with the approval of Vice Chancellor.
- (vi) The marks/grades achieved by the students after the re-evaluation shall be final and binding.
- (vii) Fresh Marks – sheets / Grade Card shall be issued only if the candidate secures pass marks / passing grade in the re-evaluated paper.
- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students with a view to improving upon their results at the preceding examination result for any reason whatsoever shall not confer any right upon them for admission to next higher class which matters always be regulated in accordance with the relevant rules or regulations framed by the University.
- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

In all the courses the teacher has to select topics for teacher-method which should not be less than 20 percent. The approach will be direct classroom teaching through a series of lectures delivering concepts using ITC facilities, white or blackboard. Notes may also be circulated to the students; however, the students are to be involved in the preparation of the notes. The teacher will be responsible for selecting the best note for circulation. The teacher-centric methodology has recently fallen out of favour because this strategy for teaching is seen to favour passive students.

1. Student- centric / Constructivist Approach:

The topics of the courses may be selected at the start of the class and assigned one topic to each of the students for studying by themselves, prepare presentations, notes, etc., and present at respective class time after consultation and discussion with the course teachers. The teacher facilitates the learning of the students by guiding and providing input and explaining concepts. 60 percent of the course contents may be selected for this purpose. To avoid behaviour problems, teachers must lay a lot of groundwork in student-centric classrooms. Typically, it involves instilling a sense of responsibility in students. In addition, students must learn internal motivation.

a. Project-Based Learning: The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the programme the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyze, make decisions, collaborate, and more.

b. Inquiry-Based Learning: The teacher/ students are supposed to list at least five questions in each contact hour and student solve these question or search for answer which becomes the home work for the students “question-driven” learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss in the successive class. This will help in the preparation for various competitive examination and develop a habit for search for solutions.

c. Flipped Classroom: About 10 percent of the course content has to be completed by this method. In this approach the students are asked to watch video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-classroom focusing on achieving these higher levels of thinking and learning. The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning: Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see, the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

d. Cooperative Learning: The remaining five percent has to be completed by cooperative learning approach. In this approach, the students are allotted problems. During library hours the students along with the teacher visit the library and search for probable solutions for the assigned problem. The same has to be done in groups so that the students discuss among themselves for the appropriate answers. Essentially, cooperative learning believes that social interactions can improve learning. In addition, the approach recreates real-world work situations in which collaboration and cooperation are required.

The percentage categorization for the completion of a theory course

Teacher-centric or Direct Classroom Teaching: Delivery by series of lectures	20%
Student-centric Approach, Students present and deliver lectures in the presence of teacher and supervised by teacher	60%
Students visit fields or perform experiments or teachers perform demonstration	05%
Flipped Classroom approach	10%
Cooperative learning approach	05%

Inquiry-based approach has to be followed in all of the classes

The teacher has to distribute the topics to be considered for teaching by the above-mentioned approaches and prepare a lesson plan for execution and maintain a file.

Curriculum Framework
Breakdown of Credits (for 2022-23 Syllabus)

Sl. No	Category	Total number of Credits
1	University Core(UC)	17
2	University Elective (UE)	12
3	Program Core(PC)	177
4	Program Elective (PE)	N/A
5	Faculty Elective (FE)	N/A
Total number of credit		206

Breakdown by categories of courses

Sl no	Category	Credits	%
1	Commerce and Management	191	92.7%
2	FOE	1	0.48%
3	Paramedical Science	2	0.97%
4	Science	4	1.94%
5	Humanities and Social Science	8	3.88%
Total		206	100%

SEMESTER WISE COURSE DISTRIBUTION

	S. N.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
Semester I	1.	22BHMC111R	Foundation in Food Production –I	PC	3	1	4	0	0	0	6	50	50	100	200
	2	22BHMC112R	Foundation in Food & Beverage Service -I	PC	3	1	2	0	0	0	5	50	50	100	200
	3	22BHMC113R	Foundation in Front Office Operations -I	PC	3	1	2	0	0	0	5	50	50	100	200
	4	22BHMC114R	Accommodation Operation – I	PC	3	1	2	0	0	0	5	50	50	0	100
	5	22BHMC115R	Foreign Language-French	PC	1	0	0	1	0	0	2	50	50	0	100
	6	22UBPD113R	Introductory English	UE	0	0	4	0	0	0	2	0	0	100	100
	7	22UBEC111	Extra Curricular Activities	UC	0	0	0	4	0	0	1	0	100	0	100
	Total											26			
Semester II	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
	1.	22BHMC121R	Foundation in Food Production -II	PC	2	1	4	0	0	0	5	50	50	100	200
	2	22BHMC122R	Foundation in Food & Beverage Service -II	PC	2	1	2	0	0	0	4	50	50	100	200
	3	22BHMC123R	Foundation in Front Office Operations - II	PC	2	1	2	0	0	0	4	50	50	100	200
	4	22BHMC124R	Foundation in Accommodation Operation – II	PC	2	1	2	0	0	0	4	50	50	0	100
	5	22UCDL103R	Computational Systems And Digital World	UC	0	0	2	0	0	0	1	50	50	0	100
	6	22UBPD123R	Implicative English	UE	0	0	4	0	0	0	2	0	100	0	100
	7	22UBCC311	Co-Curricular	UC	0	0	0	4	0	0	1	50	50	0	100
	8	22UBEC121	Extracurricular activities	UC	0	0	0	4	0	0	1	50	50	0	100
	9	22BHMC125R	Techno-Professional Skill-I	PC	0	0	2	0	0	0	1	0	100	0	100
10	22UUVH101R	Universal Human Values (UHV) + Professional ethics	UC	1	0	2	0	0	0	2	0	0	100	0	
Total											21				1200
Semester III	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	

1.	22BHMC211R	Bakery & Confectionary	PC	2	1	4	0	0	0	5	50	50	100	200
2	22BHMC212R	Bar Operation-I	PC	2	1	2	0	0	0	4	50	50	100	200
3	22BHMC213R	Front Office Operation – I	PC	2	1	2	0	0	0	4	50	50	100	200
4	22BHMC214R	Accommodation Operation-I	PC	2	1	2	0	0	0	4	50	50	100	200
5		MOOCS	UE	0	0	0	4	0	0	1	50	50	0	100
6	22UBPD213R	Proficient Communication	UE	0	0	4	0	0	0	2	50	50	0	100
7	22UBCC311	Co-Curricular	UC	0	0	0	4	0	0	1	50	50	0	100
8	22UBEC211	Extracurricular activities	UC	0	0	0	4	0	0	1	0	100	0	100
9	22BHMC215R	Techno Professional Skill-II	PC	0	0	2	0	0	0	1	0	100	0	100
10	22UUFL202R	Personal Financial Planning	UC	0	0	2	0	0	0	1	100	0	0	100
11	22UBES101R/ 22UBES201R	Environmental Science	UC	2	0	0	0	0	0	2	0	100	0	100
12	22UULS212R	Basic Life Saving Skills (BLSS)	UC	2	0	0	0	0	0	2	0	100	0	100
Total										26				1600

S. N.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for			Total	
				L	T	P	S	R	O	C	IA*	SEE*		PE*
1.	22BHMC221R	Food Production (Industry Exposure)	PC	0	0	12	0	0	0	6	0	0	100	100
2	22BHMC222R	Food & Beverage Service (Industry Exposure)	PC	0	0	12	0	0	0	6	0	0	100	100
3	22BHMC223R	Front Office (Industry Exposure)	PC	0	0	12	0	0	0	6	0	0	100	100
4	22BHMC224R	Housekeeping (Industry Exposure)	PC	0	0	12	0	0	0	6	0	0	100	100
Total										24				400
S. N.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for			Total	
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
1.	22BHMC311R	Regional Cuisine of India	PC	2	1	4	0	0	0	5	50	50	100	200
2	22BHMC312R	Bar Operation-II	PC	2	1	2	0	0	0	4	50	50	100	200
3	22BHMC313R	Front Office Operation- II	PC	2	1	2	0	0	0	4	50	50	100	200
4	22BHMC314R	Accommodation Operation – II	PC	2	1	2	0	0	0	4	50	50	0	100
5		MOOCS	UE	0	0	0	4	0	0	1	50	50	0	100
6	22UBPD223R	CAMPUS TO CORPORATE	UE	0	0	4	0	0	0	2	50	50	0	100
7	22UBCC311	Co-Curricular	UC	0	0	0	4	0	0	1	50	50	0	100

	8	22UBEC311	EXTRACURRICULAR ACTIVITIES	UC	1	0	0	4	0	0	1	50	50	0	100
	9	22BHMC315R	Techno Professional Skill-III	PC	0	0	2	0	0	0	1	100	50	50	100
	9	22UCDL101R	DIGITAL LITERACY	UC	0	0	2	0	0	0	1	100	0	0	100
	Total										27				1500
Semester VI	S. N.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for				
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	22BHMC321R	Food and Beverage Operation	PC	3	1	2	0	0	0	5	50	50	100	200
	2	22BHMC322R	Accommodation Operation	PC	3	1	2	0	0	0	5	50	50	100	200
	3	22BHMC323R	Food and Nutrition	PC	2	0	0	0	0	0	2	50	50	0	100
	4	22BHMC327R	MOOCS	UE	0	0	0	4	0	0	1	50	50	0	100
	5	22UBCC311	Co-Curricular	UC	0	0	0	4	0	0	1	50	50	0	100
	6	22UBEC321	Extra Curricular Activities	UC	0	0	0	4	0	0	1	50	50	0	100
	7	22BHMC324R	Techno Professional Skill-IV	PC	0	0	2	4	0	0	1	50	50	0	100
	9	22BHMC325R	Fundamental of Tourism	PC	2	0	0	0	0	0	2	100	0	0	100
	10	22BHMC326R	Hotel Accountancy	PC	2	0	0	0	0	0	2	100	0	0	100
	Total									20				1100	
Semester VII	S.N	Course Code	Course Title	Course Category	Engagement						Maximum Marks for				
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1	22BHMC411R	Food & Beverage Production (Industry Exposure)	PC	0	0	20	0	0	0	10	0	0	100	100
	2	22BHMC412R	Food & Beverage Service (Industry Exposure)	PC	0	0	20	0	0	0	10	0	0	100	100
	3	22BHMC413R	Front Office (Industry Exposure)	PC	0	0	20	0	0	0	10	0	0	100	100
	4	22BHMC414R	Housekeeping (Industry Exposure)	PC	0	0	20	0	0	0	10	0	0	100	100
	5	22BHMC415R	Industrial Viva	PC	0	0	12	0	0	0	6	0	0	100	100
6	22BHMC416R	MOOCS	UE	0	0	0	4	0	0	1	0	0	100	100	
	Total									47				600	

	S. N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks For			Total
					L	T	P	S	R	O	C	IA*	SEE*	PE*	
Semester VIII	1	22BHMC421R	Legal Aspects in Hospitality Industry	DC/PC	3	0	0	0	0	0	3	50	50	0	100
	2	22BHMC422R	Entrepreneurship Development	DC/PC	3	0	0	0	0	0	3	50	50	0	100
	3	22BHMC423R	Disaster Management	PC	3	0	0	0	0	0	3	50	50	0	100
	4	22BHMC424R	Indian History & Culture	PC	2	0	0	0	0	0	2	0	100	0	100
	5	22BHMC425R	Research based project	DC/PC	0	0	4	0	0	0	2	50	50	0	100
		Total									10				500

***IA: Internal Assessment, SEE: Semester End Examination, PE: Practical Examination**

SEMESTER – I									
Course Title	Foundation in Food Production –I								
Course code	22BHMC111R	Total credits: 6	L	T	P	S	R	O/F	
		Total hours:	3	1	4	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Know the history of cooking, its modern developments and develop brief idea of various cuisines; 2. Understand the professional requirements of kitchen personnel and the importance and maintenance of hygiene; 3. Have insight of kitchen organization, duties and responsibilities of kitchen staff, workflow, and kitchen equipment's; 								
CO1	Understand the origin of culinary history								
CO2	Analysing, this course will offer a comprehensive introduction to the kitchen environment, outlining essential prerequisites for effective functioning in a professional culinary setting.								
CO3	Evaluating the duties, responsibilities, and professional standards of kitchen staff.								
CO4	Remembering various ingredients, its local equivalence, preparation, mixing methods, various cooking techniques and its effects on food as well as types and use of equipment's used in a modern kitchen								
CO5	Analyzing the importance of sanitation & safety in hospitality industry.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	<p>Introduction to art of cookery</p> <ul style="list-style-type: none"> • Culinary history • Origin of modern cookery • International, Continental and Pan Asian Cuisine-Meaning and characteristics • Aims and Objectives of cooking • Attributes of culinary professional, personal hygiene <p>Kitchen Organization Structure</p> <ul style="list-style-type: none"> • Classical kitchen Brigade for 5 star & 3 star hotel • Duties of various Chefs • Kitchen layout • Liaison of Kitchen with other 	7	Students will acquire knowledge on functions of hotel kitchen				1,2,3,4,5		

	department			
II	<p>Kitchen Equipment</p> <ul style="list-style-type: none"> • Classification of kitchen equipment- by size and mode of use • Criteria for selection • Care and maintenance <p>Fuels used in the kitchen</p> <ul style="list-style-type: none"> • Types of fuels used-Gas, electricity, wood, coal/charcoal, solar energy, diesel • Handling Fire, types • First Aid <p>Advantages & Disadvantages</p>	10	Students will be able to develop culinary skills in the Vegetables and Meat cutting.	1,2,3,4,5
III	<p>Cooking Techniques</p> <ul style="list-style-type: none"> • Techniques used in preparation of food • Methods of mixing food • Methods of Heat Transfer - Conduction, Convection, Radiation, Induction <p>Methods of cooking (moist, dry, medium of fat) – Definition, classification, Rules to be observed for each type of cooking method with examples</p>	10	Students gain knowledge on preparing and Stocks and Sauces.	1,2,3,4,5
IV	<p>Vegetable and Fruit cookery</p> <ul style="list-style-type: none"> • Classification • Color Pigments • Effect of heat on color pigments and texture • Methods of cooking • Care and precaution while cooking • Vegetable cuts • Aims of Cooking Veg. • Classification of Veg 	8	Students will be able to identify ingredients used in kitchen.	1,2,3,4
V	<p>Different Commodities in a kitchen</p> <p>Introduction to different commodities Colouring Agents; Thickening Agents;</p>	10	Students will acquire knowledge on food plating and presentation based on	1,2,3,4

	Tenderizing Agents; Flavouring & Aromatic Agents; Spicing Agents and their use		Hotel Industry	
Practical	<p>1. Introduction to various kitchen equipment, tools and their usage. Safety precaution to be taken while handling equipment. Hygiene & Safety practices to be observed in kitchen, introduction to various commodities.</p> <p>2. Demonstration of Food pre-preparation and cooking methods: Preparation Methods –Washing, Peeling, Paring (fruits), Cutting (cuts of vegetables), Grating (Vegetables), Grinding, Mashing, (vegetables & pulses), Sieving (flours), Steeping (cereals, pulses, tamarind, lemon-rind), Evaporation (milk & gravies), Marinating (meat, fish, chicken), Sprouting (pulses & legumes), Blanching, Filleting of fish, Deboning & jointing poultry.</p> <p>3. Methods of Mixing – Beating, Blending, Cutting in, Rubbing in, Creaming, Folding, Kneading, Rolling in, Pressing, Stirring Basic Indian masalas & gravies (Dry & wet).</p> <p>4. Indian Breakfast/Snack item. Continental menu consisting of appetizer/soup, main course with starch and vegetables and dessert.</p> <p>5. Basic Indian menu consisting of a Meat, Vegetable, Rice, Dal/ Raita, Bread and Sweet Preparation</p>	30	<p>Students will gain knowledge on classic French cuisine which includes method of preparation and plating techniques.</p> <p>Students will acquire knowledge on food safety and personal Hygiene during practical.</p> <p>Students will hone the skills and innovate and prepare basic dishes with standard recipes.</p> <p>Students gain knowledge in handling different kitchen equipment.</p>	1.2.3,4,5

TEXT BOOKS:

1. Theory of Cookery: Krishna Arora, Publisher: Frank Brothers
2. Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
3. Food Production Operations: Parvinder S Bali, Oxford University Press

REFERENCE BOOKS:

1. Practical Cookery By Kinton & Cessarani

2. Practical Professional Cookery by Kauffman &Cracknell

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the origin of culinary history	1, 2, 3, 4, 5, 6, 7, 8, 9
2	Analysing, this course will offer a comprehensive introduction to the kitchen environment, outlining essential prerequisites for effective functioning in a professional culinary setting.	1, 2, 3, 4, 5, 6, 7, 8, 9
3	Evaluating the duties, responsibilities, and professional standards of kitchen staff.	1, 2, 3, 4, 5, 6, 7, 8, 9
4	Remembering various ingredients, its local equivalence, preparation, mixing methods, various cooking techniques and its effects on food as well as types and use of equipment's used in a modern kitchen	1, 2, 3, 4, 5, 6, 7, 8, 9
5	Analysing the importance of sanitation &safety in hospitality industry.	1, 2, 3, 4, 5, 6, 7, 8, 9

SEMESTER – I								
Course Title	Foundation in Food & Beverage Service -I							
Course code	22BHMC112R	Total credits: 5	L	T	P	S	R	O/F
		Total hours:	3	1	2	0	0	0
Pre-requisite	Nil	Co-requisite	Nil					
Programme	Bachelor of Hotel Management and Catering Technology							
Semester	Fall/ I semester of first year of the program me							
Course Objectives	<ol style="list-style-type: none"> 1. Know the history of Food and Beverage service 2. Understand evolution of this industry 3. Know the basic skills and grooming of Service personnel as well as customer service. 							
CO1	Understanding an over view of Food & beverage Service industry and the history behind it.							
CO2	Remembering the various Food service equipment and services as well as differentiating between various catering establishments							
CO3	Applying the knowledge of Food and Beverage service in various outlets of the Hotel							
CO4	Evaluating a detailed overview of the Food & Beverage personnel and their standards							
CO5	Applying the guidelines and regulations of Gueridon Service							
Unit-No.	Content	Contact Hour	Learning Outcome				KL	
I	Introduction to F & B Service <ul style="list-style-type: none"> • Evolution of Food& Beverage industry. • Classification of catering establishments - Commercial & Non- commercial, • Captive & non-captive. • Types of F & B outlets – Restaurants (Fine Dining, Casual, Theme), Fast Food Drive Through, Coffee House, Snack Bar, Cafeteria, Kiosks, Vending Machines 	8	Introduction to the basic of hospitality and catering industry				1,2,3,4	
II	Equipment- types and usage <ul style="list-style-type: none"> • Furniture – tables & chairs • Chinaware – sizes and capacity • Stainless steel and Silverware – 	10	Interpret the commitment and obligation of F&B employee and the departmental staffing and				1,2,3,4	

	<p>cutlery, service equipment</p> <ul style="list-style-type: none"> • Glassware- capacity & usage • Disposables – types, advantage & disadvantage • Linen – types & sizes • Special equipment- care & maintenance • New trends in equipment – sizes, color, and shapes. 		organization	
III	<p>F & B service Personnel</p> <ul style="list-style-type: none"> • F & B service organization structure for large hotel • Organization structure of individual restaurant- restaurant brigade • Attitudes & attributes of F & B personnel, Competencies • Basic etiquettes • Interdepartmental relationship with – Food Production, HK, Front Office, Stores, HR, Finance, Marketing 	6	Understanding about different food service areas	1,2, 3,4, 5
IV	<p>Types of service</p> <ul style="list-style-type: none"> • Table Service – Silver/English, American • Self Service - Buffet and Cafeteria Service • Specialized Service – Gueridon, Lounge, Room • Single Point Service- Takeaway, Vending, Kiosks, Food Courts • New trends in service – Clientele centric approach. 	8	Develop adequate knowledge of different service equipment	1,2, 3,4, 5
V	<p>Gueridon</p> <ul style="list-style-type: none"> • Definition • Types of Trolley and Layout • Special Equipment, Care and Maintenance • Carving Hygiene • Gueridon dishes and Service Procedure for the trolley 	8	Through knowledge about the nonalcoholic beverages	1,2, 3,4

Practical	Service grooming and Restaurant etiquettes Napkin folds – at least 12 folds Laying and relaying of table cloth English / Silver service, American service Receiving a guest, seating and service of water Carrying a salver or tray Handling service gear, Carrying plates, glasses and other equipment	10	Introduction to the basic of hospitality and catering industry Interpret the commitment and obligation of F&B employee and the departmental staffing and organization Understanding about different food service areas Develop adequate knowledge of different service equipment Through knowledge about the non-alcoholic beverages	1,2, 3,4, 5
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TEXT BOOKS:

Types of food and beverage services. Amaresh Kumar
 Week 9 Operation Areas And Equipment 2 2552. Pavit Tansakul.
 Hospitality - Food and Beverage. Nellai Bala Subramanian

REFERENCE BOOKS:

Food and Beverage. Nellai Bala Subramanian
 Food service industry. Carmina Sudden-Mercy

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding an over view of Food & beverage Service industry and the history behind it.	1, 2, 3, 4, 5, 6, 8,9
2	Remembering the various Food service equipment and services as well as differentiating between various catering establishments	1,2,3,4,5,6,8,9

3	Applying the knowledge of Food and Beverage service in various outlets of the Hotel	1, 2, 3, 4, 5, 6, 8,9
4	Evaluating a detailed overview of the Food & Beverage personnel and their standards	1, 2, 3, 4, 5, 6, 8,9
5	Applying the guidelines and regulations of Gueridon Service	1, 2, 3, 4, 5, 6, 8,9

SEMESTER – I								
Course Title	Foundation in Front Office Operations -I							
Course code	22BHMC112R	Total credits: 5	L	T	P	S	R	O/F
		Total hours:	3	1	2	0	0	0
Pre-requisite	Nil	Co-requisite	Nil					
Programme	Bachelor of Hotel Management and Catering Technology							
Semester	Fall/ I semester of first year of the program me							
Course Objectives	1. Know the history of tourism as well as hotel Industry 2. Understand various types guest rooms as well as hotels 3. Understand different Front Office personnel and their duties and responsibilities.							
CO1	The course familiarizes students with different governing body of hospitality industry							
CO2	Understand the classification of hotels based on various categories							
CO3	The students will get to know the knowledge about the daily operations of the Front Office department, ownership and organization structure of hotels.							
CO4	Learn standard operating procedure for guest check-in and check out							
CO5	Familiarize with guest accommodation facilities as well as guest safety procedures							
Unit-No.	Content	Contact Hour	Learning Outcome				K L	
I	Introduction to Tourism, Hospitality and Hotel Industry <ul style="list-style-type: none"> • Tourism and its importance. • Hospitality and its origin. • Hotels, their evolution and growth. • Adhering to rules and regulations of Ministry of Tourism, Govt. of India (FHRAI and HRACC). • Brief introduction to hotel core areas with special reference to Front Office. National and International Hotel chains 	6	Students will learn about the history of tourism and hospitality sector and its evolution				1, 2, 3, 4	
II	Classification of Hotels <ul style="list-style-type: none"> • Star classification • Size • Location • Clientele • Ownership basis Alternative accommodation	8	Students understand about different types of hotel accommodation				1, 2, 3, 4	

III	Organizational Framework of the Front Office Department <ul style="list-style-type: none"> • Function areas (sections and layout of Front Office) • Front Office hierarchy in small, medium, large Hotel Duties and responsibilities (Front Office Manager, Reservation Assistant, Receptionist, GRE, Information Assistant, Cashier, Telephone operator, Door attendant)	7	Students will learn the framework of the Font Office Department and duties of front office staff	1, 2, 3, 4, 5
IV	Front Office Operations <ul style="list-style-type: none"> • Rules of the house (for guest and staff) • Bell Desk and Concierge (functions, duties and responsibilities, luggage handling and records) • Types of keys and key control • Food / Meal plans • Types of room rates (Rack, FIT, crew, group, corporate, weekend) Inter departmental co- ordination	7	Students get to know about various record and files maintained in the department as well as different meal plan for guest	1, 2, 3, 4, 5
V	The Guest Accommodation: <ul style="list-style-type: none"> • Guest Rooms & Types • Guest Room amenities, supplies and services Guest Safety Procedures during Fire & other emergencies	7	Through this chapter students will learn about guest room types and emergency procedures	1, 2, 3, 4,
Practical	<ul style="list-style-type: none"> • Front Desk grooming and essentials such as body language and speech modulations (Videos and Presentations) • Telephone etiquettes and standard phrases used at the Front Desk • Bell Desk activities such as preparing Errand card, luggage tag, Bell desk register, newspaper distribution record • Bell Desk role plays based on rooming of guest, left luggage process, lost luggage, and misplacement of luggage. 	10	Students will learn about body language and grooming of front office staff Through this session students will learn about Telephone etiquettes Students get to know about the bell desk and its importance Students will get practical knowledge about different bell desk issues with role	1, 2, 3, 4, 5

	<ul style="list-style-type: none"> • Key handling procedures (key card and key jacket) • Handling guest common queries about information of the property (Travel Desk, recreational areas) 		playing Students get to know about key handling and different keys used in front office	
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TEXT BOOKS:

- i. Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- ii. Managing Front Office Operations – Kasavana & Brooks Educational Institution ABHMA
- iii. Front Office – Operations and management – ABHMed Ismail (Thomson Delmar).

REFERENCE BOOKS:

- i. Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- ii. Front Office Operations – Colin Dix & Chris Baird.
- iii. Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- iv. Managing Front Office Operations By Kasvan & Brooks

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	The course familiarizes students with different governing body of hospitality industry	1, 2, 3, 4, 5, 6, 7,9
2	Understand the classification of hotels based on various categories	1, 2, 3, 4, 5, 6, 7,9
3	The students will get to know the knowledge about the daily operations of the Front Office department, ownership and organization structure of hotels.	1, 2, 3, 4, 5, 6, 7,9
4	Learn standard operating procedure for guest check-in and check out	1, 2, 3, 4, 5, 6, 7,9
5	Familiarize with guest accommodation facilities as well as guest safety procedures	1, 2, 3, 4, 5, 6, 7,9

SEMESTER – I											
Course Title	Accommodation Operation - I										
Course code	22BHMC114R	Total credits: 5	L	T	P	S	R	O/F			
		Total hours:	3	1	2	0	0	0			
Pre-requisite	Nil	Co-requisite	Nil								
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of first year of the program me										
Course Objectives	<ol style="list-style-type: none"> 1. Know the basic of Housekeeping Department 2. Understand different cleaning methods of different surfaces 3. Understand different cleaning agent used in daily operations 										
CO1	The course familiarizes students with operations of housekeeping department										
CO2	Its various controls and personnel along with its relationship with other departments										
CO3	Classify the cleaning equipment and cleaning agents used in housekeeping										
CO4	Describe the cleaning Routine of housekeeping department										
CO5	Understand the hygiene and safety factors in cleaning										
Unit-No.	Content	Contact Hour	Learning Outcome				K	L			
I	Introduction to the Housekeeping Department <ul style="list-style-type: none"> • Introduction: Meaning and definition • Importance of Housekeeping and Responsibility of the department. • Inter departmental coordination with more emphasis on Front Office, Maintenance department and Food and Beverage Service. • Housekeeping areas- Front of the House and Back of the House 	7	Students will learn about the meaning of housekeeping and its use in hotel operation and interdepartmental coordination between different departments				1,	2,	3,	4,	5

	Layout and sections of the housekeeping department			
II	Organizational Framework of the Housekeeping Department <ul style="list-style-type: none"> • Hierarchy and role of personnel in small, medium, large hotels • Personality traits of housekeeping staff • Duties and responsibilities of housekeeping staff Inter Departmental Relationship.	8	Students will understand about the organizational structure of housekeeping and duties of housekeeping staff	1, 2, 3, 4, 5
III	Cleaning Organization and Cleaning Equipment <ul style="list-style-type: none"> • Principles of cleaning, hygiene, and safety factors in cleaning • Frequency of cleaning (Daily, Weekly, Periodic) • Classification of cleaning equipment • Selection of cleaning equipment • Storage and distribution Use and care of equipment	7	Students will learn the various cleaning process and equipment used	1, 2, 3, 4, 5
IV	Cleaning Agents <ul style="list-style-type: none"> • General criteria for selection of cleaning agents • Classification of cleaning agents • Use, care, storage and labelling. • Distribution and control. 	7	Students get to know about various cleaning agent and their use	1, 2, 3, 4, 5
V	Guest Rooms <ul style="list-style-type: none"> • Types of guest rooms. • Guest supplies and facilities for standard rooms and VIP guest 	6	Through this chapter students will learn about guest room types and the concept of	1, 2, 3, 4,

	<p>rooms.</p> <p>Ecotels</p> <ul style="list-style-type: none"> • Certifications • Energy and water conservation • Waste Management • Changing trends in housekeeping <p>Environment friendly housekeeping</p>		<p>ecotels and usefulness of energy and water conservation</p>	5
Practical	<p>Introduction to Cleaning equipment and agents (familiarization and function) and setting up of Chambermaid's trolley</p> <p>Cleaning of public areas</p> <ul style="list-style-type: none"> • Brasso and Silvo • Wooden surfaces- polished, painted, laminated. <p>Cleaning of glass surfaces Wall cleaning- Dado/skirting</p> <p>Guest room Orientation (Single, Double, Twin and Suite room)</p> <p>Guest room supplies and placement (Standard room and VIP amenities)</p> <p>Use of Mechanical cleaning equipment (scrubbing machines, vacuum cleaner- dry and wet)</p> <p>Bed making (identifying of linen and step by step procedure for a day bed using traditional and modern methods)</p>	10	<p>Students will learn about cleaning agents and equipment as well as cleaning procedure of different surfaces</p> <p>Through this session students will learn about guest room amenities and their placement</p> <p>Students get to know about the Use of Mechanical cleaning equipment</p> <p>Students will get practical knowledge about how to make a bed in guest room and different procedure</p> <p>Students will know about the cleaning process of guest bathrooms and bathroom amenities</p>	1, 2, 3, 4, 5

TEXT BOOKS:

- iv. Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- v. Managing Front Office Operations – Kasavana & Brooks Educational Institution ABHMA
- vi. Front Office – Operations and management – ABHMed Ismail (Thomson Delmar).

REFERENCE BOOKS:

- v. Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- vi. Front Office Operations – Colin Dix & Chris Baird.
- vii. Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- viii. Managing Front Office Operations By Kasvan & Brooks

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	The course familiarizes students with operations of housekeeping department	1,2,3,4,5,6,8,9
2	Its various controls and personnel along with its relationship with other departments	1,2,3,4,5,6,8,9
3	Classify the cleaning equipment and cleaning agents used in housekeeping	1,2,3,4,5,6,8,9
4	Describe the cleaning Routine of housekeeping department	1,2,3,4,5,6,8,9
5	Understand the hygiene and safety factors in cleaning	1,2,3,4,5,6,8,9

SEMESTER – I									
Course Title	Foreign Language French								
Course code	22BHMC115R	Total credits: 2	L	T	P	S	R	O/F	
		Total hours:	1	0	0	1	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. The objective of this course is to introduce students to the theory, fundamentals, and basic communication of French. 2. To help the students become the independent users of French language. 3. To develop in them vital communication skills which are integral to Hospitality industry and professional interactions. 4. Students will become proficient in professional communication such as interviews, group discussions, office environments etc. 								
CO1	Understand the basic knowledge of French language such as Alphabet, conjugations of verb, Grammar, and basic conversation skills in personal as well as professional life								
CO2	Learn to translate from English to French and French to English								
CO3	Develop basic French speaking and reading skills								
CO4	Acquire correct pronunciation of French terminology used in hotel industry								
CO5	understand the vital communication skills which are integral to Hospitality industry and professional interactions.								
Unit-No.	Content	Contact Hour	Learning Outcome				K L		
I	Introduction to the language -letter of Alphabet-there pronunciation-distinction between vowels and consonant words-the use of different accents	6	Understand the importance of French language in learning.				1, 2, 3, 4		
II	Greetings - Self Introduction, Presenting and introducing another person, Salutation, Greeting, How to Greet and Reply to a Greeting, At the Reception Desk of a Hotel, In the restaurant, Names, Professions, Fruits and Vegetables,	7	Develop some basic reading and writing skills necessary to function well in French-speaking				1, 2, 3, 4		
III	Introduction to the Number-1-100	8	Identify basic pronunciation features				1, 2, 3,		

			in French	4
IV	Common French terms related to Hotel Industry.	9	Identify and discuss themes in the readings in oral and written form.	1, 2, 3, 4
V	Common French terms related to Food & Beverage.	8	Understand the importance of French language in learning.	1, 2, 3, 4

TEXT BOOKS:

French Hospitality- P Ranjith Kumar & Rahul I, R Sudha, Jayantibalan

REFERENCE BOOKS:

French Companion(part-1&II) By Prof.T.K. Thamby-Publisher: Polyglot House, Chennai.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basic knowledge of French language such as Alphabet, conjugations of verb, Grammar, and basic conversation skills in personal as well as professional life	1,2,3,4,5,6,7,8
2	Learn to translate from English to French and French to English	1,2,3,4,5,6,7,8
3	Develop basic French speaking and reading skills	1,2,3,4,5,6,7,8
4	Acquire correct pronunciation of French terminology used in hotel industry	1,2,3,4,5,6,7,8
5	understand the vital communication skills which are integral to Hospitality industry and professional interactions.	1,2,3,4,5,6,7,8

SEMESTER – I									
Course Title	INTRODUCTORY ENGLISH								
Course code	22UBPD113R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 60P	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> To introduce the students to the basics of English grammar and their application. To enhance communication skills through listening and speaking exercises. To learn and understand the importance of pronunciation of words. 								
CO1	The application of grammatical rules will enable the students to improve the speaking and writing skills.								
CO2	It enables the learners to use the language effectively.								
CO3	It will strength both listening and speaking skills.								
CO4	It will strengthen their vocabulary and use of words.								
CO5	It will give an introduction on the concept of communication, its importance, and barriers.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Grammar <ul style="list-style-type: none"> Parts of Speech Articles Affirmative and Negative Sentences 		6	Describe, illustrate about how to write speech, articles etc.				1,2,3,4,5	
II	Grammar <ul style="list-style-type: none"> Determiners Sentence Construction from jumbled words Types of Sentences (Assertive, Imperative etc.) 		6	Describe, illustrate about how to write the sentence				1,2,3,4,5	
III	Building Vocabulary <ul style="list-style-type: none"> Synonyms Antonyms 		8	Describe, illustrate about how to change the word.				1,2,3,4,5	
IV	Speaking Skills <ul style="list-style-type: none"> Introduction and greetings Pronunciation Asking and offering in formation Video Recording for self-analysis 		6	Describe, illustrate about how to speaking.				1,2,3,4,5	

V	Communication Skills <ul style="list-style-type: none"> ● Introduction to Communication, ● Importance of Communication Skills, ● Purpose of Communication, ● Types of Communication, ● Barriers to Communication, 	8	Describe, illustrate about how to communicate	1,2, 3,4, 5

TEXT BOOKS:

T1. Wren & Martin (2017) *High School English Grammar and Composition* S.Chand Publishing.

T2. Pal, Rajendra. Suri, Premlata (2022) *English Grammar & Composition*. Sultan.

T3. Debnath Adhir (2018) *A Textbook of English Grammar and Composition*. Bina Library

REFERENCE BOOKS:

R1: Mitra Barun (2016) *Personality Development and Soft Skills 2/ E*, Oxford University Press

R2: Murphy Raymond, (2012) *English Grammar in Use Book with Answers A Self-Study and Practice Book for Intermediate Learners of English*, Cambridge University Press

OTHER LEARNING RESOURCES:

<https://youtu.be/53SIKuCuHv0>

https://youtu.be/Ljjiw9mC_Cg

<https://youtu.be/xQfYiHbAjJo>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	The application of grammatical rules will enable the students to improve the speaking and writing skills.	5,7,8
2	It enables the learners to use the language effectively.	5,7,8
3	It will strength both listening and speaking skills.	5,7,8
4	It will strengthen their vocabulary and use of words.	5,7,8
5	It will give an introduction on the concept of communication, its importance and barriers.	5,7,8

SEMESTER – I									
Course Title	EXTRA-CURRICULAR								
Course code	22UBEC111	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 15P	0	0	0	1	0	0	1
Pre-requisite	COMPULSORY	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	I semester of first year of the Programme								
Course Objectives	It is to develop the social and soft skills and to promote a holistic development of the learners								
CO	The students will be engaged in different activities headed under different clubs namely dance, music, photography, drama, literacy, etc. The students will participate in regular club activities like workshops, competitions as per their interest and hobbies. The students will be trained to represent ADTU in various inter university, state, and national level competitions. The students will be given a platform to earn from invited experts in their respective fields. The students will get an exposure of 360-degree learning methodology considering the overall growth along with the academics.								
Content									
AdtU encourages a range of activities outside the regular curriculum intended to meet learner's interest, These activities are aimed to develop the social and soft skills and promote a holistic development of the learners, Keeping in mind the 360 degree learning methodology the students are engaged in different activities headed under different clubs viz. Dance, music, photography, drama, literary etc., The students are encouraged to participate in regular club activities, workshops, competitions as per their interest and hobbies, The student members of the club are trained represent AdtU in various inter University student and national level competitions, Renewed personalities are invited to conduct workshops that benefit the members and students by giving them the platform to learn from experts in the respective fields.									

SEMESTER – II									
Course Title	Foundation in Food Production -II								
Course code	22BHMC121R	Total credits: 5	L	T	P	S	R	O/F	
		Total hours:	2	1	4	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	II semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. This course gives an insight into the basic processes used in cooking with egg, meat, and fish cookery. 2. Understanding vegetable cookery 3. This course gives basic knowledge about food contamination and how to prevent it. 								
CO1	Learn basics of Stocks, Soups & Sauces, and their types								
CO2	Learn basic knowledge of egg								
CO3	Learning about fuels and Cooking Methods.								
CO4	To familiarize the students with the basic concepts of different salads and sandwiches								
CO5	Learn about Food Contamination and control measures								
Unit-No.	Content	Contact Hour	Learning Outcome	KL					
I	Stock <ul style="list-style-type: none"> • Definition & Composition • Rules of stock making • Types of Stocks • Recipes of 1 litre of various stocks (White, brown, fish and vegetable) • Uses of stocks • Reduction & Glazes Soup <ul style="list-style-type: none"> • Aim/principles of soup making • Classification of soups with examples • Classical accompaniments and garnishes • Consommé with 10 garnishes 	8	Students will learn about the different stocks and soups as well as recipes between different departments	1,2,3,4,5					
II	Sauces <ul style="list-style-type: none"> • Imp of Sauces in food preparation • Classification of Sauces (Kitchen & Proprietary) - Mother, butter, 	8	Students gets familiarise about cooking equipment	1,2,3,4,5					

	<p>dessert, proprietary, Traditional accompanying sauces</p> <ul style="list-style-type: none"> • Thickening agents • Mother sauces - recipes and derivatives • Precautions & rectification, • Other Sauces-Pan gravies, Jus-lie, Jus- Roti etc. <p>Egg Cookery</p> <ul style="list-style-type: none"> • Composition and structure of egg • Selection criteria for egg • Various ways of cooking egg <p>Uses of egg in cookery</p>			
III	<p>Food Commodities</p> <ul style="list-style-type: none"> • Cereals & Pulses - Classification and varieties, Catering uses • Fats and Oil –Types, varieties, catering uses, hydrogenation and rendering of fat • Sweeteners - Types, stages in sugar cooking, catering uses • Dairy products: Milk, Cream, Cheese, Curd-types and uses • Spices, Herbs, Condiments & Seasonings -used in Western & Indian Cooking, examples and uses <p>Effect of heat on Carbohydrates, Sugar, Protein, Colour pigment, vitamins and minerals pertaining to above mentioned commodities method with examples.</p>	7	Students will learn about basic cooking techniques	1,2,3,4,5
IV	<p>Salads & Salad Dressings</p> <ul style="list-style-type: none"> • Parts of salad with ingredients used • Types of Salads - Green, Vegetable, Cooked, main course, Fruit, Gelatin based salad • Principles of salad making • Guidelines for making salads • Salad dressings – Types • International Classical Salads – composition and country of origin <p>Sandwiches</p>	7	Students get to know about various vegetables and fruits as well as their cuts and methods of cooking	1,2,3,4,5

	<ul style="list-style-type: none"> • Parts of sandwiches • Types of sandwiches – Cold and Hot sandwiches • Precautions to take while preparing and storing sandwiches 			
V	<p>Food Contamination and control measures</p> <ul style="list-style-type: none"> • Food Contamination -Types, reasons& precaution • Introduction to HACCP- meaning, importance, Principles <p>Kitchen Stewarding</p> <ul style="list-style-type: none"> • Importance of kitchen stewarding • Hierarchy & staffing in kitchen stewarding department <p>Equipment found in kitchen stewarding department</p>	8	Through this chapter students will learn about the safety and security while working in a kitchen	1,2,3,4,5
Practical	<p>Demonstration of Stocks, Soups and Sauces</p> <p>Egg Cookery (Excluding Breakfast Preparations)</p> <p>Continental breakfast menu</p> <p>Types of Sandwiches</p> <p>Types of Salads with Dressings</p> <p>Basic Continental menus consisting of Appetizer/soup, Meat preparation with starch & veg. accompaniments &Dessert with plate presentation and appropriate portion sizes</p>	15	<p>Students will learn about different stocks and soups. Salad preparation and their types</p> <p>Through this session students will learn about different methods of cooking eggs</p> <p>Students will learn about the different types of meal and the preparation</p> <p>Students will learn about different Sandwiches and their types.</p> <p>Students get familiar about the recipes of salads and the dressing techniques. This practical session will teach students about different basic</p>	1,2,3,4,5

			of continental menus	
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TEXT BOOKS:

- i. Theory of Cookery: Krishna Arora Publisher: Frank Brothers
- ii. Food Production Operations: Parvinder S Bali, Oxford University Press
- iii. Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman

REFERENCE BOOKS:

- i. Practical Cookery By Kinton & Cessarani
- ii. Practical Professional Cookery by Kauffman & Cracknell
- iii. Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
- iv. Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Learn basics of Stocks, Soups & Sauces, and their types	1,2,3,4,5,6,7,8,10
2	Learn basic knowledge of egg	1,2,3,4,5,6,7,8,10
3	Learning about fuels and Cooking Methods.	1,2,3,4,5,6,7,8,10
4	To familiarize the students with the basic concepts of different salads and sandwiches	1,2,3,4,5,6,7,8,10
5	Learn about Food Contamination and control measures	1,2,3,4,5,6,7,8,10

SEMESTER – II									
Course Title	Foundation in Food & Beverage -II								
Course code	22BHMC122R	Total credits: 4	L	T	P	S	R	O/F	
		Total hours:	2	1	2	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	II semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. This course aims to provide intrinsic knowledge of Food and Beverage menus with purpose and necessity in various types of meals. 2. It enables students to apply the knowledge and skills required to advise and serve customers in food service outlets 3. Analyse the food service operations of in room dining. 								
CO1	Learn different types of meals such as breakfast, brunch, hi-tea								
CO2	Gain understanding of types of KOT's, BOT's, Billing methods and feedback mechanism								
CO3	Learn about the classification of non-alcoholic beverages								
CO4	Gain knowledge about tobacco and its products								
CO5	Enhance the understanding of Room Service/ In room dining service								
Unit-No.	Content	Contact Hour	Learning Outcome	KL					
I	Types of Meals <ul style="list-style-type: none"> • Breakfast – Introduction, Types, Service Methods • Elevenes and Brunch • Full afternoon tea and Hi – Tea • Lunch /Dinner • Supper Late night BHMCT snacks / round the clock meals 	8	Students will be introduced about the history and evolution of Food and Beverage service industry	1,2,3,4					
II	Menu knowledge <ul style="list-style-type: none"> • Introduction • Types –A la Carte & Table d' hôte • Menu Planning, considerations and constraints • Classical French Menu • Classical Foods & its accompaniments with cover Definition of Menus - Children, Diet, Working Lunch, Banquet, Take Away,	7	Students will get to know about different Menus used in service industry	1,2,3,4					

	Cyclic, Combination, Poolside, Trendy snacks /Fast Foods.			
III	<p>Tobacco</p> <ul style="list-style-type: none"> • Introduction, types • Cigar –Parts, manufacturing, sizes, strengths, brands, service procedure • Cigarette – Manufacturing, brands, service procedure <p>Non – Alcoholic Beverages</p> <ul style="list-style-type: none"> • Classification • Hot Beverages – Types, service, latest trends <p>Cold Beverages – Types, service, latest trends</p>	8	Students will learn about the types of Tobacco, Cigars and Cigarette. The Manufacturing, brands, service procedure.	1,2,3,4
IV	<p>Billing methods & Control methods</p> <ul style="list-style-type: none"> • Importance of control • Billing methods – triplicate system, KOT & BOT • Types of KOT, Flow chart of KOT • List of Software used in billing methods –Micros, IDS, Fidelio, Opera • Importance of control 	7	Through this unit students will learn about billing methods and control methods of Food and Beverages.	1,2,3,4
V	<p>Room Service/ In room dining service</p> <ul style="list-style-type: none"> • Introduction, General Principles • Cycle of Service, Scheduling and Staffing • Forms and Formats • Order Taking, Suggestive Selling, Breakfast Cards • Time management -lead time from order taking to clearance <p>IRD Layouts and special equipment, Mini bar</p>	8	This chapter introduce students about the room service and in room dining services.	1,2,3,4
Practical	<p>Demonstration of Stocks, Soups and Sauces</p> <p>Egg Cookery (Excluding Breakfast Preparations)</p>	10	Students will learn about basic Briefing and De-briefing and menu planning.	1,2,3,4,5
			Through this session	

	<p>Continental breakfast menu</p> <p>Types of Sandwiches</p> <p>Types of Salads with Dressings</p> <p>Basic Continental menus consisting of Appetizer/soup, Meat preparation with starch & veg. accompaniments & Dessert with plate presentation and appropriate portion sizes</p>		<p>students will learn about various service procedure.</p> <p>Students get to know about the importance of menu planning and service procedure</p> <p>Students get to know about the importance of menu planning and service procedure</p> <p>Students get familiar about different trolleys and their setups</p>	
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TEXT BOOKS:

- i. Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS
- ii. Food & Beverage Service Management – Brian Varghese
- iii. Food & Beverage Service – Vijay Dhawan

REFERENCE BOOKS:

- i. Food & Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill.
- ii. Food & Beverage Service Lillicrap & Cousins, ELB

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Learn different types of meals such as breakfast, brunch, hi-tea	1,2,3,4,5,6,7,8,9
2	Gain understanding of types of KOT's, BOT's, Billing methods and feedback mechanism	1,2,3,4,5,6,7,8,9
3	Learn about the classification of non-alcoholic beverages	1,2,3,4,5,6,7,8,9
4	Gain knowledge about tobacco and its products	1,2,3,4,5,6,7,8,9
5	Enhance the understanding of Room Service/ In room dining service	1,2,3,4,5,6,7,8,9

SEMESTER – II									
Course Title	Foundation in Front Office Operations-II								
Course code	22BHMC123R	Total credits: 4	L	T	P	S	R	O/F	
		Total hours:	2	1	2	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	II semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> The students will comprehend about guest cycle, filling up of front office forms and formats. Welcoming the guest, telephone handling, and assigning guest rooms. Procedures of message and mail handling along with paging 								
CO1	Learn about guest cycle, filling up of front office forms and formats								
CO2	Understand various procedures carried out at front desk like room change procedure								
CO3	Learn about Handling Guest Complaints								
CO4	Understand various procedures carried out at the Hospitality Desk								
CO5	Learn about Message and Mail Handling								
Unit-No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to guest cycle <ul style="list-style-type: none"> Pre arrival Arrival During guest stay Departure After departure 	7	Students will learn about the guest cycle process	1,2,3,4					
II	Reservation <ul style="list-style-type: none"> Importance of reservation Modes of reservation Channels and sources of reservation (FITs, Travel Agents, Airlines, GITs) Types of reservations (Tentative, Confirmed, Guaranteed) Systems and equipment (Manual, semi-automated, fully automated) Cancellation Amendments Overbooking 	8	Students will learn about different modes and types of reservations	1,2,3,4					
III	Pre-Arrival Procedures	8	Students will learn about the arrival	1,2,3,4					

	<ul style="list-style-type: none"> • Pre arrival activities (Preparing an arrival list, notification) • Pre arrival procedure for VIPs <p>Pre arrival procedure for groups (Special arrangements, meal coupons)</p>		activities of regular and VIP guests	
IV	<p>Guest Arrival</p> <ul style="list-style-type: none"> • Receiving of guests • Registration (non- automated and automated) • Relevant records for FITs, Groups, Air crews and VIPs • Types of registration (Register, Loose Leaf, Registration Cards) • Pre-registration • Arrival procedure for various categories of guests (Foreigners along with C-forms, its importance FITs walk-in, with confirmed reservation) • Notification of guest arrival • Criteria for taking advance (Walk-ins, Scanty Baggage, Groups) 	7	Students get to know about various types of registration process, handling walk-ins and groups	1,2,3,4
V	<p>Guest Stay</p> <ul style="list-style-type: none"> • Guest Information services, example - At Your Service, Service Express • Message and Mail Handling • Hospitality desk and Role of GRE, Rooming a guest (introduction to the hotel facilities, orientation of the room) • Complaints handling and Importance of Guest Satisfaction Tracking System (GSTS) • Guest History Card • Procedure for room change (Live move and dead move) <p>Safe deposit procedure</p>	8	Through this chapter students will learn to handle hospitality desk, complaints handling and delivering mail & messages	1,2,3,4
Practical	<p>Preparing Records, lists, books and forms such as:</p> <ul style="list-style-type: none"> • Arrival register • Arrival list • No show/ cancellation report • VIP List 	10	<p>Students will learn about various forms and record keeping procedures</p> <p>Through this student will learn about</p>	1,2,3,4

	<ul style="list-style-type: none"> • Fruits & Flowers requisition • Left luggage register • Bell boy movement control sheet • Scanty Baggage Register • Arrival & Departure errand cards <p>Expected arrival/ departure list</p> <p>Telephone handling skills at the reception and taking reservations.</p> <p>Skills to receive and record mail as well as messages (Hotel staff, Guest - Past, present and future).</p> <p>Skill to handle guest arrival (FIT and groups) including registering the guests and rooming the guest functions</p> <p>Role play:</p> <p>At the porch-Guest driving in. Doorman opening the door and saluting guest, calling bellboy at the Front Desk-Guest arriving, greeting & offering welcome drink. Checking if there is a booking.</p> <p>Tackling guest complaints with regards to the guest cycle and preparing and updating a Guest history Card.</p> <p>Use of PMS and suggested tasks to be carried out:</p> <ul style="list-style-type: none"> • Various function keys • Pre- register a guest <p>Creating and updating guest profiles</p>		<p>Telephone etiquettes</p> <p>Students will learn about handling mails & messages, arrival procedures of regular and groups</p> <p>Students will get practical knowledge about check in procedure with role playing</p> <p>Students will get practical knowledge about check in procedure with role playing</p>	
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TEXT BOOKS:

- i. Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- ii. Managing Front Office Operations – Kasavana & Brooks Educational Institution ABHMA
- iii. Front Office – Operations and management – ABHMed Ismail (Thomson Delmar).

REFERENCE BOOKS:

- i. Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- ii. Front Office Operations – Colin Dix & Chris Baird.
- iii. Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- iv. Managing Front Office Operations By Kasvan & Brooks

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Learn about guest cycle, filling up of front office forms and formats	1,2,3,4,5.7.8.9
2	Understand various procedures carried out at front desk like room change procedure	1,2,3,4,5.7.8.9
3	Learn about Handling Guest Complaints	1,2,3,4,5.7.8.9
4	Understand various procedures carried out at the Hospitality Desk	1,2,3,4,5.7.8.9
5	Learn about Message and Mail Handling	1,2,3,4,5.7.8.9

SEMESTER – II									
Course Title	Foundation in Accommodation Operation – II								
Course code	22BHMC124R	Total credits: 4	L	T	P	S	R	O/F	
		Total hours:	2	1	2	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the program me								
Course Objectives	1. To know the coordination of Housekeeping with other hotel Departments 2. To know about the daily functions of Housekeeping Department 3. To understand different cleaning procedures of different areas in hotel								
CO1	Understand the importance of Co-ordination of Housekeeping with other Departments								
CO2	Learn about daily Routine of the Housekeeping Department								
CO3	Identify various functions of control desk								
CO4	Learn basic knowledge of Fire Prevention and Fire Fighting								
CO5	Learn about Cleaning Routine of different areas								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Co-ordination of Housekeeping with other Departments Departments like Food Production, Security, Purchase, Stores, HRD, Sales and Marketing		7	Students will learn about the coordination between different Departments				1,2,3,4,5	
II	Daily Routine of the Housekeeping Department <ul style="list-style-type: none"> • The Housekeeping Day • Opening and closing of the house-morning shift, afternoon shift and night shift Rules of the floor		8	Students get familiar about various floor rules as well as different shifts				1,2,3,4,5	
III	Fire Prevention and Fire Fighting <ul style="list-style-type: none"> • Safety Management Programme • Hazards in housekeeping • Accident Prevention • Crime Prevention First Aid		7	Students will learn about fire safety and how to handle different categories of fire and first aid procedures				1,2,3,4,5	

IV	<p>Cleaning Routine of Guest Rooms</p> <ul style="list-style-type: none"> • Daily cleaning of Occupied, Departure, Vacant, Under Repair and VIP rooms • Evening service and Second service procedures. • Spring Cleaning procedures and its importance <p>Cleaning Routine of Public Areas</p> <ul style="list-style-type: none"> • Public areas to be maintained Daily, weekly and spring-cleaning • procedures for various Public areas such as Lobby / Lounge, Restaurants, Bar, Banquet Halls, Elevators, Staircase, Guest corridors, Restrooms and Leisure areas (spa, swimming pool, shopping arcades) 	<p>8</p>	<p>Students get to know about various cleaning routine and procedures as well as techniques used in cleaning</p>	<p>1,2,3 ,4,5</p>
V	<p>Control Desk</p> <ul style="list-style-type: none"> • Introduction and functions of the Control Desk • Records maintained at the control desk (Key control register, maintenance register, lost and found, logbook, indent books, gate pass) • Lost and Found (Classification of Lost and Found articles - valuable, non - valuable and perishable Procedure for Guest and Hotel articles) 	<p>8</p>	<p>Through this chapter students will learn about housekeeping control desk and lost and found procedures in Housekeeping</p>	<p>1,2,3 ,4,5</p>
Practical	<p>Servicing a guest room and bathroom with chambermaid's trolley (checkout/occupied and vacant room)</p> <p>Bed making (Day bed, turndown service)</p> <p>Preparing various records such as:</p> <ul style="list-style-type: none"> • Room occupancy report • Checklist • Floor register • Work/ maintenance order • Lost and found slips and gate pass • Maid's report 	<p>10</p>	<p>Students will learn about the housekeeping trolley and how to set up a trolley and guest Amenities</p> <p>Through this session students will learn about various records used in housekeeping operation</p> <p>Students get to know</p>	<p>1,2,3 ,4,5</p>

	<ul style="list-style-type: none"> • Housekeeper’s report • Log book • Guest special request register • Record of special cleaning • Call register • VIP list <p>Floor linen book/ register</p> <p>Mini bar management:</p> <ul style="list-style-type: none"> • Issue • Stock taking • Checking expiry date <p>First Aid and Fire Safety,</p> <p>Handling guest supplies</p> <ul style="list-style-type: none"> • Maintaining register/ record • Replenishing floor pantry <p>Stock taking</p> <p>Spring cleaning of public areas</p>		<p>mini bar Management and First aid procedures</p> <p>Students will learn handling guest amenities and handling of guest complain</p> <p>Students get familiar about various equipment, cleaning agents used in cleaning procedures of different areas</p>	
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TEXT BOOKS:

1. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
2. Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

REFERENCE BOOKS:

1. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
2. Housekeeping and Front Office – Jones
3. Security Operations By Robert McCrie, Publisher: Butterworth – Heinemann
4. The Professional Housekeeper – Tucker Schneider,; Wiley Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the importance of Co-ordination of Housekeeping with other Departments	1,2,3,4,5,6,7,8,9
2	Learn about daily Routine of the Housekeeping Department	1,2,3,4,5,6,7,8,9
3	Identify various functions of control desk	1,2,3,4,5,6,7,8,9
4	Learn basic knowledge of Fire Prevention and Fire Fighting	1,2,3,4,5,6,7,8,9
5	Learn about Cleaning Routine of different areas	1,2,3,4,5,6,7,8,9

SEMESTER – II									
Course Title	IMPLICATIVE ENGLISH								
Course code	22UBPD123R	Total credits: 4	L	T	P	S	R	O/F	
		Total hours:	2	1	2	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. To introduce the types of sentences and their significance. 2. To strengthen the vocabulary of the students to enhance student' vocabulary 3. to enhance their speaking and writing skills, the importance of dress codes in various organisations. 4. To introduce the 3P's (Planning, prioritizing & performing) of Time Management. 								
CO1	This course will enable students to analysis and identify the different types of sentences								
CO2	Learners will be able to integrate the skills of reading and speaking in professional communication.								
CO3	Dress code Etiquette sessions will boost their confidence and morals								
CO4	Students will earn about the effective and efficient utilization of time								
CO5	Identify parts of a sentence and their significance in a language								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	Grammar <ol style="list-style-type: none"> i. Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences ii. Types of Tenses iii. Common Errors 	7	Acquire and use a rich and varied vocabulary appropriate for different contexts and purposes.				1,2,3,4		
II	Vocabulary <ol style="list-style-type: none"> i. Synonyms ii. Antonyms iii. Homonyms 	6	Demonstrate mastery of advanced grammatical structures and syntax in both written and spoken English.				1,2,3,4		
III	Reading Skills <ol style="list-style-type: none"> i. Techniques of Effective Reading ii. Gathering Ideas and Information 	7	Analyse and interpret complex texts, identifying implicit				1,2,3,4		

	from a Text iii. The SQ3RT technique iv. Interpret the Text		meanings, themes, and nuances.	
IV	Conflict Management i. Definition ii. Types of Conflict Management iii. Effect of Conflict Management iv. Methods to deal with Conflict (Negative)	6	Understand and appreciate cultural references and contexts that influence language use.	1,2,3,4
V	Time Management Skills i. Introduction to Time Management ii. Purpose and Importance of Time Management iii. Basic Tips to maintain time.	7	Apply principles of pragmatics to understand implied meanings, social cues, and subtleties in communication.	1,2,3,4

TEXT BOOKS:

- Wren, P.CandMartin,H.1995.*High School English Grammar and Composition*, S Chand Publishing.
- Barrett, Grant.2016. *Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking*, Zephyros Press

REFERENCE BOOKS:

- Mccarthy. (2008) *English Vocabulary in Use Upper -Intermediate with CDROM*, Cambridge University Press
- Tracy, Brian.(2018)*Time Management: The Brian Tracy Success Library*, Manjul Publishing House

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	This course will enable students to analysis and identify the different types of sentences	1,2,3,4,5,6,8,9
2	Learners will be able to integrate the skills of reading and speaking in professional communication.	1,2,3,4,5,6,8,9
3	Dress code Etiquette sessions will boost their confidence and morals	1,2,3,4,5,6,8,9
4	Students will earn about the effective and efficient utilization of time	1,2,3,4,5,6,8,9

5	Identify parts of a sentence and their significance in a language	1,2,3,4,5,6,8,9
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SEMESTER – II									
Course Title	UNIVERSAL HUMAN VALUES(UHV)+PROFESSIONAL ETHICS								
Course code	22UUHV101R	Total credits: 4 Total hours:	L	T	P	S	R	O/F	
			2	1	2	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	II semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature. Thus, this course is intended to provide a much-needed orientational input in value education to the young enquiring minds. 								
CO1	Understand the core of human values such as compassion, empathy, justice, integrity, and respect.								
CO2	Analyse the ethical issues from various perspectives								
CO3	Understand the influence of relationship, decision making and interactions within communities.								
CO4	It aims to promote cultural sensitivity and broader understanding on human diversity								
CO5	It helps to promote the social responsibilities								
Unit-No.	Content		Contact Hour	Learning Outcome			KL		
I	Course Introduction-Need, Basic Guidelines, Content and Process for Value Education Understanding the need, basic guidelines, content, and process for Value Education Self-Exploration–what is it? -its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self-exploration		8	Learn the ability to communicate effectively.			1,2,3,4		

	<p>Continuous Happiness and Prosperity-A look at basic Human Aspirations</p> <p>Right understanding, Relationship and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority</p> <p>Understanding Happiness and Prosperity correctly-A critical appraisal of the current scenario</p> <p>Method to fulfil the above human aspirations: understanding and living in harmony at various levels.</p>			
II	<p>Understanding Harmony in the Human Being-Harmony in Myself!</p> <p>Understanding human being as a co-existence of the sentiment 'I' and the material 'Body'.</p> <p>Understanding the needs of Self('I') and 'Body'- <i>Sukh</i> and <i>Suvidha</i>.</p> <p>Understanding the Body as an instrument of 'I'(being the doer, seer and enjoyer)</p> <p>Understanding the characteristics and activities of 'I' and harmony in 'I'.</p> <p>Understanding the harmony of I with the Body: <i>Sanyam</i> and <i>Swasthya</i>; correct appraisal of Physical needs, meaning of Prosperity in detail</p> <p>Programs to ensure <i>Sanyam</i> and <i>Swasthya</i>-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	7	Demonstrate and explain the history taking.	1,2,3,4
III	<p>Understanding Harmony in the Family and Society Harmony in Human- Human Relationship</p> <p>Understanding Harmony in the family—the basic unit of human interaction</p> <p>Understanding values in human-human</p>	7	Describe, illustrate the visual acuity.	1,2,3,4

	<p>relationship; meaning of <i>Nyaya</i> and program for its fulfilment to ensure <i>Ubhay-Tripti</i>; Trust (<i>Vishwas</i>) and Respect (<i>Samman</i>) as the foundational values of relationship</p> <p>Understanding the meaning of <i>Vishwas</i>; Difference between Intention and Competence.</p> <p>Understanding the meaning of <i>Samman</i>, difference between respect and differentiation; the other salient values in relationship</p> <p>Understanding the harmony in the society (so ciety being an extension of family): <i>Samadhan, Samridhi, Abhay, Sah-Astitva</i> as comprehensive Human Goals</p> <p>Visualizing a universal harmonious order in society- Undivided Society (<i>Akhand Samaj</i>), Universal Order (<i>Sarvabhaum Vyawastha</i>)- from family to world family!-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>			
IV	<p>Understanding Harmony in the Nature and Existence-Whole existence as Co-existence</p> <p>Understanding the harmony in the Nature</p> <p>Inter connected ness and mutual fulfilment among the four orders of nature-recyclability and self-regulation in nature</p> <p>Understanding Existence as Co-existence (<i>Sahastitva</i>) of mutually interacting units in all-pervasive space</p> <p>Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	8	Describe, illustrate the type of eye examination.	1,2,3,4
V	<p>Implications of the above Holistic Understanding of Harmony on</p>	8	Describe, illustrate the and demonstrate	1,2,3,4

	<p>Professional Ethics</p> <p>Natural acceptance of human values</p> <p>Definitiveness of Ethical Human Conduct</p> <p>Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order</p> <p>Competence in professional ethics:</p> <ul style="list-style-type: none"> a) Ability to utilize the professional competence for augmenting universal human order b) Ability to identify the scope and characteristics of people-friendly and eco- friendly production systems, c) Ability to identify and develop appropriate technologies and management patterns for above production systems. <p>Case studies of typical holistic technologies, management models and production systems</p> <p>Strategy for transition from the present state to Universal Human Order:</p> <ul style="list-style-type: none"> a) At the level of individual: a s socially and ecologically responsible engineers, technologists and managers b) At the level of society: as mutually enriching institutions and organizations 		<p>the ophthalmic instruments.</p>	
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TEXT BOOKS:

- a. The textbook R.R Gaur, R Sangal,G P Bagaria,A foundation course in Human Values and professional Ethics, Excelbooks,NewDelhi,2010,ISBN978-8-174-46781-2
- b. The teacher’s manual
R.R Gaur, R Sangal, GP Bagaria, A foundation course in Human Values and professional Ethics–
Teachers Manual, Excel books, NewDelhi,2010

REFERENCE BOOKS:

- McCarthy. (2008) *English Vocabulary in Use Upper -Intermediate with CDROM*, Cambridge University Press
- Tracy, Brian.(2018)*Time Management: The Brian Tracy Success Library*, Manjul Publishing House

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	understand the core of human values such as compassion, empathy, justice, integrity, and respect.	1,2,3,4,5,6,7,8,9
2	Analyse the ethical issues from various perspectives	1,2,3,4,5,6,7,8,9
3	Understand the influence of relationship, decision making and interactions within communities.	1,2,3,4,5,6,7,8,9
4	It aims to promote cultural sensitivity and broader understanding on human diversity	1,2,3,4,5,6,7,8,9
5	It helps to promote the social responsibilities	1,2,3,4,5,6,7,8,9

SEMESTER – II									
Course Title	EXTRA-CURRICULAR								
Course code	22UBEC121	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 15P	0	0	0	1	0	0	1
Pre-requisite	COMPULSORY	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ II semester of first year of the Programme								
Course Objectives	It is to develop the social and soft skills and to promote a holistic development of the learners								
CO	The students will be engaged in different activities headed under different clubs namely dance, music, photography, drama, literacy, etc. The students will participate in regular club activities like workshops, competitions as per their interest and hobbies. The students will be trained to represent ADTU in various inter university, state and national level competitions. The students will be given a platform to earn from invited experts in their respective fields. The students will get an exposure of 360 degree learning methodology considering the overall growth along with the academics.								
Content									
AdtU encourages a range of activities outside the regular curriculum intended to meet learner's interest, These activities are aimed to develop the social and soft skills and promote a holistic development of the learners, Keeping in mind the 360 degree learning methodology the students are engaged in different activities headed under different clubs viz. Dance, music, photography, drama, literary etc., The students are encouraged to participate in regular club activities, workshops, competitions as per their interest and hobbies, The student members of the club are trained represent AdtU in various inter University student and national level competitions, Renewed personalities are invited to conduct workshops that benefit the members and students by giving them the platform to learn from experts in the respective fields.									

SEMESTER – II									
Course Title	CO-CURRICULAR								
Course code	22UBCC311	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 15P	0	0	0	1	0	0	1
Pre-requisite	COMPULSORY	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. Co-curricular Activities are enabled to supplement and complement the curricular or main syllabi activities. 2. These are the part and parcel of educational institutions to develop the students' personality as well as to strengthen the classroom learning. 3. Co-curricular Activities have wide horizon to cater to the cultural, social, aesthetic development of the child. 								
CO	Co-curricular activities facilitate in the development of various domains of mind and personality such as intellectual development, emotional development, social development, moral development and aesthetic development. Creativity, Enthusiasm, and Energetic, Positive thinking are some of the facets of personality development and the outcomes of extracurricular activities.								
Content	<p>The institute provides the opportunity to the teacher trainees to participate in various activities for their overall development. The institute conducts Seminars and Workshops, Guest Lectures, Essay writing, projects, general knowledge debates, quiz and discussion on current affairs, Discussion on social justice, National Days Celebrations, Assembly, Weekly meetings and Value Education Programme, and also organize Dance, Dramatics, Singing competitions. Games and Sports are compulsory for all the students. Provision has, therefore been made for games and sports in college. The college will have unit of N.S.S.and will also give the opportunity to students to participate in it.</p>								

SEMESTER – III									
Course Title	Bakery & Confectionary								
Course code	22BHMC211R	Total credits: 5 Total hours:	L	T	P	S	R	O/F	
			2	1	4	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. This course provides theoretical foundation in baking practices. 2. It includes Selection of ingredients, proper mixing and baking techniques involved in preparation of Breads, Cakes, Flour Pastry, Cookies, and Icing. 3. Understanding the science behind ingredient interactions. 								
CO1	Understand the basics of bakery and confectionery								
CO2	Understanding the Characteristics & Functions of Ingredients used in bakery								
CO3	Apply the Methods of Bread Making								
CO4	Apply bakery skills- Meringues, Chocolate decorations, Sugar work, Icings and toppings, Pastries & Recipe balancing								
CO5	Evaluate professional skills and techniques required for Cake Making								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Bakery & Confectionery <ul style="list-style-type: none"> • Definition • Principles of Baking • Bakery Equipment (Small, Large, Tools etc.) • Formulas & Measurements Physical & Chemical changes during baking		9	Students will learn about the introduction of bakery and confectionery, Differences of light and heavy equipment				1,2,3,4,5	
II	Characteristics & Functions of Ingredients used in Making of Bread, Cake and Flour Pastry <ul style="list-style-type: none"> • Flour • Shortening agents • Sweetening agents • Raising agents • Dairy products • Eggs Sundry materials - Setting Agents, Chocolate, Cocoa Powder, Fruits & Nuts, Salt Spices Flavourings, Extracts,		8	Students will know about the characteristics & functions used in making of Bread. Raising agents, Sweetening agents, emulsifying agents etc				1,2,3,4,5	

	Emulsions & Alcohol			
III	Yeast Dough's (Fermented Goods) <ul style="list-style-type: none"> • Types – (Rich / Lean) • Stages / Steps in Bread Making • Methods of Bread Making (No time Dough, Straight Dough, Ferment & Dough, Sponge and Dough, Salt Delayed, Continuous Bread making process and Chorleywood Bread making process) • Bread Disease Bread Improvers	8	Students will learn about different types of Yeast used in bakery and confectionery products and the methods of bread making.	1,2,3 ,4,5
IV	Cake Making <ul style="list-style-type: none"> • Factors to be considered while cake making- (Combining ingredients, Forming of air cells and Developing texture) • Method of Cake Making (Sugar batter, Flour batter, Foaming, Boiled, All in one, Blending) • Scaling, Panning, Baking and Cooling • Faults & Remedies Icings <ul style="list-style-type: none"> • Introduction to Icings • Definition & Uses • Classification (Flat & Fluffy) Ingredients used in preparation of Icings	7	Students will learn the types of cakes, the basic components of cakes and the icing /frosting process in cakes etc	1,2,3 ,4,5
V	Flour Pastries <ul style="list-style-type: none"> • Introduction & Classification with examples • Recipes, Methods of Preparation, (Short Crust, Choux, Hot Water Crust, Flaky, Puff, Danish) • Dos and Don'ts while preparing Pastry Cookies <ul style="list-style-type: none"> • Definition & Introduction • Characteristics and their Causes • Mixing Methods • Types of Cookies (Piped / Bagged, 	8	In this unit students will learn about the flour pastries, recipes and methods of preparation of pastries and biscuits and cookies. And also, the improvers that are used in bakery products.	1,2,3 ,4,5

	<p>Dropped, Rolled, Moulded / Stamped, Ice box / Refrigerator, Bar, Sheet and Stencil)</p> <ul style="list-style-type: none"> Panning, Baking & Cooling <p>Cookie Improvers</p>			
Practical	<p>Breads</p> <p>(Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks)</p> <p>Cakes</p> <p>(Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil’s Food Cake, Angel Food Cake, Madeleine’s, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake , Doughnut)</p> <p>Icings and Decorations techniques</p> <p>(Glace Icing, Feather Icing, Butter Cream, Ganache, Truffle, Royal Icing, Marzipan, Sugar Paste, Pastillage, Meringue, American Frosting, Fresh Cream)</p> <p>Flour Pastry Products and its variations</p> <p>(Tarts- Fresh Fruit / Choc, Profite Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent, Eclairs, Eccless Cake, Bouchees, Pinwheel, Palmiers, Khari, Cream Rolls ,Cinnamon Twist, Veg Puffs)</p> <p>Cookies</p> <p>(Butter Buttons, Melting Moments, Checkerboard, Shrewsbury, Ginger Cookies, Macroons, Choco Chips, Biscotti, Pinwheel, Nan Khatai, Jeera Cookies, Brownie)</p>	12	<p>Students will learn about different stocks and soups. Salad preparation and their types</p> <p>Through this session students will learn about different methods of cooking eggs</p> <p>Students will learn about the different types of meal and the preparation.</p> <p>Students will learn about different Sandwiches and their types.</p> <p>Students get familiar about the recipes of salads and the dressing techniques</p>	1,2,3,4,5

TEXT BOOKS:

- i. Theory of Cookery: Krishna Arora, Publisher: Frank Brothers
- ii. Food Production Operations: Parvinder S Bali, Oxford University Press
- iii. Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman

REFERENCE BOOKS:

- i. Practical Cookery By Kinton & Cessarani
- ii. Practical Professional Cookery by Kauffman &Cracknell
- iii. Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
- iv. Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basics of bakery and confectionery	1,2,3,4,5,6,7,8,9
2	Understanding the Characteristics & Functions of Ingredients used in bakery	1,2,3,4,5,6,7,8,9
3	Apply the Methods of Bread Making	1,2,3,4,5,6,7,8,9
4	Apply bakery skills- Meringues, Chocolate decorations, Sugar work, Icings and toppings, Pastries & Recipe balancing	1,2,3,4,5,6,7,8,9
5	Evaluate professional skills and techniques required for Cake Making	1,2,3,4,5,6,7,8,9

SEMESTER – III									
Course Title	Bar Operation-I								
Course code	22BHMC212R	Total credits: 4	L	T	P	S	R	O/F	
			Total hours:	2	1	2	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. The course will give comprehensive knowledge on various fermented alcoholic beverages used in the Hospitality Industry. 2. It will also help in understanding the classification, manufacturing process and the various styles, along with technical and specialized skills in the service of the same. 3. It will familiarize students to bar profile 								
CO1	Understand the different layouts of Bar and their considerations								
CO2	Remembering the Bar control procedures & concerned statutory requirements								
CO3	Analyse the classification of wines								
CO4	Apply the knowledge about the services of different types of alcoholic and non-alcoholic beverages								
CO5	Evaluate proficiency in mixing and preparing a wide range of cocktails, including classic and contemporary recipes, using proper techniques and measurements								
Unit-No.	Content	Contact Hour	Learning Outcome	KL					
I	Alcoholic Beverages <ul style="list-style-type: none"> • Definition • Classification of Alcoholic Beverages • Fermented beverages – Definition and Examples Bar <ul style="list-style-type: none"> • Types of Bar • Bar Equipment (Light equipment and Heavy equipment) 	8	Students will learn about the Bar operation and the types of Alcoholic and Non-Alcoholic Beverages. Fermented beverages – Definition and Examples	1,2,3,4,5					
II	Beer <ul style="list-style-type: none"> • Introduction and Definition • Raw materials & Manufacturing process • Types of Ales and Lagers • Freshly brewed Beer and Flavoured Beer 	8	Students will know about the Beer, the raw materials and the Beer production methods, Types of beers.	1,2,3,4,5					

	<ul style="list-style-type: none"> • Faults in Beer- Common faults and reasons (Sour, Cloudy, Flat and Foreign bodies) • Other Fermented and Brewed beverages (Sake, Cider, Perry) <p>Brands Domestic & International</p>			
III	<p>Wines</p> <ul style="list-style-type: none"> • Introduction and Definition • Classification of wines (Colour, Characteristics and General) • Types of wines: Still, Sparkling, Fortified, Organic, Aromatized, Low Alcohol Wines, Alcohol free wines, Blush wine. • Factors influencing the character of wine • Viticulture & Viticulture Methods • Vinification of still wines (Red, White and Rose) • Naming of wines • Fruit wines and examples • Vine diseases – Odium, Mildew, Gray Rot (Noble Rot), Phylloxera vastatrix. • Wine faults – Corked, Weeping, Excess Sulphur, Maderisation, Tartare Flakes, Formation of crystals, Hydrogen sulphide, Cloudiness, Secondary Fermentation, Foreign materials, and sediments. • Storage of wines <p>Food & Wine Harmony</p>	7	Students will learn about classification of wines, Types of wines, factors influencing the character of wines etc	1,2,3,4,5
IV	<p>Wine producing Countries</p> <ul style="list-style-type: none"> • France – Regions with Wine examples Champagne – Regions, Manufacture process (Traditional, Cuvee close / Charmat, Transfer, Impregnation/Carbonation), Brands • Italy – Regions with Wine examples • Fortified wine: Marsala, Types and Brands • Sherry – Manufacture process, Types and Brands 	8	Students will learn the wine producing countries and the manufacturing process.	1,2,3,4,5

	<ul style="list-style-type: none"> • Port – Manufacture process, Types, Brands • Madeira – Manufacture process, Types, Brands <p>International and national Wine examples</p>			
V	<p>Aperitifs</p> <ul style="list-style-type: none"> • Definition • Types of Aperitifs • Wine based Aperitifs <ul style="list-style-type: none"> a. Vermouth Styles and Brands b. Chambery, Chamberyzette, Punt-e-mes, Carpano c. Dubonnet, Lillet, St.Raphael, Byrrh and Cap Corse <p>Spirit based Aperitifs and Bitters – Amer Picon, Fernet Branca, Pernod, Campari, Angostura, Ouzo and Underberg .</p>	7	In this unit students will learn about different types of spirits and the brands.	1,2,3,4,5
Practical	<p>Organization of a wine bar, Types of Glasses used in the bar, Beer Service – Service Temperature, Equipment, Procedure, Brands, Wine equipment, Reading of a wine label (Wine labels from France, Italy, and Germany). White wine & Rose wine service - Service temperature, Equipment, Procedure, and brands</p> <p>Red wine service- Service temperature, Equipment, Procedure, Decanting process, and Brands</p> <p>Champagne / Sparkling Wines service- Service temperature, Equipment, Procedure and Brands</p> <ul style="list-style-type: none"> • Champagne Bottle sizes with their respective names <p>Champagne Dosage terms</p> <p>Fortified wine service - Service Temperature, Equipment, Procedure, Brands</p> <ul style="list-style-type: none"> • Sherry • Port 	12	<p>Students will learn about the types of glassware and equipment used in wine production as well as about the services.</p> <p>Through this session students will learn about Service temperature, Equipment, Procedure, Decanting process, and Brands</p> <p>Students will learn about the different types sparkling wines and their brands</p> <p>Students will learn about the services and types of fortified wines</p> <p>Students will learn about the menu.</p>	1,2,3,4,5

	<p>Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)</p> <p>Preparation of</p> <ul style="list-style-type: none"> • Beer list • Wine list 		types and the factors of menu planning.	
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TEXT BOOKS:

- i. Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS
- ii. Food & Beverage Service Management – Brian Varghese
- iii. Food & Beverage Service – Vijay Dhawan

REFERENCE BOOKS:

- i. Food & Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill.
- ii. Food & Beverage Service Lillicrap & Cousins, ELBS

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the different layouts of Bar and their considerations	1,2,3,4,5,6,8,9
2	Remembering the Bar control procedures & concerned statutory requirements	1,2,3,4,5,6,8,9
3	Analyse the classification of wines	1,2,3,4,5,6,8,9
4	Apply the knowledge about the services of different types of alcoholic and non-alcoholic beverages	1,2,3,4,5,6,8,9
5	Evaluate proficiency in mixing and preparing a wide range of cocktails, including classic and contemporary recipes, using proper techniques and measurements	1,2,3,4,5,6,8,9

SEMESTER – III									
Course Title	Front Office Operation-I								
Course code	22BHMC213R	Total credits: 4	L	T	P	S	R	O/F	
			Total hours:	2	1	2	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. Ability to understand the role and importance of the front office in the overall operation of a hotel. 2. Ability to study Guest Services and Communication 3. Ability to develop skills in Front Office Accounting 4. Ability to learn about cash handling and billing 								
CO1	Understand to learn various Checkout procedures in Front Office								
CO2	Apply the knowledge of cash and credit handling through front office cashiering								
CO3	Analyse various types of room rates and methods used to establish room rate								
CO4	Applying the Calculations of various statistical data using Formulae in front office								
CO5	Evaluating strong customer service skills is crucial in the front office role								
Unit-No.	Content			Contact Hour	Learning Outcome				KL
I	Checkout <ul style="list-style-type: none"> • Departure notification • Departure procedure in Fully automated system • Group Checkouts • Express check outs • Early and Late check outs and charges • Post departure Courtesy Services 			8	Students will learn about the checkout procedure.				1,2,3,4
II	Methods of Payment <ul style="list-style-type: none"> • Settlement of Bills • Cash Settlement- Indian & Foreign currency • Travellers' cheque, Personal cheque, Demand draft, Debit card • Foreign currency exchange procedure and encashment certificate • Credit Settlement- Credit card, Travel Agent voucher, Bill to Company letter 			8	Students will be able to learn about different types of bill settlements along with foreign exchange				1,2,3,4

	Other methods of payment- NEFT/RTGS, charge voucher			
III	Front office Accounting <ul style="list-style-type: none"> • Accounting fundamentals (Types of accounts, folios, vouchers) • City Ledger • Front office accounting cycle- Creation, maintenance and settlement of accounts Credit control measures-Pre-Authorization, Advance Payments, Floor Limit, House Limit	7	Students will learn about accounting cycle	1,2,3,4
IV	Application of various Statistical data Room occupancy %, Double Occupancy%, Foreign Occupancy %, Local Occupancy %, House Count, ARR, RevPAR, ARG, Single Occupancy, Cancellation %, No Show %, Overstay%, Under stay % (Numerical based on the above formulae)	7	Students get to know about various types of statistical data.	
V	Front Office Computer Operation <ul style="list-style-type: none"> • Basic of computers • P.M.S, G.D.S, C.R.S • Front office software application <ul style="list-style-type: none"> • Reservation Management software • Room Management Software • Guest Accounting Management Software General Management Software	7	Students will learn about software operations	1,2,3,4
Practical	Role-play on Checkouts using various methods of Payments- FIT (Indian & Foreign Nationality guests) Role-play on Checkout Procedure for bookings done through Corporate Travel Agents and Groups. Format of Departure Register, Departure Intimation, Departure List, Departure	10	Students will learn about payments methods through role play Student will learn about check out procedure of groups and travel agencies. Students will learn about various	1,2,3,4

	<p>Errand Card.</p> <p>Preparation of guest folio, Filling up, accounting and totalling (final) guest folio in semi-automated accounting system</p> <p>Preparation of various vouchers-V.P.O., Miscellaneous voucher, Allowance vouchers, Travel Agent voucher, Cash receipt voucher etc.</p>		<p>formats used during departure</p> <p>Students will learn about accounting systems</p>	
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TEXT BOOKS:

- i. Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- ii. Managing Front Office Operations – Kasavana& Brooks Educational Institution ABHMA
- iii. Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).

REFERENCE BOOKS:

- i. Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- ii. Front Office Operations – Colin Dix & Chris Baird.
- iii. Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- iv. Managing Front Office Operations by Kasvan & Brooks

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand to learn various Checkout procedures in Front Office	1,2,3,4,5,6,7,8,9
2	Apply the knowledge of cash and credit handling through front office cashiering	1,2,3,4,5,6,7,8,9
3	Analyse various types of room rates and methods used to establish room rate	1,2,3,4,5,6,7,8,9
4	Applying the Calculations of various statistical data using Formulae in front office	1,2,3,4,5,6,7,8,9
5	Evaluating strong customer service skills is crucial in the front office role	1,2,3,4,5,6,7,8,9

SEMESTER – III								
Course Title	Accommodation Operation-I							
Course code	22BHMC214R	Total credits: 4	L	T	P	S	R	O/F
		Total hours:	2	1	2	0	0	0
Pre-requisite	Nil	Co-requisite	Nil					
Programme	Bachelor of Hotel Management and Catering Technology							
Semester	III semester of first year of the program me							
Course Objectives	1. To know various supervisory positions of Housekeeping and their role 2. To understand laundry and linen operation in the Department 3. To understand various training methods in Housekeeping Department as well as recruitment process in the Department							
CO1	Understand the importance of supervision and Checklist for inspection							
CO2	Remember the concept Contract Cleaning and its use in Housekeeping Operation							
CO3	Apply the knowledge of laundry operation in Housekeeping							
CO4	Evaluating the concept of Managing Housekeeping Personnel							
CO5	Understanding the basics of horticulture							
Unit-No.	Content	Contact Hour	Learning Outcome	KL				
I	Housekeeping Supervision <ul style="list-style-type: none"> • Role of Supervisor • Specific Functions of Supervisors - Guestroom inspection, Inspection of VIP rooms, Linen Inventory • Checklist for inspection • Dirty dozen and Quick six inspection Contract Cleaning <ul style="list-style-type: none"> • Definition & Concept • Jobs given on contract by Housekeeping • Advantages & Disadvantages • Pricing a contract 	8	Students will get to know about housekeeping supervision and various inspection checklist	1,2,3,4,5				
II	Laundry Operations <ul style="list-style-type: none"> • Types of Laundries- OPL, Commercial • Layout of a typical laundry • Laundry equipment& uses (Commercial Laundry Equipment- 	7	Students get familiar about laundry process, On Premises Laundry and various equipment	1,2,3,4,5				

	<p>calendaring machine, Hydro extractors, Washing machine, Steam press, Suzie, Flat press etc.)</p> <ul style="list-style-type: none"> • Laundry Process • Stain Removal • Dry-cleaning <p>Flow Chart of Handling Guest Laundry- Laundry list and Valet Service</p>			
III	<p>Linen Room</p> <ul style="list-style-type: none"> • Layout of Linen Room • Classification & Selection of Linen • Classification of Bed, Bath, & Restaurant Linen • Sizes of Linen • Storage facilities and conditions • Par stock, Factors affecting par stock • Linen Control – Linen Inventory & Control • Discard management • Storage of uniforms <p>Issue and exchange of uniforms</p>	7	Students will learn about classification of linen and storage facilities of linens	1,2,3 ,4,5
IV	<p>Managing Housekeeping Personnel</p> <ul style="list-style-type: none"> • Recruiting, Selecting, Hiring, Orientation and Training • Motivating Employees • Performance Appraisal • Teamwork, Leadership <p>Employee welfare, Discipline</p>	7	Students get to know about various recruiting, training processes	1,2,3 ,4,5
V	<p>Horticulture</p> <ul style="list-style-type: none"> • Essential components of Horticulture • Landscaping • Indoor Plants <p>Bonsai in the Hotel properties</p>	7	Through this chapter students will learn about importance of landscaping and indoor plants	1,2,3 ,4,5
Practical	<p>Design a Housekeeping checklist for Guest rooms and public areas.</p> <p>Supervision of Guest room using checklists VIP list, Floor linen book/ register.</p> <p>Stain Removal -Latest Techniques</p> <p>Calculation of Room Linen requirement for</p>	10	<p>Students will learn to design checklist for inspection</p> <p>Through this session students will learn about supervision of guest rooms</p> <p>Students get to know</p>	1,2,3 ,4,5

	a 100-room property with an OPL		different stain removal techniques
	Stock taking of Linen for Housekeeping Lab		Students will learn about calculating linen requirement
			Students get to know about linen stock taking as well as indenting procedure in housekeeping

TEXT BOOKS:

1. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
2. Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

REFERENCE BOOKS:

1. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
2. Housekeeping and Front Office – Jones
3. Security Operations By Robert Mc Crie, Publisher: Butterworth – Heinemann
4. The Professional Housekeeper – Tucker Schneider,; Wiley Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the importance of supervision and Checklist for inspection	1,2,3,4,5,6,7,8,9
2	Remember the concept Contract Cleaning and its use in Housekeeping Operation	1,2,3,4,5,6,7,8,9
3	Apply the knowledge of laundry operation in Housekeeping	1,2,3,4,5,6,7,8,9
4	Evaluating the concept of Managing Housekeeping Personnel	1,2,3,4,5,6,7,8,9
5	Understanding the basics of horticulture	1,2,3,4,5,6,7,8,9

SEMESTER – III								
Course Title	Proficient Communication							
Course code	22UBPD213R	Total credits: 2	L	T	P	S	R	O/F
		Total hours:		0	4	0	0	0
Pre-requisite	Nil	Co-requisite	Nil					
Programme	Bachelor of Hotel Management and Catering Technology							
Semester	III semester of first year of the program me							
Course Objectives	<ol style="list-style-type: none"> 1. To enable students to learn and comprehend about the proficiency of the English language. 2. To improve the writing skill of the learners and enable them to prepare CV and cover letter for professional development. 3. To evaluate certain attributes in a candidate that can be otherwise difficult for time consuming to ascertain. 							
CO1	Understand prepositions and tag questions to analyse and correct grammatical structures in sentences.							
CO2	Analyse active and passive voice, and transform direct into indirect speech.							
CO3	Comprehend the writing skills through various techniques of language use.							
CO4	Apply SWOT analysis and goal-setting techniques to evaluate personal and professional development strategies							
CO5	Assess behaviours, thoughts, and emotions in a conscious and productive way.							
Unit-No.	Content	Contact Hour	Learning Outcome	KL				
I	Grammar <ol style="list-style-type: none"> i. Use of Prepositions <ul style="list-style-type: none"> • Tag questions 	6	Explain use of prepositions.	1,2,3,4				
II	Grammar <ol style="list-style-type: none"> i. Active and Passive Voice Direct and Indirect Speech	6	Describe active, passive voice and direct & indirect speech.	1,2,3,4				
III	Writing Skills <ol style="list-style-type: none"> i. The Basics of Writing; avoid ambiguity and vagueness ii. Paragraph Writing Resume, CV and Cover Letter	5	Describe writing skills.	1,2,3,4				
IV	Self-Management Skills <ol style="list-style-type: none"> i. SWOT Analysis ii. Goal Setting 	6	Describe, and explain self-management skills.	1,2,3,4				

	Personal Hygiene			
V	<p>Non-Verbal Communication-Sciences of Body Language</p> <p>i. What is Non-Verbal Communication & Body Language,</p> <p>ii. Types of Body Language,</p> <p>iii. Importance and Impact of Body Language,</p> <p>iv. Types of Communication through Body Language,</p> <p>Body Language Do's and Don'ts, Doubt Clearing Session Basic Tips to Maintain Time.</p>	6	Describe, and explain Non-Verbal Communication-Sciences of Body Language.	1,2,3,4

TEXT BOOKS:

T1: Lata, P.,S.(2015).Communication Skills, Second Edition. India: Oxford University Press.

T2: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

T2: Mc Dowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition).

REFERENCE BOOKS:

R1: Zinsser, William. (2006) On Writing Well: The Classic Guide to Writing Non-fiction, Harper Perennial

R2: Lacinai, Antonio. (2016) Understanding Body Language:51 gestures and what they signal, Books on Demand.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand prepositions and tag questions to analyse and correct grammatical structures in sentences.	5,7,8
2	Analyse active and passive voice, and transform direct into indirect speech.	5,7,8

3	Comprehend the writing skills through various techniques of language use.	5,7,8
4	Apply SWOT analysis and goal-setting techniques to evaluate personal and professional development strategies	5,7,8
5	Assess behaviours, thoughts, and emotions in a conscious and productive way.	5,7,8

SEMESTER – III									
Course Title	BASIC LIFE SAVING SKILLS (BLSS)								
Course code	22UULS202R	Total credits: 3 Total hours: 45T	L	T	P	S	R	O/ F	C
			3	0	0	0	0	0	3
Pre-requisite	compulsory	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III								
Course Objectives	The aim of the course is to provide the learners with basic knowledge and practical skills needed in an emergency fire situation, and to provide appropriate basic management and treatment for injuries.								
CO1	Able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to the patients to sustain tissue viability.								
CO2	Understand the ability to perform the importance of early CPR on Adult, child and infants victims.								
CO3	Demonstrate the basic steps to relive choking for responsive and unresponsive victims								
CO4	Able to prevent injury from getting worse, aiding recovery, relieving pain and protecting the victims from deterioration.								
CO5	Learn about the fire equipment requirements, methods of operation and getting out alive.								
Unit-No.	Content	Contact Hour	Learning Outcome	KL					
I	Basic Life Support (BLS) <ul style="list-style-type: none"> • Introduction of BLS • Chain of survival • ABCs Assessment • CPR and Ventilation Technique • AED • Choking for adult and children 	4	Students will know about basic life support	1, 2					
II	First Aid <ul style="list-style-type: none"> • Golden rules of First aid • First aid Kits 	2	Students will be able to learn about first aid	3, 4					
III	Trauma emergencies <ul style="list-style-type: none"> • Introduction • Priorities of Initial approach in pre-hospital care <ol style="list-style-type: none"> a) Scene safety b) Primary assessment c) Bleeding control d) Extrication of victims and safe transfer e) Cervical spine stabilization and C-collar application f) Splinting of broken Limbs 	4	Students will learn about the trauma emergencies	3, 4					

IV	Triage system <ul style="list-style-type: none"> • Introduction • Flow chart approach of Triage • Triage of Single and Multiple Casualties in Pre-Hospital setting 	2	Students will understand the triage system	1, 2, 3
V	Medical emergencies <ul style="list-style-type: none"> • Introduction • Victim centered approach and Management of :- <ul style="list-style-type: none"> a) Seizures b) heart attack c) asthma d) diabetic emergencies e) emergency childbirth f) Respiratory distress and failure 	4		1, 2, 3
VI	Environmental Emergency <ul style="list-style-type: none"> • Recognizing and caring for heat related illness such as: Heat stroke, heat cramps, heat exhaustion, dehydration. • Recognizing and caring for cold related illness such as frostbite, hypothermia. • Poisoning, Snake bite. 	2		1, 2, 3
VII	Safety of people in the event of fire <ul style="list-style-type: none"> • Recognition of possible fire sources and emergency procedures, construction techniques for eliminating fire. • Types of detecting devices and extinguishing agents and systems. Devising procedures in the event of fire and react to fire danger. • Safety goals and objectives, Identifying hazards and risks 	2		1, 2, 3

TEXT BOOKS:

T1: Nancy Caroline'S Emergency Care in the streets eight edition by Jones and Bartlett

T2: First Aid book by LC Gupta; Publisher Jaypee Brothers, 7th Edition.

T3: Advance Cardiovascular life support and Basic life support provider manual @ American Heart Association(AHA)

REFERENCE BOOKS:

R1: Nancy Caroline'S Emergency Care in the streets eight edition by Jones and Bartlett

R2: First Aid book by LC Gupta; Publisher Jaypee Brothers, 7th Edition.

R3: Advance Cardiovascular life support and Basic life support provider manual @ American Heart Association(AHA)

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to the patients to sustain tissue viability.	5,7,8
2	Understand the ability to perform the importance of early CPR on Adult, child and infants victims.	5,7,8
3	Demonstrate the basic steps to relive choking for responsive and unresponsive victims	5,7,8
4	Able to prevent injury from getting worse, aiding recovery, relieving pain and protecting the victims from deterioration.	5,7,8
5	Learn about the fire equipments requirements, methods of operation and getting out alive.	5,7,8

SEMESTER – III									
Course Title	ENVIRONMENTAL STUDIES								
Course code	22UBES101R/ 22UBES201R	Total credits: 2 Total hours: 30T	L 2	T 0	P 0	S 0	R 0	O/F 0	C 2
Pre-requisite	Compulsory	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III								
Course Objectives	<ol style="list-style-type: none"> 1. 1.To prepare students for careers as leaders in understanding and addressing complex environmental issues from a problem-oriented, interdisciplinary perspective. 2. 2.To develop a world population that is aware of and concerned about the environment and its associated problems and which has the knowledge, Skills, attitudes, motivations, and commitment to work individually and collectively towards solutions of current problems and prevention of new ones. 3. 3. Understanding the interactions between living organisms and their environment. 								
CO1	Discuss the ethical, cross-cultural, and historical context of environmental issues.								
CO2	Identify natural resource, its importance and environmental impacts of Human activities.								
CO3	Discuss about environment and ecosystem.								
CO4	Understand the concept of biodiversity.								
CO5	Discuss the concepts of conservation of biodiversity, problems of environmental pollution, its impact on human and ecosystem.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	Multidisciplinary nature of environmental studies: Definition, scope and importance Need for public awareness.	2	Learn about Multidisciplinary nature of environmental studies				1,2		
II	Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. Land	6	Learn about Natural Resources: Renewable and non-renewable				1,2		

	resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.			
III	Ecosystems Concept of an ecosystem: Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the Following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6	Learn about Ecosystems Concept	1,2
IV	Biodiversity and its conservation: Introduction – Definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a megadiversity nation• Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	8	Learn about Biodiversity and its conservation	1,2
V	Environmental Pollution: Definition Cause, effects and control measures of:-Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.	8	Learn about Environmental Pollution	1,2
VI	Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case Studies.	7	Learn about Social Issues and the Environment	1,2

	Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Waste land reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.			
VII	Human Population and the Environment: Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies. (6 lectures)	6	Learn about Human Population and the Environment	1,2
VIII	Field work: Visit to a local area to document environmental assets river/forest/grassland/hill/mountain. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hill slopes, etc.	5	Learn about Field work	1,2

TEXT BOOKS:

- T1: Harucha E. B, Textbook of Environmental Studies, Orient Blackswan Publishing
T2: Tiwari V. K A Textbook of Environmental Studies, Himalaya Publishing House
T3: Chatwal G. R. & Sharma H. Environmental Studies, Himalaya Publishing House

REFERENCE BOOKS:

- R1: Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
R2: Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
R3: Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner. Bharucha Erach,
R4: The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
R5: Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S.,
R6: Marine Pollution, Clarendon Press Oxford (TB)

Other Learning Resources:

The students will be able to appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. Students will be able to understand the concept of biodiversity and respect them.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Discuss the ethical, cross-cultural, and historical context of environmental issues.	7,8
2	Identify natural resource, its importance and environmental impacts of Human activities.	7,8
3	Discuss about environment and ecosystem.	7,8
4	Understand the concept of biodiversity.	7,8
5	Discuss the concepts of conservation of biodiversity, problems of environmental pollution, its impact on human and ecosystem.	7,8

SEMESTER – III									
Course Title	Techno Professional Skills-II								
Course code	22BHMC215R	Total credits: 1 Total hours:	L	T	P	S	R	O/F	
			0	0	2	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III semester of first year								
Course Objectives	<ol style="list-style-type: none"> 1. Develop and refine skills in relevant technologies, tools, and software used in the industry. 2. Enhance the ability to analyse problems, develop solutions, and apply technical knowledge effectively. 3. Provide insights into current industry trends, standards, and best practices to ensure relevance in the field. 								
CO1	Recall industry standards, best practices, and ethical guidelines.								
CO2	Identify the key technologies, tools, and software relevant to the industry.								
CO3	Understanding the fundamental concepts and principles of various technologies and their applications.								
CO4	Understanding the role of different technical and soft skills in professional settings.								
CO5	Apply problem-solving techniques to real-world technical challenges.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	Identifying the equipment in the lab	4	Gain proficiency in using industry-relevant tools, technologies, and software.				1,2		
II	General services related to F & B	5	Apply technical knowledge to solve complex problems and complete projects effectively.				1,2		
III	Front Office and Housekeeping tasks	5	Develop critical thinking skills to analyse technical issues and propose innovative solutions.				1,2		
IV	Manual preparation of different forms and registers	4	Interpret and analyse data to inform				1,2		

			decision-making processes	
V	Hospitality waste management	3	Understand current industry trends, standards, and best practices to remain competitive in the field.	1,2

TEXT BOOKS:

3. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
4. Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

REFERENCE BOOKS:

5. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
6. Housekeeping and Front Office – Jones
7. Security Operations By Robert Mc Crie, Publisher: Butterworth – Heinemann
8. The Professional Housekeeper – Tucker Schneider,; Wiley Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Recall industry standards, best practices, and ethical guidelines.	6,7,8,9
2	Identify the key technologies, tools, and software relevant to the industry.	6,7,8,9
3	Understanding the fundamental concepts and principles of various technologies and their applications.	6,7,8,9
4	Understanding the role of different technical and soft skills in professional settings.	6,7,8,9
5	Apply problem-solving techniques to real-world technical challenges.	6,7,8,9

SEMESTER – III									
Course Title	CO-CURRICULAR								
Course code	22UBCC311	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	0	4	0	0	1
Pre-requisite	Compulsory	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III semester of second year of the Programme								
Course Objectives	Co-curricular Activities are enabled to supplement and complement the curricular or main syllabi activities. These are the part and parcel of educational institutions to develop the students' personality as well as to strengthen the classroom learning. Co-curricular Activities have wide horizon to cater to the cultural, social, aesthetic development of the child.								
CO	Co-curricular activities facilitate in the development of various domains of mind and personality such as intellectual development, emotional development, social development, moral development and aesthetic development. Creativity, Enthusiasm, and Energetic, Positive thinking are some of the facets of personality development and the outcomes of extracurricular activities.								
Content	The institute provides the opportunity to the teacher trainees to participate in various activities for their overall development. The institute conducts Seminars and Workshops, Guest Lectures, Essay writing, projects, general knowledge debates, quiz and discussion on current affairs, Discussion on social justice, National Days Celebrations, Assembly, Weekly meetings and Value Education programme, and also organize Dance, Dramatics, Singing competitions. Games and Sports are compulsory for all the students. Provision has, therefore been made for games and sports in college. The college will have unit of N.S.S. and will also give the opportunity to students to participate in it.								

SEMESTER – III									
Course Title	EXTRA-CURRICULAR								
Course code	22UBEC311	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	4	0	0	1
Pre-requisite	Compulsory	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	III semester of second year of the Programme								
Course Objectives	It is to develop the social and soft skills and to promote a holistic development of the learners								
CO	The students will be engaged in different activities headed under different clubs namely dance, music, photography, drama, literacy, etc. The students will participate in regular club activities like workshops, competitions as per their interest and hobbies. The students will be trained to represent ADTU in various inter university, state and national level competitions. The students will be given a platform to earn from invited experts in their respective fields. The students will get an exposure of 360degree learning methodology considering the overall growth along with the academics.								
Content									
AdtU encourages a range of activities outside the regular curriculum intended to meet learner's interest, These activities are aimed to develop the social and soft skills and promote a holistic development of the learners, Keeping in mind the 360 degree learning methodology the students are engaged in different activities headed under different clubs viz. Dance, music, photography, drama, literary etc., The students are encouraged to participate in regular club activities, workshops, competitions as per their interest and hobbies, The student members of the club are trained represent AdtU in various inter University student and national level competitions, Renewed personalities are invited to conduct workshops that benefit the members and students by giving them the platform to learn from experts in the respective fields.									

SEMESTER – IV									
Course Title	Food Production (Industry Exposure)								
Course code	22BHMC221R	Total credits: 6	L	T	P	S	R	O/F	
		Total hours:		0	12	0	0	0	
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	IV semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. Introduce students to the workflow and organizational structure of food production facilities. 2. Enhance students' technical skills in food production techniques, including preparation, cooking, and presentation. 3. Familiarize students with the use of industrial kitchen equipment and tools. 4. Educate students on food safety and hygiene standards as per industry regulations. 								
CO1	Understanding, food production comprehends sourcing raw materials, processing, packing, and distribution.								
CO2	Remember about the importance of food safety regulations and standards.								
CO3	Apply to learn the skills and cooking methods of Food Production.								
CO4	Analyse recipe formulation, product development, flavour profiling, and innovation to meet consumer preferences and market demands.								
CO5	Understand to learn consumer preferences, market trends, branding strategies, and promotional tactics relevant to the food industry.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	<p>The student has to observe the following things during Industrial Exposure:</p> <ol style="list-style-type: none"> 1. Area & Layout of the Kitchen 2. Study of Standard Recipes 3. Indenting, Receiving & Storing 4. Preparing of batters, marination and seasonings 5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.) 6. Daily procedure of handover from shift to shift 7. Recipes and methods of preparation of all sauces 8. Quantities of preparation, weekly preparations and time scheduling 9. Stock preparation and cooking time involved 10. Cutting of all garnishes 	40	Students will acquire knowledge on functions of cold kitchen.	Students will able to develop culinary skills in the charcutier	Students gain knowledge on preparing and presenting cold cuts	Students will able to identify and use different cooking	1,2,3,4,5		

	11. Temperatures and proper usage of all equipment 12. Plate presentations for all room service and a la cart orders 13. Cleaning and proper upkeep of hot range 14. Cleanliness and proper upkeep of the kitchen area and all equipment 15. Yield of fresh juice from sweet lime / oranges 16. Storage of different mise-en-place – (Raw, Semi-Processed) 17. Bulk preparations 18. Finishing of buffet dishes 19. Recipes of at least 10 fast moving dishes 20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen <ul style="list-style-type: none"> • 21. Réchauffé/ Leftover Cooking 		equipment in larder department	
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding a comprehensive understanding of the various stages involved in food production, including sourcing of raw materials, processing, packaging, and distribution.	1,2,3,4,5,6,7,8,9
2	Remembering about the importance of food safety regulations and standards	1,2,3,4,5,6,7,8,9
3	Apply to learn the skills and cooking methods of Food Production.	1,2,3,4,5,6,7,8,9
4	Analyze recipe formulation, product development, flavor profiling, and innovation to meet consumer preferences and market demands.	1,2,3,4,5,6,7,8,9
5	Understand to learn consumer preferences, market trends, branding strategies, and promotional tactics relevant to the food industry.	1,2,3,4,5,6,7,8,9

SEMESTER – IV									
Course Title	Food & Beverage Service (Industry Exposure)								
Course code	22BHMC222R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	12	0	0	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	IV semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Enhance students' technical skills in serving food and beverages, including table setting, order taking, and service techniques. 2. Educate students on industry standards for food and beverage service, including proper etiquette, customer service, and presentation. 3. Provide insights into the operational aspects of food and beverage service, including point-of-sale systems, inventory management, and workflow organization. 								
CO1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.								
CO2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.								
CO3	Learn to analyze the principles of exceptional customer service, including communication skills, problem-solving, and handling customer complaints.								
CO4	Remembering the comprehensive knowledge about different types of menus, food items, beverages, and their ingredients, as well as the ability to recommend items to customers.								
CO5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	BANQUETS <ol style="list-style-type: none"> 1. What is banqueting – the need to have banquet facilities, scope purpose, menus and price structures 2. Types of banquet layouts 3. Types of banquet equipment, furniture and fixtures 4. Types of menus and promotional material maintained 5. Types of functions and services 6. To study staffing i.e. number of service 	10	<p>To introduce the students to the basic of Planning and Operating various F & B Outlet.</p> <p>To teach the students about Banquets, Banquets protocols.</p> <p>To make them aware of different types of Buffets.</p> <p>To teach the students about Gueridon Service.</p> <p>To equip the students</p>				1,2,3,4,5		

	<p>personnel required for various functions.</p> <p>7. Safety practices built into departmental working</p> <p>8. Cost control by reducing breakage, spoilage and pilferage</p> <p>9. To study different promotional ideas carried out to maximize business</p> <p>10. Types of chaffing dish used- their different makes sizes</p> <p>11. Par stock maintained (glasses, cutlery, crockery etc.)</p> <p>12. Store room – stacking and functioning</p>		<p>about the basic knowledge about Kitchen Stewarding.</p>	
2	<p>RESTAURANTS</p> <p>1. Taking orders, placing orders, service and clearing</p> <p>2. Taking handover form the previous shift</p> <p>3. Laying covers, preparation of mise-en-place and arrangement and setting up of station</p> <p>4. Par stocks maintained at each side station</p> <p>5. Functions performed while holding a station</p> <p>6. Method and procedure of taking a guest order</p> <p>7. Service of wines, champagnes and especially food items</p> <p>8. Service equipment used and its maintenance</p> <p>9. Coordination with housekeeping for soil linen exchange</p> <p>10. Physical inventory monthly of crockery, cutlery, linen etc.</p> <p>11. Equipment, furniture and fixtures used in the restaurant and their use and</p>	10		1,2,3,4

	<p>maintenance</p> <p>12. Method of folding napkins</p> <p>13. Note proprietary sauces, cutlery, crockery and the timely pickup</p>			
3	<p>BAR</p> <p>1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles</p> <p>2. Types of glasses used in bar service and types of drinks served in each glass</p> <p>3. Liaison with f & b controls for daily inventory</p> <p>4. Spoilage and breakage procedures</p> <p>5. Handling of empty bottles</p> <p>6. Requisitioning procedures</p> <p>7. Recipes of different cocktails and mixed drinks</p> <p>8. Provisions of different types of garnish with different drinks</p> <p>9. Dry days and handling of customers during the same</p> <p>10. Handling of complimentary drinks</p> <p>11. Bar cleaning and closing</p> <p>12. Guest relations and managing of drunk guests</p> <p>13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens</p> <p>14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens</p> <p>15. To know the different brands of imported and local alcoholic and non-alcoholic beverages</p>	10		1,2,3,4

	16. Bar salesmanship 17. KOT/BOT control 18. Coordination with kitchen for warm snacks 19. Using of draught beer machine 20. Innovative drink made by the bar tender			
4	ROOM SERVICE/INROOM DINNING 1. Identifying Room Service Equipment 2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures) 3. Food Pickup Procedure 4. Room service Layout Knowledge 5. Laying of trays for various orders 6. Pantry Elevator Operations 7. Clearance Procedure in Dishwashing area 8. Room service Inventories and store requisitions 9. Floor Plan of the guest floors 10. Serving Food and Beverages in rooms 11. Operating dispense Bars	8		1,2,3,4

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.	1,2,3,4,5,6,7,8,9
2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.	1,2,3,4,5,6,7,8,9
3	Learn to analyze the principles of	1,2,3,4,5,6,7,8,9

	exceptional customer service, including communication skills, problem-solving, and handling customer complaints.	
4	Remembering the comprehensive knowledge about different types of menus, food items, beverages, and their ingredients, as well as the ability to recommend items to customers.	1,2,3,4,5,6,7,8,9
5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.	1,2,3,4,5,6,7,8,9

SEMESTER – IV									
Course Title	Front Office (Industry Exposure)								
Course code	22BHMC223R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	12	0	0	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	IV semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> Educate students on industry standards for front office operations, including guest service, communication, and professional etiquette. Enable students to handle real-world challenges and develop problem-solving skills in front office settings. Develop skills in managing guest inquiries, handling complaints, and ensuring guest satisfaction. 								
CO1	Front office exposure courses aim to provide students with a broader understanding of the hospitality industry.								
CO2	Understanding front office operations in the hospitality industry, including hotel front desk operations, reservations, guest services and communication techniques.								
CO3	Remember to learn how to communicate professionally and efficiently with guests, colleagues, and other departments within the organization.								
	Applying problem solving techniques and strategies to resolve issues promptly and efficiently.								
CO4	Analyzing the importance of team work, effective communication within a team, and how to coordinate with other departments to provide seamless guest experiences.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>The student has to observe the following things during Industrial Exposure:</p> <ol style="list-style-type: none"> Greeting, meeting & escorting the guest Total capacity and tariffs of the rooms Location and role of status board, different types of status's maintained Special rates and discounts applicable to groups, business houses, airlines, VIP's etc. Identification of kind, mode and type of reservation Filing systems and follow-up on reservations Types of plans and packages on offer Forms and formats used in the department Meaning of guaranteed, confirmed and 	36	Perceiving the front office accounting system followed in the hotel	Be acquainted with the procedures adopted during check out	Initiating the night auditing process	Ensure guest safety measures in the hotel	Acquire knowledge in guest relations	1,2,3,4,5	

	<p>waitlisted reservations</p> <p>10. Reports taken out in the reservations department</p> <p>11. Procedure of taking a reservation</p> <p>12. Group reservations, discounts and correspondence</p> <p>13. How to receive and room a guest</p> <p>14. Room blockings</p> <p>15. Size, situations and general color schemes of rooms and suites</p> <p>16. Discounts available to travel agents, tour operators, FHRAI members etc.</p> <p>17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones</p> <p>18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose</p> <p>19. How to take check-ins and check-outs on the computer</p> <p>20. Various reports prepared by reception</p> <p>21. Key check policy</p> <p>22. Mail & message handling procedures</p> <p>23. Percentage of no-shows to calculate safe over booking</p> <p>24. Group and crew rooming, pre-preparation and procedures</p> <p>25. Scanty baggage policy</p> <p>26. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/allowances/ paid outs and all formats accompanying them</p> <p>27. Requisitioning of operating supplies</p> <p>28. Handling of special situations pertaining to guest grievance, requests etc.</p> <p>29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.</p> <p>30. TRAVEL DESK: coordination, booking, transfers etc.</p>		<p>Basic FO formulas and closing invoice methods</p>	
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.	1,2,3,4,5,6,7,8,9
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	1,2,3,4,5,6,7,8,9
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	1,2,3,4,5,6,7,8,9
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	1,2,3,4,5,6,7,8,9
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	1,2,3,4,5,6,7,8,9

SEMESTER – IV									
Course Title	Housekeeping (Industry Exposure)								
Course code	22BHMC224R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	12	0	0	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	IV semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Introduce students to sustainable housekeeping practices, including eco-friendly cleaning methods and resource conservation. 2. Equip students with techniques for efficient time management and productivity in housekeeping tasks. 3. Develop skills in managing guest requests, handling complaints, and ensuring guest satisfaction. 								
CO1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.								
CO2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.								
CO3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.								
	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.								
CO4	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	ROOMS 1. Number of rooms cleaned in a shift 2. Time taken in making bed 3. Thoroughly observe the cleaning equipment and detergents / any other cleaning supplies used 4. Observe all guest supplies kept in guestroom bathroom. Understand the procedure for procurement and replenishment of guest supplies. 5. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guest facilities e.g. telephone, channel music, A/C, T.V.	10	Demonstrate step by step planning and organizing process for ensuring efficient, effective and economic operation of Front office department. Understand and analyse housekeeping standards together with safety and security aspects.				1,2,3,4		

	<p>etc.</p> <p>6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency</p> <p>7. Observe how woodwork, brass work are kept spotlessly clean and polished</p> <p>8. Observe procedure for handling soiled linen & Procurement of fresh linen</p> <p>9. Observe the procedure for Freshen up and Turn down service</p> <p>10. Observe room layout, color themes and furnishings used in various categories and types</p> <p>11. Carpet brushing and vacuum cleaning procedure</p> <p>12. Windowpanes and glass cleaning procedure and frequency</p> <p>13. Observe maintenance of cleaning procedure and frequency</p> <p>14. Understand policy and procedure for day-to-day cleaning</p> <p>15. Observe methods of stain removal</p> <p>16. Understand the room attendant's checklist and other formats used</p> <p>17. Observe handling of guest laundry & other service (like shoe shine etc.)</p>			
2	<p>THE CONTROL DESK</p> <p>1. Maintenance of Log Book</p> <p>2. Understand the functions in different shifts</p> <p>3. Observe the coordination with other departments</p> <p>4. Observe the area & span of control</p> <p>5. Observe the handing of work during peak hours</p> <p>6. Observe the formats used by department and study various records maintained</p>	10		1,2,3,4
3	<p>PUBLIC AREA</p> <p>1. Observe the duty and staff allocation, scheduling of work and daily briefing</p> <p>2. What to look for while inspecting and checking Public Area</p> <p>3. Importance of Banquets function prospectus</p> <p>4. Observes tasks carried out by the carpet</p>	8		1,2,3,4

	crew, window cleaners and polishers 5. Note Maintenance Order procedure 6. Study the fire prevention and safety systems built into the department 7. Observe coordination with Lobby Manager, Security and other departments 8. Observe the pest control procedure and its frequency 9. Study the equipment and operating supplies used the procedure for its procurement 10. Observe Policy and procedures followed for various cleaning			
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.	1,2,3,4,5,6,7,8,9
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	1,2,3,4,5,6,7,8,9
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	1,2,3,4,5,6,7,8,9
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	1,2,3,4,5,6,7,8,9
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	1,2,3,4,5,6,7,8,9

SEMESTER – V									
Course Title	Regional Cuisine of India								
Course code	22BHMC311R	Total credits: 5	L	T	P	S	R	O/F	C
		Total hours:	2	1	4	0	0	0	5
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	5								
Course Objectives	<ol style="list-style-type: none"> 1. The course aims to provide knowledge of different cuisines prevailing in India. 2. Provide knowledge about other foods like Jain food, Parsi food etc 3. Understanding the sourcing, selection, and seasonal availability of regional ingredients. 								
CO1	Understanding the distinct regional cuisines across India, including North Indian, South Indian, East Indian, West Indian, and Central Indian cuisines.								
CO2	Understand the cultural significance of food in various Indian regions, including rituals, festivals, and everyday dining practices.								
CO3	Understanding proper hygiene practices, sanitation procedures, and food safety regulations is crucial in any culinary field.								
CO4	Applying knowledge of flavour combinations, portioning, and garnishing techniques								
CO5	understanding and practical expertise in the rich and diverse culinary heritage of India, preparing students to appreciate, preserve, and contribute to its gastronomic traditions								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>Cuisines of Kashmir, Himachal & Uttarakhand</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions <p>Cuisines of Punjab, Haryana & Delhi</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular 	3	Students will learn about the cuisine of Kashmir, Himachal & Uttarakhand. The ingredients of the region and the geographical locations of the region .				1,2,3,4,5		

	<p>Foods, Seasonal Foods</p> <ul style="list-style-type: none"> • Specialties during Festivals and Other Occasions 			
2	<p>Cuisines of Rajasthan & Gujarat</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions <p>Cuisines of Maharashtra & Goa</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions 	3	<p>Students will know about the cuisine of Rajasthan, Gujarat, Maharashtra, and Goa. The specialty dishes of each region, ingredients and the local names of the ingredients used.</p>	1,2,3,4,5
3	<p>Cuisines of Andhra Pradesh & Kerala</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions <p>Cuisines of Awadh & Bengal</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods 	3	<p>Students will learn about the cuisine of Andhra Pradesh, Kerala, Awadh and Bengali cuisine. Specialties of each cuisine and the ingredients that are used in their foods</p>	1,2,3,4,5

	<ul style="list-style-type: none"> Specialties during Festivals and Other Occasions 			
4	Indian Sweets & Desserts <ul style="list-style-type: none"> Introduction Brief Historical Background Characteristics & Salient Features of Cuisine Key Ingredients, Popular Foods, Seasonal Foods Specialties during Festivals and Other Occasions	3	Students will learn about the different sweets and desserts along with the origin	1,2,3,4,5
5	Food of India <ul style="list-style-type: none"> Jain Food Parsi Food Dum Style of Cooking North Eastern Indian Foods	2	In this unit students will learn about the methods of regional cooking and techniques.	1,2,3,4,5
Practical	3 course menu of Rajasthani Cuisine 3 course menu of Goan Cuisine 3 course menu of Awadhi Cuisine 3 course menu of Gujarati Cuisine 3 course menu of Maharashtra Cuisine 3 Indian Sweets & Desserts 3 course menu of Kashmiri Cuisine 3 course menu of Kerala Cuisine 3 course menu of Bengal Cuisine 3 course menu of Punjabi Cuisine	10	Students will learn to prepare the foods of specific cuisine and develop 3 courses of menu Masalas - Concepts of masalas. Classification of masalas- Types of masalas Demonstration of Basic Indian Gravy- Makhni gravy- Curry gravy- Shahi gravy- Hara gravy- Kadai masala- Chettinad masala	1,2,3,4,5

TEXT BOOKS:

Theory of Cookery: Krishna Arora Publisher: Frank Brothers

Food Production Operations: Parvinder S Bali, Oxford University Press

REFERENCE BOOKS:

Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the distinct regional cuisines across India, including North Indian, South Indian, East Indian, West Indian, and Central Indian cuisines.	1,2,3,4,5,7,8
2	Understand the cultural significance of food in various Indian regions, including rituals, festivals, and everyday dining practices.	1,2,3,4,5,7,8
3	Understanding proper hygiene practices, sanitation procedures, and food safety regulations is crucial in any culinary field.	1,2,3,4,5,7,8
4	Applying knowledge of flavour combinations, portioning, and garnishing techniques	1,2,3,4,5,7,8
5	understanding and practical expertise in the rich and diverse culinary heritage of India, preparing students to appreciate, preserve, and contribute to its gastronomic traditions	1,2,3,4,5,7,8

	SEMESTER – V								
Course Title	Bar Operation-II								
Course code	22BHMC312R	Total credits: 4	L	T	P	S	R	O/F	C
			2	1	2	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	5								
Course Objectives	<ol style="list-style-type: none"> 1. The course will give comprehensive knowledge on various distilled alcoholic beverages used in the Hospitality Industry. 2. It will also help in understanding the classification, manufacturing process and the various styles, along with technical and specialized skills in the service of the same. 3. It will familiarize students to bar profile 								
CO1	In-depth understanding of various types of alcoholic and non-alcoholic beverages, including their origins, production methods, flavour profiles, and appropriate serving techniques.								
CO2	Understand the legal and regulatory requirements related to alcohol service, including age restrictions, responsible serving practices, and compliance with local laws and regulations.								
CO3	Acquire practical skills in setting up and organizing bar stations, maintaining cleanliness and hygiene standards, and ensuring smooth operation during peak hours.								
CO4	Apply skills in financial analysis, budgeting, and profitability assessment specific to bar operations,								
CO5	Remembering the various styles of service & techniques used while serving and making of cocktails and distilled beverages.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	Introduction to Spirit <ul style="list-style-type: none"> • Definition of spirit • Alcoholic Strength: Proof (British and American) • Classification of Distilled Beverages and their examples • Distillation process: <ul style="list-style-type: none"> • Pot Still • Patent Still 	4	Students will learn about the different alcoholic and non –alcoholic beverages. It will help to understand the process of spirit production.				1,2,3,4		
2	Spirits <ul style="list-style-type: none"> • Whisky • Definition • Raw materials and Manufacturing process: Scotch Whisky • Other Whiskies- American (Corn, Rye, Bourbon), Canadian, Irish Whiskey, 	5	Students will know about Different types of whisky, Brandy, Rum, Gin, Vodka and Tequila.				1,2,3,4		

	<p>Tennessee Whisky and Japanese</p> <ul style="list-style-type: none"> • Styles of Scotch Whisky: Single Malt, Single vatted Malt, Single Cask Malt • Brands National and International • Brandy • Definition • Raw materials and Manufacturing process • Types of Brandy – Cognac and Armagnac • Brands National and International • Rum • Definition • Raw materials and Manufacturing process (Light Rum and Dark Rum) • Types of Rum: White, Dark and Golden • Brands National and International • Gin • Definition • Raw materials and Manufacturing process • Types of Gin: Sloe, London, Plymouth and Dutch • Brands National and International • Vodka • Definition • Raw materials and Manufacturing process • Flavoured Vodkas • Brands National and International • Tequila • Definition • Raw materials and Manufacturing process • Types of Tequila: Joven, Blanco, Anejo, Extra Anejo • Brands <p>Other Spirits (Aquavit, Arrack, Absinthe, Grappa, Calvados, Marc, Toddy, Feni/ Fenny)</p>			
3	<p>Liqueurs</p> <ul style="list-style-type: none"> • Definition 	5	Students will learn about Different types of	1,2,3,4

	<ul style="list-style-type: none"> Raw material and Method of production – Pressing, Maceration, Infusion & Percolation Types of Liqueurs - Base, Flavour, Colour and Country of Origin Brands – National and International. 		Liqueurs	
4	<p>Cocktails</p> <ul style="list-style-type: none"> History and definition Methods of making cocktails: Stirred, Shaken, Built- up, Layered and Blended Traditional mixes preferred with Alcoholic beverages Golden rules for making cocktails Cocktail Bar equipment and their uses Light and heavy equipment <p>Garnishes, decorative accessories</p>	6	Students will learn about cocktails, their brand names, and the origin. Students will also familiarize with Cocktail bar equipment.	1,2,3,4
5	<p>Banquets</p> <ul style="list-style-type: none"> Definition Types of Banquet functions: Formal & Informal Hierarchy and Duties & Responsibilities of Banquet Staff Banquet booking procedure Banquet Function Prospectus (Lay out only) <p>Off Premise / Out-door catering</p>	6	Students will learn about the different styles of banquet functions, decorations and the differences of Off premise / out –door catering services.	1,2,3,4
Practical	<p>Whisky – Service Temperature, Equipment required, Procedure for various styles (Neat, On the rocks and Mixed) at the bar and at the table, Brands National & International.</p> <p>Brandy - Service Temperature, Equipment required, Procedure for various styles (Neat & warm) at the bar and at the table, Brands National & International.</p> <p>Rum - Service Temperature, Equipment required, Procedure for various styles (Neat, On the rocks and Mixed) at the bar and at the table Brands National & International.</p> <p>Gin - Service Temperature, Equipment required, Procedure for various styles (Neat, on the rocks and Mixed) at the bar and at the table, Brands National</p>	12	Students will learn to do the Services of spirits , storage temperature , equipment names and the glassware that are used for servicing . Mise-en – place and Mise-en- scene and the Services of Gin ,Vodka and Tequila , the storage temperature , equipment names and the glassware that are used for servicing . Service of Liqueur , menu planning for alcoholic beverages etc .	1,2,3,4

	<p>&International.</p> <p>Vodka - Service Temperature, Equipment required, Procedure for various styles (Neat, On the rocks and Mixed) at the bar and at the table, Brands National& International.</p> <p>Tequila - Service Temperature, Equipment required, Procedure, at the bar and at the table Brands –International.</p> <p>Service of Liqueur - Service Temperature, Equipment required, Procedure.</p> <p>Service of Cocktail / Mocktail - Mock practical to be conducted</p> <p>Menu planning and Service of food and alcoholic beverages- (Five</p> <p>International and one Indian menu to be planned)</p>			
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TEXT BOOKS:

Food and beverage management -Bernard Davis, Andrew Lockwood, Ioannis Pantelidis, Peter Alcott .

Food and Beverage Cost Control, 7th Edition- Sudhir Andrew

REFERENCE BOOKS:

Food & Beverage - Service and Management-<https://www.bookswagon.com/author/clement-ojugo>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	In-depth understanding of various types of alcoholic and non-alcoholic beverages, including their origins, production methods, flavour profiles, and appropriate serving techniques.	1,2,3,4,5,8,9
2	Understand the legal and regulatory requirements related to alcohol service, including age restrictions, responsible serving practices, and compliance with local laws and regulations.	1,2,3,4,5,8,9
3	Acquire practical skills in setting up and organizing bar stations, maintaining cleanliness and hygiene standards, and ensuring smooth operation during peak hours.	1,2,3,4,5,8,9
4	Apply skills in financial analysis, budgeting, and profitability assessment specific to bar operations,	1,2,3,4,5,8,9
5	Remembering the various styles of service & techniques used while serving and making of cocktails and distilled beverages.	1,2,3,4,5,8,9

SEMESTER – V										
Course Title	Front Office Operation- II									
Course code	22BHMC313R	Total credits: 4	L	T	P	S	R	O/F	C	
		Total hours:	2	1	2	0	0	0	4	
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Hotel & Catering Technology									
Semester	5									
Course Objectives	<ol style="list-style-type: none"> 1. The course familiarizes students with different sales techniques; room tariff used in front office. 2. It also aims to teach basics of night auditing. 3. Learn about reservation systems, room assignment, and handling guest inquiries. 									
CO1	Remembering the different sales techniques; room tariff used in front office									
CO2	Understand the basic of night auditing.									
CO3	Understand the role and importance of the front office department in hospitality operations, including its functions and responsibilities									
CO4	Identify the effective communication skills for handling telephone inquiries, taking messages, and providing information about hotel facilities and services									
CO5	Understand administrative tasks such as filing, record-keeping, and preparing reports related to occupancy, revenue, and guest statistics.									
Unit-No.	Content	Contact Hour	Learning Outcome					KL		
1	Night Auditing <ul style="list-style-type: none"> • Introduction to Night Auditing • Role of a Night Auditor • Night Auditing Process • Errors during Night Audit - Pickup errors, Transposition error, Out of balance Credit Balance Management- Credit Monitoring, High balance Report, Charge Privileges	4	Students will be taught about Night Audit process					1,2,3,4,5		
2	Sales Techniques for Front Office Department <ul style="list-style-type: none"> • Introduction to Hotels Products • Various Sales techniques (Increasing occupancies, overbooking, increasing average room rates) Suggestive selling, up selling, down selling, substitute selling, planning a sales call, discounts and discount fixation policy	5	Students will be able to learn about sales techniques to maximize revenue					1,2,3,4,5		

3	<p>Avenues for Sales Promotion</p> <ul style="list-style-type: none"> • Introduction to leisure Activities and services for guests in a hotel • Various Sales Tools (Brochure, posters, e-display, tent cards, websites) • Sales Promotion (Advertising, Relationship marketing) <p>Direct sales - travel agents, tour operators, hotel booking agencies, Internet, tourist information centre, direct mail, personal calls, and telephone selling, letters / emails</p>	5	Students will learn about sales promotional tools	1,2,3,4,5
4	<p>Room Tariff</p> <ul style="list-style-type: none"> • Factors affecting room tariff • Establishing the end of the day (Check – in / check– out basis, twenty-four-hour basis and night basis) • Room Tariff Fixation: <ul style="list-style-type: none"> • Cost- based pricing (Rule of thumb approach, Overview of Hubbart formula) • Market based pricing. (As per competition, Rate cutting, Guest Requirements, Market Tolerance, Inclusive &Non-Inclusive Rates) • Types of Rates – BAR, Incentive, CVGR, Seasonal, Ad-hoc, Membership rate <p>Taxes applicable on rooms</p>	5	Students get to know about room tariff fixation, tax structures	1,2,3,4,5
5	<p>Handling various types of Guests</p> <ul style="list-style-type: none"> • Timid • Fussy • Drunkard • Irate • Differently abled 	3	Students get to know about room tariff fixation, tax structures	1,2,3,4,5
Practical	<p>Preparation of reports during Night Audit- Night Auditors Report, High Balance Report, Occupancy Report, and Discrepancy Report.</p> <p>Role play on enhancing guest stay (welcome call, courtesy call etc.)</p> <p>Videos & Presentation on suggestive selling.</p>		Students will learn about different types of night audit reports, learn to enhance guest stays, learn techniques of suggestive selling through role plays, learn about various situation handlings, learn	1,2,3,4,5

	<p>Role plays on suggestive selling, up selling (Walk-in and guaranteed reservation guest) and up grading.</p> <p>Collection and Comparison of tariff for various categories of hotels.</p> <p>Situation handling - Overbooking (Walk-in and guaranteed reservation), rate discrepancy etc.</p> <p>Plan a sales call to corporate & travel agency</p>		to plan sales call.	
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TEXT BOOKS:

Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill

Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA

REFERENCE BOOKS:

Hotel Housekeeping – G U Raghubalan

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Remembering the different sales techniques; room tariff used in front office	4,6,7,8,9
2	Understand the basic of night auditing.	4,6,7,8,9
3	Understand the role and importance of the front office department in hospitality operations, including its functions and responsibilities	4,6,7,8,9
4	Identify the effective communication skills for handling telephone inquiries, taking messages, and providing information about hotel facilities and services	4,6,7,8,9
5	Understand administrative tasks such as filing, record-keeping, and preparing reports related to occupancy, revenue, and guest statistics.	4,6,7,8,9

SEMESTER – V									
Course Title	Accommodation Operation - II								
Course code	22BHMC314R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:	2	1	2	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	5								
Course Objectives	1. To know about the internal environment of the hotel 2. To understand the importance of pest control in a hotel 3. To understand interior decoration and redecoration process								
CO1	Understand the role and importance of accommodation operations within the hospitality industry, including the various departments involved and their functions.								
CO2	Remember the housekeeping procedures and standards								
CO3	Execute the guest room setup to meet guest expectations, including bed-making techniques, amenities placement, and ensuring rooms are properly stocked and prepared for guest arrival								
CO4	Understand inventory management principles specific to accommodation operations, including stock control, ordering procedures, and minimizing wastage								
CO5	Classify the safety and security measures specific to accommodation operations, including fire safety, emergency response procedures, and ensuring the security of guest belongings.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	Internal Environment <ul style="list-style-type: none"> Noise Air Conditioning Light	5	Students will get to know about housekeeping supervision and various inspection checklist				1,2,3,4		
2	Accounts <ul style="list-style-type: none"> Definition, classification Debit and credit Format of accounts Rules of Debit and Credit.	4	Students about the preparation of Income statement and balance sheet in a hotel				1,2,3,4		
3	Complaint Handling in Housekeeping department <ul style="list-style-type: none"> Types of Guest Complaints Dealing with Guest Complaints of 	5	Students will learn about classification of linen and storage facilities of linens				1,2,3,4		

	Housekeeping department			
4	Changing Trends in Housekeeping <ul style="list-style-type: none"> • Hygiene, not just cleanliness • New scientific Techniques • IT savvy housekeeping Eco- friendly Amenities, Products, Processes	3	Students get to know about various recruiting, training processes	1,2,3,4
5	Interior Designing <ul style="list-style-type: none"> • Objectives of Interior Designing • Elements of Interior Designing • Principles of interior Designing Refurbishing & Redecoration <ul style="list-style-type: none"> • Definition • Types of Renovation • Refurbishing - Steps in Refurbishing • Redecoration- Prior & Post Redecoration Procedures Snag list and its importance	3	Through this chapter students will learn about importance of landscaping and indoor plants	1,2,3,4
Practical	Team cleaning <ul style="list-style-type: none"> • Planning • Organizing • Executing Evaluating Time and motion study <ul style="list-style-type: none"> • Steps of bed making • Steps in servicing a guest room etc Handling guest complaints Standard Operating manuals – Job procedures Area cleaning procedures	8	Students get to know about various cleaning agents and equipment's used in area cleaning, learn to make SOPs for different areas, learn to work in a team and various procedures, know Handling guest complaints through role playing	1,2,3,4

TEXT BOOKS:

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

REFERENCE BOOKS:

Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.

Housekeeping and Front Office – Jones

Security Operations By Robert Mc Crie, Publisher: Butterworth – Heinemann

The Professional Housekeeper – Tucker Schneider,; Wiley Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the role and importance of accommodation operations within the hospitality industry, including the various departments involved and their functions.	1,2,3,4,7,8
2	Remember the housekeeping procedures and standards	1,2,3,4,7,8
3	Execute the guest room setup to meet guest expectations, including bed-making techniques, amenities placement, and ensuring rooms are properly stocked and prepared for guest arrival	1,2,3,4,7,8
4	Understand inventory management principles specific to accommodation operations, including stock control, ordering procedures, and minimizing wastage	1,2,3,4,7,8
5	Classify the safety and security measures specific to accommodation operations, including fire safety, emergency response procedures, and ensuring the security of guest belongings.	1,2,3,4,7,8

SEMESTER – V									
Course Title	CAMPUS TO CORPORATE (Communicative English & Soft Skills)								
Course code	22UBPD223R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	5								
Course Objectives	<ol style="list-style-type: none"> 1. To acquaint students with the various tools of effective presentation. 2. To acquire the speaking skill, instruct, influence, engage, educate, or please the listeners. 3. To increase proficiency, presentability and quality of resume and provide guidance for self-promotion and self-evaluation in social media. 4. To prepare and train the students for the campus drives & walking interviews. 								
CO1	Recall fundamental theories and principles of effective communication.								
CO2	Understand different communication styles and their appropriate use in various professional contexts.								
CO3	Understand the importance of key soft skills such as teamwork, leadership, and time management.								
CO4	Apply effective verbal and non-verbal communication techniques in simulated workplace scenarios.								
CO5	Analyse workplace scenarios to identify potential communication barriers and suggest solutions.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	Presentation Skills Introduction Essential characteristics of a good presentation Preparation of a good presentation	3	Enumerate rules and standards for professional etiquette and workplace behaviour.				1,2		
2	Public Skills	5	Produce professional documents such as emails, reports, and				1,2		

	<p>Fear of Public Speaking,</p> <p>Understanding and Overcoming Fear of Public Speaking</p> <p>Confidence and Control,</p> <p>Physiology and Stress-Control/Process,</p> <p>Tips for Presentations and Public Speaking,</p> <p>Tips for Using Visual Aids in Presentations,</p> <p>Process for Preparing and Creating Presentations,</p> <p>Delivering Presentations Successfully,</p> <p>Doubt Clearing and Summary of Main Points</p>		<p>presentations with clarity and correctness.</p>	
3	<p>Practical session on Resume, Curriculum Vitae, Writing cover letter & LinkedIn Profile</p> <p>Preparation, submission& screening of Resume.</p> <p>Practical session on cover letter screening session</p> <p>Creating profile in LinkedIn</p> <p>How to utilize it</p>	3	<p>Evaluate the effectiveness of different communication strategies in various professional contexts.</p>	1,2
4	<p>Leadership & Management Skills</p> <p>Concepts of Leadership</p> <p>Leadership Styles</p> <p>Manager vs Leader</p> <p>How to be an Effective Leader</p> <p>Mock/Practice Session,</p> <p>Doubt Clearing Session</p>	3	<p>Demonstrate effective verbal communication skills in various professional contexts, including meetings, presentations, and interviews.</p>	1,2
5	<p>Interview Skills & Dress code Ethics</p>	3	<p>Utilize appropriate non-verbal communication</p>	1,2

	<p>Types of interview-telephonic, virtual & face to face</p> <p>Online interview, personal interview,</p> <p>Panel interview,</p> <p>Group interview,</p> <p>JAM session,</p> <p>Types of interview questions-traditional/common interview questions,</p> <p>Case interview questions,</p> <p>General Strategies for answering questions,</p> <p>Marketing your skills and experiences,</p> <p>Preparation before the interview,</p> <p>How to dress up for an interview,</p> <p>How to maintain eye contact and positive body language,</p> <p>How to be presentable,</p> <p>Interview dos and don'ts,</p> <p>Introduction to Dress Code Ethics,</p> <p>Purpose and Importance</p> <p>How to Make FIRST IMPRESSION,</p> <p>What to Wear During Interviews or Any Other Formal Meetings –Male & Female</p>		<p>cues, such as body language, eye contact, and facial expressions, to enhance interpersonal interactions.</p>	
6	<p>Mock Interview</p> <p>Practical Mock Interview,</p> <p>Feedback-Receiving Feedback,</p> <p>Giving Feedback,</p> <p>Advantages of Effective Feedback</p> <p>How to deal with negative feedback</p>			1,2

TEXT BOOKS:

- Barrett, Grant. 2016. *Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking*, Zephyros Press.
- Mc Dowell, Gayle Laakmann. 2008. *Cracking the Coding Interview* (Indian Edition)

REFERENCE BOOKS:

- Kaye, Ellen . (2002) *Maximize Your Presentation Skills: How to Speak, Look, and Act on Your Way to the Top*, Currency
- Morrison, Topher. (2017) *The Book on Public Speaking*, Morgan James Publishing

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Recall fundamental theories and principles of effective communication.	1,2,3,4,6,8
2	Understand different communication styles and their appropriate use in various professional contexts.	1,2,3,4,6,8
3	Understand the importance of key soft skills such as teamwork, leadership, and time management.	1,2,3,4,6,8
4	Apply effective verbal and non-verbal communication techniques in simulated workplace scenarios.	1,2,3,4,6,8
5	Analyse workplace scenarios to identify potential communication barriers and suggest solutions.	1,2,3,4,6,8

SEMESTER – V									
Course Title	Techno Professional Skills-III								
Course code	22BHMC315R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	5								
Course Objectives	<p>Enhance programming and scripting abilities for automation and efficiency.</p> <p>Utilize project management tools to plan, execute, and monitor projects effectively.</p> <p>Improve verbal and non-verbal communication techniques for professional settings.</p>								
CO1	Develop advanced skills in industry-specific software, tools, and technologies.								
CO2	Apply advanced project management principles and methodologies.								
CO3	Develop professional writing skills for creating clear and concise reports, emails, and presentations.								
CO4	Apply creative problem-solving techniques to develop innovative solutions.								
CO5	Understand and apply ethical standards and professional behaviour in the workplace.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>Advanced Hospitality Technology</p> <p>Advanced features of Property Management Systems (PMS) like Opera and Fidelio.</p> <p>Integration of POS systems and CRM tools.</p> <p>Advanced digital marketing strategies.</p> <p>Social media management and online reputation management tools.</p>	6	Improve verbal and non-verbal communication techniques for professional settings.				1,2,3,4		
2	<p>Guest Experience and Service Excellence</p> <p>Advanced CRM techniques for personalized guest experiences.</p> <p>Strategies for guest retention and loyalty programs.</p>	6	Cultivate leadership skills to manage and lead teams effectively.				1,2,3,4		

	<p>Understanding cultural differences in guest service.</p> <p>Strategies for delivering culturally competent service.</p>			
3	<p>Project Management and Operations</p> <p>Project management principles tailored to hospitality projects.</p> <p>Tools and techniques for effective project planning and execution.</p> <p>Planning and executing large-scale events and conferences.</p> <p>Coordination of logistics, vendors, and guest services.</p>	12	Foster teamwork and collaboration in diverse and dynamic professional environments.	1,2,3,4
4	<p>Financial Management and Revenue Optimization</p> <p>Financial statements and performance metrics for hospitality.</p> <p>Budgeting and forecasting techniques.</p> <p>Techniques for cost control and expense management.</p> <p>Strategies for maximizing profitability.</p>	12	Enhance analytical and critical thinking skills to address complex problems.	1,2,3,4
5	<p>Communication and Professional Development</p> <p>Effective communication with diverse stakeholders.</p> <p>Public speaking and presentation skills for hospitality professionals.</p>	12	Foster a mindset of continuous learning and adaptability to keep up with industry trends and technological advancements.	1,2,3,4

TEXT BOOKS:

Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill

Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA

REFERENCE BOOKS:

Hotel Housekeeping – G U Raghubalan

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Develop advanced skills in industry-specific software, tools, and technologies.	1,2,3,4,5,6,7,9
2	Apply advanced project management principles and methodologies.	1,2,3,4,5,6,7,9
3	Develop professional writing skills for creating clear and concise reports, emails, and presentations.	1,2,3,4,5,6,7,9
4	Apply creative problem-solving techniques to develop innovative solutions.	1,2,3,4,5,6,7,9
5	Understand and apply ethical standards and professional behaviour in the workplace.	1,2,3,4,5,6,7,9

SEMESTER – V									
Course Title	CO-CURRICULAR								
Course code	22UBCC311	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	0	4	0	0	1
Pre-requisite	COMPULSORY	Co-requisite	NIL						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	V semester of third year of the Programme								
Course Objectives	Co-curricular Activities are enabled to supplement and complement the curricular or main syllabi activities. These are the part and parcel of educational institutions to develop the students' personality as well as to strengthen the classroom learning. Co-curricular Activities have wide horizon to cater to the cultural, social, aesthetic development of the child.								
Course Outcome	Co-curricular activities facilitate in the development of various domains of mind and personality such as intellectual development, emotional development, social development, moral development and aesthetic development. Creativity, Enthusiasm, and Energetic, Positive thinking are some of the facets of personality development and the outcomes of extracurricular activities.								
Content	The institute provides the opportunity to the teacher trainees to participate in various activities for their overall development. The institute conducts Seminars and Workshops, Guest Lectures, Essay writing, projects, general knowledge debates, quiz and discussion on current affairs, Discussion on social justice, National Days Celebrations, Assembly, Weekly meetings, and Value Education programme, and organize Dance, Dramatics, Singing competitions. Games and Sports are compulsory for all the students. Provision has, therefore been made for games and sports in college. The college will have unit of N.S.S.and will also give the opportunity to students to participate in it.								

SEMESTER – V									
Course Title	EXTRA-CURRICULAR								
Course code	22UBEC311	Total credits: 1	L	T	P	S	R	O/F	C
			Total hours:	0	0	0	4	0	0
Pre-requisite	COMPULSORY	Co-requisite	NIL						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	V semester of third year of the Programme								
Course Objectives	It is to develop the social and soft skills and to promote a holistic development of the learners								
Course Outcome	The students will be engaged in different activities headed under different clubs namely dance, music, photography, drama, literacy, etc. The students will participate in regular club activities like workshops, competitions as per their interest and hobbies. The students will be trained to represent ADTU in various inter university, state and national level competitions. The students will be given a platform to earn from invited experts in their respective fields. The students will get an exposure of 360 degree learning methodology considering the overall growth along with the academics.								
Content									
AdtU encourages a range of activities outside the regular curriculum intended to meet learner's interest, These activities are aimed to develop the social and soft skills and promote a holistic development of the learners, Keeping in mind the 360 degree learning methodology the students are engaged in different activities headed under different clubs viz. Dance, music, photography, drama, literary etc., The students are encouraged to participate in regular club activities, workshops, competitions as per their interest and hobbies, The student members of the club are trained represent AdtU in various inter University student and national level competitions, Renewed personalities are invited to conduct workshops that benefit the members and students by giving them the platform to learn from experts in the respective fields.									

SEMESTER – VI									
Course Title	Food and Beverage Operation								
Course code	22BHMC321R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	3	1	2	0	0	0	5
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	6								
Course Objectives	<ol style="list-style-type: none"> 1. An introduction to the specialization in Food Production Management and is primarily aimed at developing the knowledge of the classical European Cuisine & imparting the concept of Nouvelle cuisine. 2. It deals with other prerequisite skills and knowledge to pursue career in culinary art. 3. To inculcate a comprehensive understanding of management aspects of food and beverage operations and controlling characteristics of service outlets. 								
CO1	understanding the buffet and function catering of food and beverage sector within the hospitality industry								
CO2	Understanding the high-quality service standards, including table service etiquette, order taking, serving techniques, and handling customer feedback to ensure a positive dining experience.								
CO3	Understanding of inventory management techniques, stock control, portion control, waste reduction strategies, and financial analysis related to food and beverage operations								
CO4	Identify the financial analysis related to food and beverage operations.								
CO5	Demonstrate the licensing requirements, food hygiene standards, and compliance with industry laws and regulations.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>European / Continental Cuisine</p> <ul style="list-style-type: none"> • Introduction to influences of cultures on regions • Special features with respect to ingredients, methods, presentation styles in the following countries – France, Italy, Germany, Spain, Portugal, Eastern Europe, Switzerland. <p>Nouvelle Cuisine</p> <ul style="list-style-type: none"> • Evolution & history • Salient features • Difference between Haute Cuisine & Nouvelle Cuisine 	5	Students will learn about different dishes of European / Continental cuisine and Nouvelle cuisine.				1,2,3,4		

	<ul style="list-style-type: none"> • Service Style – Types, Guidelines <p>Modern plating techniques.</p>			
2	<p>Appetizers (Hot & Cold)</p> <ul style="list-style-type: none"> • Types of appetizers with examples • International Classical appetizers • Precautions for preparing and presentation of appetizers • Points to be observed for storage of appetizers from food spoilage view <p>Convenience Foods</p> <ul style="list-style-type: none"> • Characteristics • Processing methods <p>Advantages & Disadvantages.</p>	3	Students will know about different Hot and Cold appetizers. The points to be considered while preparing the dishes.	1,2,3,4
3	<p>Fish Mongery</p> <ul style="list-style-type: none"> • Introduction to fish monger • Classification of fish with examples(local names also) • Selection & storage of fish & shell fish • Cuts of fish • Cooking of fish <p>Preservation & processing of fish</p>	5	Students will learn about the types of Fishes, different cut of fishes and the selection process.	1,2,3,4
4	<p>Buffet</p> <ul style="list-style-type: none"> • Introduction & Definition • Types of Buffet • Buffet equipment <p>Points to be considered while arranging buffet</p>	6	Students will learn about different setup of buffets and the equipment used for servicing .	1,2,3,4
5	<p>Function Catering</p> <ul style="list-style-type: none"> • Types of functions - Formal and Informal • Function organization – Banquet Function Prospectus (BFP), Space specification, Layout, Banquet equipment, Staffing • Order of service for formal functions • Wedding Function • BFP with menu planning for Conference, Meeting, Cocktail party, Sit down dinner, Themes <p>Concept and F & B operations in MICE</p>	6	Students will learn about the event management and function catering. Arrangement methods and theme base parties and the menu planning.	1,2,3,4

Practical	<p>Fish preparations using various cuts/Joints of Chicken</p> <ul style="list-style-type: none"> • Nouvelle 4 course menus based on basket • Variety of Appetizers <p>Preparation of European Menus (Starter or Salad, Soup, Main Course with starch & veg accompaniment & Dessert)</p> <p>Banquet Function Prospectus with menu, space specification, equipment, staffing –</p> <ul style="list-style-type: none"> • Cocktail dinner • Sit-down dinner • Formal Banquet • Conference • Wedding reception • Theme Event 	10	<p>Students will learn to make different cuts of fish and chicken used in the industry, learn to develop 4 courses of menu and the preparation of Canapés, learn to prepare different foods of Continental / European / Oriental in this session, know about different types of dinners and theme events.</p>	1,2,3,4
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TEXT BOOKS:

- i. Theory of Cookery: KrishnaArora Publisher: Frank Brothers
- ii. Food Production Operations: Parvinder S Bali, Oxford University Press
- iii. Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
- iv. Food and Beverage Service – Dennis Lillicrap and John Cousins
- v. Food and Beverage Management – Bernard Davis, Andrew Lockwood and Sally Stone
- vi. Facility Planning and Design – Edward Kagarian

REFERENCE BOOKS

- i. Practical Cookery ByKinton&Cessarani
- ii. Practical Professional Cookery by Kauffman &Cracknell
- iii. Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
- iv. Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- v. Bar and Beverage Book – Costas Katsigris, Mary Proter with Thomas
- vi. Theory of Catering – Kinton and Cesarani
- vii. Textbook of Food & Beverage Management- Sudhir Andrews
- viii. The Restaurant (From Concept to Operation) – Lipinski
- ix. Practical Computing – A guide for Hotel and students – Jill Smith (Heinemann Professional Publishing).

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	understanding the buffet and function catering of food and beverage sector within the hospitality industry	1,3,4,5,6,9
2	Understanding the high-quality service standards, including table service etiquette, order taking, serving techniques, and handling customer feedback to ensure a positive dining experience.	1,3,4,5,6,9
3	Understanding of inventory management techniques, stock control, portion control, waste reduction strategies, and financial analysis related to food and beverage operations	1,3,4,5,6,9
4	Identify the financial analysis related to food and beverage operations.	1,3,4,5,6,9
5	Demonstrate the licensing requirements, food hygiene standards, and compliance with industry laws and regulations.	1,3,4,5,6,9

SEMESTER – VI									
Course Title	Accommodation Operation								
Course code	22BHMC322R	Total credits: 5	L	T	P	S	R	O/F	C
		Total hours:	3	1	2	0	0	0	5
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	6								
Course Objectives	1. To know about the textiles used in Housekeeping 2. To understand the stock taking in Housekeeping 3. To understand Software used in Hotels and their systems								
CO1	Understand the organizational structure and the roles and responsibilities within accommodation services.								
CO2	Understand the principles and practices of housekeeping management, including cleaning procedures, inventory control, and maintenance.								
CO3	Understand budgeting, forecasting, and financial management relevant to accommodation services.								
CO4	Understand the legal and ethical considerations in accommodation operations, including employment laws, guest rights, and industry regulations								
CO5	Gain comprehensive knowledge of the various types of accommodation establishments and their operational procedures								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
1	Purchasing and Store <ul style="list-style-type: none"> Purchasing system-Principles, Stages, Types Operational Procedures about Cleaning Supplies, Guest Supplies, Linen Store requisition, Issuing from Stores to Floors and Public areas Stocktaking and Control of Store	5	Students will get to know about purchasing system in Housekeeping					1,2,3	
2	Textiles <ul style="list-style-type: none"> Classification and Identification of textile fibers Characteristics Fabric Construction in brief Finishes Selection and use of textiles in 	4	Students get familiar about various fibers used in the department					1,2,3	

	hotels			
3	Uniforms <ul style="list-style-type: none"> • Selection and Design of Uniforms • Establishing Par Levels for Uniforms • Storage of Uniforms • Issuing and Exchange of Uniforms • Advantages of providing Staff Uniforms • Protective clothing in different departments 	4	Students will learn about issuing and exchanging of uniforms as well to establish Par levels	1,2,3
4	Concierge <ul style="list-style-type: none"> • Concept of Concierge, Clef's d'or • Functions of Concierge in modern hotels Difference between Bell Desk and Concierge	5	Students get to know about concierge and functions	1,2,3
5	Property Management Systems in Front office <ul style="list-style-type: none"> • Concept & Importance of PMS • Selecting a Property Management System • Modules involved in Front office System- Reservations, Front desk, Rooms , Cashier, Night Audit, Set-up • PMS interface with Stand-alone Systems-POS, Call Accounting, Electronic locking system • Software used in Hotels and their systems – Fidelio, Micros, Opera, IDS • Reports generated at Front desk (Room status Report, Sales Mix, Revenue Report, Guest History) Advantages & Limitations	5	Through this chapter students will learn about the importance PMS and modules involved in front office	1,2,3
Practical	Spring Cleaning process and deep cleaning process Cleaning agents and Equipment in Laundry	7	Students will learn various frequency of cleaning, get to know various equipment used in Housekeeping especially in laundry	1,2,3

TEXT BOOKS:

3. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
4. Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

REFERENCE BOOKS:

5. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
6. Housekeeping and Front Office – Jones
7. Security Operations By Robert McCrie, Publisher: Butterworth – Heinemann
8. The Professional Housekeeper – Tucker Schneider,; Wiley Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	understanding the buffet and function catering of food and beverage sector within the hospitality industry	2,3,4,5,7,8
2	Understanding the high-quality service standards, including table service etiquette, order taking, serving techniques, and handling customer feedback to ensure a positive dining experience.	2,3,4,5,7,8
3	Understanding of inventory management techniques, stock control, portion control, waste reduction strategies, and financial analysis related to food and beverage operations	2,3,4,5,7,8
4	Identify the financial analysis related to food and beverage operations.	2,3,4,5,7,8
5	Demonstrate the licensing requirements, food hygiene standards, and compliance with industry laws and regulations.	2,3,4,5,7,8

SEMESTER – VI										
Course Title	Food and Nutrition									
Course code		Total credits: 2	L	T	P	S	R	O/F	C	
			2	0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Hotel Management & Catering Technology									
Semester	6									
Course Objectives	Gain a thorough understanding of the basic principles of nutrition and the science behind it. Understand the physiological processes of digestion, absorption, metabolism, and excretion of nutrients. Identify various food sources of essential nutrients.									
CO1	Demonstrate a comprehensive understanding of the principles of nutrition and the role of various nutrients in the human body.									
CO2	Identify and list the fundamental principles of nutrition, including macronutrients and micronutrients.									
CO3	Recall the primary functions and sources of essential nutrients.									
CO4	Apply methods to assess nutritional status using dietary, anthropometric, biochemical, and clinical data.									
CO5	Explain dietary reference intakes and nutritional guidelines for different populations.									
Unit-No.	Content				Contact Hour	Learning Outcome				KL
1	INTRODUCTION TO NUTRITION: Definition of Nutrition; Importance and scope; the various nutrients. FOOD AND OUR BODY: Role of food in our life; recommended dietary intakes (RDI), Calorific value of food; The five Food groups;				3	Enumerate the key dietary guidelines and nutritional recommendations for different age groups and populations.				1,2,3,4
2	ROLE OF NUTRIENTS IN OUR BODY-I: a. Carbohydrates: Classification, functions, Deficiency and excess of carbohydrates, sources. b. Fats: Classification of Fats, Functions, deficiency & excess of Fat; sources.				3	Describe basic principles of food safety, hygiene, and sanitation.				1,2,3,4

	<p>Proteins: essential amino acids, classification of protein, functions of proteins, systems of</p> <ul style="list-style-type: none"> Protein Deficiency, Protein energy malnutrition (P.E.M.), Sources of protein. 			
3	<p>ROLE OF NUTRIENTS IN OUR BODY–II: Vitamins: Classification of vitamins function deficiency & excess and sources of all vitamins</p> <p>ROLE OF NUTRIENTS IN OUR BODY–III: Minerals: Classification, Sources, and functions & deficiency of various minerals–Iron, Calcium, Iodine, Sulphur, Potassium, Phosphorous, Sodium, Zinc etc. (elementary study only). Water: Functions, sources & diseases.</p>	3	Apply methods to assess an individual's nutritional status, including dietary, anthropometric, biochemical, and clinical techniques.	1,2,3,4
4	<p>BALANCED DIET: Concept of balanced diet Menu planning-Definition, aim & importance Menu planning for specific requirements viz. infants, children, adolescent, adult man & women; nutritional requirements during specific conditions viz, pregnancy, lactation & old age</p>	3	Analyse and interpret data from nutritional research studies to understand their implications for dietary recommendations.	1,2,3,4
5	<p>EFFECT ON NUTRIENTS WHILE:</p> <ol style="list-style-type: none"> Storage. Pre-preparation. Cooking. <p>Measures to be taken to prevent nutrient loss during cooking</p>	3	Recall the names, functions, and sources of essential nutrients (carbohydrates, proteins, fats, vitamins, and minerals).	1,2,3,4

TEXT BOOKS:

Fundamentals of Food & Nutrition:
 Mudaambi & Raajgopal Normal & Therapeutic
 Nutrition: H. Robinsson

REFERENCE BOOKS:

Clinical Dietics & Nutrition: F. PAanita

9. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
10. Housekeeping and Front Office – Jones
11. Security Operations By Robert McCrie, Publisher: Butterworth – Heinemann
12. The Professional Housekeeper – Tucker Schneider,; Wiley Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of the principles of nutrition and the role of various nutrients in the human body.	1,2,3,4,5,7
2	Identify and list the fundamental principles of nutrition, including macronutrients and micronutrients.	1,2,3,4,5,7
3	Recall the primary functions and sources of essential nutrients.	1,2,3,4,5,7
4	Apply methods to assess nutritional status using dietary, anthropometric, biochemical, and clinical data.	1,2,3,4,5,7
5	Explain dietary reference intakes and nutritional guidelines for different populations.	1,2,3,4,5,7

SEMESTER – VI									
Course Title	Techno Professional Skills-IV								
Course code	22BHMC324R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel & Catering Technology								
Semester	6								
Course Objectives	<p>Enhance programming and scripting abilities for automation and efficiency.</p> <p>Utilize project management tools to plan, execute, and monitor projects effectively.</p> <p>Improve verbal and non-verbal communication techniques for professional settings.</p>								
CO1	Develop advanced skills in industry-specific software, tools, and technologies.								
CO2	Apply advanced project management principles and methodologies.								
CO3	Develop professional writing skills for creating clear and concise reports, emails, and presentations.								
CO4	Apply creative problem-solving techniques to develop innovative solutions.								
CO5	Understand and apply ethical standards and professional behaviour in the workplace.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>Advanced Hospitality Technology</p> <p>Advanced features of Property Management Systems (PMS) like Opera and Fidelio.</p> <p>Integration of POS systems and CRM tools.</p> <p>Advanced digital marketing strategies.</p> <p>Social media management and online reputation management tools.</p>	6	Improve verbal and non-verbal communication techniques for professional settings.				1,2,3,4		
2	<p>Guest Experience and Service Excellence</p> <p>Advanced CRM techniques for personalized guest experiences.</p> <p>Strategies for guest retention and loyalty</p>	6	Cultivate leadership skills to manage and lead teams effectively.				1,2,3,4		

	<p>programs.</p> <p>Understanding cultural differences in guest service.</p> <p>Strategies for delivering culturally competent service.</p>			
3	<p>Project Management and Operations</p> <p>Project management principles tailored to hospitality projects.</p> <p>Tools and techniques for effective project planning and execution.</p> <p>Planning and executing large-scale events and conferences.</p> <p>Coordination of logistics, vendors, and guest services.</p>	12	Foster teamwork and collaboration in diverse and dynamic professional environments.	1,2,3,4
4	<p>Financial Management and Revenue Optimization</p> <p>Financial statements and performance metrics for hospitality.</p> <p>Budgeting and forecasting techniques.</p> <p>Techniques for cost control and expense management.</p> <p>Strategies for maximizing profitability.</p>	12	Enhance analytical and critical thinking skills to address complex problems.	1,2,3,4
5	<p>Communication and Professional Development</p> <p>Effective communication with diverse stakeholders.</p> <p>Public speaking and presentation skills for hospitality professionals.</p>	12	Foster a mindset of continuous learning and adaptability to keep up with industry trends and technological advancements.	1,2,3,4

TEXT BOOKS:

Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill

REFERENCE BOOKS:

Hotel Housekeeping – G U Raghubalan

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Develop advanced skills in industry-specific software, tools, and technologies.	1,2,3,4,5,6,9
2	Apply advanced project management principles and methodologies.	1,2,3,4,5,6,9
3	Develop professional writing skills for creating clear and concise reports, emails, and presentations.	1,2,3,4,5,6,9
4	Apply creative problem-solving techniques to develop innovative solutions.	1,2,3,4,5,6,9
5	Understand and apply ethical standards and professional behaviour in the workplace.	1,2,3,4,5,6,9

SEMESTER – VI										
Course Title	Fundamental of Tourism									
Course code	22BHMC325R	Total credits: 2	L	T	P	S	R	O/F	C	
			2	0	0	0	0	0	2	
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Hotel & Catering Technology									
Semester	6									
Course Objectives	To describe the fundamental principles of tourism Industry. To explain tourism industry and its components from a technical point of view. To analyse Role of government, national and international organizations in tourism development.									
CO1	This paper aims to acquaint learners with the tourism phenomenon, fostering a deeper understanding of the subject.									
CO2	Understanding the role of tourism as an economic intervention and its significance in the economy									
CO3	To analyse socio-economic, and ecological impacts of tourism.									
CO4	Understanding the global nature of tourism and government support for it									
CO5	To evaluate the future tourism scenario contributing to the growth and development of Tourism Industry.									
Unit-No.	Content				Contact Hour	Learning Outcome				KL
1	Introduction: Tourism concepts, definition and history, Types on different Basis; Types of tourists: Tourist, traveler, and excursionist etc.; Determinants and motivators of tourism demand; Tourism industry: Nature and characteristics, Components of tourism industry, Sociology-cultural, Environmental & Economic impacts of tourism at the destination.				6	Evaluate tourism-related concepts, ideas and data				1,2,3,4,5
2	Travel Trade: Travel Agency- Definition , Types, Functions, Importance; Tour Operator - Definition, Types, Functions, Importance; Tourist- Definition, Types.				6	Describe the history and structure of international travel and hospitality industry				1,2,3,4,5

3	Transportation Sector: Introduction, Importance of transportation, Different modes of transportation. Growth of civilization and role of transport.	12	Appraise the positive and negative impacts of tourism destination development	1,2,3,4,5
4	Cruise- ship Industry: Introduction, Types, Historical evolution of the Cruise-ship Industry, services offered by Cruise ship Industry, Contribution & scope in Indian Tourism Market.	12	Analyze arrange of tourist needs and motivations to travel	1,2,3,4,5
5	Tourism Related Organization and trade association: Ministry of Tourism, TAAI, IATO, WTO, IATA.	12	Evaluate tourism-related concepts, ideas and data	1,2,3,4,5

TEXT BOOKS:

1. Bhatia A.K. : Tourism in India
2. Cooper, Fletcher et al : Tourism, Principles and practice
3. Mill and Morrison : The Tourism System : An introductory text

REFERENCE BOOKS:

1. Negi, Jagmohan : Travel and tourism
2. Seth P.N. : Successful tourism management in India
3. Burkart and Medlik : Tourism past, present and future

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	This paper aims to acquaint learners with the tourism phenomenon, fostering a deeper understanding of the subject.	1,2,3,4,5,6,7,8,9
2	Understanding the role of tourism as an economic intervention and its significance in the economy	1,2,3,4,5,6,7,8,9
3	To analyse socio-economic, and ecological impacts of tourism.	1,2,3,4,5,6,7,8,9
4	Understanding the global nature of tourism and government support for it	1,2,3,4,5,6,7,8,9
5	To evaluate the future tourism scenario contributing to the growth and	1,2,3,4,5,6,7,8,9

	development of Tourism Industry.	
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SEMESTER – VI										
Course Title	Hotel Accountancy									
Course code	22BHMC326R	Total credits: 2	L	T	P	S	R	O/F	C	
			2	0	0	0	0	0	2	
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Hotel & Catering Technology									
Semester	6									
Course Objectives	To equip students with the knowledge of accounting as practiced in hotels Help them to utilize this knowledge in day-to-day operations undertaken in the various departments in hotels. Enumerate the key financial statements used in hotel accounting, including the balance sheet, income statement, and cash flow statement.									
CO1	Recall fundamental accounting principles and concepts applicable to the hospitality industry.									
CO2	Understanding the processes involved in recording, summarizing, and reporting financial transactions in a hotel setting.									
CO3	Describe the different categories of revenue and expenses specific to the hospitality industry, such as room revenue, food and beverage costs, and operational expenses.									
CO4	Apply accounting principles to prepare accurate financial statements for a hotel.									
CO5	Implement budgeting and forecasting techniques to plan and manage financial performance in a hotel.									
Unit-No.	Content				Contact Hour	Learning Outcome			KL	
1	Allowances, Discount and Visitors Paid Out <ul style="list-style-type: none"> • Meaning and Types • Formats of Allowance and VPO Vouchers • Difference between Allowance & Discount Difference between Discount & VPO				6	Demonstrate a clear understanding of fundamental accounting principles and concepts specific to the hospitality industry.			1,2,3,4	

2	Visitors Tabular Ledger <ul style="list-style-type: none"> Format and Use of Visitors Tabular Ledger Practical Problems on Visitors Tabular Ledger	6	Recognize and understand the purpose and components of key financial statements, including the balance sheet, income statement, and cash flow statement.	1,2,3,4
3	Guest Weekly Bill <ul style="list-style-type: none"> Format and Use of Guest Weekly Bill Practical Problems on Guest Weekly Bill Difference between VTL and GWB	12	Prepare accurate financial statements and reports for a hotel, including balance sheets, income statements, and cash flow statements.	1,2,3,4
4	Uniform System of Accounting <ul style="list-style-type: none"> Introduction to Uniform System of Accounting Practical problems on preparation of Income Statement as per Uniform System of Accounting Schedules showing Departmental incomes -Rooms, Food & Beverage, Telephone Gift shop, Garage and Parking, Laundry only	12	Develop and manage budgets and financial forecasts to plan and control financial performance in a hotel setting.	1,2,3,4
5	Budget and Budgetary Control <ul style="list-style-type: none"> Definition and Types of Budget Practical problems on Cash Budget and Flexible Budget Meaning and Advantages of Budgetary Control	12	Analyse financial statements and performance metrics to assess the financial health and profitability of a hotel.	1,2,3,4

TEXT BOOKS:

- i. Managerial Accounting in the Hospitality Industry- Vol – II, Peter. J. Harris and PeterA Hazzard, Fourth Edition, Stanley Thornes Publishers Ltd. Gloucestershire.
- ii. Hotel Management – Dr. Jagmohan Negi, First Edition 2005 – Himalaya Publishing House , Mumbai - 400004

REFERENCE BOOKS:

- i. Hotel Accounting & Financial Control - Ozi D’Cunha GlesonOzi D’Cunha – Fist-2002-Dickey Enterprises, Kandivali (W) Mumbai
- ii. Accounting in the Hotel & Catering Industry – Richard Kotas – Fourth – 1981- International Textbook Company Co. Ltd.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Recall fundamental accounting principles and concepts applicable to the hospitality industry.	5,6,7,8
2	Understanding the processes involved in recording, summarizing, and reporting financial transactions in a hotel setting.	5,6,7,8
3	Describe the different categories of revenue and expenses specific to the hospitality industry, such as room revenue, food and beverage costs, and operational expenses.	5,6,7,8
4	Apply accounting principles to prepare accurate financial statements for a hotel.	5,6,7,8
5	Implement budgeting and forecasting techniques to plan and manage financial performance in a hotel.	5,6,7,8

SEMESTER – VI									
Course Title	CO-CURRICULAR								
Course code	22UBCC311	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	0	4	0	0	1
Pre-requisite	COMPULSORY	Co-requisite	NIL						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VI semester of third year of the Programme								
Course Objectives	Co-curricular Activities are enabled to supplement and complement the curricular or main syllabi activities. These are the part and parcel of educational institutions to develop the students' personality as well as to strengthen the classroom learning. Co-curricular Activities have wide horizon to cater to the cultural, social, aesthetic development of the child.								
Course Outcome	Co-curricular activities facilitate in the development of various domains of mind and personality such as intellectual development, emotional development, social development, moral development and aesthetic development. Creativity, Enthusiasm, and Energetic, Positive thinking are some of the facets of personality development and the outcomes of extracurricular activities.								
Content	The institute provides the opportunity to the teacher trainees to participate in various activities for their overall development. The institute conducts Seminars and Workshops, Guest Lectures, Essay writing, projects, general knowledge debates, quiz and discussion on current affairs, Discussion on social justice, National Days Celebrations, Assembly, Weekly meetings, and Value Education programme, and organize Dance, Dramatics, Singing competitions. Games and Sports are compulsory for all the students. Provision has, therefore been made for games and sports in college. The college will have unit of N.S.S.and will also give the opportunity to students to participate in it.								

SEMESTER – VI									
Course Title	EXTRA-CURRICULAR								
Course code	22UBEC311	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	4	0	0	1
Pre-requisite	COMPULSORY	Co-requisite	NIL						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VI semester of third year of the Programme								
Course Objectives	It is to develop the social and soft skills and to promote a holistic development of the learners								
Course Outcome	The students will be engaged in different activities headed under different clubs namely dance, music, photography, drama, literacy, etc. The students will participate in regular club activities like workshops, competitions as per their interest and hobbies. The students will be trained to represent ADTU in various inter university, state and national level competitions. The students will be given a platform to earn from invited experts in their respective fields. The students will get an exposure of 360 degree learning methodology considering the overall growth along with the academics.								
Content									
AdtU encourages a range of activities outside the regular curriculum intended to meet learner's interest, These activities are aimed to develop the social and soft skills and promote a holistic development of the learners, Keeping in mind the 360 degree learning methodology the students are engaged in different activities headed under different clubs viz. Dance, music, photography, drama, literary etc., The students are encouraged to participate in regular club activities, workshops, competitions as per their interest and hobbies, The student members of the club are trained represent AdtU in various inter University student and national level competitions, Renewed personalities are invited to conduct workshops that benefit the members and students by giving them the platform to learn from experts in the respective fields.									

SEMESTER – VII								
Course Title	Food Production (Industry Exposure)							
Course code	22BHMC221R	Total credits: 6	L	T	P	S	R	O/F
		Total hours:	0	0	12	0	0	0
Pre-requisite	Nil	Co-requisite	Nil					
Programme	Bachelor of Hotel Management and Catering Technology							
Semester	VII semester of first year of the program me							
Course Objectives	<ol style="list-style-type: none"> 1. Introduce students to the workflow and organizational structure of food production facilities. 2. Enhance students' technical skills in food production techniques, including preparation, cooking, and presentation. 3. Familiarize students with the use of industrial kitchen equipment and tools. 4. Educate students on food safety and hygiene standards as per industry regulations. 							
CO1	Understanding, food production comprehends sourcing raw materials, processing, packing, and distribution.							
CO2	Remember about the importance of food safety regulations and standards.							
CO3	Apply to learn the skills and cooking methods of Food Production.							
CO4	Analyse recipe formulation, product development, flavour profiling, and innovation to meet consumer preferences and market demands.							
CO5	Understand to learn consumer preferences, market trends, branding strategies, and promotional tactics relevant to the food industry.							
Unit-No.	Content	Contact Hour	Learning Outcome				KL	
I	<p>The student has to observe the following things during Industrial Exposure:</p> <ol style="list-style-type: none"> 1. Area & Layout of the Kitchen 2. Study of Standard Recipes 3. Indenting, Receiving & Storing 4. Preparing of batters, marination and seasonings 5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.) 6. Daily procedure of handover from shift to shift 7. Recipes and methods of preparation of 	38	<p>Students will acquire knowledge on functions of cold kitchen.</p> <p>Students will able to develop culinary skills in the charcutier</p> <p>Students gain knowledge on</p>				1,2,3,4,5	

	<p>all sauces</p> <p>8. Quantities of preparation, weekly preparations and time scheduling</p> <p>9. Stock preparation and cooking time involved</p> <p>10. Cutting of all garnishes</p> <p>11. Temperatures and proper usage of all equipment</p> <p>12. Plate presentations for all room service and a la cart orders</p> <p>13. Cleaning and proper upkeep of hot range</p> <p>14. Cleanliness and proper upkeep of the kitchen area and all equipment</p> <p>15. Yield of fresh juice from sweet lime / oranges</p> <p>16. Storage of different mise-en-place – (Raw, Semi-Processed)</p> <p>17. Bulk preparations</p> <p>18. Finishing of buffet dishes</p> <p>19. Recipes of at least 10 fast moving dishes</p> <p>20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen</p> <ul style="list-style-type: none"> • 21. Réchauffé/ Leftover Cooking 		<p>preparing and presenting cold cuts</p> <p>Students will able to identify and use different cooking equipment in larder department</p>	
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding a comprehensive understanding of the various stages involved in food production, including sourcing of raw materials, processing, packaging, and distribution.	1,2,3,4,5,6,7,8,9
2	Remembering about the importance of food safety regulations and standards	1,2,3,4,5,6,7,8,9
3	Apply to learn the skills and cooking methods of Food Production.	1,2,3,4,5,6,7,8,9
4	Analyze recipe formulation, product development, flavor profiling, and innovation to meet consumer preferences and market demands.	1,2,3,4,5,6,7,8,9
5	Understand to learn consumer preferences,	1,2,3,4,5,6,7,8,9

	market trends, branding strategies, and promotional tactics relevant to the food industry.	
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SEMESTER – VII									
Course Title	Food & Beverage Service (Industry Exposure)								
Course code	22BHMC222R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	12	0	0	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VII semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Enhance students' technical skills in serving food and beverages, including table setting, order taking, and service techniques. 2. Educate students on industry standards for food and beverage service, including proper etiquette, customer service, and presentation. 3. Provide insights into the operational aspects of food and beverage service, including point-of-sale systems, inventory management, and workflow organization. 								
CO1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.								
CO2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.								
CO3	Learn to analyze the principles of exceptional customer service, including communication skills, problem-solving, and handling customer complaints.								
CO4	Remembering the comprehensive knowledge about different types of menus, food items, beverages, and their ingredients, as well as the ability to recommend items to customers.								
CO5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	BANQUETS <ol style="list-style-type: none"> 1. What is banqueting – the need to have banquet facilities, scope purpose, menus and price structures 2. Types of banquet layouts 3. Types of banquet equipment, furniture and fixtures 4. Types of menus and promotional 	10	To introduce the students to the basic of Planning and Operating various F & B Outlet. To teach the students about Banquets, Banquets protocols. To make them aware of				1,2,3,4		

	<p>material maintained</p> <p>5. Types of functions and services</p> <p>6. To study staffing i.e. number of service personnel required for various functions.</p> <p>7. Safety practices built into departmental working</p> <p>8. Cost control by reducing breakage, spoilage and pilferage</p> <p>9. To study different promotional ideas carried out to maximize business</p> <p>10. Types of chaffing dish used- their different makes sizes</p> <p>11. Par stock maintained (glasses, cutlery, crockery etc.)</p> <p>12. Store room – stacking and functioning</p>		<p>different types of Buffets.</p> <p>To teach the students about Gueridon Service.</p> <p>To equip the students about the basic knowledge about Kitchen Stewarding.</p>	
2	<p>RESTAURANTS</p> <p>1. Taking orders, placing orders, service and clearing</p> <p>2. Taking handover form the previous shift</p> <p>3. Laying covers, preparation of mise-en-place and arrangement and setting up of station</p> <p>4. Par stocks maintained at each side station</p> <p>5. Functions performed while holding a station</p> <p>6. Method and procedure of taking a guest order</p> <p>7. Service of wines, champagnes and especially food items</p> <p>8. Service equipment used and its maintenance</p> <p>9. Coordination with housekeeping for soil linen exchange</p>	8		1,2,3,4

	<p>10. Physical inventory monthly of crockery, cutlery, linen etc.</p> <p>11. Equipment, furniture and fixtures used in the restaurant and their use and maintenance</p> <p>12. Method of folding napkins</p> <p>13. Note proprietary sauces, cutlery, crockery and the timely pickup</p>			
3	<p>BAR</p> <p>1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles</p> <p>2. Types of glasses used in bar service and types of drinks served in each glass</p> <p>3. Liaison with f & b controls for daily inventory</p> <p>4. Spoilage and breakage procedures</p> <p>5. Handling of empty bottles</p> <p>6. Requisitioning procedures</p> <p>7. Recipes of different cocktails and mixed drinks</p> <p>8. Provisions of different types of garnish with different drinks</p> <p>9. Dry days and handling of customers during the same</p> <p>10. Handling of complimentary drinks</p> <p>11. Bar cleaning and closing</p> <p>12. Guest relations and managing of drunk guests</p> <p>13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens</p> <p>14. Types of garnishes and service accessories maintained, and preparation of</p>	10		1,2,3,4

	<p>the same before the bar opens</p> <p>15. To know the different brands of imported and local alcoholic and non-alcoholic beverages</p> <p>16. Bar salesmanship</p> <p>17. KOT/BOT control</p> <p>18. Coordination with kitchen for warm snacks</p> <p>19. Using of draught beer machine</p> <p>20. Innovative drink made by the bar tender</p>			
4	<p>ROOM SERVICE/INROOM DINNING</p> <p>1. Identifying Room Service Equipment</p> <p>2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures)</p> <p>3. Food Pickup Procedure</p> <p>4. Room service Layout Knowledge</p> <p>5. Laying of trays for various orders</p> <p>6. Pantry Elevator Operations</p> <p>7. Clearance Procedure in Dishwashing area</p> <p>8. Room service Inventories and store requisitions</p> <p>9. Floor Plan of the guest floors</p> <p>10. Serving Food and Beverages in rooms</p> <p>11. Operating dispense Bars</p>	10		1,2,3,4

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.	1,2,3,4,5,6,7,8,9
2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.	1,2,3,4,5,6,7,8,9
3	Learn to analyze the principles of exceptional customer service, including communication skills, problem-solving, and handling customer complaints.	1,2,3,4,5,6,7,8,9
4	Remembering the comprehensive knowledge about different types of menus, food items, beverages, and their ingredients, as well as the ability to recommend items to customers.	1,2,3,4,5,6,7,8,9
5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.	1,2,3,4,5,6,7,8,9

SEMESTER – VII									
Course Title	Front Office (Industry Exposure)								
Course code	22BHMC223R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	12	0	0	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VII semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> Educate students on industry standards for front office operations, including guest service, communication, and professional etiquette. Enable students to handle real-world challenges and develop problem-solving skills in front office settings. Develop skills in managing guest inquiries, handling complaints, and ensuring guest satisfaction. 								
CO1	Front office exposure courses aim to provide students with a broader understanding of the hospitality industry.								
CO2	Understanding front office operations in the hospitality industry, including hotel front desk operations, reservations, guest services and communication techniques.								
CO3	Remember to learn how to communicate professionally and efficiently with guests, colleagues, and other departments within the organization.								
	Applying problem solving techniques and strategies to resolve issues promptly and efficiently.								
CO4	Analyzing the importance of team work, effective communication within a team, and how to coordinate with other departments to provide seamless guest experiences.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>The student has to observe the following things during Industrial Exposure:</p> <ol style="list-style-type: none"> Greeting, meeting & escorting the guest Total capacity and tariffs of the rooms Location and role of status board, different types of status's maintained Special rates and discounts applicable to groups, business houses, airlines, VIP's etc. Identification of kind, mode and type of reservation Filing systems and follow-up on 	36	<p>Perceiving the front office accounting system followed in the hotel</p> <p>Be acquainted with the procedures adopted during check out</p> <p>Initiating the night auditing process</p>				1,2,3,4		

	<p>reservations</p> <ol style="list-style-type: none"> 7. Types of plans and packages on offer 8. Forms and formats used in the department 9. Meaning of guaranteed, confirmed and waitlisted reservations 10. Reports taken out in the reservations department 11. Procedure of taking a reservation 12. Group reservations, discounts and correspondence 13. How to receive and room a guest 14. Room blockings 15. Size, situations and general color schemes of rooms and suites 16. Discounts available to travel agents, tour operators, FHRAI members etc. 17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones 18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose 19. How to take check-ins and check-outs on the computer 20. Various reports prepared by reception 21. Key check policy 22. Mail & message handling procedures 23. Percentage of no-shows to calculate safe over booking 24. Group and crew rooming, pre-preparation and procedures 25. Scanty baggage policy 26. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/allowances/ paid outs and all formats accompanying them 27. Requisitioning of operating supplies 28. Handling of special situations pertaining to guest grievance, requests etc. 29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc. 30. TRAVEL DESK: coordination, 		<p>Ensure guest safety measures in the hotel</p> <p>Acquire knowledge in guest relations</p> <p>Basic FO formulas and closing invoice methods</p>	
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	booking, transfers etc.			
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.	1,2,3,4,5,6,7,8,9
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	1,2,3,4,5,6,7,8,9
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	1,2,3,4,5,6,7,8,9
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	1,2,3,4,5,6,7,8,9
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	1,2,3,4,5,6,7,8,9

SEMESTER – VII									
Course Title	Housekeeping (Industry Exposure)								
Course code	22BHMC224R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	12	0	0	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VII semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Introduce students to sustainable housekeeping practices, including eco-friendly cleaning methods and resource conservation. 2. Equip students with techniques for efficient time management and productivity in housekeeping tasks. 3. Develop skills in managing guest requests, handling complaints, and ensuring guest satisfaction. 								
CO1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.								
CO2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.								
CO3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.								
	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.								
CO4	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	ROOMS 1. Number of rooms cleaned in a shift 2. Time taken in making bed 3. Thoroughly observe the cleaning equipment and detergents / any other cleaning supplies used 4. Observe all guest supplies kept in guestroom bathroom. Understand the procedure for procurement and	10	Demonstrate step by step planning and organizing process for ensuring efficient, effective and economic operation of Front office department. Understand and analyse				1,2,3,4		

	<p>replenishment of guest supplies.</p> <p>5. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guest facilities e.g. telephone, channel music, A/C, T.V. etc.</p> <p>6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency</p> <p>7. Observe how woodwork, brass work are kept spotlessly clean and polished</p> <p>8. Observe procedure for handling soiled linen & Procurement of fresh linen</p> <p>9. Observe the procedure for Freshen up and Turn down service</p> <p>10. Observe room layout, color themes and furnishings used in various categories and types</p> <p>11. Carpet brushing and vacuum cleaning procedure</p> <p>12. Windowpanes and glass cleaning procedure and frequency</p> <p>13. Observe maintenance of cleaning procedure and frequency</p> <p>14. Understand policy and procedure for day-to-day cleaning</p> <p>15. Observe methods of stain removal</p> <p>16. Understand the room attendant's checklist and other formats used</p> <p>17. Observe handling of guest laundry & other service (like shoe shine etc.)</p>		housekeeping standards together with safety and security aspects.	
2	<p>THE CONTROL DESK</p> <p>1. Maintenance of Log Book</p> <p>2. Understand the functions in different shifts</p> <p>3. Observe the coordination with other departments</p> <p>4. Observe the area & span of control</p> <p>5. Observe the handing of work during peak hours</p> <p>6. Observe the formats used by department and study various records maintained</p>	10		1,2,3,4
3	<p>PUBLIC AREA</p> <p>1. Observe the duty and staff allocation, scheduling of work and daily briefing</p>	8		1,2,3,4

	<p>2. What to look for while inspecting and checking Public Area</p> <p>3. Importance of Banquets function prospectus</p> <p>4. Observes tasks carried out by the carpet crew, window cleaners and polishers</p> <p>5. Note Maintenance Order procedure</p> <p>6. Study the fire prevention and safety systems built into the department</p> <p>7. Observe coordination with Lobby Manager, Security and other departments</p> <p>8. Observe the pest control procedure and its frequency</p> <p>9. Study the equipment and operating supplies used the procedure for its procurement</p> <p>10. Observe Policy and procedures followed for various cleaning</p>			
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.	1,2,3,4,5,6,7,8,9
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	1,2,3,4,5,6,7,8,9
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	1,2,3,4,5,6,7,8,9
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	1,2,3,4,5,6,7,8,9
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	1,2,3,4,5,6,7,8,9

SEMESTER – VIII									
Course Title	Legal Aspects in Hospitality Industry								
Course code	22BHMC421R	Total credits: 3	L	T	P	S	R	O/F	
		Total hours:	3	0	0	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VIII semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. Understanding the correlation between Future Managers and Legal Environment 2. Understanding the Indian Hospitality Industry 3. Overview of the Legal requirements in hotel operations 4. International Laws for Food Safety, Quality & Security 								
CO1	Understand and apply legal principles relevant to the hospitality industry.								
CO2	Analyse and draft common contracts and agreements in the hospitality sector.								
CO3	Apply legal concepts to real-world scenarios in hospitality management.								
CO4	Understand labour and employment laws with confidence, ensuring compliance with regulations related to hiring, managing, and terminating employees in the hospitality industry.								
CO5	Understand strategies to protect guest and employee privacy, ensuring compliance with data protection laws and mitigating legal risks associated with the handling of sensitive information.								
Unit-No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Hospitality Law <ul style="list-style-type: none"> • Overview of legal principles in the hospitality industry • Sources of law, court systems, and legal research methods Contracts and Agreements <ul style="list-style-type: none"> • Types of contracts in hospitality • Contract drafting and negotiation 	8	It provides the student with the capacity to identify issues and problems relating to the realization of human rights	1,2,3,4					
II	Liability and Risk Management <ul style="list-style-type: none"> • Guest injuries, property damage, and risk mitigation • Insurance considerations in hospitality 	7	It helps to identify different aspects of human right of children and women	1,2,3,4					

	<p>Labor and Employment Laws</p> <ul style="list-style-type: none"> • Employment contracts and agreements • Wage and hour laws, discrimination, and termination issues 			
III	<p>Intellectual Property in Hospitality</p> <ul style="list-style-type: none"> • Trademarks, copyrights, and trade secrets • Protecting intellectual property rights in the hospitality sector <p>Regulatory Compliance</p> <ul style="list-style-type: none"> • Health and safety regulations • Food handling and alcohol service laws 	7	Students learn not only their basic rights but also can understand the duties to be carried out in the day to day.	1,2,3,4
IV	<p>Privacy and Data Protection</p> <ul style="list-style-type: none"> • Guest and employee privacy • Data protection laws in the digital hospitality environment 	5	It also develops investigative and analytical skills.	1,2,3,4
V	<p>Ethical Considerations and Application</p> <ul style="list-style-type: none"> • Ethical decision-making in hospitality <p>Case studies and practical application of legal concepts</p>	5	Describe, and explain Non-Verbal Communication-Sciences of Body Language.	1,2,3,4

TEXT BOOKS:

Ethics of Hospitality-By Daniel Innerarity

Hospitality Management Law-Edward Perez

Marketing for Hospitality and Tourism -Phillip T. Kotler, James C. Makens, John T. Bown, and Seyhmus Baloglu

REFERENCE BOOKS:

Managing Legal Issues in the Hospitality Industry Second Edition-STEPHEN BARTH, J.D.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand and apply legal principles relevant to the hospitality industry.	5,7,8
2	Analyse and draft common contracts and agreements in the hospitality sector.	5,7,8
3	Apply legal concepts to real-world scenarios in hospitality management.	5,7,8
4	Understand labour and employment laws with confidence, ensuring compliance with regulations related to hiring, managing, and terminating employees in the hospitality industry.	5,7,8
5	Understand strategies to protect guest and employee privacy, ensuring compliance with data protection laws and mitigating legal risks associated with the handling of sensitive information.	5,7,8

SEMESTER – VIII										
Course Title	Entrepreneurship Development									
Course code	22BHMC422R	Total credits: 3	L	T	P	S	R	O/F	C	
		Total hours:	3	0	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Hotel Management and Catering Technology									
Semester	VIII semester of first year of the Programme									
Course Objectives	<ol style="list-style-type: none"> 1. Encouraging individuals to develop an entrepreneurial mindset characterized by innovation, risk-taking, creativity, and resilience. 2. Equipping participants with practical skills in various areas such as business planning, marketing, finance, operations, and leadership. 3. Empowering individuals to identify viable business opportunities and turn them into successful ventures. 4. Providing strategies and tools to help entrepreneurs effectively manage and grow their businesses. 5. Creating opportunities for entrepreneurs to network, collaborate, and access resources such as mentors, investors, and business support services. 									
CO1	Understanding of entrepreneurship, including its definition, characteristics, and importance in the economy.									
CO2	Identify potential business opportunities, evaluate market demand, and assess feasibility for starting a new venture.									
CO3	Understand the Role of Communities in Promoting Entrepreneurship in India.									
CO4	Identify key characteristics that differentiate SSIs from large-scale industries, including role, factors such as investment, employment, technology, and market reach.									
CO5	Understand the key elements of a business plan, including the business concept, market analysis, financial projections, and implementation strategy.									
Unit-No.	Content				Contact Hour	Learning Outcome			KL	
1	Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Entrepreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.				6	Develop, present, and analyse a comprehensive business plan adapted to the enterprise that adheres to professional standards and practices.			1,2,3	

2	Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship, Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories,	5	Develop strategies for implementing effective marketing plans that reflect an analysis of relevant resources and practices of an enterprise.	1,2,3
3	Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India	8	Conduct small business activities and transactions in compliance with pertinent legislation, policies	1,2,3
4	Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.	5	Use market research to optimize the operation of a small business	1,2,3
5	PREPARATION OF THE BUSINESS PLAN Project Report – Significance and Scope, Summary of the Business Plan, Product/Service Description, Location Criteria and Checklist, Plant and Machinery – Space Considerations, Technical Feasibility and Know-How, Raw Materials, Working Capital Computation – A Checklist, Project Cost Components, Cost of Production and Profitability Projection, Cash Flow Statement, Break-Even Analysis (BEA), Implementation Schedule, Common Errors in Business Plan Formulation	7	Access and use current concepts/system and technologies to support business initiatives	1,2,3

TEXT BOOKS:

Srinivasan. R Strategic Management: The Indian Concept, 2nd Ed., Prentice Hall India, New Delhi
Thomson. A. A., Stick land &Cambel: Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.

REFERENCE BOOKS:

Peter F. Drucker: Innovation & Entrepreneurship, Harper & Row, New York. 4. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding of entrepreneurship, including its definition, characteristics, and importance in the economy.	1,2,3,4,5,6,7,8,9
2	Identify potential business opportunities, evaluate market demand, and assess feasibility for starting a new venture.	1,2,3,4,5,6,7,8,9
3	Understand the Role of Communities in Promoting Entrepreneurship in India.	1,2,3,4,5,6,7,8,9
4	Identify key characteristics that differentiate SSIs from large-scale industries, including role, factors such as investment, employment, technology, and market reach.	1,2,3,4,5,6,7,8,9
5	Understand the key elements of a business plan, including the business concept, market analysis, financial projections, and implementation strategy.	1,2,3,4,5,6,7,8,9

SEMESTER – VIII									
Course Title	DISASTER MANAGEMENT								
Course code	22BHMC423R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VIII semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Identify and analyse various hazards and vulnerabilities that contribute to disasters. 2. Develop strategies and measures for risk reduction and mitigation to minimize the impact of disasters. 3. Learn how to develop and implement comprehensive emergency plans at local, regional, and national levels. 								
CO1	Understanding Disaster Types and Impacts								
CO2	Understand the four phases of disaster management: mitigation, preparedness, response, and recovery.								
CO3	Understand the role of technology and innovation in enhancing disaster management efforts.								
CO4	Analyse case studies of past disasters to understand best practices and lessons learned								
CO5	Apply theoretical knowledge to real-world scenarios through projects and assignment								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
1	Definition and types of disaster Hazards and Disasters, Risk and Vulnerability in Disasters, Natural and Man-made disasters, earthquakes, floods drought, landside, land subsidence, cyclones, volcanoes, tsunami, avalanches, global climate extremes. Man-made disasters: Terrorism, gas and radiations leaks, toxic waste disposal, oil spills, forest fires.	6	Identify and differentiate between various types of natural and man-made disasters and understand their impacts on communities, infrastructure, and the environment.					1,2,3,4	
2	Study of Important disasters Earthquakes and its types, magnitude and intensity, seismic zones of India, major fault systems of India plate, flood types and its management, drought types and its management, landside and its	5	Conduct comprehensive risk assessments to evaluate vulnerabilities and hazards in different contexts.					1,2,3,4	

	managements case studies of disasters in Sikkim (e.g) Earthquakes, Landside). Social Economics and Environmental impact of disasters.			
3	Mitigation and Management techniques of Disaster Basic principles of disasters management, Disaster Management cycle, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems, building design and construction in highly seismic zones, retrofitting of buildings.	8	Develop and implement effective emergency response plans, including resource allocation and coordination with stakeholders.	1,2,3,4
4	Training, awareness program and project on disaster management Training and drills for disaster preparedness, Awareness generation program, Usages of GIS and Remote sensing techniques in disaster management, Mini project on disaster risk assessment and preparedness for disasters with reference to disasters in Sikkim and its surrounding areas.	5	Execute disaster response strategies, including incident management, emergency communication, and evacuation procedures.	1,2,3,4
5	Rehabilitation, Reconstruction and Recovery Reconstruction and Rehabilitation as a Means of Development. 2. Damage Assessment 3. Post Disaster effects and Remedial Measures. 4. Creation of Long-term Job Opportunities and Livelihood Options, 5. Disaster Resistant House Construction 6. Sanitation and Hygiene 7. Education and Awareness, 8. Dealing with Victims' Psychology, 9. Long-term Counter Disaster Planning 10. Role of Educational Institute.	7	Utilize data analysis and Geographic Information Systems (GIS) to map and predict disaster impacts and inform decision-making.	1,2,3,4

TEXT BOOKS:

Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.

Tushar Bhattacharya Disaster Science and Management

McGraw Hill Education (India) Pvt. Ltd.

Jagbir Singh Disaster Management: Future Challenges and Opportunities

REFERENCE BOOKS:

K W Publishers Pvt. Ltd. J. P. Singhal Disaster Management Laxmi Publications.

Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications

C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding Disaster Types and Impacts	1,2,3,5,6,7
2	Understand the four phases of disaster management: mitigation, preparedness, response, and recovery.	1,2,3,5,6,7
3	Understand the role of technology and innovation in enhancing disaster management efforts.	1,2,3,5,6,7
4	Analyse case studies of past disasters to understand best practices and lessons learned	1,2,3,5,6,7
5	Apply theoretical knowledge to real-world scenarios through projects and assignment	1,2,3,5,6,7

SEMESTER – VIII									
Course Title	INDIAN HISTORY & CULTURE								
Course code	22BHMC424R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VIII semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Identify and analyse the contributions of significant historical figures, dynasties, and movements that shaped India. 2. Understand the diverse cultural traditions, practices, and beliefs across different regions and communities in India. 3. Study the evolution and significance of Indian art, architecture, literature, music, and dance. 								
CO1	Recall significant events, figures, and periods in Indian history.								
CO2	Explain the historical contexts and significance of major events and movements in Indian history.								
CO3	Describe the diverse cultural traditions, languages, and religious practices in India.								
CO4	Apply techniques to analyse historical documents, inscriptions, and other primary sources.								
CO5	Analyse the evolution of social structures, including caste and gender roles, and their impacts on Indian society.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
1	<p>Ancient History</p> <ul style="list-style-type: none"> • Prehistoric cultures in India • Indus Civilization – Origins- the different phases- society, economy, and culture- Contacts with other cultures- factors lead to the decline. • Geographical distribution and characteristics of pastoral and farming society. • Vedic society-Vedic texts- change from Rigvedic to later Vedic phases. • Vedic society Religion- Upanishad 	5	Identify and differentiate between various types of natural and man-made disasters and understand their impacts on communities, infrastructure, and the environment.				1,2,3		

	<p>thought-Political and social organization, the evolution of the Varna system and monarchy.</p> <ul style="list-style-type: none"> • Formation of the State and urbanization, from the Mahajanapadas to the Nandas. • Buddhism and Jainism- Factors for the spread of Buddhism. • The Mauryan Empire- Chandragupta and Megasthenes. • Asoka and his inscriptions, his dhamma, culture, administration, and art • Society of Post-Mauryan India, BC 200- AD 300- Evolution of Jatis. • The Satavahanas and formation of the state in the Peninsula. • Sangam texts and society. • Indo-Greeks, Sakas, Parthians, Kushans, Kanishka-Contacts with the outer world. • Different Religion- Bhagavatism, Saivism, Mahayana Buddhism and Hinayana, Jainism and Culture and art. • The Guptas and their descendants. • Literature Science, Arts, Economy, and society -Modification in the political organization of empire. 			
2	<p>Medieval India</p> <ul style="list-style-type: none"> • Early Medieval India. Major dynasties; Political and Agrarian organization. Status of women, Extent of social mobility. The Arabs in Sind and the Ghaznavids. • Cultural trends, Religious circumstances: the significance of temples and monastic institutions; Sankaracharya; Islam; Sufism. Art and architecture. Literature and Science. 	5	Conduct comprehensive risk assessments to evaluate vulnerabilities and hazards in different contexts.	1,2,3

	<ul style="list-style-type: none"> • Ghorian invasions reasons and consequences. Delhi Sultanate under the Slave Rulers. Aladdin Khalji: invasion; administrative, agrarian and economic measures. Muhammad Tughluq's innovations. Firuz Tughluq and the decline of the Delhi Sultanate. Development of urbanization and commerce. Spiritual movements in Hinduism and Islam. Literature. Architecture, Technological changes. • Key Provincial dynasties; Vijayanagara Empire. The Lodhis, First stage of the Mughal Empire: The Sur Empire and administration. Monotheistic movements: Kabir; Guru Nanak and Sikhism; Bhakti. The spread of regional literature. Art and Culture. • The Mughal Empire, Akbar: invasion, administrative measures, Policy of Sulh-I-Kul. Jagir and Mansab systems; Jahangir, Shahjahan, and Aurangzeb: extension of Mughal empire in the Deccan; religious policies. Shivaji. Persian and regional literature. Religious idea: Abul Fazl; Maharashtra dharma. Architecture. Painting. Economy: state of affairs of peasants and artisans, escalation in trade; trade with Europe. Social stratification and position of women. • The decline of the Mughal Empire, Reason behind the decline. Maratha power under the Peshwas. The Afghans. Regional states. Most important components of composite culture. Sawai Jai Singh, astronomer. The rise of Urdu language. 			
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3	<p>Modern India</p> <ul style="list-style-type: none"> • British extension: The Carnatic Wars, invasion of Bengal. Mysore and its confrontation to British expansion: The three Anglo-Maratha Wars. Regulating and Pitt's India Acts. Early composition of the British raj. • Economic Impact of the British Raj: land revenue settlements like Zamindari, Ryotwari, Mahalwari; Deindustrialization; Railways and commercialization of agriculture; increase of landless labour. • Cultural encounter and social changes: the inception of western education and modern thoughts. Indian Renaissance, religious and social reform movements; Social reforms events before 1857. Development of Indian middle class; the vernacular press and its effects: the rise of modern literature in Indian languages. • Confrontation to British rule: Early uprisings; The 1857 Revolt- reasons, character, course and result. • Indian Freedom struggle the first stage: Growth of national consciousness; creation of Associations; Establishment of the Indian National Congress and its Moderate stage; Swadeshi Movement; Economic Nationalism; The development of Extremism and the split in Congress; The policy of Divide and Rule; Congress-League Pact of 1916. • Gandhian thoughts and techniques of mass mobilization- Civil Disobedience, the Khilafat movement, Non-Cooperation Movement, and Quit India Movement; another strand in the 	8	Develop and implement effective emergency response plans, including resource allocation and coordination with stakeholders.	1,2,3
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	National Movement- Revolutionaries, Subhash Chandra Bose, and the Indian National Army.			
4	Partition and Independence Separatist movements in Indian politics- the Hindu Mahasabha and the Muslim League; Partition and Independence; The post -1945 developments.	5	Execute disaster response strategies, including incident management, emergency communication, and evacuation procedures.	1,2,3

TEXT BOOKS:

Prehistory and Protohistory of India – An Appraisal by VK Jain. ...

Ancient India by RC Majumdar

REFERENCE BOOKS:

Ancient History of India by Charles J. ...

A Concise History of South India: Issues and Interpretations by Noboru Karashima.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Recall significant events, figures, and periods in Indian history.	3,5,7,8,9
2	Explain the historical contexts and significance of major events and movements in Indian history.	3,5,7,8,9
3	Describe the diverse cultural traditions, languages, and religious practices in India.	3,5,7,8,9
4	Apply techniques to analyse historical documents, inscriptions, and other primary sources.	3,5,7,8,9
5	Analyse the evolution of social structures, including caste and gender roles, and their impacts on Indian society.	3,5,7,8,9

SEMESTER – VIII										
Course Title	Research Based Project									
Course code	22BHMC424R	Total credits: 2	L	T	P	S	R	O/F	C	
			0	0	4	0	0	0	2	
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Hotel Management and Catering Technology									
Semester	VIII semester of first year of the Programme									
Course Objectives	<ol style="list-style-type: none"> 1. Understand the significance of research 2. Understand the importance of conducting a literature review. 3. Understand research gaps and formulate research problems 4. Demonstrate proficiency in citation and referencing sources. 5. Analyzing an organized overview of the relevant literature for a selected research topic. 									
CO1	Comprehensive understanding of the fundamentals of research, including its meaning, significance, purpose, and various types									
CO2	Understand the definition and purpose of conducting a literature review in research									
CO3	Identify research gaps in the context of advancing knowledge and addressing unanswered questions within a particular field or topic of study.									
CO4	Apply various citation and referencing styles, according to the guidelines and conventions of each style.									
CO5	Apply knowledge and skills acquired in preparing literature reviews and writing citations to effectively support research									
Unit-No.	Content			Contact Hour	Learning Outcome				KL	
1	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).			8	Carry out a substantial research-based project				1,2,3,4,5	
2	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.			7	Demonstrate capacity to improve student achievement, engagement, and retention				1,2,3,4,5	
3	Identifying Research Gaps and Formulating Research Questions			8	Demonstrate capacity to lead and manage change				1,2,3,4,5	

	Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.		through collaboration with others	
4	Citation and Referencing Styles Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography.	5	Demonstrate an understanding of the ethical issues associated with practitioner research	1,2,3,4,5
5	Structure of a Review and Citation Writing Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).		Analyse data and synthesize research findings	1,2,3,4,5

TEXT BOOKS:

Ridly, D. (2012). *The Literature Review: A Step-by-Step Guide for students* (2nd Edition). Sage Study Skills Series.

REFERENCE BOOKS:

Galvan, J. L. & Galvan, M. C. (2017). *Writing literature review* (7th Ed.). Routledge.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehensive understanding of the fundamentals of research, including its meaning, significance, purpose, and various types	1,2,5,8,9
2	Understand the definition and purpose of conducting a literature review in research	1,2,5,8,9
3	Identify research gaps in the context of advancing knowledge and addressing unanswered questions within a particular field or topic of study.	1,2,5,8,9
4	Apply various citation and referencing styles, according to the guidelines and conventions of each style.	1,2,5,8,9
5	Apply knowledge and skills acquired in preparing literature reviews and writing citations to effectively support research	1,2,5,8,9



Assam down town University

Curriculum and Syllabus

Master of Business Administration in Healthcare Management



OUTCOME BASED EDUCATION FRAMEWORK
CHOICE BASED CREDIT SYSTEM

Version: 2.0

**FACULTY OF COMMERCE AND
MANAGEMENT**

July, 2022

Preamble

Assam down town University is a premier higher educational institution which offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embodies the vision and mission of the university. In keeping with the vision of evolutionary changes taking place in the educational landscape of the country, the university has restructured the course curriculum as per the guidelines of National Education Policy 2020. This document contains outline of teaching and learning framework and complete detailing of the courses. This document is a guidebook for the students to choose desired courses for completing the programme and to be eligible for the degree. This volume also includes the prescribed literature, study materials, texts, and reference books under different courses as guidance for the students to follow.

Recommended by the 32nd Board of Studies (BoS) meeting of the Faculty of Commerce & Management held on dated 21/06/2022 and approved by the Emergent Academic Council (AC) meeting held on dated 30/07/2022



*Chairperson
Board of Studies*



*Member Secretary
Academic Council*



Vision

To become a Globally Recognized University from North Eastern Region of India, Dedicated to the Holistic Development of Students and Making Society Better

Missions

1. Creation of curricula that address the local, regional, national, and international needs of graduates, providing them with diverse and well-rounded education.
2. Build a diverse student body from various socio-economic backgrounds, provide exceptional value-based education, and foster holistic personal development, strong academic careers, and confidence.
3. Achieve high placement success by offering students skill-based, innovative education and strong industry connections.
4. Become the premier destination of young people, desirous of becoming future professional leaders through multidisciplinary learning and serving society better.
5. Create a highly inspiring intellectual environment for exceptional learners, empowering them to aspire to join internationally acclaimed institutions and contribute to global efforts in addressing critical issues, such as sustainable development, Climate mitigation and fostering a conflict-free global society.
6. To be renowned for creating new knowledge through high quality interdisciplinary research for betterment of society.
7. Become a key hub for the growth and excellence of AdtU's stakeholders including educators, researchers and innovators
8. Adapt to the evolving needs and changing realities of our students and community by incorporating national and global perspectives, while ensuring our actions are in harmony with our foundational values and objectives of serving the community.

Programme Details

Programme Overview

Master of Business Administration (MBA) in Healthcare Management is a 2-year postgraduate programme. This curriculum spans four semesters and encompasses a range of core and elective courses. Each individual course follows a structure comprising two components, with Theory accounting for 60 marks and Internal Assessment for 40 marks, excluding specific practical subjects.

A total of 60 marks is allocated for the evaluation of the Summer Project report or Thesis by the respective Guide. An additional 40 marks are designated for the Viva and Presentation, which will be assessed by a panel of instructors appointed by the Dean of the faculty specifically for this purpose. The minimum passing threshold for successful completion is set at a combined score of 50%. The Hospital Viva assessment involves the participation of experts from downtown hospitals, who evaluate the subject. Additionally, the mentor is responsible for assessing the reports detailing the hospital visits.

I. Specific Features of the Curriculum

The curriculum is meticulously designed to achieve proficiency in healthcare management through a multi-faceted approach. **Practice-Based Learning (PSO1)** integrates globally recognized healthcare certifications, equipping students with a profound understanding of international practices and regulatory frameworks. **Holistic Development (PSO2)** emphasizes the application of healthcare managerial concepts in simulated environments, fostering robust problem-solving and decision-making skills through specialized co-curricular and extra-curricular activities. **Global Competency (PSO3)** encourages active participation in live healthcare projects, enabling collaboration with industry professionals and offering real-world insights into current trends, practices, and challenges. This dynamic curriculum ensures students are well-prepared for the complexities of modern healthcare management.

II. Eligibility Criteria:

Minimum 50% in Graduation, 5% relaxation for SC/ST, EWS, and Specially abled candidates.

III. Program Educational Objectives (PEOs):

PEO 1: AdtU healthcare management graduates will be well-prepared for successful careers in the healthcare industry and/or government organizations, specializing in healthcare management with a focus on quality and efficiency, effective resource utilization, and environmental sustainability.

PEO 2: The management graduates will be academically prepared to attain

expertise in due course and contribute proactively to organizational growth and public health development,

PEO 3: The graduates will contribute effectively to healthcare management through process enhancement, prioritizing patient well-being, and addressing management challenges, with the prospect of achieving success in higher education, if pursued.

IV. Program Specific Outcomes (PSOs):

PSO1: Practice-Based Learning: Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management, showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks.

PSO2: Holistic Development: Apply healthcare managerial concepts in simulated environments, enhancing problem-solving and decision-making skills through co-curricular and extra-curricular initiatives specifically tailored to the healthcare industry.

PSO3: Global Competency: Participate in live projects within the healthcare sector, collaborating with professionals, and gaining insights into current healthcare industry trends, practices, and challenges.

V. Program Outcome:

PO1: Managerial Knowledge: Apply the knowledge of human biology, healthcare management principles, theories, and practices to effectively address business challenges within the healthcare industry.

PO2: Problem Solving: Identify, formulate and critically analyse complex problems, and apply healthcare management practices to design and implement effective solutions that lead to substantiated conclusions, contributing to enhanced decision-making processes.

PO3: Solution Design: Able to address healthcare challenges, and adept at designing and executing public health programs in both rural and urban settings.

PO4: Investigation and Research: Ability to critically analyse healthcare data, assess the impact of various interventions, and proficiently synthesize information for evidence-based decision-making in diverse healthcare settings.

PO5: Communication: Communicate effectively in cross-cultural and diverse healthcare contexts and maintain documentation and prepare quality reports adhering to industry standards, and ensuring clear and accurate communication with stakeholders.

PO6: Project Management: Demonstrate comprehensive knowledge of

management for managing various healthcare projects considering socioeconomic and environmental aspects in the diverse healthcare settings.

PO7: Value and Ethics: Apply business ethics, human values and medico-legal formalities in healthcare management to ensure the highest standards of patient care and organizational integrity.

PO8: Teamwork: Excel both independently and as a member/ leader in diverse healthcare teams for better patient care and organizational success in multidisciplinary settings.

PO9: Lifelong Learning: Commitment to self-directed continuous learning in the dynamic landscape of technological advancement and emerging management practices.

VI. Total Credits to be Earned: 114

VII. Career Prospects:

Driven by the administrative requirements of service providers, healthcare management in India has developed into a multifaceted and intricate specialization. This field holds immense significance for both public and private sectors. Encompassing a broad spectrum of services, the healthcare industry encompasses hospitals, medical devices, equipment, and health insurance within its framework. As the notion of healthcare expands beyond traditional hospital settings, the demand for proficient healthcare management professionals has experienced a notable upsurge. As a specialist in the field, one can make a career in a management position in any segment of the industry. The degree can open various attractive career avenues like Healthcare Finance, Blood Centre Administration, Medical Direction, Pharmaceutical Project Management, Public Health Department; in National Health Programmes and CSR project management, International NGOs, Rehabilitation Centres, Academics and Health Insurance.

EVALUATION METHODS

The student performance shall be evaluated through In-semester (Sessional) and semester-end examinations. A weightage of 40% or as prescribed by the programme shall be added to the score of the end-semester examination.

A. INTERNAL ASSESSMENT:

The teacher who offers the course shall be responsible for internal assessment by conducting in-semester (sessional) examination and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

SN	Components/ Examinations	Marks Allotted
1.	In-Sem Exam – I (ISE-I) (Written Examination) *	30
2.	In-Sem Exam – II (ISE-II) (Written Examination) *	30
3.	Assignment	10
4.	Presentation (SP)	10
5.	Quiz	5
6.	Class Performance based score*	5

**Are compulsory*

Note: Total Internal assessment should be out of 40

INSTRUCTION

1. If a student fails to appear in the any of the component without any valid reason, he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining ground with genuine/valid reasons for the absent.
2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
3. The program coordinators should upload the in-semester marks to the ERP and forward acknowledgement of all the courses of the program to the Controller of Examinations before the start of the End-semester examination.

B. SEMESTER END EXAMINATION:

Time table for end semester examination is published at least 25 days prior to the start of Examination.

I. Pre-Examination:

Eligibility Criteria for a student to appear in University Examinations:

The student shall only be allowed to appear in a University Examination, if:

- i) He/ She is a registered student of the University;
- ii) He/ She is of good conduct and character;
- iii) He/ She has completed the prescribed Programme of study with minimum percentage of attendance as laid down in the Regulations of the Programme concerned.

Under special cases, a student may be allowed to appear for an examination without being registered in the University but the result of the said student will be kept on hold till the registration of the concerned student is completed.

II. Admit Card:

Admit card for the examination may be downloaded through ERP where the system will generate a Unique ID Cards through online.

The University shall have the right to cancel admission for examination of any candidate on valid grounds.

III. Pattern of Question Papers:

The question paper shall follow the principles of Bloom's Taxonomy.

S. N.	Level	Questions /verbs for test
1	Remember	List, Define, tell, describe, recite, recall, identify, show who, when, where, etc.
2	Understand	Describe, explain, contrast, summarize, differentiate, discuss, etc.
3	Apply	Predict, apply, solve, illustrate, determine, examine, modify
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate, infer, etc.
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify, compare etc.
6	Create	Design, Formulate, Modify, Develop, integrate, etc.

Note: No course is to be evaluated on basis of **all 6 knowledge levels.**

The format of the question paper across all the program follow a unique pattern and the total marks is 60

Table 1: Question paper pattern for End semester examination

Sl no	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

IV. Examination Duration:

Each paper of 60 marks shall ordinarily be of two hours duration.

Practical Examinations, Viva-Voce etc.:

- i) Practical examination shall be conducted in the presence of one external expert and one or more internal examiners.
- ii) Viva-Voce, Oral examinations of the Project report, Dissertation etc. shall be undertaken by a Board of Examiners constituted by the respective Dean of Program with the advice of Supervisor(s).

V. Procedure of Expulsion:

If any candidate is found to be using any unfair-means during the examination, the invigilator may cease his/her answer sheet and report it directly to the Officer-in-Charge. The Office-in-Charge of the center may take appropriate decisions as per the rules and procedure of the examination. The Officer-in-Charge may allow the students to write the exam with new answer sheet or may expel the student from appearing the paper depending on the nature of unfair-means. In case of Computer based test, the students may be directed to write an apology letter and sign in the prescribe expulsion form. The student may not be allowed to write that examination.

Instruction to the Students:

The students shall not bring to the Examination Hall, any electronic gadget used as a means of communication or record except electronic calculator, if required.

- (i) The students shall not receive any book or printed or hand written or photo copy (Xerox) or blank-paper from any other person while he/she is in the examination-room or in laboratory or in any other place to which he/she is allowed to have access during course of examination.

- (ii) The students shall not communicate with any other candidate in the examination room or with any other person in and outside the examination-room.
- (iii) The students shall not see, read or copy anything written by any other candidate, nor shall he/she knowingly or negligently permit any other candidate to see, read or copy anything written by him/her or conveyed by him/her.
- (iv) The students shall not write anything on the Question Paper or in other paper or materials during the examination, or pass any kind of paper to any other candidate in the examination-room, or to any person outside the room.
- (v) The students shall not disclose his/her identity to the examiner by writing his/her name or putting any sign / symbol in any part of his answer-script.
- (vi) The students shall not use any abusive language or write any objectionable remark or make any appeal to examiner by writing in any part of his answer-script.
- (vii) The students shall not detach any page from the answer-script or insert any authorized or unauthorized loose sheet into it. He /she shall also not insert any other answer-script / loose sheet by removing the pins of the origin answer-scripts and re-fixing it.
- (viii) The students shall not resort to any disorderly conduct inside the examination-room or misbehave with the invigilator or any other examination official.

VI. Provision for an Amanuensis (writer):

- (i) A candidate may be provided with an Amanuensis (writer) to write down on dictation on his / her behalf on ground of his / her physical disability to write down by himself / herself due to accident or any other reason. The amanuensis may be provided till he / she recovers from the physical disability. The physical disability to write down by himself / herself must be supported by Medical Certificate from a competent Medical Officer.
- (ii) The qualifications of the amanuensis so provided must not be equal or higher than that of the candidate. This is also to be supported by Certificate from the Faculty of Study where the Amanuensis is provided.
- (iii) Such candidates are to be accommodated in a separate room under the supervision of an invigilator so that the fellow candidates are not disturbed in the process.

C. Credit Point:

It is the product of grade point and number of credits for a course, thus, $CP = GP \times CR$

i. Credit:

A unit by which the course work is measured. It determines the number of hours of instructions required per week. 'Credit' refers to the weightage given to a course, usually in terms of the number of instructional hours per week assigned to it. Credits

assigned for a single course always pay attention to how many hours it would take for an average learner to complete a single course successfully.

ii. Grade Point:

Grade Point is a numerical weight allotted to each Grade Letter on a 10-point scale.

iii. Letter Grade:

Letter Grade is an index of the performance of students in a said paper of a particular course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Abs. Student obtaining Grade F / Grade Abs shall be considered failed/ absent and, will be required to appear in the subsequent ESE. The UGC recommends a 10-point grading system with the following (Table: 1) Letter Grades:

- (i) A Letter Grade shall signify the level of qualitative/quantitative academic achievement of a student in a Course, while the Grade Point shall indicate the numerical weight of the Letter Grade on a 10-point scale.
- (ii) There shall be 08 (eight) Letter Grades bearing specific Grade Points as listed in Table 1, where the Letter Grades 'O' to 'P' shall indicate successful completion of a course.
- (iii) Apart from the 08 (eight) regular Letter Grades listed in Table 1, there shall be 03 (three) additional Letter Grades, which shall be awarded if a Course is withdrawn or spanned over the next Semester or remains incomplete as stated in Table 2.

Table 2: Letter Grades and Grade Points

Letter Grade	Grade Points	Description
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C	5	Average
P	4	Pass
F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

The SGPA of a student in a Semester shall be the weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered in that Semester, irrespective of whether he/she could or could not complete the Courses. More specifically, the calculation of SGPA shall take into account the Courses graded with Letter Grades 'O' to 'F' as given in Table 1.

$$SGPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad (1.1)$$

The SGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.1) up to two decimal places, where n is the total number of Credit Courses registered by the student in that Semester, G_i is the Grade Point secured in the i^{th} registered Course and C_i is the Credit (weight) of that Course.

CGPA (Cumulative Grade Point Average)

- (i) The CGPA of a student in a Semester of a Programme shall be the accumulated weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered and successfully completed so far starting from the enrollment in the Programme. In other words, taking into account all the Courses graded with 'O' to 'P' as given in Table 1.1, generally the CGPA of a student shall be calculated starting from the first Semester of his/her enrolled Programme, while the CGPA of a lateral-entry student shall be calculated starting from the Semester of his/her enrollment.
- (ii) The CGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.2) up to two decimal places, where N is the total number of Credit Courses registered and successfully completed so far by the student, G_i is the Grade Point secured in the i^{th} completed Course and C_i is the Credit (weight) of that Course.

$$CGPA = \frac{\sum_{i=1}^N C_i G_i}{\sum_{i=1}^N C_i} \quad (1.2)$$

- (iii) The CGPA shall be convertible into equivalent percentage of marks using Equation Conversion of CGPA to percentage marks: = CGPA*10

D. Post-Examination

i. Transcript or Grade Card or Certificate:

A marking certificate shall be issued to all the registered students after every Semester. The Semester mark sheet will display the course details (code, title, number of credits, grade secured) along with total credit earned in that Semester.

ii. Grievance Readdress Mechanism:

Students with any dissatisfaction or grievance regarding the marks awarded in any of the Papers / Courses may appeal to the Controller of Examinations for remedial action such as Re-evaluation within 10 days of the declaration of result.

- (i) A student has options to appeal for re-evaluation of his /her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite proforma available with the Examination Office through the head of the respective departments within 10 days of declaration of the results of the respective examinations.
- (iii) The Controller of Examination may appoint an examiner for re-evaluation and will consider and recognize the evaluation done by a university appointed examiner.
- (iv) There shall be no provision for re-evaluation of the Practical Papers, Project Work, and Dissertation etc. However, the students fail in practical examination or viva voce and wish to appear again may apply to be evaluated can do so with the next schedule.
- (v) After screening the application for re-evaluation, the CoE may send the answer scripts of the student to the examiners appointed by the CoE with the approval of Vice Chancellor.
- (vi) The marks/grades achieved by the students after the re-evaluation shall be final and binding.
- (vii) Fresh Marks – sheets / Grade Card shall be issued only if the candidate secures pass marks / passing grade in the re-evaluated paper.
- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students with a view to improving upon their results at the preceding examination result for any reason whatsoever shall not confer any right upon them for admission to next higher class which matters always be regulated in accordance with the relevant rules or regulations framed by the University.
- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS **(Teaching and Learning Methods)**

In all the courses the teacher has to select topics for teacher-method which should not be less than 20 percent. The approach will be direct classroom teaching through a series of lectures delivering concepts using ITC facilities, white or blackboard. Notes may also be circulated to the students; however, the students are to be involved in the preparation of the notes. The teacher will be responsible for selecting the best note for circulation. The teacher-centric methodology has recently fallen out of favour because this strategy for teaching is seen to favour passive students.

1. Student- centric / Constructivist Approach:

The topics of the courses may be selected at the start of the class and assigned one topic to each of the students for studying by themselves, prepare presentations, notes, etc., and present at respective class time after consultation and discussion with the course teachers. The teacher facilitates the learning of the students by guiding and providing input and explaining concepts. 60 percent of the course contents may be selected for this purpose. To avoid behaviour problems, teachers must lay a lot of groundwork in student-centric classrooms. Typically, it involves instilling a sense of responsibility in students. In addition, students must learn internal motivation.

a. Project-Based Learning: The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the programme the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyze, make decisions, collaborate, and more.

b. Inquiry-Based Learning: The teacher/ students are supposed to list at least five questions in each contact hour and student solve these question or search for answer which becomes the home work for the students “question-driven” learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss in the successive class. This will help in the preparation for various competitive examination and develop a habit for search for solutions.

c. Flipped Classroom: About 10 percent of the course content has to be completed by this method. In this approach the students are asked to watch video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-classroom focusing on achieving these higher levels of thinking and learning. The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning:

Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see, the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

d. Cooperative Learning: The remaining five percent has to be completed by cooperative learning approach. In this approach, the students are allotted problems. During library hours the students along with the teacher visit the library and search for probable solutions for the assigned problem. The same has to be done in groups so that the students discuss among themselves for the appropriate answers. Essentially, cooperative learning believes that social interactions can improve learning. In addition, the approach recreates real-world work situations in which collaboration and cooperation are required.

The percentage categorization for the completion of a theory course

Teacher-centric or Direct Classroom Teaching: Delivery by series of lectures	20%
Student-centric Approach, Students present and deliver lectures in the presence of teacher and supervised by teacher	60%
Students visit fields or perform experiments or teachers perform demonstration	05%
Flipped Classroom approach	10%
Cooperative learning approach	05%

Inquiry-based approach has to be followed in all of the classes

The teacher has to distribute the topics to be considered for teaching by the above-mentioned approaches and prepare a lesson plan for execution and maintain a file.

Curriculum Framework

Breakdown of Credits (for 2022-23 Syllabus)

Sl. No	Category	Total number of Credits
1	University Core (UC)	24
2	University Elective (UE)	11
3	Program Core (PC)	74
4	Program Elective (PE)	0
5	Faculty Elective (FE)	5
Total number of credits		114

Breakdown by categories of courses

Sl no	Category	Credits	%
1	Commerce and Management	110	81.48%
2	Engineering	4	7.41%
3	Science	5	11.11%
Total		119	100%

SEMESTER WISE COURSE DISTRIBUTION

	S. N.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
Semester I	1.	22MBAH111R	Hospital Service- I	PC	3	0	0	0	0	0	3	40	60	0	100
	2	22MPD111R	Effective English	UE	0	0	4	0	0	0	2	40	60	0	100
	3	22MBAH112R	Financial Accounting And Reporting	PC	3	0	0	0	0	0	3	40	60	0	100
	4	22MACE111R	MOOCS	FE	0	0	0	0	0	0	3	40	60	0	100
	5	22MBAH113R	Marketing Management	PC	3	0	0	0	0	0	3	40	60	0	100
	6	22MBAH114R	Principles Of Management And Business Organisation	PC	3	0	0	0	0	0	3	0	0	100	100
	7	22MBAH117R	Viva / Practical	PC	0	0	6	0	0	0	3	40	60	0	100
	8	22MBAH115R	Human Biology, Medicine And Health	PC	3	0	0	0	0	0	3	40	60	0	100
	9	22MBAH116R	Healthcare System In India	PC	3	0	0	0	0	0	3	40	60	100	200
	10	22UMFS111R	Fundamental Of Statistics	UC	2	0	2	0	0	0	3	0	0	100	100
	11	22MBAH118R	Mini Research (Review Of Literature- R1)	UC	2	0	0	0	4	8	1	0	0	100	100
	12	22UBEC111	Extra-Curricular	UC	0	0	0	4	0	0	1	0	100	0	100
Total					22	0	12	4	4	8	31	320	580	400	1300
Semester II	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
	1.	22MBAH121R	Hospital Services –II	PC	3	0	0	0	0	0	3	40	60	0	100
	2	22MBAH122R	Financial Management	PC	3	0	0	0	0	0	3	40	60	0	100
	3	22MBAH123R	Marketing Of Healthcare Products And Services	PC	3	0	0	0	0	0	3	40	60	0	100
	4	22MBAH124R	Human Resource Management	PC	3	0	0	0	0	0	3	0	0	100	100
	5	22MBAH125R	Legal Environment In Healthcare Business	UC	3	0	0	0	0	0	3	40	60	0	100
	6	22MBAH126R	Viva /Practical – II	PC	1	0	2	4	0	0	3	0	0	100	100
	7	22UUVH101R	Universal Human Value (UHV) + Professional Ethics	UC	1	0	2	0	0	0	2	0	100	0	100
	8	22UMRM121R	Research Methodology And Statistical Analysis	UC	1	0	0	4	0	0	2	0	100	0	100
9	22MSCE121R	MOOCS-II	UE	0	0	0	0	0	0	3	40	60	0	100	
10	22UMPD121R	Communication	UC	0	0	4	0	0	0	2	0	0	100	100	

			Mastery (PDP)												
11	22MBAH127R	Techno Professional Skills	PCC	0	0	4	0	0	0	2	0	0	100	100	
12	22MBAH128R	Mini Research (Research Gap Analysis-R2)	UC	0	0	0	4	8	0	2	0	0	100	100	
13	22UUDL103R	Computational System And Digital World	UC	0	0	2	0	0	0	1	0	0	0	0	
14	22MPTO101R	Preventive medicine	UE	2	0	0	0	0	0	2	0	0	0	100	
15	22UBCC311R	Co-Curricular	UC	0	0	0	4	0	0	1	0	0	100	100	
Total				20	0	14	16	8	0	35	200	500	600	1400	
Semester III	S. No.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for				
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	22MBAH211R	Purchase And Inventory Management	PC	3	0	0	0	0	0	3	40	60	0	100
	2	22MBAH212R	Hospital Project Planning And Design	PC	3	0	0	0	0	0	3	40	60	0	100
	3	22MBAH213R	Summer Project	PC	0	0	6	0	0	0	3	40	60	0	100
	4	22MBAH214R	Hospital Information System	PC	3	0	0	0	0	0	3	40	60	0	100
	5	22MBAH215R	Hospital Operations – Management & Administration	PC	3	0	0	0	0	0	3	40	60	0	100
	6	22MBAH216R	CRM Processes And Systems In Healthcare Industry	PC	3	0	0	0	0	0	3	40	60	0	100
	7	22MBAH217R	VIVA /PRACTICAL – II	PC	0	0	0	0	0	8	1	0	0	100	100
	8	22MSCE211R	MOOCS-I	UE	0	0	0	0	0	8	2	0	0	100	100
	9	22MSCE212R	MOOCS-I	UE	0	0	0	0	0	0	2	0	0	100	100
	10	22UMRE214R	RESEARCH ETHICS	UC	1	0	2	0	0	0	1	0	0	100	100
	11	22UMPD211R	Corporate Proficiency (PDP)	UC	0	0	4	0	0	0	2	0	100	0	100
	12	22MBAH218R	Techno Professional Skills	PC	0	0	4	0	0	0	2	0	100	0	100
	13	22MBAH219R	Mini Research (Survey/Experiments)-R3	UC	1	0	0	4	0	0	2	0	100	0	100
14	22UUFLL213R	Personal Financial Planning	UC	0	2	0	0	0	0	1	0	100	0	100	
Total				17	2	16	4	0	16	31	240	760	300	1400	

Semester IV	S. N.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*

1.	22MBAH221R	Organizational Behavior	PC	3	0	0	0	0	0	3	40	60	0	100
2	22MBAH222R	Quality & Safety Management In Hospital	PC	3	0	0	0	0	0	3	40	60	0	100
3	22MBAH223R	Thesis	PC	1	0	0	4	6	0	3	0	0	100	100
4	22MBAH224R	Epidemiology And Public Health System In India	PC	2	0	0	0	0	0	2	40	60	0	100
5	22MBAH225R	Strategic Management In Hospitals	PC	3	0	0	0	0	0	3	40	60	0	100
6	22MBAH226R	Viva / Practical – IV	PC	0	0	0	0	0	8	1	0	0	100	100
7	22MSCE227R	MOOCS	FE	1	0	0	0	0	0	2	0	100	0	100
Total				13	0	0	4	6	8	17	160	340	200	700

***IA: Internal Assessment, SEE: Semester End Examination, PE: Practical Examination**

SEMESTER – I									
Course Title	HOSPITAL SERVICES								
Course code	22MBAH111R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand the perspective of health services in India in relation to public and private section To learn about the effects of globalization in healthcare services. To learn about hospital services, various classifications, meaning and scope of patient care service like activities, OPD, IPD, basic life support discharge, billing, laundry, emergency, and death. To understand the importance of nutrition and dietetics and functioning of nutrition and dietary services. To learn about the importance of medical record and understand the functioning of medical record department, E-records, legal aspects, its safety, preservation, and storage. 								
CO1	Understand and experience various department operations and functioning of a hospital.								
CO2	Identify and articulate the array of support and clinical services essential for effective hospital functioning.								
CO3	Analyze the different types of hospitals, including corporate, government, trust, single specialty, and multi-specialty hospitals.								
CO4	Apply their understanding of teaching basic life support and gain practical insights.								
CO5	Synthesize their knowledge by understanding and coordinating among various support services								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
I	Introduction to Hospital services: Meaning & scope of patient care services- significance of patient care- role of administration in patient care-. Perspective of Health services in India, Healthcare of the Community, and Effects of Globalization in Health care services.				8	Understand the meaning and scope of patient care services. Recognize the significance of patient care in the healthcare industry.			1,2
II	Healthcare industry: Public healthcare infrastructure of India, Private hospitals, diagnostic labs, medical equipment industry, Wellness and Preventive Health.				8	Identify the components and functions of public healthcare infrastructure in India. Differentiate between public and private hospitals, and their roles in healthcare delivery.			1,2
III	Types of Hospital: Classification of hospitals, Hospital Visits: Corporate, Government, Trust, Single Specialty Hospitals, Multi-specialty hospitals: Introduction by host hospital on medical				8	Classify different types of hospitals, including corporate, government, trust, single specialty, and			1,2

	& administrative functions, Report to be prepared by students on each visit.		multi-specialty hospitals. Conduct and report on hospital visits, understanding their medical and administrative functions.	
IV	Introduction to Clinical Services: Outpatient services- Inpatient services- Accident & Emergency services, Intensive Care Unit, Blood bank, Diagnostics services- Radiology and Laboratory services, Teaching of Basic Life Support	11	Differentiate between outpatient and inpatient services. Understand the functioning and significance of accident and emergency services, intensive care units, blood banks, and diagnostic services (radiology and laboratory). Learn and demonstrate basic life support techniques.	1,2
V	Introduction to Support Services: Medical Record Department, CSSD, Housekeeping, Security and Ambulance, Mortuary. Nutrition and Dietary services- Pharmacy services, Biomedical Engineering and Maintenance.	10	Understand the roles of the medical record department, Central Sterile Services Department (CSSD), housekeeping, security, ambulance, and mortuary services. Explore the significance of nutrition and dietary services, pharmacy services, and biomedical engineering and maintenance in hospitals.	1,2

TEXT BOOKS:

T1: Hospital Management from Service Sector Perspective by Vora Ashvini Arun, first edition, Jaypee Brothers Medical Publishers, 2016.

REFERENCE BOOKS:

R1: Hospital Management by K.V Ramani, first edition, Pearson Education India, 2013.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand and experience various department operations and functioning of a hospital	PO1, PO2, PO6
2	Identify and articulate the array of support and clinical services essential for effective hospital functioning.	PO1, PO2, PO6
3	Analyze the different types of hospitals, including corporate, government, trust, single specialty, and multi-specialty hospitals.	PO1, PO6
4	Apply their understanding of teaching basic life support and gain practical insights.	PO2, PO6
5	Synthesize their knowledge by understanding and coordinating among various support services.	PO1, PO2, PO6

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH111R	Hospital Service	3	2				2			

SEMESTER – I									
Course Title	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)								
Course code	22MPD111R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To introduce the types of sentences and their significance. To strengthen the students' vocabulary to enhance their speaking and writing skills. To familiarize the students with the importance of dress codes in various organizations. To introduce the 3 P's (Planning, prioritizing & performing) of Time Management. To give insight into English pronunciation and into central concepts in phonetics. 								
CO1	This course will enable students to analysis and identify the different types of sentences.								
CO2	Learners will be able to integrate the skills of reading and speaking in professional communication.								
CO3	Dress code Etiquette sessions will boost their confidence and morals.								
CO4	Students will learn about the effective and efficient utilization of time.								
CO5	Introduction to Phonetics and its importance will improve the learners' pronunciation								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Grammar		6	Understand and apply the rules for converting interrogative sentences to assertive sentences and vice versa. Enhance sentence structuring skills and improve clarity in communication.				1,2	
Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms									
II	Reading Skills								
Techniques of Effective Reading, gathering ideas and information from a text The SQ3R Technique Interpret the text									
III	Listening Skills		6	Recognize factors that hinder effective listening. Develop strategies to overcome these barriers. Understand the distinct differences between listening and hearing.				1,2	
What is listening? The Process of Listening, Factors that adversely affect Listening, Difference between Listening and Hearing, Purpose and Importance of Effective Listening, How to Improve Listening Process,									
IV	Conflict Management								
Definition, Type of Conflict Management, Effects of Conflict Management, Methods to									
				Learn various conflict management styles and techniques.				1,2	

	deal with Conflicts (Negative)		Apply appropriate methods to different conflict scenarios.	
V	<p>Time-Management Skills Introduction To Time Management, Purpose and Importance of Time Management, Basic Tips to Maintain Time.</p> <p>Activity: Problem solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.</p>	6	<p>Understand the basic principles and significance of time management.</p> <p>Recognize the benefits of effective time management in personal and professional life.</p>	1,2

TEXT BOOKS:

T1: Wren,P.C and Martin,H. 2009. High School English Grammar and Composition, S Chand Publishing.

T2: English Grammar in Use, Raymond Murphy 4th edition,CUP, Cambridge English publisher, 2015

REFERENCE BOOKS:

R1: English Vocabulary in Use (Advanced), 3rd edition, Michael McCarthy and Felicity, CUP, Cambridge University Press,2019.

OTHER LEARNING RESOURCES:

<https://www.classcentral.com/report/toefl-preparation/>

<https://brightlinkprep.com/10-best-toefl-prep-books/>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	This course will enable students to analysis and identify the different types of sentences.	PO5
2	Learners will be able to integrate the skills of reading and speaking in professional communication.	PO5
3	Dress code Etiquette sessions will boost their confidence and morals.	PO5
4	Students will learn about the effective and efficient utilization of time.	PO6
5	Introduction to Phonetics and its importance will improve the learners' pronunciation	PO5

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MPD111R	EFFECTIVE ENGLISH					3				

SEMESTER – I									
Course Title	FINANCIAL ACCOUNTING AND REPORTING								
Course code	22MBAH112R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To introduce the fundamental concepts and rules of financial accounting, guiding students through the processes firms and individuals use to report their operational results. To prepare essential financial statements, including balance sheets, income statements, and cash flow statements, and develop skills to analyse these documents effectively. To familiarize the students with the importance of dress codes in various organizations. The course emphasizes how financial accounting information is communicated to external parties such as stockholders, investors, creditors, suppliers, and regulatory agencies, providing a clear picture of an entity's financial performance. 								
CO1	Understand the basic principles of financial accounting.								
CO2	Proficiency in preparing and analyzing final accounts.								
CO3	Explain the causes of depreciation and methods of calculation								
CO4	Analyze key financial ratios to make informed business decisions								
CO5	Discuss budget and budgetary control to support organizational planning.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Principles of Accounting Meaning and objectives of accounting, accounting standards- GAAP and accounting process. Journal, ledger, subsidiary books, and trial balance.		12	Understand the purpose and significance of financial accounting. Identify the key objectives of financial accounting in business operations.				1,2	
II	Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information – meaning, users of accounting information.		9	Learn the steps involved in preparing trading accounts, profit and loss accounts, and balance sheets. Understand the significance of each component in assessing the financial health of a business.				1,2	
III	Accounts of non-profit organizations Meaning of not-for-profit organizations; preparation of Receipts and Payment account and Income and Expenditure statement.		8	Understand what depreciation is and the factors that cause it. Learn the impact of depreciation on the value of assets over time.				1,2	
IV	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, effect of depreciation on profit.		8	Define ratio analysis and understand its purpose in financial analysis. Recognize the benefits and				1,3	

			limitations of using ratio analysis.	
V	Bank Reconciliation Statement Concept, Advantages, Reasons for difference between bank balance as per cash book and bank passbook, Preparation of Bank Reconciliation Statement.	8	Identify the essential features that make budgetary control effective. Understand the advantages and potential drawbacks of budgetary control in organizational management.	1,2

TEXT BOOKS:

T1: Financial Accounting, K.R Das, B. Bhattacharya, KM Sinha, B.C Kalita, S. Kuri, LBS publication, LBS Publications, 2007

T2: Modern accountancy, Hanif and Mukharjee, Tata McGraw Hill, 3rd edition, 2018.

REFERENCE BOOKS:

R1: Accounting and financial management, B.S. Bhatia, Deep and Deep: New Delhi, 2002.

R2: Hanif & Mukherjee., 2016. Financial Accounting. Tata McGraw Hill.

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basic principles of financial accounting.	PO1, PO2, PO6, PO9
2	Proficiency in preparing and analyzing final accounts.	PO2, PO6, PO9
3	Explain the causes of depreciation and methods of calculation	PO1, PO2, PO6
4	Analyze key financial ratios to make informed business decisions	PO1, PO2, PO6
5	Discuss budget and budgetary control to support organizational planning.	PO1, PO2, PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH112R	Financial Accounting and Reporting	3	3				2			1

SEMESTER – I									
Course Title	MARKETING MANAGEMENT								
Course code	22MBAH113R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To develop an understanding of the underlying concepts, strategies. To understand issues involved in managing the marketing efforts of products and services of business organizations To make observant of current marketing trends and adapt accordingly 								
CO1	Understand the concept, scope and opportunities of marketing.								
CO2	Interpret buying behavior for strategic marketing planning								
CO3	Develop new product and pricing strategies for evolving market needs								
CO4	Understand and utilize the concepts of channels of distribution and integrated marketing communication								
CO5	Identify the new trends in the field of marketing								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction Meaning, Concept Importance of Marketing, environment Market Segmentation, Targeting, Positioning, Marketing Planning		8	Define marketing and its importance in business.				1,2	
II	Marketing Mix Concept Marketing Mix Concept, Product Strategy, Product Mix, Brand, Product Life Cycle, Digital Marketing, Value Chain, Concept of Consumer Behavior, New Product Development Framework.		9	Explain the process and significance of market segmentation.				1,2	
III	Concept of Advertising Promotion Strategy, Types of Sales Promotions, Elements of Communication, Corporate Communication, Distribution Strategy Retailing Marketing Channels, Physical distribution, Concept of Advertising.		8	Understand the elements of communication and corporate communication.				1,2	
IV	Marketing Organization Marketing Organization: Identification of SBU Analysis of SBU- BCG Growth Share Matrix, SWOT, and Porter's Five Forces Framework.		12	Identify and analyze Strategic Business Units (SBUs) using tools like the BCG Matrix, SWOT, and Porter's Five Forces.				1,2	
V	Customer Relationship Management Customer Relationship Management, e- CRM, definition, factors affecting customer relations, CRM strategy, barriers of effective CRM,		8	Evaluate service quality using the Gaps Model and Service Marketing Triangle.				1,2	

	Customer Life Cycle, Customer Loyalty Ladder Services- nature of services marketing, classification, quality of Services, Gaps model of Service Quality, Service Marketing Triangle.			
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TEXT BOOKS:

T1: Marketing Management- Rajan Saxena, 2015, 6e, Mc Graw Hill India

T2: Marketing Management: Kotler P., Keller K. L., 2016, 15e Global Edition, Pearson

REFERENCE BOOKS:

R1: Marketing Management: Ramaswamy, V. S., & Nama Kumari, S., 2018, 6e, SAGE.

R2: Basic Marketing: Perrault. W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2010). Tata McGraw-Hill.

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept, scope, and opportunities of marketing.	PO1, PO5
2	Interpret buying behaviour for strategic marketing planning	PO1, PO5
3	Develop new product and pricing strategies for evolving market needs	PO1, PO5
4	Understand and utilize the concepts of channels of distribution and integrated marketing communication	PO1, PO5
5	Identify the new trends in the field of marketing	PO1, PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH113R	Marketing Management	2				2				

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT AND BUSINESS ORGANISATION								
Course code	22MBAH114R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	1. To understand basics of Principles of Management 2. To know the various theories of management & their implications. 3. To learn about the various functions of management								
CO1	Understand the concept and evolution of management thoughts and practices.								
CO2	Identify and apply the principal functions of management.								
CO3	Examine the relevance of MBO and effective communication in business organizations.								
CO4	Assess the need of organization and understand its various components								
CO5	Appraise the trends and challenges in global business environment								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Management thought, management: Management thought, management: its definition, meaning, nature and features; contributions of F.W. Taylor and H. Fayol: features and principles; emergence of human relations movement; differences between management and administration.		10	Understand the definition and meaning of management. Identify the nature and features of management as a discipline and practice				1,2	
II	Management functions: Management functions: Planning, organizing, staffing, directing, controlling and decision-making process: introduction, meaning, objectives, types, importance, steps; Forecasting: process, techniques, advantages and disadvantages, differences between planning and forecasting, Line and Staff relationship, span of control, Delegation and Decentralization, Formal and Informal organization.		10	Recognize the emergence and significance of the human relations movement in management. Differentiate between management and administration, understanding their distinct roles and functions.				1,2	
III	Management by objectives: Management by objectives: definition and meaning, features, process, benefits, and drawback. Concept of leadership, theories, and styles. Communication process, Effective Communication		8	Understand the definition and meaning of management by objectives. Recognize the features, process, benefits, and drawbacks of MBO.				1,2	
IV	Introduction to organization: Introduction to organization: its characteristics, advantages, classification of organization, theories of organization: classical, neo classical and modern; types of organizations: line, line, and staff.		8	Understand the characteristics and advantages of organizations. Learn about the classification of organizations.				1,2	

			Understand classical, neo-classical, and modern theories of organization.	
V	Process of globalization: The process of globalization, the spread of market-based systems, falling barriers to trade and investment; implications of globalization: the globalization of production, markets; technology – the great facilitator, constraints of globalization, national differences in business systems and social culture, the benefits of going global, expanding the market; management challenges in the global enterprise	9	Understand the process of globalization and the spread of market-based systems. Learn about the implications of globalization for production and markets.	1,2

TEXT BOOKS:

T1: Management Principles and Practices by Parag Diwan, Excel book's publication, 2002.

T2: Principles and Practice of Management by L M Prasad, Sultan Chand & Son, 2019.

REFERENCE BOOKS:

R1: Pettinger, R., 2007, Introduction to Management, 4th ed., Palgrave Macmillan

R2: Tosi, H., 2008, Theories of Organization, Sage Publications

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept and evolution of management thoughts and practices.	PO1, PO7, PO9
2	Identify and apply the principal functions of management.	PO1, PO7, PO9
3	Examine the relevance of MBO and effective communication in business organizations.	PO1, PO7, PO9
4	Assess the need of organization and understand its various components	PO1, PO7, PO9
5	Appraise the trends and challenges in global business environment	PO1, PO7, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH114R	Principles of Management	3						2		1

SEMESTER – I

Course Title	Viva / Practical								
Course code	22MBAH117R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:45	0	0	6	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Analyse and evaluate the day-to-day operations of a hospital, identifying key functional areas	PO1, PO2
2	Apply theoretical knowledge of healthcare management to real-world settings, bridging the gap between classroom learning and practical implementation.	PO2, PO8
3	Identify and assess operational efficiencies and inefficiencies within hospital settings	PO2, PO3
4	Improve Communication Skills by engaging with healthcare professionals during hospital visits	PO5, PO7, PO8
5	Demonstrate a strong understanding of professional ethics and patient confidentiality, adhering to ethical standards during hospital visits and in their assessments.	PO2, PO4, PO5, PO7

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH117R	VIVA	2	2	1	3	3		1	1.5	

SEMESTER – I									
Course Title	HUMAN BIOLOGY, MEDICINE AND HEALTH								
Course code	22MBAH115R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand the human body-its anatomy and physiology. To learn the basic function and importance of various system of human body. To learn the various medical terminologies associated with major diseases and medical specialty To understand the reason for using various medical terminology. 								
CO1	Understand the basic Human Anatomy and Physiology and the functions of major human body systems.								
CO2	Comprehend and explain medical terms, diseases, and abbreviations.								
CO3	Explain various abbreviations, symbols and important terminologies related to general healthcare and medicine.								
CO4	Apply anatomy knowledge to define health, illness, and classify diseases.								
CO5	Understand various causes and sources of infection and its prevention control measures.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Human Anatomy and Physiology Basic Functions and importance of various systems in Human Body-Digestive System- Respiratory System, Cardio-vascular System, Central Nervous System, Muscular Skeletal System- Reproductive System, Excretory System-Endocrine Glands-Special senses. Blood grouping.		6	Students will be able to identify and understand the basics anatomy, physiology of human organ systems				1,2	
II	Medical Terminology: Reasons for using medical terms- Glossary of medical terms: Major diseases and medical specialities		4	Understanding of basic medical terminologies and uses.				1,2	
III	Common abbreviations & departments Roots, Prefixes, Suffixes, Abbreviations, and symbols- Common roots: elements referring to usage and definition- Common prefixes and suffixes- Common abbreviations: departments, time, general healthcare, routes of medication and laboratory symbols		6	Students will be able to identify the common abbreviations and departments				1,2	
IV	Health and Illness Illness, Defining health and illness: direct & indirect causes: classification and description of disease.		8	Students will understand the basic concepts of health and illness.				1,2	
V	Infection control: Infection control: Nosocomial infection-asepsis-		6	Understanding the importance of infection				1,2	

Reservoir, carrier, and mode of transmission of communicable diseases-Infection control measures-Disinfection-Sterilization and aseptic techniques-Infection control committee-purpose, composition, and duties	control, various aseptic techniques.
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TEXT BOOKS:

T1: Gray’s Anatomy for Students by Drake, Vogl, Mitchel. Elsevier - Health Sciences Division, 4th edition, 2019

T2: Text book on Human Physiology, by Indu Khurana and Arushi Khurana, 4th edition, 2022

REFERENCE BOOKS:

R1: Human Biology by Sylvia Mader, Michael Windelspecht, 2017.

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basic Human Anatomy and Physiology and the functions of major human body systems.	PO1, PO9
2	Comprehend and explain medical terms, diseases, and abbreviations.	PO1, PO9
3	Explain various abbreviations, symbols and important terminologies related to general healthcare and medicine.	PO1, PO9
4	Apply anatomy knowledge to define health, illness, and classify diseases.	PO1, PO9
5	Understand various causes and sources of infection and its prevention control measures.	PO1, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH115R	Human biology, medicine and health	1								2

Course Title	HEALTHCARE SYSTEM IN INDIA								
Course code	22MBAH116R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand and learn public health care system in India To provide an environment that enables students to benefit and learn nuances of Hospital Management from their collective learning experiences. To offer opportunities to develop the ability to think analytically and build capacity for independent learning. 								
CO1	Understanding historical evolution, current trends, and changing scenarios in health services in India								
CO2	Summarize the background, present status of developments in government health services and its comparison with private health services.								
CO3	Describe the innovation, development and diffusion of medical technology and its future consideration								
CO4	Identify the employment trends in the healthcare industry and discuss the evolving role of hospital administrators.								
CO5	Illustrate the importance of epidemiology and biostatistics in the healthcare system.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Overview of Health services in India (Urban & Rural): Historical evolution, overview of Health services in India, a summary of perspective of health services, physiological and psychological bases of health, disease and seeking care: Lifestyle management, socio-economic dimensions, current trends in health care delivery systems, changing scenarios. A comparative study on Urban & Rural healthcare scenario.		8	Students will be able to understand the historical evolution of healthcare system and health scenario in India.				1,2	
II	Government Health Services: Background and present status, developments in public health care delivery systems Private Health services- Background and Present status, origin and growth of corporate philosophy, comparison between health care systems in public and private sector.		9	Students will know the background and present status of health care delivery system				1,2	
III	Medical Technology: Its assessment, innovation, development and diffusion, appropriate use of technologies, organizing for technology assessment, methods of assessment, future considerations		8	Students will be have basic understanding of medical technologies.				1,2	

IV	Health Care Professional: Employment trends in health care industry, supply of doctors, shortage of nurses, role of hospital administrator, future role changes, future issues for health care professionals	8	Students will have an idea of employment trends in healthcare field.	1,2
V	Epidemiology and Biostatistics: Epidemiological data, epidemiological status of some important and common diseases, epidemiological studies; periodicity of diseases etc; epidemiological management; managing diseases on epidemiological background, Data and Data presentation, Statistical data graphs, measures of central tendency, variability/dispersion, distributions- normal and skewed, sampling, parametric and non-parametric tests, correlation and regression.	12	Students will have basic idea of biostatistics, its uses and applications.	1,2

TEXT BOOKS:

T1: Introduction to Community and Public Health by Sharma, second edition, John Wiley Publication,2020.

REFERENCE BOOKS:

R1: Biostatistics For Population Health 2020 edition by Lisa M. Sullivan, Jones and Bartlett Publishers, Inc

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding historical evolution, current trends, and changing scenarios in health services in India	PO1, PO6, PO9
2	Summarize the background, present status of developments in government health services and its comparison with private health services.	PO1, PO6, PO9
3	Describe the innovation, development and diffusion of medical technology and its future consideration	PO1, PO6, PO9
4	Identify the employment trends in the healthcare industry and discuss the evolving role of hospital administrators.	PO1
5	Illustrate the importance of epidemiology and biostatistics in the healthcare system.	PO1, PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO6	PO7	PO8	PO9
22MBAH116R	HEALTHCARE SYSTEM IN INDIA	2					1		

SEMESTER – I									
Course Title	FUNDAMENTAL OF STATISTICS								
Course code	22UMFS111R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	1.The course aims to equip students with a fundamental understanding of statistics, 2. Able to analyze data, make data-driven decisions. 3.Able to lay the groundwork for advanced statistical studies.								
CO1	Students will have basic knowledge of Statistical methods.								
CO2	Students will gain the knowledge of organizing & Cleaning of Data								
CO3	Students will be able to gain the Analytical Skill concept								
CO4	Students will be able to acquire the knowledge of basic data Analysis Procedure for day-to-day use								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal,ordinal, interval and ratio.		8	Differentiate between quantitative and qualitative data. Identify and classify data as attributes or variables. Understand the scales of measurement: nominal, ordinal, interval, and ratio.				1,2	
II	Presentation: tabular and graphical, including histogram and ogives. Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness and kurtosis		8	Present data using tabular methods and various graphical representations such as histograms and ogives. Interpret data from different presentation formats.				1,2	
III	Bivariate data: Definition, scatter diagram, simple, partial and multiple correlation (3 variables only), rank correlation. Simple linear regression, fitting of polynomials and exponential curves.		8	Define bivariate data and understand the concept of scatter diagrams. Calculate and interpret simple, partial, and multiple correlations (up to 3 variables) and rank correlation. Perform simple linear regression and fit polynomials and				1,2	

			exponential curves to data.	
IV	Random experiment: Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. Definition of probability: classical and relative frequency approach. Discrete probability space, Properties of probability, Independence of events, Conditional probability, total and compound probability rules, Normal probability Distribution, Binomial probability Distribution, Poisson Probability Distribution, Bayes' theorem and its applications.	12	Understand properties of probability, independence of events, conditional probability, and rules of total and compound probability. Apply Normal, Binomial, and Poisson probability distributions.	1,2
V	Testing of hypothesis, parametric test: t-test, z-test, chi-square test. Non-Parametric test: One sample Kolmogorov test, wilcoxon Signed test, Mann-Whitney Test, Kruskal walis test	9	Understand the concept of hypothesis testing and distinguish between parametric and non-parametric tests. Perform parametric tests including t-tests, z-tests, and chi-square tests.	1,2

TEXT BOOKS:

T1: Fundamentals of Statistics by S.C. Gupta, Seventh Edition, Himalaya Publishing House, 2018.

REFERENCE BOOKS:

R1: Fundamentals of Statistics by D.N. Elhance/ Veena Elhance/ B.M. Aggarwal, New edition, Kitab Mahal, 2018

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Students will have basic knowledge of Statistical methods.	PO2, PO4
2	Students will gain the knowledge of organizing & Cleaning of Data	PO2, PO4
3	Students will be able to gain the Analytical Skill concept	PO2, PO4
4	Students will be able to acquire the knowledge of basic data Analysis Procedure for day-to-day use	PO2, PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMFS111R	FUNDAMENTAL OF STATISTICS		2		3					

SEMESTER – I									
Course Title	MINI RESEARCH (REVIEW OF LITERATURE- RI)								
Course code	22MBAH118R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	2	0	0	0	4	8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. To understand the significance of research 2. To understand the importance of conducting a literature review. 3. To understand research gaps and formulate research problems 4. To demonstrate proficiency in citation and referencing sources. 5. To present an organized overview of the relevant literature for a selected research topic. 								
CO1	Differentiate between quantitative, qualitative, experimental, and exploratory research types.								
CO2	Evaluate the suitability of different research types for specific research questions								
CO3	Evaluate the relevance of different sources in the context of a literature review.								
CO4	Apply strategies for identifying research gaps to a given research context								
CO5	Create accurate references and bibliographies using specified citation styles.								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
I	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).				6	Define research and understand its significance. Identify the various purposes of research including exploration, description, explanation, and application. Differentiate between types of research: Quantitative, Qualitative, Experimental, and Exploratory.			1,2
II	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.				6	Define the purpose and importance of conducting a literature review. Outline the steps involved in conducting a literature review. Develop skills for searching and			1,2

			identifying relevant sources for a literature review.	
III	Identifying Research Gaps and Formulating Research Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.	6	Comprehend the significance of identifying research gaps. Employ strategies to identify research gaps in the literature. Formulate clear and concise research questions based on identified gaps.	1,2
IV	Citation and Referencing Styles Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography.	6	Explain the importance of proper citation and referencing in academic writing. Practice the formatting rules for in-text citations and reference lists in APA, MLA, Chicago, Harvard, and Vancouver styles. Create a reference list and bibliography in various citation styles.	1,2
V	Structure of a Review and Citation Writing Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).	6	Develop a structured approach to writing a literature review, including introduction, body, and conclusion. Accurately cite different types of sources, ensuring adherence to the relevant style guide.	1,2

TEXT BOOKS:

T1: Ridley, D. (2012). *The Literature Review: A Step-by-Step Guide for students* (2nd Edition). Sage Study Skills Series.

REFERENCE BOOKS:

R1: Galvan, J. L. & Galvan, M. C. (2017). *Writing literature review* (7th Ed.). Routledge.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Differentiate between quantitative, qualitative, experimental, and exploratory research types.	PO4, PO6
2	Evaluate the suitability of different research types for specific research questions	PO4, PO6
3	Evaluate the relevance of different sources in the context of a literature review.	PO4, PO6
4	Apply strategies for identifying research gaps to a given research context	PO4, PO6
5	Create accurate references and bibliographies using specified citation styles.	PO4, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH118R	Mini Research (Review of Literature - R1)				3		2			

SEMESTER-I									
Course Title	MOOCs-I								
Course code	22MACE111R	Total credits:	L	T	P	S	R	O/F	C
			Total hours:	2	0	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	I semester of First year of the programme								
Course Objectives (Minimum 3)	MOOCs is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management								
CO2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management	
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks	
CO3	Apply advanced analytical skills to solve complex business problems.	
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.	
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.	

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9

22MACE11 1R	MOOCs-I									

SEMESTER – II									
Course Title	HOSPITAL SERVICES - II								
Course code	22MBAH121R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	1. To learn the functioning of Laboratory services, Blood Bank services, Radiology & Imaging services, Telemedicine, Rehabilitation Services. 2. To understand the functioning of Operation Theatre, Intensive care units, Hospital Acquired Infection, sterilization, Nursing Services, Ward Management. 3. To learn the maintenance of civil assets like Electric Supply & water Supply, Medical Gas Pipeline, Plumbing & sanitation, Air Conditioning System, Communication systems. 4. To learn the various disaster management techniques for fire Hazards, Engineering Hazards, Radiological Hazard, Outsourcing of Support services.								
CO1	To understand the functioning of Operation Theatre, Intensive care units, Hospital Acquired Infection, sterilization, Nursing Services, Ward Management.								
CO2	To learn the maintenance of civil assets like Electric Supply & water Supply, Medical Gas Pipeline, Plumbing & sanitation, Air Conditioning System, Communication systems.								
CO3	To learn the various disaster management techniques for fire Hazards, Engineering Hazards, Radiological Hazard, Outsourcing of Support services.								
CO4	Articulate the functional requirements of individual departments								
CO5	Analysing the key concepts, theories and techniques for the adequate functioning of the hospital.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Management of Clinical Services: Outpatient services- Inpatient services- Accident & Emergency services, Intensive Care Unit, Operation Theatre, Nursing Services- Ward Management		12	Understand the organization and management of outpatient and inpatient services.				1/2	
II	Management of Clinical Services: Blood bank, Laboratory services, Radiology & Imaging services, Telemedicine, Rehabilitation Services, Hospital Acquired Infection, Infection Control measures and sterilization.		10	Manage hospital-acquired infections effectively.				2/3	
III	Management of Support Services: Ambulance Services, Mortuary services- Hospital security services, laundry services, Housekeeping Services, CSSD, Outsourcing of Support services Hospital Waste Management; Collection, segregation, disposal.		10	Analyze the management of ambulance, mortuary, and hospital security services.				2,3	

IV	Facilities Engineering: Maintenance of civil assets- Electric Supply & water Supply- Medical Gas Pipeline- Plumbing & sanitation- Air Conditioning System- Communication systems – Need & scope of bio-medical engineering departments in modern hospital.	5	Understand the maintenance of civil assets and essential utilities.	2,3
V	Medical Record Department: Policies & procedures for maintaining patient medical records. Medico-legal cases, E-records, legal aspects of medical records, its safety, preservation, and storage.	8	Understand the handling of medico-legal cases and the legal aspects of e-records.	2,3

Hospital Administration by Joshi, 1/e, Jaypee

Standard Operating Procedures SOP for Hospital Second Edition by Dr. Arun K Agarwal

Duties and Responsibilities of Hospital Staff by Dr. Arun K Agarwal

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Identify various support and utility services of the hospital	PO6, PO9
2	Describe the role of support and utility services in delivering quality patient care	PO6, PO9
3	Identify planning and designing considerations while planning for services	PO1, PO6, PO9
4	Articulate the functional requirements of individual departments	PO1, PO6, PO9
5	Analysing the key concepts, theories and techniques for the adequate functioning of the hospital.	PO1, PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO6	PO7	PO8	PO9
22MBAH121R	HOSPITAL SERVICES - II	1					2		3

SEMESTER – II									
Course Title	FINANCIAL MANAGEMENT								
Course code	22MBAH122R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To acquaint the students with various tools and techniques like Ratios, Cash flow, Funds Flow and other mathematical techniques used in financial management. To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses. To familiarize with the techniques used in Cash, Inventory and Receivables Management. To understand the various sources and uses of finance. To explain the various techniques of evaluation of capital expenditure decisions 								
CO1	Understand the concept and scope of financial management.								
CO2	Analyze and interpret the cost of raising funds from different sources of finance.								
CO3	Discover the investment opportunities by applying various capital budgeting techniques.								
CO4	Identify the factors influencing dividend policies.								
CO5	Analyze the determinants of working capital and receivables for better decision making.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Financial management: Definition of finance, Scope of finance, Meaning and nature of financial management, Goals of financial management, Decision making of financial management, Role and function of finance manager, financial planning, and Time value of money.		12	Describe the meaning, nature and goals of financial management, principles of the time value of money in financial decision-making				1/2	
II	Cost of capital: Long term and short-term financing – Debenture Capital, equity Capital, preference Capital, retained earnings, meaning of cost, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, cost of internally generated funds.		10	Describe the differentiate between long-term and short-term financing options (Debenture Capital, Equity Capital, Preference Capital, Retained Earning				2/3	
III	Capital budgeting: Meaning, significance, nature of investment decision, techniques of investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.		10	Describe capital budgeting and explain its significance; apply various techniques of investment evaluation including Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital				2,3	

			Rationing.	
IV	Dividend decision: Meaning, Forms of dividend, Factors determining dividend policies, Models of dividend policy- Walter's model, Gordon's model, Miller- Modigliani model.	5	Describe factors determining dividend policies; compare models of dividend policy	2,3
V	Working capital management – Determinants of working capital, Financing Current assets, Factors affecting Working Capital Requirement, Concept of Operating Cycle, Managing cash- Inventory – Receivable.	8	Describe factors affecting working capital requirements; Manage cash, inventory, and receivables effectively.	2,3

TEXT BOOKS:

T1: Financial Management, Manik ch. Kalwar, Dr. Rati kanta Pathak, S.Chand & Co. ltd

T2: Modern Accountancy, Hanif and Mukharjee,

REFERENCE BOOKS:

R1: Financial management by Ravi M Kishor, Taxxman Publication, New Delhi

R2: Financial Management by S C Kuchhal

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept and scope of financial management.	PO6, PO9
2	Analyze and interpret the cost of raising funds from different sources of finance.	PO6, PO9
3	Discover the investment opportunities by applying various capital budgeting techniques.	PO1,PO6, PO9
4	Identify the factors influencing dividend policies.	PO1,PO6, PO9
5	Analyze the determinants of working capital and receivables for better decision making.	PO1,PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO6	PO7	PO8	PO9
22MBAH122R	Financial Management	1					2		3

SEMESTER – II									
Course Title	MARKETING OF HEALTHCARE PRODUCTS AND SERVICES								
Course code	22MBAH123R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	To study meaning and concept of product and service marketing To understand concept of Health Care as a service To study promotional Mix in Healthcare Marketing To Provide knowledge and ability to apply managerial principles to corporate environment with special reference to pharmaceutical industry.								
CO1	Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner								
CO2	Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way.								
CO3	Identify and discuss characteristics and challenges of managing service firms in the modern world.								
CO4	Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.								
CO5	Work effectively and efficiently in a team addressing services marketing topics.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Meaning and concept of product marketing and service marketing: Meaning and concept of product marketing and service marketing; characteristics of product marketing and service marketing; 7P of service marketing.		12	Differentiate between product and service marketing, with a focus on the 7Ps of service marketing.				1/2	
II	Concept of health care as a service: Concept of health care as a service; marketing of healthcare service – hospitals: product mix of hospitals, promotion mix, price mix, place mix, marketing of diagnostic services; health insurance, TPA, distribution channels in marketing healthcare services, pharmaceutical distribution system; role of doctors in marketing of healthcare services.		10	Explain the unique aspects of healthcare marketing, including product, promotion, price, and place mixes.				2/3	
III	Promotional mix in healthcare marketing: Promotional mix in healthcare marketing- inculcating mass awareness, medical camps, conferences, advertisement, publicity, word of		10	Develop effective promotional mixes for healthcare marketing, including mass awareness and medical tourism.				2,3	

	mouth communication; medical tourism-Domestic and International			
IV	Introduction to the Global and Indian Pharmaceutical market: Introduction to the Global and Indian Pharmaceutical market: market behavior; physician prescribing habits, Competitive Practices: Competitive Aspects of the Pharmaceutical Industry; Pharmaceutical selling; the role of detailing in Indian Pharmacy Industry.	5	Analyze the global and Indian pharmaceutical markets, including physician prescribing habits and competitive practices.	2,3
V	The Pharmaceutical Products: The Pharmaceutical Products: Marketing Generic Drugs; Nonprescription drugs Distribution Channels: Manufacturer; Wholesaler; Retailer; Hospital and Government Agencies.	8	Explore the marketing and distribution of pharmaceutical products, including generic and nonprescription drugs.	2,3

Textbooks

1. Pharmaceutical Marketing by Brent L. Rollins & Matthew Perri
2. Services Marketing and Management by Audrey Gilmore

Reference Books:

1. Marketing Management | marketing cases in the Indian context | Fifteenth Edition by Kotler

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner	PO1, PO5, PO8
2	Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way.	PO1, PO5
3	Identify and discuss characteristics and challenges of managing service firms in the modern world.	PO5, PO8
4	Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.	PO1, PO5, PO8
5	Work effectively and efficiently in a team addressing services marketing topics.	PO1, PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH123R	MARKETING OF HEALTHCARE PRODUCTS AND SERVICES	3				1			2	

SEMESTER – II									
Course Title	HUMAN RESOURCE MANAGEMENT								
Course code	22MBAH124R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand basic functions of Human Resource Management To know the various theories of Human Resource Planning & their implications. To learn about the various functions of Human Resource Development, Career Planning & Development, Performance management & Performance Appraisal. To understand the concepts of Job Compensation & Human Relations. To understand about healthcare professional, need and shortage with future issues. 								
CO1	Comprehend the basics of Human Resource management and Human Resource Planning								
CO2	Understand the implications of Job analysis and job evaluation								
CO3	Identify and analyze the various elements of staffing								
CO4	Explain the concept and need of compensation management								
CO5	Understand the concept and applicability of recent trends in HRM in different sectors								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction: Meaning, scope, objectives, functions, policies and roles and importance of Human Resource Management, HR practices in India.	6	Describe Human Resource Management (HRM) and explain its meaning, scope, objectives, functions, policies, and importance; emerging HR trends and practices by firms in India					1, 2, 3	
II	Human Resource Planning: Definition, objectives, process and importance, Staffing, elements of staffing process, Job analysis, job description, job specification and job evaluation.	7	Describe job analysis and identify its elements; objectives of job evaluation and its importance, and methods					2,3	
III	Recruitment: definition, need and importance, process, types, factors affecting recruitment, internal and external methods of recruitment. Selection: definition, process and barriers of effective selection. Induction: definition, need, process, benefits.	12	Describe staffing and explain its importance and process; recruitment and its process, factors, sources, modern methods, and barriers.					2,3	
IV	Human Resource Development: Concept, a comparative analysis of HRM and HRD Employee training & Development, Career Planning and Development. Performance Management- Performance appraisal.	10	Describe compensation management and explain its meaning, objectives, importance, and limitations; salary and wages; HR mobility					2,3	
V	Job compensation: wage and salary administration, incentive plans and fringe benefits, promotions, transfer, Health, safety and employee welfare, Job satisfaction and morale, Quality of work Life.	10	Describe Human Resource Development (HRD) and explain its concept and significance; impact of globalization on HRM					2,3	

TEXT BOOKS:

T1: C B Mamoria Personnel Management, Himalaya Publication

T2: V S P Rao, Human Resources Management, Excel Publication,

REFERENCE BOOKS:

R1: Ashwatappa, K., Human Resource Management, TMH, 5th Edition.

R2: Dessler, G. Human Resource Management, Person Publications, 10th Edition.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the basics of Human Resource management and Human Resource Planning	PO1, PO5, PO8
2	Understand the implications of Job analysis and job evaluation	PO1, PO5
3	Identify and analyze the various elements of staffing	PO5, PO8
4	Explain the concept and need of compensation management	PO1, PO5, PO8
5	Understand the concept and applicability of recent trends in HRM in different sectors	PO1, PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH124R	HUMAN RESOURCE MANAGEMENT	3				1			2	

SEMESTER – II									
Course Title	LEGAL ENVIRONMENT IN HEALTHCARE BUSINESS								
Course code	22MBAH125R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	/ II semester of FIRST year of the programme								
Course Objectives (Minimum 3)	1. Understand the ethical principles guiding healthcare practices. 2. Examine the legal processes involved in forming societies, trusts, and adherence to health policies for the establishment of hospitals. 3. Analyze the Central Birth and Deaths Registration Act 1969 and its recent amendments. 4. Explore the provisions of The Pharmacy Act 1948 regulating drug manufacture and sale. 5. Develop skills in ethical decision-making for various healthcare dilemmas.								
CO1	Understanding of Laws pertains to establishment of the Hospital.								
CO2	Identify the Laws pertaining to the Healthcare Sector.								
CO3	Organize the Laws relevant to the operationalization of healthcare organizations.								
CO4	Analyze the regulatory frameworks governing the manufacturing and sales of drugs.								
CO5	Identify the Laws related to medical negligence and medical malpractice								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction: Laws relating to establishment of Hospital: Forming of Society of Trust, Health Policy.	8	Understand the legal requirements for forming a society or trust to establish a hospital. Learn the process of registration and compliance with relevant laws and regulations. Recognize the importance of governance structures in healthcare organizations.				1,2		
II	Laws Pertaining to Health: Laws Pertaining to Health – Central Birth and Deaths Registration Act 1969 –Recent Amendments –Medical Termination of Pregnancy Act 1971	8	Understand the provisions and recent amendments to the Births and Deaths Registration Act. Learn the procedures for registering births and deaths in compliance with the law. Understand the legal framework governing medical termination of pregnancy.				1,2		
III	Laws pertaining to Hospitals: Pre Natal-Diagnostics Techniques (Regulation & Prevention of Misuse) Act 1994 – Medical Negligence –Medico legal case, Bio medical waste (Management & Handling), Rules, Transportation of Human Organs Act 196, The Transplantation of Human Organ Act (THOA):	12	Understand the regulations aimed at preventing the misuse of prenatal diagnostic techniques. Understand the concept of medical negligence and its legal implications. Understand the provisions of THOA and its				1,2		

	ROTTA, SOTTO, National Organ Transplantation Program, Epidemic Disease Act 1987		amendments. Learn about the roles of ROTTA, SOTTO, and the National Organ Transplantation Program.	
IV	Laws pertaining to manufacture and sale of drugs; The pharmacy Act 1948, Legislation relating to Tobacco control.	8	Understand the legal framework for the manufacture and sale of drugs. Learn the requirements for licensing and compliance.	1,2
V	Laws relating to medical negligence and medical malpractice; steps to curtail medical negligence and malpractice at the hospital level. Ethics and ethical decision making.	9	Understand the legal definitions and implications of medical negligence and malpractice. Learn the steps to prevent and manage medical negligence at the hospital level.	1,2

TEXT BOOKS:

T1: Medical Law in India by Mohammad Naseem and Saman Naseem

REFERENCE BOOKS:

R1: Medical Negligence and the Law in India (Duties, Responsibilities, Rights) by Tapan Kumar Koley

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding of Laws pertains to establishment of the Hospital.	PO2, PO7, PO9
2	Identify the Laws pertaining to the Healthcare Sector.	PO2, PO7, PO9
3	Organize the Laws relevant to the operationalization of healthcare organizations.	PO2, PO7, PO9
4	Analyze the regulatory frameworks governing the manufacturing and sales of drugs.	PO2, PO9
5	Identify the Laws related to medical negligence and medical malpractice	PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1 *	PO 2	PO3	PO4	PO5	PO6	PO 7	PO8	PO9
22MBAH125R	LEGAL ENVIRONMENT IN HEALTHCARE BUSINESS		1					3		2

SEMESTER – II									
Course Title	VIVA /PRACTICAL – II								
Course code	22MBAH126R	Total credits:	L	T	P	S	R	O/F	C
			Total hours:	1	0	2	4	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Analyse and evaluate the day-to-day operations of a hospital, identifying key functional areas	PO1, PO2
2	Apply theoretical knowledge of healthcare management to real-world settings, bridging the gap between classroom learning and practical implementation.	PO2, PO8
3	Identify and assess operational efficiencies and inefficiencies within hospital settings	PO2, PO3,
4	Improve Communication Skills by engaging with healthcare professionals during hospital visits	PO5, PO7, PO8,
5	Demonstrate a strong understanding of professional ethics and patient confidentiality, adhering to ethical standards during hospital visits and in their assessments.	PO2, PO4, PO5, PO7

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH126R	VIVA /PRACTICAL – II	2	2	1	3	3		1	1.5	

SEMESTER – II									
Course Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								
Course code	22UUHV101R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds 								
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.								
CO2	Recognize and comprehend the path of learning for Continuous Happiness and Prosperity								
CO3	Extract the foundational values in human relationships.								
CO4	Recognize the role of harmony in the family and society								
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Develop a Comprehensive Understanding of Value Education: Understanding the need, basic guidelines, content, and process for Value Education; Self Exploration–what is it? it's content and process; 'Natural Acceptance 'and Experiential Validation- as the mechanism for self-exploration; Continuous Happiness and Prosperity-Allocate basic Human Aspirations; Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly –A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in	8	Describe the process for value education; mechanisms for self-exploration; methods to fulfil human aspirations by living in harmony at various levels.					1,2,3	

	harmony at various levels.			
II	<p>Navigate Self-Exploration: Understanding human being as a co-existence of the sentient 'I' and the material body; Understanding the needs of Self ('I') and 'Body'- Sukh and Suvidha; Understanding the Body as an instrument of 'I'(Ibeing the doer, seer and enjoyer); Understanding the characteristics and activities of 'I' and harmony in 'I'; Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail; Programs to ensure Sanyam and Swasthya.</p>	8	Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity	2,3
III	<p>Foster Harmony in Relationships: Understanding Harmony in the family—the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals; Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyavastha)- from family to world family!-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	8	Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	2.3
IV	<p>Envision Societal Harmony: Understanding the harmony in Nature; Interconnectedness and mutual fulfilment among the four orders of nature-recyclability and self-regulation in nature; Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies</p>	9	Describe interconnectedness and mutual fulfilment; recyclability and self-regulation in nature; holistic perception of harmony	2,3

	will be taken up in Practice Sessions.			
V	<p>Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics:</p> <p>a) Ability to utilize the professional competence for augmenting universal human order.</p> <p>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</p> <p>c) Ability to identify and develop appropriate technologies and management patterns for the above production systems.</p> <p>Strategy for the transition from the present state to Universal Human Order:</p> <p>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</p> <p>b) At the level of society: as mutually enriching institutions and organizations.</p>	12	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3

TEXT BOOKS:

T1: R.R. Gaur, R. Sangal, G.P. Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
T2: Organisation Behaviour – A Modern Approach by Arun Kumar and Meenakshi, Vikash Publishing

REFERENCE BOOKS:

R1: B.L. Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

R2: Dhar, R.R. Gaur, 1990, Science and Humanism, Commonwealth Publishers

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.	PO7
2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity	PO7, PO9
3	Extract the foundational values in human relationships.	PO7, PO9
4	Recognize the role of harmony in the family and society	PO9
5	Understand the interconnectedness in nature and develop competence for a universal human order.	PO7, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUHV101R	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS							3		2

SEMESTER – II									
Course Title	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS								
Course code	22UMRM121R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	1	0	0	4	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	<p>1. The course aims to enhances the students’ a broad understanding of research methodology, including theory of science and qualitative and quantitative methods in research.</p> <p>2. The course seeks to enhance the students’ skills for developing critical thinking through research literature review in different domain. Consequently, it aims to develop skills for preparation of a research proposal for a master’ thesis project/Mini research.</p> <p>3. To develop Students competency in planning, conducting, evaluating and presenting a research project.</p>								
CO1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.								
CO2	Conduct a comparative analysis of qualitative and quantitative research methods								
CO3	Conduct literature reviews across different domains and identify research gaps.								
CO4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project								
CO5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Research Methodology: Overview of Research Methodology, Understanding the Theory of Science, Distinction between Qualitative and Quantitative Research Methods, Introduction to Computer Applications in Research		4	Describe the fundamental concepts of research methodology.				1	
II	Building a Broad Understanding of Research Methods: In-depth Exploration of Qualitative Research Methods, In-depth Exploration of Quantitative Research Methods, Comparative Analysis of Qualitative and Quantitative Approaches, Practical Applications and Case Studies		4	Describe qualitative and quantitative approaches in depth				2	
III	Developing Critical Thinking through Literature Review: Importance of Literature Review in Research, Critical Thinking Skills		6	Describe the importance of literature reviews in research; critical thinking skills relevant to				2.3	

	Development, Conducting Literature Reviews in Different Domains, Identifying Research Gaps and Synthesizing Knowledge		research.	
IV	Skills for Research Proposal Preparation: Components of a Research Proposal, Crafting Research Questions, Methodology Definition and Justification, Developing a Research Plan for Master's Thesis/Mini-Research	4	Describe research proposal and research plan	2,3
V	Competency in Planning, Conducting, Evaluating, and Presenting Research: Planning Research Projects: From Concept to Execution, Conducting Rigorous Data Collection and Analysis, Evaluating Research Outcomes: Methods and Metrics, Effective Presentation of Research Findings: Communication and Visual Aids	6	Describe the planning of research projects; effectively using communication and visual aids.	2.3

TEXT BOOKS:

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

REFERENCE BOOKS:

R1: "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell

R2: "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" by Jose L. Galvan

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.	P04, PO6
2	Conduct a comparative analysis of qualitative and quantitative research methods	P04, PO6
3	Conduct literature reviews across different domains and identify research gaps.	P04, PO6
4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project	P04, PO6
5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.	P04, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMRM121R	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS				3		2			2

SEMESTER-II

SEMESTER-II									
Course Title	MOOCs								
Course code	22MSCE121R	Total credits: 3 Total hours:45	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTH CARE MANAGEMENT								
Semester	II semester of First year of the programme								
Course Objectives (Minimum 3)	MOOCs is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management								
CO2	Showcasing a comprehensive understanding of healthcare practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex healthcare service problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the healthcare management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO3
CO2	Showcasing a comprehensive understanding of healthcare practices and regulatory frameworks	PO4
CO3	Apply advanced analytical skills to solve complex healthcare service problems.	PO4, PO6
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO3
CO5	Critically assess the impact of online learning on personal and professional development within the healthcare management field.	PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE121R	MOOCs			2	2	1	1			

SEMESTER – II									
Course Title	COMMUNICATION MASTERY (Communicative English & Soft Skills)								
Course code	22UMPD121R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions. 2. To enhance the writing skills in different areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance boosting activities for professional goal achievement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.								
CO4	It will have a positive impact in their thought process and problem-solving skills.								
CO5	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence								
Unit- No.	Content		Contact Hour	Learning Outcome					KL
I	Grammar: Use of Prepositions, Tag questions Idioms, Phrases and Clauses, Simple, complex, compound sentences		6	Describe the use idioms, phrases, and clauses; Construct simple, complex, and compound sentences effective					1,3
II	Grammar: Active and Passive Voice, Direct and Indirect Speech		8	Describe active and passive voice; Transform direct speech into indirect speech and vice versa					1,2,3
III	Writing Skills: The Basics of Writing; avoid ambiguity and vagueness, Paragraph Writing, Precis Writing, Letter Writing, Resume, CV and Cover Letter		8	Describe concisely to avoid ambiguity and vagueness.; Prepare a professional resume, CV, and cover letter tailored to job applications.					1,2,3
IV	Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non- Verbal Communication-Sciences of Body Language i.		8	Describe self SWOT analysis; elastic and achievable personal and professional goals; apply principles of personal hygiene for					1,2,3

	What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesics,		well-being.	
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TEXT BOOKS:

T1: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

T2: McDowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition). to Improving Your Social Intelligence, Presentation and Social Speaking, Ian Tuhovsky ,2019

REFERENCE BOOKS:

R1: A Textbook for AECC English Communication: Interface, Dr. Kironmoy Chetia and Pranami Bania Breez Mohan Hazarika, January 2019. Other Learning Resources: □

<https://youtu.be/x60GHpQ8gJk>

OTHER LEARNING RESOURCES:

https://youtu.be/Ke_oSN-BCaY

<https://www.classcentral.com/report/toefl-preparation/>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Practice of grammar will polish their writing skills.	PO5
2	It will enhance their communication and interpretative skills.	PO5
3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.	PO5
4	It will have a positive impact in their thought process and problem-solving skills.	PO5
5	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence	PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMPD121R	COMMUNICATION MASTERY (Communicative English & Soft Skills)					5				

SEMESTER – II									
Course Title	Techno Professional Skills								
Course code	22MBAH127R	Total credits: 2 Total hours:	L	T	P	S	R	O/F	C
			0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of first year of the programme								
Course Objectives (Minimum 3)	1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students, utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation which is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization.								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision making								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Techno-Professional Skills, Understanding the relevance of techno-professional skills in the current business landscape, Identifying the key skills required for success in the digital era, Setting personal goals and objectives for skill development, Effective Communication Skills, The importance of communication in business, Written communication: Business letters, emails, and reports, Oral communication: Presentations,	15	Comprehend the importance and relevance of techno-professional skills in the current business landscape. Identify the essential skills required for success in the digital era.					1,2	
II	Public speaking, and interpersonal interactions, Active listening and feedback mechanisms, Problem-Solving and Critical Thinking, analysing business scenarios and applying critical thinking techniques, Decision-making processes and problem-solving methodologies, Creative problem-	15	Discuss the role of effective communication in achieving business objectives. Analyze the impact of poor communication on business outcomes.					1,2	

	solving and idea generation, Handling ambiguity and uncertainty in decision-making			
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers.	PO9
2	Understand and utilize digital knowledge for business management.	PO9
3	Proficiency in communication skills.	PO9
4	Apply their knowledge in practical business contexts.	PO9
5	Apply critical thinking and interpersonal skills in negotiation and decision making	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH127R	Techno Professional Skills									2

SEMESTER –II									
Course Title	MINI RESEARCH (RESEARCH GAP ANALYSIS- R2)								
Course code	22MBAH128R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	0	4	8	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	II semester of FIRST year of the programme								
Course Objectives (Minimum 3)	Course Objectives: <ol style="list-style-type: none"> 1. With this course, students will know the area to focus on chosen topic or study 2. The learning objective enables the selection of outcomes measurements so that the activity's success can be measured. 3. Students will learn to analyse the Research Gap. 								
CO1	Define and explain the concept and importance of research gap analysis.								
CO2	Identify various dimensions of research gap analysis and utilize appropriate tools, including SWOT analysis.								
CO3	Apply different tools effectively to conduct research gap analysis.								
CO4	Develop and implement a systematic approach to analyzing gaps in research design or business planning.								
CO5	Ability to develop the research framework								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction, Meaning & definitions of Research Gap Analysis		7	Understand the meaning and significance of research gap analysis in academic and business contexts.				1,2	
II	Dimensions of Research Gap Analysis, Tools for Research gap analysis, SWOT analysis		5	Recognize and explore the various dimensions and tools used in research gap analysis, including SWOT analysis.				2,3	
III	Introduction to tools of Research gap analysis		12	Effectively apply tools to identify and analyze research gaps.				2,3	
IV	Steps to analyze the gaps in designing research work or in business		6	Design and implement a structured approach to analyzing gaps in research or business projects.				1,3	

TEXT BOOKS:

T1: Carey T, Yon A, Beadles C and Wines R (2011), "Use of Research Gaps from Systematic Reviews to Inform Research Priorities", available at [http://www.shepscenter.unc.edu/ project/epc-use-of-research-gapsfrom-systematic-reviews-to-informresearch-priorities/](http://www.shepscenter.unc.edu/project/epc-use-of-research-gapsfrom-systematic-reviews-to-informresearch-priorities/). Accessed on November 7, 2014.

REFERENCE BOOKS:

R1: Christoph M B and Kranz J (2015), “A Framework for Rigorously Identifying Research Gaps in Qualitative Literature Reviews”, Thirty Sixth International Conference on Information Systems, Fort Worth, pp. 1-19.

R2: Farooq U (2013), “Selection of Research Problem”, available at <http://www.studylecturenates.com/social-research-methodology/selection-of-research-problem>. Accessed on September 1, 2015.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Define and explain the concept and importance of research gap analysis.	PO4
2	Identify various dimensions of research gap analysis and utilize appropriate tools, including SWOT analysis.	PO2, PO4
3	Apply different tools effectively to conduct research gap analysis.	PO4
4	Develop and implement a systematic approach to analyzing gaps in research design or business planning.	PO2, PO4
5	Ability to develop the research framework	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH128R	MINI RESEARCH (RESEARCH GAP ANALYSIS- R2)		2		5					

SEMESTER – II									
Course Title	COMPUTATIONAL SYSTEM AND DIGITAL WORLD								
Course code	22UUDL103R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	Semester of year of the programme								
Course Objectives (Minimum 3)	1. Students will be able to understand the fundamentals of computer systems and Internet search along with advanced features of MS-Office. 2. Students will be able to learn data management, statistical analysis and visualization. 3. Students will be able to use social media and e-commerce portals, Digital Payment systems, and other utility software.								
CO1	Students will have basic understanding of Computer Systems and Internet search.								
CO2	Students will be able to solve data analysis, management and visualization issues using MS-Office products.								
CO3	Students will be able to efficiently and ethically use Social Media and e-commerce sites.								
CO4	Students will have introduction to various utility software used in research and information management.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Unit 1- Fundamentals of Computer Systems, Office Automation and Internet Search i. Components of a Computer and their functions. ii. Office Automation using MS-Word, MS-Excel, and MS-PowerPoint. iii. Data management, Statistical Data Analysis and Data Visualization with MS-Excel. iv. Use of Functions, Graphs & Charts in MS-Excel.	7	Understand computer components and their functions.					1/2	
II	Unit 2- Internet & Cyber World i. Introduction to Computer Networks, Internet and World Wide Web, Websites and Web portals. ii. Creation and use of Email Accounts. iii. Web browsing, Web Searching, Different aspects of Web Searching- Search Keywords, conditions and combinations.	10	Explain computer networks, the Internet, and web technologies.					2/3	

	<p>iv. Study of different Search Engines like Google, Microsoft Bing, Yahoo, Yandex, DuckDuckGo, Ask.com etc.</p> <p>v. Cyber Crimes, Cyber Laws and IT Act 2000, India.</p>			
III	<p>Unit 3- Introduction to Social Media and E-Commerce</p> <p>i. Relevance of social media in present scenario. Posting different types of contents in social media.</p> <p>ii. Creating accounts and using some popular social media portals and Apps like WhatsApp, Facebook, etc. Social Media Etiquettes & Crimes.</p> <p>iii. Definition of E-Commerce; E-Commerce versus traditional Commerce.</p> <p>iv. Case studies of popular E-Commerce portals like Amazon.</p> <p>v. E-commerce Etiquettes & Crimes.</p>	10	Analyze the role and impact of social media today.	2/3
IV	<p>Unit 4- Digital Payments and Digital Transactions</p> <p>i. Introduction to Digital Payment Systems.</p> <p>ii. Creating accounts and using Digital Payment Systems like Credit Cards, Debit Cards, Netbanking, UPI.</p> <p>iii. Digital payments Etiquettes & Crimes.</p>	10	Understand digital payment systems and their applications.	1/3
V	<p>Unit 5- Basic Accounting and Utility Software</p> <p>i. Introduction to Basic accounting concepts, Introduction to an Accounting Software like Gnu Cash or Tally.</p> <p>ii. Introduction to Technical Document writing using LaTeX.</p> <p>iii. Introduction to Data Visualization software – Sigma, Google Charts, Tableau</p>	8	Grasp basic accounting concepts and use accounting software like Gnu Cash or Tally.	1/3

TEXT BOOKS:

T1: Sinha Pradeep K. and Priti Sinha. *Computer Fundamentals: Concepts Systems & Applications*. 3rd ed. New Delhi: BPB Publications.

T2: Goel, A, 2010. *Computer Fundamentals*, Pearson India.

REFERENCE BOOKS:

R1: Balaguruswamy, E. 2009 Fundamentals of Computers, Tata McGraw-Hill Education.

R2: Lawson, C. 2022. Introduction to Social Media, Oklahoma State University.

OTHER LEARNING RESOURCES:

1. <https://www.w3schools.com>
2. <https://edu.gcfglobal.org>
3. <https://www.tutorialspoint.com>
4. <https://www.javatpoint.com/>
5. Latest updates available in WWW.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Students will have basic understanding of Computer Systems and Internet search.	PO1, PO9
2	Students will be able to solve data analysis, management and visualization issues using MS-Office products.	PO9
3	Students will be able to efficiently and ethically use social media and e-commerce sites.	PO5, PO9
4	Students will have introduction to various utility software used in research and information management.	PO1, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUDL103R	COMPUTATIONAL SYSTEM AND DIGITAL WORLD	1				1				3

SEMESTER – III									
Course Title	HOSPITAL OPERATIONS-MANAGEMENT								
Course code	22MBAH215R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	/ III semester of Second year of the programme								
Course Objectives (Minimum 3)	<p>1. To learn about the hospital operations and the role and decision of hospital operations management.</p> <p>2.To learn and understand the various operational produces in hospital like admission, discharge, billing, average length of stay, bed occupancy rate, turn over interval, hospital census, matrons report, medical officers report, casualty report, medico-legal cases, ICU/ICCU report, security report, OT list.</p> <p>3.To learn about developing operational strategy for technology section, process development and as a competitive tool and element.</p> <p>4.To learn about hospital committee, its role, composition, frequency of meeting, minutes of meeting, follow up actions.</p> <p>5.To learn about the maintenance management, its objectives, types of maintenance system, equipment maintenance.</p>								
CO1	Understand the Hospital Operations Management systems and the importance of hospital statistics.								
CO2	Describe the composition, roles and responsibilities of hospital committees								
CO3	Explain the types of maintenance systems and comprehend biomedical equipment management.								
CO4	Evaluate and devise effective crisis management strategies, and implement a robust disaster management plan.								
CO5	Appraise the health insurance administration procedures, ensuring compliance with patient-related schemes.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Overview- Hospital operations management, role and decisions, productive systems in a hospital. Routine Admission/Discharge Procedures/Discharge Summary, Billing services, Hospital Utilization Statistics. Average Length of Stay (ALS), Bed Occupancy Rate, Turn over Interval, Hospital Census, Matron's Report, Medical Officer's Report, Casualty Report, Medico-Legal Cases, Report from ICU / ICCU/NICU/PICU, Security Report, OT List.	10	Calculate and interpret Average Length of Stay (ALS), Bed Occupancy Rate, Turnover Interval, and Hospital Census. Understand the significance and use of reports such as Matron's Report, Medical Officer's Report, Casualty Report, Medico-Legal Cases Report, and reports from ICU/ICCU/NICU/PICU. Comprehend the security report and OT list.					1,2	
II	Hospital Committees: Role, Composition, Frequency of Meetings, Minutes of the Meetings, Follow up Action, Operations strategy as a competitive tool.	8	Understand the role, composition, and responsibilities of various hospital committees. Learn the procedures for					1,2	

			conducting meetings, recording minutes, and ensuring follow-up actions. Utilize operations strategy as a competitive tool in hospital management.	
III	Maintenance Management: Objectives, types of maintenance systems, equipment maintenance, quality and reliability, maintenance planning, maintenance, and monitoring of biomedical equipment. Biomedical engineering- biomedical technology, application in hospital environment, calibration tests, maintenance features, hazards.	8	Define the objectives of maintenance management and differentiate between types of maintenance systems. Understand the principles of equipment maintenance, quality, and reliability. Develop skills in maintenance planning and monitoring of biomedical equipment.	1,2
IV	Dealing with Crisis Situation: Mob violence, Bomb threat, Terrorist strike, Fire Fighting, Disaster Management Plan	9	Develop strategies for handling mob violence and bomb threats. Understand procedures for responding to terrorist strikes and fire emergencies. Create and implement an effective disaster management plan.	1,2
V	Health Insurance: Administration of Patient Related Schemes, Medical Insurance (Cashless Benefit), CGHS, ECHS, CSMA, TPA, ESI, Ayushman Bharat, Atal Amrit Abhiyan, Third Party Administrator (TPA), Private insurance sector	10	Comprehend the processes and benefits of medical insurance, including cashless benefits. Understand schemes such as CGHS, ECHS, CSMA, ESI, Ayushman Bharat, and Atal Amrit Abhiyan. Recognize the role and functions of Third-Party Administrators (TPA) and the private insurance sector.	1,2

TEXT BOOKS:

T1: Health Care Operations Management-A system perspective by James R Langabeer II and Jeffery Helton, Jones and Barlett, 2020 edition

REFERENCE BOOKS:

R1: Hospital Administration Principles and Practice by Yashpal Sarma and Libert Anil Gomes

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the Hospital Operations Management systems and the importance of hospital statistics.	PO1, PO2, PO3, PO6, PO8
2	Describe the composition, roles and responsibilities of hospital committees	PO1, PO2, PO3, PO6
3	Explain the types of maintenance systems and comprehend biomedical equipment management.	PO2, PO3, PO6, PO8
4	Evaluate and devise effective crisis management strategies, and implement a robust disaster management plan.	PO1, PO2, PO3, PO6, PO8
5	Appraise the health insurance administration procedures, ensuring compliance with patient-related schemes.	PO1, PO2, PO6, PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH215R	HOSPITAL OPERATIONS-MANAGEMENT	3	2	3			2		3	

SEMESTER – III									
Course Title	HOSPITAL PROJECT PLANNING AND DESIGN								
Course code	22MBAH212R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To assess the demand for hospital and learn about various need assessment survey for building a hospital. To learn how to do site selection, hospital size, number of beds, legal requirement, lands coping, project cost and future consideration. To learn various guiding principles for planning hospital facilities and services, preliminary survey, financial planning, equipment planning, operational and functional plan, master plan and planning for preventing injuries. To learn how to design a hospital building and constitute design team, building contracts and contract documents, furnishing and equipping hospital and commissioning. To learn the designing of clinical and non- clinical department, its requirements, situations, problems and considerations. 								
CO1	Understand key elements required to plan a hospital establishment.								
CO2	Understand guiding principles for planning a hospital, covering surveys, financial planning, equipment, operational plans, and injury prevention.								
CO3	Design various departments of the hospital according to requirements and emerging trends in hospital architecture.								
CO4	Understand the importance of planning hospital zones and demonstrate a master plan for the hospital project.								
CO5	Apply the knowledge of disaster management planning and concepts of modernization for a hospital.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Assessing demand for hospital, need assessment survey, site selection, and hospital size, no. of beds, legal requirements, landscaping, project cost, and future considerations.	8	Students will be able to do need assessment and conduct surveys					1,2	
II	Guiding principles in planning hospital facilities and services, preliminary survey, financial planning, equipment planning, operational & functional plan, master plan, planning for preventing injuries,	8	Students will understand the guiding principles of planning a hospital.					1,2	
III	Design and development: Design teams, design developmental stage, general principles and features for building design, building contract & contract documents, furnishing and equipping hospital, ready to operate stage, commissioning of new hospital and future	8	Students will be able to form, guide teams required for designing a hospital and also have an idea of documentations required before final commissioning stage.					1,2	

	marketing plan			
IV	Planning and designing clinical zone, nursing zone, support zone and administrative zone: location, design, facilities, space requirements, situations and problems, other considerations. Facility Location and layout. Importance of location, factors, general steps in location and selection decision process, types of layouts-product, process, and service facility layout	12	Students will be able to plan and design various clinical zones	1,2
V	Disaster Management Planning, Fire safety and hazards-Engineering Hazards-Radiological Hazards, Emerging approaches in hospital design: Modular building concept, hospital modernization, cutting construction costs, recent trends in hospital architecture, future trends.	9	Students will be able to plan for disaster and emergency management.	1,2

TEXT BOOKS:

T1: Hospitals Facilities Planning and Management by G.D. Kunders

REFERENCE BOOKS:

R1: Planning and Designing Healthcare Facilities a Lean, Innovative, and Evidence-Based Approach by Vijay Kumar Singh, Paul Lillrank

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand key elements required to plan a hospital establishment.	PO1, PO2, PO3, PO4, PO6, PO9
2	Understand guiding principles for planning a hospital, covering surveys, financial planning, equipment, operational plans, and injury prevention.	PO1, PO2, PO3, PO4, PO6, PO9
3	Design various departments of the hospital according to requirements and emerging trends in hospital architecture.	PO1, PO2, PO3, PO4, PO6, PO9
4	Understand the importance of planning hospital zones and demonstrate a master plan for the hospital project.	PO1, PO2, PO3, PO4, PO6, PO9
5	Apply the knowledge of disaster management planning and concepts of modernization for a hospital.	PO1, PO2, PO3, PO4, PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH212R	HOSPITAL PROJECT PLANNING AND DESIGN	3	3	3	2		3			3

SEMESTER – III									
Course Title	PURCHASE AND INVENTORY MANAGEMENT								
Course code	22MBAH211R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To gain a comprehensive understanding of the principles underlying material management and planning, including logistic management functions, vendor selection, and inventory control methods. To Learn and apply various inventory control techniques such as ABC analysis, VED analysis, and others to optimize stock levels, reduce costs, and enhance overall supply chain efficiency. To acquire skills in store management, covering functions, location, layout, and material accounting, enabling effective organization and utilization of resources in a storage environment. To develop expertise in the unique aspects of drug store management, including the organization of drug stores, types of materials stocked, and principles of purchase and inventory control specific to pharmaceuticals 								
CO1	Understand the principles of material management & encompassing the functions of logistic management.								
CO2	Proficiency in various inventory control methods and techniques.								
CO3	Describe key components and effective functions of the store management system.								
CO4	Explain the process of planning and procurement of equipment.								
CO5	Understand and explain the recent trends in material and supply chain management.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Principles of material management & Planning - Definition & functions of logistic management- Vendor selection, vendor development & rating	8	Students will have knowledge regarding principles of material management, vendor assessment and appraisal					1,2	
II	Inventory Control: Definition, objectives, types of inventory cost, types of inventory control- Pareto's law, ABC, VED, SDE, GOLF, SOS analysis. Lead time-Buffer Stock-Re-order level-Economic order Quantity (EOQ).	8	Students will understand the different methods of inventory control.					1,2	
III	Store management- Store function, location and layout, Standardization, codification & classification of materials, Material accounting & physical distribution, disposal of scrap, surplus & obsolete materials. Drug Store Management and Inventory Control –	9	Students will understand the store management, store function, location and layout.					1,2	

	Organization of drug store, type, of materials stocked, storage conditions, Purchase and Inventory control principles, purchase procedures, purchase order, procurement and stocking			
IV	Equipment planning & Procurement: Steps in equipment selection, planning & procurement of spares/ accessories & consumables.	10	Students will be able to plan equipment and procurement.	1,2
V	Recent trends in material management: computerization of materials function, MIS Reports, Concept and framework of supply chain management, concept of Just in Time and central purchasing.	10	Students will learn the latest trends in inventory management.	1,2

TEXT BOOKS:

T1: Purchasing and inventory management | k. S. Menon, Sarika Kulkarni | Shroff Publishers

T2: Hospital Purchasing and Inventory Management by Edward D. Sanderson

REFERENCE BOOKS:

R1: Hospital Stores Management an Integrated Approach by Shakti Kumar Gupta, Sunil Kant

OTHER LEARNING RESOURCES:

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the principles of material management & encompassing the functions of logistic management.	PO1, PO2, PO3, PO6, PO8, PO9
2	Proficiency in various inventory control methods and techniques.	PO1, PO2, PO3, PO8, PO9
3	Describe key components and effective functions of the store management system.	PO1, PO2, PO3, PO6, PO8, PO9
4	Explain the process of planning and procurement of equipment.	PO2, PO3, PO6, PO9
5	Understand and explain the recent trends in material and supply chain management.	PO1, PO3, PO6, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH211R	PURCHASE AND INVENTORY MANAGEMENT	2	3	2			2		3	2

SEMESTER – III									
Course Title	HOSPITAL INFORMATION SYSTEM								
Course code	22MBAH214R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. Ability to understand about healthcare technology – introduction, concept, principles, functions, and practices. 2. Ability to study the different functions of health record. 3. Ability to acquire knowledge of securing the information over the internet. 4. Ability to learn about methods and techniques of communication technology used in healthcare organizations. 								
CO1	Understanding the importance of information, its impact on society, and its specific relevance to healthcare.								
CO2	Analyze the challenges and roadblocks to EHR implementation and propose solutions								
CO3	Apply knowledge of the changing functions of electronic health records (EHRs).								
CO4	Understand cyber crime and ensure the role of healthcare professionals in maintaining information security.								
CO5	Synthesize information on the future of informatics considering globalization.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction: Information is important – Impact on society –Impact on Healthcare – The future of healthcare technology – The future healthcare record – Preparing for the future – Summary Functions of the health record		8	Understand the importance of information and its impact on society and healthcare. Identify the future trends in healthcare technology and healthcare records. : Prepare for the future developments in healthcare information systems.				1,2	
II	Functions of the health record – Changing functions of the patients record – Advantages of the paper record – Disadvantages of the paper record – Optically scanned records – The electronic health record – Automating the paper record – Advantages of the EHR – Disadvantages of the EHR – Bedside or point-of-care systems – Human factors and the EHR – Roadblocks and challenges to EHR implementation – The future – Summary		8	Describe the functions of health records and how they are changing. Paper vs. Electronic Records: <ul style="list-style-type: none"> • Understand the advantages and disadvantages of paper health records. • Comprehend the benefits and drawbacks of electronic health records (EHR). 				1,2	

III	Securing the information: Privacy and confidentiality 7and Law-Who owns the data? -Security-Computer crime-Role of healthcare professionals. Electronic Communications: A bit of history-Hardware and software for connecting-Methods of accessing information-World Wide Web (WEB)-Communication Technologies.	9		1,2
IV	Hardware and software: A bit of history – Hardware and software for connecting – Methods of accessing information – World Wide Web (WEB) – Communication Technologies. MS Office: MS word: Templates & wizards, editing, formatting text, drawing, paragraph, alignment, spell check, printing, views, index, table of contents, macro tables. MS excel: Data entry, editing, formatting, charting & mapping data, data handling, graphs, functions, formulas, and goal seek, scenario, solver, and filters. Awareness of IT in various functions of the hospital: Visits & interaction with IT personnel in hospitals.	8	Explore the history of hardware and software for connecting to information systems. Understand different methods of accessing information and the role of communication technologies.	1,2
V	Tele-health: Terms related to Tele-health – Historical perspective on tele-health – Types of Technology – Clinical initiatives – Administrative initiatives – Advantages and Barriers of telehealth – Future trends – Summary-The future of Informatics: Globalization of Information Technology – Electronic communication – Knowledge management – Genomics – Advances in public health – Speech recognition – Wireless computing – Security – Tele-health – Informatics Education – Barriers to Information Technology implementation – Summary.	12	Learn the terms related to tele-health and its historical perspective. : Understand the types of technology used in tele-health and the clinical and administrative initiatives. Identify the advantages and barriers of tele-health. Explore the future trends in tele-health and informatics.	1,2

TEXT BOOKS:

T1: Introduction To Health Care Management by Sharon B. Buchbinder and Nancy H. Shanks

REFERENCE BOOKS:

R1: The Strategic Management of Health Care Organizations by Peter M. Ginter, W. Jack Duncan & Linda E. Swayn

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the importance of information, its impact on society, and its specific relevance to healthcare.	PO1, PO2, PO3, PO9
2	Analyze the challenges and roadblocks to EHR implementation and propose solutions	PO1, PO2, PO3, PO9
3	Apply knowledge of the changing functions of electronic health records (EHRs).	PO1, PO3
4	Understand cyber-crime and ensure the role of healthcare professionals in maintaining information security.	PO2, PO3
5	Synthesize information on the future of informatics considering globalization.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH214R	HOSPITAL INFORMATION SYSTEM	1	3	3						2

SEMESTER – I									
Course Title	PERSONAL FINANCIAL PLANNING								
Course code	22UUF213R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 15	0	0	1	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	I semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> The course would offer an inclusive approach to understand the relevant concepts of money, borrowing, lending, taxes and their application to financial planning. Assess the personal financial planning process, the life cycle of financial plans, and methods of goal achievement Formulate a budget, record-keeping system, and tax planning strategy based on current financial goals. 								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilize the basic aspects of income tax and GST								
CO3	Understand the concept, scope and prerequisites of entrepreneurship.								
CO4	Analyze and interpret the different dimensions of stock market investment.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Fundamentals of Financial Planning – Functions of money; Inflation- Meaning, causes, how it can be controlled; process official planning, Time value of money-simple and compound interest; Net Present Value and Future value, Power of Compounding; Doubling period and Rule of 72.	4	Understand the primary functions of money as a medium of exchange, a unit of account, a store of value, and a standard of deferred payment.					1,2	
II	Income Tax Planning– Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.	2	Define inflation and understand its causes, such as demand-pull and cost-push inflation. Identify measures to control inflation, including monetary policy and fiscal policy.					1,2	
III	Entrepreneurial planning – Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistant of Government, Commercial Bank Loans and Overdraft	3	Identify and understand various entrepreneurship support systems in India. Learn about institutional and financial support systems including venture capital, business angels, government assistance, and commercial bank loans.					1,2	
IV	Planning for investing in securities market – Investment avenues offered by Securities Markets, Primary Market and Secondary Market, Stock market- meaning, features, functions of NSE, BSE DEMAT trading account, Security repository, stock brokers,	3	Understand the meaning, features, and functions of the NSE and BSE. Learn about DEMAT trading accounts, security repositories, and stock brokers.					1,2	

	Operational aspects of securities markets: placement of orders, contract note, pay-in and pay-out, trading and settlement cycle, Various risks involved in investing in securities markets; Role of Financial Intermediaries; Stock indices. Mutual Funds- meaning concept, definition, types, importance and drawbacks of mutual funds, mutual funds in India, investing in mutual funds, Systematic Investment Plan (SIP) and its advantages.		Grasp the operational aspects of securities markets: order placement, contract notes, pay-in and pay-out, trading, and settlement cycles. Identify various risks involved in investing in securities markets. Understand the role of financial intermediaries.	
V	Planning for debts and Retirement Consumer credit - Introduction to consumer credit; choosing a source of credit, the cost of credit alternatives, Consumer Legal Protection; Housing Decision: Factors and Finance; Vehicle Decisions. Retirement planning - Meaning of cost of living; retirement need analysis; development of retirement plan, various retirement schemes, Estate Planning; Pension and Medicare Planning; Wills.	3	Introduction to consumer credit and the factors to consider when choosing a source of credit. Understand the cost of credit alternatives. Learn about consumer legal protection.	1,2

TEXT BOOKS:

T1: Sinha Pradeep K. and Priti Sinha. Computer Fundamentals: Concepts Systems & The Million-Dollar Financial Advisor: Powerful Lessons and Proven Strategies from Top Producers by David

REFERENCE BOOKS:

R1: Personal Finance and Planning by Dr. Rajni, jsr publishing house llp, 2020

R2: Peaceful Personal Finance: A Short Read on the Basics of Personal Finance and Planning Kindle Edition by Hema Singh, 2020

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the fundamentals of financial planning.	PO1, PO3
2	Understand and utilise the basic aspects of income tax and GST	PO1, PO3
3	Understand the concept, scope and prerequisites of entrepreneurship.	PO3
4	Analyze and interpret the different dimensions of stock market investment.	PO3
5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.	PO1, PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUFL213R	Personal Financial Planning	1								3

SEMESTER – III									
Course Title	CRM PROCESSES AND SYSTEMS IN HEALTHCARE INDUSTRY								
Course code	22MBAH216R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. Ability to understand about Customer Relationship Management – introduction, concept, principles, functions and practices. 2. Ability to study the different approaches of marketing. 3. Ability to acquire knowledge of elements and processes of CRM. 4. Ability to learn about methods and techniques of organizational appraisal. 5. Ability to understand about the role of CRM managers. 								
CO1	Understanding of the concepts and context of relationship management.								
CO2	Apply the knowledge in creating and managing a customer information database.								
CO3	Evaluate and devise effective CRM strategies for customer acquisition, retention, and prevention of defection.								
CO4	Analyze the significance of CRM as a strategic marketing tool.								
CO5	Illustrate CRM tools such as Analytical CRM and Operational CRM.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Definitions - Concepts and Context of relationship Management – Evolution – Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders	8	Define key concepts and terminologies in CRM.Explain the historical evolution of CRM and the shift from transactional to relationship-based approaches. Discuss the strategic importance of CRM in marketing and its benefits to stakeholders.					1,2	
II	Customer information Database – Customer Profile Analysis - Customer perception, Expectation’s analysis – Customer behavior in relationship perspectives; individual and group customer’s - Customer life time value – Selection of Profitable customer segments.	8	Collect and analyze customer data to create comprehensive profiles. Evaluate customer perceptions and expectations to enhance relationship management strategies. Analyze customer behavior to develop targeted relationship management approaches.					1,3	
III	Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.	8	Identify the essential elements of an effective CRM system. Describe the step-by-step process of CRM implementation. Explore different models of CRM and their practical applications in various industries.					1,2	
IV	Strategic CRM planning process – Implementation issues – CRM Tools-	9	Understand the strategic planning process for CRM implementation.					1,2	

	Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers. Case studies on CRM in healthcare industry. Mass casualties, Political agitation, Prisoners		Identify potential challenges and issues in implementing CRM systems. Utilize analytical CRM tools to gain insights from customer data.	
V	CRM in Services: Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM;	12	Understand the current status and trends of CRM in the service industry in India. Recognize the importance of CRM in hospital services and develop relevant strategies. Explore the application of CRM in the banking and financial services sector.	1,2

TEXT BOOKS:

- T1: Customer Relationship Management by Prof Antony Lawrence, Himalaya Publishing House
T2: Strategic management and Business Policy- Azhar Kazmi

REFERENCE BOOKS:

- R1: Customer Relationship Management: A Databased Approach" by V. Kumar, G. S. Rajan, and W. Reinartz

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding of the concepts and context of relationship management.	PO2, PO6
2	Apply the knowledge in creating and managing a customer information database.	PO1, PO2, PO6
3	Evaluate and devise effective CRM strategies for customer acquisition, retention, and prevention of defection.	PO1, PO2, PO6, PO8
4	Analyze the significance of CRM as a strategic marketing tool.	PO2, PO3, PO6, PO8
5	Illustrate CRM tools such as Analytical CRM and Operational CRM.	PO1, PO2, PO3, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH216R	CRM PROCESSES AND SYSTEMS IN HEALTHCARE INDUSTRY	2	3	3			2		3	3

SEMESTER – III									
Course Title	SUMMER PROJECT								
Course code	22MBAH213R	Total credits: 3	L	T	P	S	R	O/F	C
			Total hours:	0	0	2	4	6	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA In Healthcare Management								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	DURATION: 4 TO 6WEEKS. Each student undertakes a project under an organization for 4 to 6 weeks duration.								
CO1	Learn about the internship organization's corporate profile, which encompasses a brief summary of its history, management structure, products/services, notable accomplishments, and market performance.								
CO2	Analyze the difficulties and potential opportunities for both the internship organization and the wider sector.								
CO3	Demonstrating the ability to effectively apply theoretical knowledge to real-world settings by accomplishing assigned tasks throughout the internship.								
CO4	Illustrate proficiency in applying soft skills such as time management, maintaining a positive attitude, and effective communication while undertaking tasks within the internship organization.								
CO5	Examine the operational aspects of the internship organization and suggest recommendations for process improvement.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

SN	Course Outcome (CO)	Mapped Program Outcome
1	Learn about the internship organization's corporate profile, which encompasses a brief summary of its history, management structure, products/services, notable accomplishments, and market performance.	PO4
2	Analyze the difficulties and potential opportunities for both the internship organization and the wider sector.	PO4
3	Demonstrating the ability to effectively apply theoretical knowledge to real-world settings by accomplishing assigned tasks throughout the internship.	PO4
4	Illustrate proficiency in applying soft skills such as time management, maintaining a positive attitude, and effective communication while undertaking tasks within the internship organization.	PO4
5	Examine the operational aspects of the internship organization and suggest recommendations for process improvement.	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH213R	SUMMER PROJECT/EXP				5					

	ERIMENTAL REPORT									
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SEMESTER – III									
Course Title	CORPORATE PROFICIENCY (Communicative English & Soft Skills)								
Course code	22UMPD211R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 45	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of Second year of the programme								
Course Objectives (Minimum 3)	1. To acquaint students with the various tools of an effective presentation. 2. To acquire the speaking skill, instruct, influence, engage, educate, or appease the listeners. 3. To increase proficiency, presentability and quality of resume and provide guidance for self- promotion and self-evaluation in social media. 4. To prepare and train the students for the campus drives & walking interviews.								
CO1	It will prepare the learners to speak with greater control and charisma in front of others.								
CO2	It will have a positive impact in their thought process and problem-solving skills								
CO3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.								
CO4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Presentation Skills: Introduction, Essential characteristics of a good presentation, Preparation of a good presentation	2	Understand the essential characteristics of a good presentation. Recognize the importance of preparation in delivering a successful presentation.					1,2	
II	Public Skills: Fear of Public Speaking, Understanding and Overcoming Fear of Public Speaking, Confidence and Control, Physiology and Stress - Control/Process, Tips for Presentations and Public Speaking, Tips for Using Visual Aids in Presentations, Process for Preparing and Creating Presentations, Delivering Presentations Successfully, Doubt Clearing and Summary of Main Points	4	Recognize common fears associated with public speaking. Understand the physiological and psychological aspects of public speaking anxiety.					1,2	
III	Practical session on Resume, Curriculum Vitae, Writing cover letter & LinkedInProfile: Preparation, submission & screening of Resume, Practical session on cover letter screening session, creating a profile on LinkedIn, how to utilize it	4	Prepare and submit a professional resume and curriculum vitae. Participate in practical sessions for resume and cover letter screening. Create a comprehensive LinkedIn profile. Learn strategies to utilize LinkedIn effectively for					1,2	

			professional networking and job searching.	
IV	Leadership & Management Skills: Concepts of Leadership, Leadership Styles, Manager VS Leader, how to be an Effective Leader, Mock/ Practice Session, Doubt Clearing Session.	3	Understand different leadership styles and the distinction between a manager and a leader. Learn how to be an effective leader through theory and practice sessions.	1,2
V	Research Paper – Writing Skills: How to write a research paper? Key point in Research Work	6	Learn the key points in research work and how to write a research paper effectively.	1,2
VI	Interview Skills & Dress code Ethics: Types of the interview- telephonic, virtual & face to face, Online interview, personal interview, Panel interview, Group interview, JAM session, Types of interview questions-traditional/common interview questions, Case interview questions, General Strategies for answering questions, marketing your skills and experiences, Preparation before the interview, how to dress up for an interview? How to maintain eye contact and positive body language, how to be presentable, Interview dos and don'ts, Introduction to Dress Code Ethics, Purpose and Importance, How to Make 'FIRST IMPRESSION', What to Wear During Interviews or Any Other Formal Meetings – Male & Female	6	Understand various interview formats including telephonic, virtual, face-to-face, panel, group, and JAM sessions. Learn strategies for answering different types of interview questions. Learn the essential dos and don'ts for successful interviews. Understand the purpose and importance of dress code ethics.	1,2
VII	Mock Interview: Practical Mock Interview, Feedback- Receiving Feedback, Giving Feedback, Advantages of Effective Feedback, how to deal with negative feedback.	5	Participate in practical mock interviews to gain real-world experience. Receive and give feedback effectively. Understand how to deal with negative feedback constructively.	1,2

TEXT BOOKS:

T1: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

T2: McDowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition).

REFERENCE BOOKS:

R1: Garg. Manoj Kr. (2018)*English Communication: Theory and Practice*

OTHER LEARNING RESOURCES:

<https://files.eric.ed.gov/fulltext/EJ1132742.pdf>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	It will prepare the learners to speak with greater control and charisma in front of others.	PO1, PO5
2	It will have a positive impact in their thought process and problem-solving skills	PO1, PO5
3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.	PO1, PO5
4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence	PO1, PO5

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMPD211R	CORPORATE PROFICIENCY (COMMUNICATIVE ENGLISH AND SOFT SKILLS)	1				3				

SEMESTER – III									
Course Title	VIVA /PRACTICAL – III								
Course code	22MBAH217R	Total credits:	L	T	P	S	R	O/F	C
		Total hours:						8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of SECOND year of the programme								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Analyze and evaluate the day-to-day operations of a hospital, identifying key functional areas	PO1, PO2
2	Apply theoretical knowledge of healthcare management to real-world settings, bridging the gap between classroom learning and practical implementation.	PO2, PO8
3	Identify and assess operational efficiencies and inefficiencies within hospital settings	PO2, PO3
4	Improve Communication Skills by engaging with healthcare professionals during hospital visits	PO5, PO7
5	Demonstrate a strong understanding of professional ethics and patient confidentiality, adhering to ethical standards during hospital visits and in their assessments.	PO2, PO4, PO5, PO7

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH217R	VIVA /PRACTICAL –III	2	2	1	3	3		1	1.5	

SEMESTER – III									
Course Title	Techno Professional Skills								
Course code	22MBAH21 8R	Total credits: 2 Total hours: 45	L	T	P	S	R	O/F	C
			0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	III semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students, utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation which is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills								
CO4	Apply the knowledge in practical business contexts.								
CO5	Apply critical thinking and inter personal skills in negotiation and decision-making								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Business Software Applications and Technology Tools, Microsoft Office Suite (Excel, PowerPoint, Word), Data analysis and visualization tools, Project management software, Introduction to business intelligence and analytics tools, Teamwork and Leadership Development, Understanding the dynamics of effective teamwork, Building and leading diverse teams, Motivating and inspiring team members	15	Master data entry, formulas, and functions for data analysis. Design engaging and professional presentations. Utilize templates and formatting tools for professional documents. Understand the fundamentals of data analysis. Plan, execute, and monitor projects.					1,2	
II	Time Management and Organizational Skills, Techniques for prioritizing tasks and managing deadlines, Goal setting and time tracking methods, Ethics and Corporate Social Responsibility, Ethical decision-making frameworks, Corporate social responsibility and sustainability practices.	8	Learn methods for prioritizing tasks (e.g., Eisenhower Matrix). Develop skills to manage deadlines effectively. Learn the concepts of CSR and sustainability.					1,2	
III	The role of ethics in business leadership, Negotiation and Conflict Resolution, Fundamentals of negotiation, Negotiation strategies and tactics, Conflict resolution	7	Understand the basics of negotiation processes. Learn the key principles of effective negotiation.					1,2	

	techniques in business settings		Recognize different negotiation styles and their applications.	
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers.	PO6,PO7,PO8,PO9
2	Understand and utilize digital knowledge for business management.	PO6
3	Proficiency in communication skills	PO6
4	Apply the knowledge in practical business contexts.	PO4
5	Apply critical thinking and inter personal skills in negotiation and decision-making	PO2,PO4,PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH218R	Techno Professional Skills	2			2		4	1	1	1

SEMESTER-III

Course Title	MOOCs								
Course code	22MSCE211R, 22MSCE212R	Total credits:	L	T	P	S	R	O/F	C
		Total hours:	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA IN HEALTHCARE MANAGEMENT								
Semester	III semester of SECOND year of the programme								
Course Objectives (Minimum 3)	MOOCs is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management	PO5
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks	PO3
CO3	Apply advanced analytical skills to solve complex business problems.	PO2
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO5
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE211R	MOOCs		1	1		3				

SEMESTER – III									
Course Title	Research Ethics								
Course code	22UMRE214R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	semester of year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To provide understanding of ethical theories and concepts. To lay a foundation for empirical research To make students aware of relevant guidelines and policies related to ethics in research. To make students understand codes of conduct relating to ethical research, 								
CO1	Will be able to describe and apply ethics in social science research.								
CO2	Will acquire an overview of important issues in research ethics, like responsibility for research, ethical vetting, and scientific misconduct.								
CO3	Will acquire skills of presenting arguments and results of ethical inquiries								
CO4	Will acquire knowledge on publication ethics and misconduct.								
CO5	Shall be able to utilize correct tools for research								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	ETHICS: Introduction to Research (Definition and Importance), Philosophy and Research. Ethics: definition and types of ethics; Theoretical aspects of ethics in Social Science Research. Ethical treatment of participants and obligations towards sponsors, researchers, team members and society. (4 Lectures)	7	Define and explain the importance of ethics in research, including theoretical aspects in social sciences.					1/2	
II	SCIENTIFIC CONDUCT: Ethics with respect to science and research. Intellectual honesty and research integrity. Principles of Intellectual Property, privacy, and copyright, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP). Redundant publications: duplicate and overlapping publications. Selective reporting and	10	Identify principles of intellectual honesty, research integrity, and intellectual property rights					2/3	

	misrepresentation of data. (4 Lectures)			
III	PUBLICATION ETHICS: Definition, introduction, and importance. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc. Conflicts of interest. Publication misconduct: definition, concept, problems that lead to unethical behaviour, types of publication misconduct. Violation of publication ethics, authorship, and contributor ship. Complaints and appeals examples and fraud from India and abroad. Identification of Publication misconduct, predatory publishers, and journals. UGC 2018 Regulations on Academic Integrity (6 Lectures)	10	Explain the importance of publication ethics and identify best practices and guidelines.	2/3
IV	OPEN ACCESS PUBLISHING: Open access publications and initiatives, SHERPA/RoME0 online/e data resources to check publisher copyright & self-archiving policies. Software tools; Use of plagiarism software like Turnitin, Urkund and other open source. Tool to identify predatory publications developed by SPPU. viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc. (3 Lectures)	10	Understand open access initiatives and tools for checking publisher copyright policies.	1/3

TEXT BOOKS:

T1: Bird, A(2006).Philosophy of Science. Routledge.

T2: Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance(2019)

REFERENCE BOOKS:

R1: National Academy of Science, National Academy of Engineering and Institute of Medicine (2009). On Being a Scientist: A Guide of Responsible Conduct in Research: Third Edition, National academics Press

R2: George R, (2011). Sociological Theory, Rawat Publication, New Delhi,

India. George R,(2019). Post Modern Social Theory, Rawat Publication, New Delhi, India.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	To be able to describe and apply ethics in social science research.	PO4, PO9
2	To acquire an overview of important issues in research ethics, like responsibility for research, ethical vetting, and scientific misconduct.	PO4, PO9

3	To acquire skills of presenting arguments and results of ethical inquiries	PO7, PO4, PO9
4	To acquire knowledge on publication ethics and misconduct.	PO4
5	Shall be able to utilize correct tools for research	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMRE214R	Research Ethics				5			1		3

SEMESTER – IV									
Course Title	ORGANIZATIONAL BEHAVIOR								
Course code	22MBAH221R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	IV semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To learn about the basic concept of organization, its classification and organizational behaviour To learn to about the various approaches and models of the organizational behavior. To learn about various terms like Learning, perception, values, and attitudes To learn about personality, morale and motivation and leadership and its importance in an organization 								
CO1	Describe the concepts of organization as well as Organizational Behavior								
CO2	Understand the approaches and models of the organizational behavior								
CO3	Summarize the Individual-level factors of organizational behavior								
CO4	Explain the concept and need of compensation management								
CO5	Describe the key concepts and style of leadership								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	Organizational Behaviour: Introduction to Organization, Classifications of Organizations, Factors Influencing an Organization, Organizational Behaviour, Fundamental Concepts in Organizational Behaviour, Importance of Organizational Behaviour for Managers.	7	Describe the fundamental concepts of organisational behaviour and its importance				1/2		
II	Approaches and Models of Organizational Behaviour: Introduction, Some of the Important Approaches, Models of Organizational Behaviour, Inter-Relationship between Personal Life and Work Life.	10	Describe key approaches to organisational behaviour, various models of organisational behaviour and inter-relationship between personal life and work life.				2/3		
III	Learning, Perceptions, Values and Attitudes Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude	10	Describe the sources, types, and classifications of values, theories, components, and significance of attitude, morale and motivation.				2/3		

IV	Personality, Morale and Motivation: Introduction, Determinants of Personality, Personality Traits, Types of Personality, Morale and Motivation, Motivation, Mechanism of Motivation, Basic Theories of Motivation, Abraham Maslow's Theory, Fredrick Herzberg's Two Factor Theory, David McClelland's Theory, Douglas McGregor's Theory.	10	Describe the determinants and traits of personality, explain their mechanisms with different theories.	1/3
V	Leadership: definition, concept and characteristics, Importance of Leadership, Leadership in Business Organizations, Evolution of Leadership, Traits Theory, Contingency Theory, Situational Theory, Path Goal Theory, Charismatic Leaders, Transformational Leaders, Peter Drucker's approach to leadership, Stephen Covey's Principles, The SERVE model of Leadership.	8	Describe the evolution of leadership theories.	1/3

TEXT BOOKS:

T1: Organisation Behaviour by Stephan Robbins, Prentice Hall Publication

T2: Organisation Behaviour – A Modern Approach by Arun Kumar and Meenakshi, Vikash Publishing

REFERENCE BOOKS:

R1: Organisation Behaviour by V S P Rao, Excel Publication

R2: Wiley. Kreitner, R., Kinicki.A., 2009, Organizational Behaviour, 9th ed., McGraw-Hill/Irwin. Anderson, M., 2004.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Describe the concepts of organisation as well as Organisational Behaviour	PO1, PO7, PO9
2	Understand the approaches and models of the organizational behaviour	PO1, PO7, PO9
3	Summarize the Individual-level factors of organisational behaviour	PO7, PO9
4	Explain the concept and need of compensation management	PO1, PO9
5	Describe the key concepts and style of leadership	PO1, PO7

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH221R	ORGANIZATION AL BEHAVIOR	3						2		1

SEMESTER – IV									
Course Title	QUALITY AND SAFETY MANAGEMENT IN HOSPITAL								
Course code	23MBAH222R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	IV semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To learn about quality in healthcare, its history, pioneer, Total Quality Management (TQM), continuous quality management, PDCA cycle. To learn to carry out root cause analysis which includes Causal tree, decision table, appreciation, drill down, Ishikawa diagram, FMEA, Pareto analysis, Fault tree analysis. To learn the process management with various tools, Quality assurance, six sigma and lean six and about National Accreditation Board for Hospitals & Healthcare providers (NABH), its Chapters, Standards & Objective & elements. To learn about National Accreditation Board for Testing & Calibration Laboratories (NABL), its standards, International Organization for Standardization (ISO 9001:2008) & ISO 1400, its standards. and about patient safety as per NABH guidelines, Biomedical Waste Management (BMW), medical errors and adverse events. 								
CO1	Understand the fundamental concepts of quality management in healthcare.								
CO2	Understand the principles and apply the tools of quality management in healthcare organizations.								
CO3	Explain the importance and scope of NABH accreditation for a hospital.								
CO4	Implement the knowledge of quality theories and concepts in laboratory accreditation.								
CO5	Demonstrate the patient safety strategy by evaluating quality guidelines and standards								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Quality: Quality definition, history, Quality in Healthcare, Quality Pioneer (viz. Walter A Shewhart, Edward Deming, Joseph M Juran, Kaoru Ishikawa), Top Management Commitment and involvement. Designing and controlling Production processes, PDCA Cycle.	8	Students will gain insights on quality and its importance in healthcare, its history and contributions of pioneers.					1,2	
II	Root cause analysis: Techniques of root cause analysis [viz. 5 whys, Causal tree, decision table, appreciation, drill down, Ishikawa diagram (Fishbone diagram), FMEA, Pareto analysis, Fault tree analysis]. Process Management –Tools for Process Management, Theories, and principles of Quality Assurance: Principles, Juran, Trilogy, Kaizen, Philip Crosby's Principles, Six Sigma, Lean Six sigma.	8	Students will be able to use different tools to do root cause analysis of a problem.					1,2	
III	Accreditation: National Accreditation Board for Hospitals &	8	Students will apprehend the importance of accreditation in					1,2	

	Healthcare providers (NABH) - Chapters, Standards & Objective & elements, Joint Commission International.		hospital and health organizations and know the various accreditation agencies.	
IV	National Accreditation Board for Testing & Calibration Laboratories (NABL) – standards and NABL Radiology, International Organization for Standardization (ISO 9001:2008) & ISO 1400 - standards	9	Students will apprehend the importance of accreditation in laboratories.	1,2
V	Patient safety-NABH guideline for patient safety, Plan for management of hazardous materials, Biomedical Waste Management (BMW), Code Blue, Code Yellow, Code Red & Code Pink. Total quality management (TQM), continuous quality improvement in Healthcare Industry. The nature and frequency of medical errors and adverse events. Types of Medical Errors - Medication errors, Surgical errors, Diagnostic errors, Sentinel Events, Human factors and errors at the patient-machine interface, Handoff errors, Teamwork, and communication errors Healthcare-associated infections. Infection Control, Evacuation, Emergency and Patient Transfer Problems & Risk	12	Students will be able to understand the importance of patient safety and guidelines for safety. They will also be able to identify and thereby minimize different errors.	1,2

TEXT BOOKS:

T1: Gupta S & Kant S. 1998. Hospital & Health Care Administration: Appraisal and Referral Treatise. Jaypee: New Delhi

REFERENCE BOOKS:

R1: Hospital Management – Goel
Hospital Management McGibony

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts of quality management in healthcare.	PO2, PO3, PO4, PO6, PO8, PO9
2	Understand the principles and apply the tools of quality management in healthcare organizations.	PO2, PO3, PO4, PO6, PO8, PO9
3	Explain the importance and scope of NABH accreditation for a hospital.	PO1, PO2, PO3, PO4, PO8, PO9
4	Implement the knowledge of quality theories and concepts in laboratory accreditation.	PO1, PO2, PO3, PO4, PO6, PO8, PO9
5	Demonstrate the patient safety strategy by evaluating quality guidelines and standards	PO1, PO2, PO3, PO4, PO6, PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH222R	QUALITY AND SAFETY MANAGEMENT IN HOSPITAL	1	3	2	2		2		3	2

SEMESTER – IV									
Course Title	THESIS								
Course code	22MBAH223R	Total credits:3	L	T	P	S	R	O/F	C
			0	0	0	4	12	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	IV semester of Second year of the programme								
Course Objectives (Minimum 3)	<p style="text-align: center;">Class/ hours</p> <p>DURATION: 20 WEEKS.</p> <p>Each student undertakes a thesis under the supervision of the Faculty of the Institute of Management for 20 weeks duration.</p>								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Develop the ability to conduct independent research, critically analyze data, and effectively present findings within the field of study.	PO4, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO223R	THESIS				3					

SEMESTER – IV									
Course Title	EPIDEMIOLOGY AND PUBLIC HEALTH SYSTEM IN INDIA								
Course code	22MBAH224R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	/ IV semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To learn about the government's plans and initiatives to improve healthcare system, various National Health Policy, National Five-year plans. and understand the basic concepts and methods of Epidemiology and the different level of healthcare system in India. To know the various National Health Programme related to communicable diseases.and understand about alcoholism, drug abuse and drug dependency and setting up de-addiction and rehabilitation centers. To learn about the Environmental and Occupational Hazards, Sterilizations, Autoclaves, Waste disposal management (Solids and Liquids), Incinerators. To understand about the various Safety systems, Immunization and Isolation systems, Communication systems, Public Health Service Systems, Health and Population policy and Strategies, District Health Organization, Regionalization of health care. 								
CO1	Understanding the Foundations of Public Health and initiatives of Government to improve healthcare system in India								
CO2	Comprehend the various National Health Programmes								
CO3	Assessing the needs of the Rural Healthcare system and bridging the gap.								
CO4	Analyzing the Strategies for Environmental and Occupational Health								
CO5	Identify the scope of International Health Agencies and comprehend the basics of health economics.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Government's plans and initiatives to improve healthcare system, improvements in life expectancy, lower mortality and morbidity, National Health Policy & Co-ordination with different sectors, Population Control in India-Global scenario and neighbouring countries, National Health and Population policy and Strategies, Five-year plans. Ayushmann Bharat, Atal Amrit Abhiyan.	8	Able to understand various government schemes and plans related to health.					1,2	
II	Related to Communicable diseases: Malaria, Filarial, Tuberculosis, Leprosy, AIDS, and STD Related to Non-Communicable diseases: Cancer, Blindness, Diabetes, and Mental Health. Reproductive and child health programme (RCH), Integrated Child development scheme, water supply and sanitation, minimum needs	8	Gain knowledge regarding various communicable and non-communicable diseases, schemes related to it.					1,2	

	programme, Millennium Development Goals			
III	Rural Health Care System – the structure and current scenario; Staffing Pattern – Sub Centre, New Primary Health Centre, Community Health Centre; Rural Health Infrastructure Norms; National Health Mission (NHM) – overview, mission outcome, role, responsibilities & functions; AYUSH - overview, role, responsibilities & functions; Role of Private Healthcare Services to Quality Care; Role of IT in Delivery of Health Services; Mobile Healthcare; Tele Preventive Medicine. Alcohol and alcoholism – opium drug use – cocaine and other commonly abused drugs – nicotine addiction – setting up de-addiction and rehabilitation centers.	8	Students will understand the the structure of rural healthcare in India.	1,2
IV	Environmental and Occupational Hazards - Hazards of environment and workplace – Safety systems – Immunization and Isolation systems – Communication systems – Public Health Service Systems — District Health Organization – Regionalization of health care.	9	Understanding of environment and occupational hazards and workplace safety culture.	1,2
V	International Health: International health agencies, International Classification of Diseases (ICD-11), Sustainable Development Goals Basics of health economics, Nature & Scope of Managerial Economics, Micro- and macro-economics, Demand/Supply of Medical Care, health services demand and elasticity of demand, demand estimation & forecasting of health services.	12	Students will gain brief knowledge regarding international classification of diseases and basics of health economics.	1,2

TEXT BOOKS:

T1: Modern Epidemiology by Kenneth Rothman, Third edition, Wolters Kluwer
Economics of Public and Private Healthcare and Health Insurance in India by Brijesh C. Purohit

REFERENCE BOOKS:

R1: Preventive and Social Medicine by K. Park, 25th edition, Bhanot

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the Foundations of Public Health and initiatives of Government to improve healthcare system in India	PO4, PO9
2	Comprehend the various National Health Programmes	PO4
3	Assessing the needs of the Rural Healthcare system and bridging the gap.	PO4, PO9
4	Analyzing the Strategies for Environmental and Occupational Health	
5	Identify the scope of International Health Agencies and comprehend the basics of health economics.	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH224R	EPIDEMIOLOGY AND PUBLIC HEALTH SYSTEM IN INDIA				3					2

SEMESTER – IV									
Course Title	STRATEGIC MANAGEMENT IN HOSPITALS								
Course code	22MBAH225R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	IV semester of Second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. Ability to understand about Strategic Management – introduction, concept, principles, functions, and practices. 2. Ability to study the different phases of Strategic Management. 3. Ability to acquire knowledge of external and internal environment. 4. Ability to learn about methods and techniques of organizational appraisal and to understand about corporate level strategies. 								
CO1	Understanding of the definition, nature, and value of strategic management								
CO2	Evaluate the environment in healthcare organizations using tools.								
CO3	Assessing the needs of the Rural Healthcare system and bridging the gap.								
CO4	Understand the expansion strategies, stability strategies, retrenchment strategies, and combination strategies.								
CO5	Apply the strategic management process, including the strategic management model.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Strategic management: Definition, Nature, and value of strategic management. Vision statements: Nature, Definition, Benefits. Mission statements: Definition, Characteristics. Strategic management process: strategic management model – various components of the model. Value proposition. SWOT analysis. Value chain analysis: primary activities and support activities. Need for strategic management in hospitals. Situational analysis in health sector	8	Understand the concept and scope of strategic management. Learn the importance and benefits of strategic management in healthcare organizations. Learn the benefits of having a clear vision, Mission, objective for healthcare organizations.					1,2	
II	Environmental Appraisal: Competitive strength analysis – Internal environment: Strengths and Weaknesses. External environment: Opportunity and Threats. Classification of environmental sectors: Legal, Economic, Social, Political, Technological factors in environment. Forces driving the competitions among the hospitals, Operating environment in the hospitals	12	Understand the different environmental sectors: legal, economic, social, political, and technological factors. Learn how these factors influence the healthcare environment. Analyze the operating environment in hospitals to develop competitive strategies.					1,2	
III	Strategy formulation: Concept of environment in Health care organizations, internal and external	9	Understand the concept of SWOT, ETOP. Learn how to create and use an ETOP for a					1,2	

	environment, SWOT matrix, appraising the environment, environmental threat and opportunity profile (ETOP) for a hospital		hospital.	
IV	Methods and techniques: Methods and techniques used for organizational appraisal: internal analysis, comparative analysis, comprehensive analysis.	8	Learn various methods and techniques used for internal analysis. Understand comparative and comprehensive analysis techniques.	1,2
V	Corporate level strategies: Expansion strategies, stability strategies, retrenchment strategies, combination strategies, concentration strategies- Ansoff' product- market matrix.	8	Understand the concept and application of strategies in healthcare. Create and implement combination strategies for diverse organizational needs.	2,3

TEXT BOOKS:

T1: Strategic management and Business Policy- Azhar Kazmi

REFERENCE BOOKS:

R1: The Strategic Management of Health Care Organizations by Peter M. Ginter, W. Jack Duncan & Linda E. Swayn

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the Foundations of Public Health and initiatives of Government to improve healthcare system in India	PO1, PO2, PO3, PO6, PO8
2	Comprehend the various National Health Programmes	PO1, PO2, PO3, PO6, PO8
3	Assessing the needs of the Rural Healthcare system and bridging the gap.	PO1, PO2, PO6, PO8
4	Analyzing the Strategies for Environmental and Occupational Health	PO1, PO3, PO6, PO8
5	Identify the scope of International Health Agencies and comprehend the basics of health economics.	PO1, PO2, PO3, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH225R	STRATEGIC MANAGEMENT IN HOSPITALS	3	2	2			3		2	

SEMESTER-IV									
Course Title	MOOCs								
Course code	22MSCE227R	Total credits:	L	T	P	S	R	O/F	C
		Total hours:	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA IN HEALTHCARE MANAGEMENT								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	MOOCs is provided through Course era Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management	PO9
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks	PO2, PO9
CO3	Apply advanced analytical skills to solve complex business problems.	PO3, PO6
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO7,PO9
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1,PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE227R	MOOCs		2	1				1		3

SEMESTER – IV									
Course Title	VIVA / PRACTICAL – IV								
Course code	22MBAH217R	Total credits:	L	T	P	S	R	O/F	C
		Total hours:						8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	IV semester of SECOND year of the programme								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Analyze and evaluate the day-to-day operations of a hospital, identifying key functional areas	PO1, PO2
2	Apply theoretical knowledge of healthcare management to real-world settings, bridging the gap between classroom learning and practical implementation.	PO2, PO8
3	Identify and assess operational efficiencies and inefficiencies within hospital settings	PO2, PO3
4	Improve Communication Skills by engaging with healthcare professionals during hospital visits	PO5, PO7, PO8
5	Demonstrate a strong understanding of professional ethics and patient confidentiality, adhering to ethical standards during hospital visits and in their assessments.	PO2, PO4, PO5, PO7

MAPPING TABLE

Course code	Course Name	PO1 *	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH226R	VIVA / PRACTICAL – IV	2	2	1	3	3		1	1.5	



Assam down town University

Curriculum and Syllabus

Master of Business Administration

OUTCOME BASED EDUCATION FRAMEWORK
CHOICE BASED CREDIT SYSTEM

Version: 2.0

**FACULTY OF COMMERCE AND
MANAGEMENT**

July, 2022

Preamble

Assam down town University is a premier higher educational institution which offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embodies the vision and mission of the university. In keeping with the vision of evolutionary changes taking place in the educational landscape of the country, the university has restructured the course curriculum as per the guidelines of National Education Policy 2020. This document contains outline of teaching and learning framework and complete detailing of the courses. This document is a guidebook for the students to choose desired courses for completing the programme and to be eligible for the degree. This volume also includes the prescribed literature, study materials, texts, and reference books under different courses as guidance for the students to follow.

Recommended by the 32nd Board of Studies (BoS) meeting of the Faculty of Commerce & Management held on dated 21/06/2022 and approved by the Emergent Academic Council (AC) meeting held on dated 30/07/2022



*Chairperson
Board of Studies*



*Member Secretary
Academic Council*



Vision

To become a Globally Recognized University from North Eastern Region of India, Dedicated to the Holistic Development of Students and Making Society Better

Missions

1. Creation of curricula that address the local, regional, national, and international needs of graduates, providing them with diverse and well-rounded education.
2. Build a diverse student body from various socio-economic backgrounds, provide exceptional value-based education, and foster holistic personal development, strong academic careers, and confidence.
3. Achieve high placement success by offering students skill-based, innovative education and strong industry connections.
4. Become the premier destination of young people, desirous of becoming future professional leaders through multidisciplinary learning and serving society better.
5. Create a highly inspiring intellectual environment for exceptional learners, empowering them to aspire to join internationally acclaimed institutions and contribute to global efforts in addressing critical issues, such as sustainable development, Climate mitigation and fostering a conflict-free global society.
6. To be renowned for creating new knowledge through high quality interdisciplinary research for betterment of society.
7. Become a key hub for the growth and excellence of AdtU's stakeholders including educators, researchers and innovators
8. Adapt to the evolving needs and changing realities of our students and community by incorporating national and global perspectives, while ensuring our actions are in harmony with our foundational values and objectives of serving the community.

Programme Details

Programme Overview

Master of Business Administration (MBA) is a 2-year full-time programme offered by the Department of Management, Assam down town University. The programme has four semesters, which consist of core and optional courses. Each course follows a structure comprising two components, with Theory accounting for 60 marks and Internal Assessment for 40 marks, excluding specific practical subjects. The minimum passing threshold for successful completion is set at a combined score of 50%.

A total of 60 marks is allocated for the evaluation of the Summer Project report or Thesis by the respective Guide. An additional 40 marks are designated for the Viva and Presentation, which will be assessed by a panel of instructors appointed by the Head of the Department (HOD) specifically for this purpose. The minimum passing threshold for successful completion is set at a combined score of 50%.

If a student fails a Semester Examination, he/she will be declared failed and he/she has to reappear in the subsequent Compartmental Examinations or the same Semester Examination next year.

I. Specific Features of the Curriculum

The curriculum provides skill enhancement and value-added courses along with the core papers.

- i. It has Dual Specialization in the areas of Marketing/ Finance/ HR/ Insurance & Banking.
- ii. To remain relevant, the Syllabus is regularly revised.
- iii. 6weekssummerproject /thesis works.
- iv. Regular(both soft& hard)skill development training.
- v. Guest Lectures by Internationally acclaimed management Leaders.
- vi. Conduct visitsto Reputed Companies for Industrial exposure.
- vii. Regular seminars, symposia,etc.

II. Eligibility Criteria: (To be aligned with the admission office)

Minimum 50% in Graduation, 5% relaxation for SC/ST, EWS, and Specially abled candidates.

III. Program Educational Objectives (PEOs):

PEO 1: Adu management graduates will be well prepared for successful careers in corporate, institution, or government, emphasizing dual specialization in two areas: Human Resources, Marketing, Digital Marketing, Finance, Banking & Insurance, with a focus on quality, efficiency, strategic planning, project management, environmental sustainability, and resource utilization.

PEO 2: The graduates will be academically prepared to attain expertise with global competency in due course and contribute proactively to organizational growth and development through their strategic management practices.

PEO 3: The graduates in management will engage in ongoing professional development to enhance their professional stature, actively contributing to both their field and society, with the potential for success in higher education in management if pursued.

IV. Program Specific Outcomes (PSOs):

1. **Practice-Based Learning (PSO1):** Apply multidisciplinary concepts in simulated socioeconomic environments to manage real-life problems and gain insight into current industry trends.

2. **Holistic Development (PSO2):** Exhibit decision-making competency and leadership in diverse socioeconomic environments through co-curricular and extra-curricular Initiatives.

3. **Global Competency (PSO3):** A comprehensive understanding to excel in the profession with global competency through international certification courses.

V. Program Outcomes: (8-12)

PO1: Managerial Knowledge: Apply management principles, theories, practices, and analytical methods for solving business problems.

PO2: Problem Solving: Identify, formulate, and analyse business problems critically and design effective solutions for reaching substantiated conclusions using managerial knowledge.

PO3: Planning and Implementation: Plan solutions for complex management problems within prevailing constraints and develop effective strategies for implementation.

PO4: Research Competency: Apply research methods and analytical thinking for data interpretation and information synthesis using modern tools to provide valid conclusions.

PO5: Project Management: Demonstrate knowledge and principles to manage diverse projects by considering financial and socio-environmental aspects.

PO6: Communication: Communicate effectively in the cross-cultural and diverse business context, maintain documentation, and prepare effective reports.

PO7: Teamwork and Leadership: Excel independently and as a member or a leader in diverse teams and interdisciplinary contexts.

PO8: Value and Ethics: Commitment to adhere to values and apply business ethics in the professional environment.

PO9: Lifelong Learning: Ability to engage in independent and lifelong learning in the broadest context of techno-managerial change.

VI. Total Credits to be Earned: 112

VII. Career Prospects:

The MBA program outlined offers a comprehensive education in business management, equipping students with diverse skills applicable across various industries. The first semester covers foundational courses such as accounting, marketing, management principles, and business ethics, paving the way for roles like financial analyst, marketing manager, business consultant, and compliance officer. The second semester delves into organizational behavior, financial and cost management, human resource management, and operation management; preparing students for careers as HR managers, operations managers, financial managers, and research analysts. The third semester focuses on strategic management, consumer behavior, advertising and sales management, training and development, risk management, and banking principles, aligning with careers in strategic planning, market research, sales, training and development, investment banking, and insurance underwriting. Finally, the fourth semester emphasizes entrepreneurship, international and service marketing, labor laws, compensation management, financial strategy, tax planning, and IT in banking, equipping graduates for roles as entrepreneurs, international business managers, service marketing managers, labor relations specialists, financial planners, and IT managers in finance. This program's structure ensures graduates possess both broad-based knowledge and specialized skills tailored to their career aspirations.

EVALUATION METHODS

The student performance shall be evaluated through In-semester (Sessional) and semester-end examinations. A weightage of 40% or as prescribed by the programme shall be added to the score of the end-semester examination.

A. INTERNAL ASSESSMENT:

The teacher who offers the course shall be responsible for internal assessment by conducting in-semester (sessional) examinations and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

SN	Components/ Examinations	Marks Allotted
1.	In-Sem Exam – I (ISE-I) (Written Examination)*	30
2.	In-Sem Exam – II (ISE-II) (Written Examination)*	30
3.	Assignment	10
4.	Presentation (SP)	10
5.	Quiz	5
6.	Class Performance based score*	5

**are compulsory*

Note: Total Internal assessment should be out of 40

INSTRUCTION

1. If a student fails to appear in any of the components without any valid reason he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining grounds with genuine/valid reasons for the absent.
2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
3. The program coordinators/assigned course teachers should ensure the uploading of the in-semester marks to the ERP and forward acknowledgments of all the courses of the program to the Controller of Examinations before the start of the End-semester examination.

B. SEMESTER END EXAMINATION:

Time table for end semester examination is published at least 25 days before the start of the Examination.

I. Eligibility Criteria for a student to appear in University Examinations:

The student shall only be allowed to appear in a University Examination, if:

- i) He/ She is a registered student of the University;

- ii) He/ She is of good conduct and character;
- iii) He/ She has completed the prescribed Programme of study with a minimum percentage of attendance as laid down in the Regulations of the Programme concerned.

Under special cases, a student may be allowed to appear for an examination without being registered in the University but the result of the said student will be kept on hold till the registration of the concerned student is completed.

II. Admit Card:

Admit cards for the examination may be downloaded through ERP where the system will generate Unique ID Cards online.

The University shall have the right to cancel admission for examination of any candidate on valid grounds.

III. Pattern of Question Papers:

The question paper shall follow the principles of Bloom's Taxonomy.

Table 1:

S. N.	Level	Questions /verbs for test
1	Remember	List, Define, tell, describe, recite, recall, identify, show who, when, where, etc.
2	Understand	Describe, explain, contrast, summarize, differentiate, discuss, etc.
3	Apply	Predict, apply, solve, illustrate, determine, examine, modify
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate, infer, etc.
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify, compare etc.
6	Create	Design, Formulate, Modify, Develop, integrate, etc.

Note: No course is to be evaluated based on all 6 knowledge levels.

The format of the question paper across all the programmes follows a unique pattern and the total marks are 60

Table 2: Question paper pattern for End semester examination

Sl no	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

IV. Examination Duration:

Each paper of 60 marks shall ordinarily be of two hours duration.

V. Practical Examinations, Viva-Voce, etc.:

- i) Practical examination shall be conducted in the presence of one external expert and one or more internal examiners.
- ii) Viva-Voce, Oral examinations of the Project report, Dissertation, etc. shall be undertaken by a Board of Examiners constituted by the respective Dean of Faculty/Programme with the advice of Supervisor(s).

VI. Procedure of Expulsion:

If any candidate is found to be using any unfair-means during the examination, the invigilator may cease his/her answer sheet and report it directly to the Officer-in-Charge. The Office-in-Charge of the center may take appropriate decisions as per the rules and procedure of the examination. The Officer-in-Charge may allow the students to write the exam with a new answer sheet or may expel the student from appearing on the paper depending on the nature of unfair-means. In the case of a Computer-based test, the students may be directed to write an apology letter and sign in the prescribed expulsion form. The student may not be allowed to write that examination.

VII. Instruction to the Students:

- (i) The students shall not bring to the Examination Hall, any electronic gadget used as a means of communication or record except an electronic calculator, if required.
- (ii) The students shall not receive any book or printed or handwritten or photo copy (Xerox) or blank-paper from any other person while he/she is in the examination room or laboratory or in any other place to which he/she is allowed to have access during the examination.
- (iii) The students shall not communicate with any other candidate in the examination room or with any other person in and outside the examination-room.
- (iv) The students shall not see, read, or copy anything written by any other candidate, nor shall he/she knowingly or negligently permit any other candidate to see, read, or copy anything written by him/her or conveyed by him/her.
- (v) The students shall not write anything on the Question Paper or in other paper or materials during the examination, or pass any kind of paper to any other candidate in the examination-room, or any person outside the room.
- (vi) The student shall not disclose his/her identity to the examiner by writing his/her name or putting any sign/symbol in any part of his answer-script.
- (vii) The students shall, not use any abusive language, not write any objectionable remark, or, not make any appeal to the examiner by writing in any part of his answerscript.
- (viii) The students shall not detach any page from the answer-script or insert any authorized or unauthorized loose sheet into it. He /she shall also not insert any other

answer script, or loose sheet by removing the pins of the origin answer-scripts and re-fixing it.

- (ix) The students shall not resort to any disorderly conduct inside the examination-room or misbehave with the invigilator or any other examination official.

VIII. Provision for an Amanuensis (writer):

- (i) A candidate may be provided with an Amanuensis (writer) to write down on dictation on his / her behalf on the grounds of his / her physical disability to write down by himself/herself due to accident or any other reason. The amanuensis may be provided till he/she recovers from the physical disability. The physical disability to write down by himself/herself must be supported by a Medical Certificate from a competent Medical Officer.
- (ii) The qualifications of the amanuensis so provided must not be equal or higher than that of the candidate. This is also to be supported by a Certificate from the Faculty of Study where the Amanuensis is provided.
- (iii) Such candidates are to be accommodated in a separate room under the supervision of an invigilator so that their fellow candidates are not disturbed in the process.

C. CreditPoint:

It is the product of grade points and the number of credits for a course, thus, $CP = GP \times CR$

(i) Credit

A unit by which the course work is measured. It determines the number of hours of instructions required per week. 'Credit' refers to the weightage given to a course, usually in terms of the number of instructional hours per week assigned to it. Credits assigned for a single course always pay attention to how many hours it would take for an average learner to complete a single course successfully.

(ii) Grade Point:

Grade Point is a numerical weight allotted to each Grade Letter on a 10-point scale.

(iii) Letter Grade:

Letter Grade is an index of the performance of students in a said paper of a particular course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Abs. Students obtaining Grade F / Grade Abs shall be considered failed/ absent and, will be required to appear in the subsequent ESE. The UGC recommends a 10-point grading system with the following (Table: 1) Letter Grades:

- a) A Letter Grade shall signify the level of qualitative/quantitative academic achievement of a student in a Course, while the Grade Point shall indicate the numerical weight of the Letter Grade on a 10-point scale.
- b) There shall be 08 (eight) Letter Grades bearing specific Grade Points as listed in Table 1, where the Letter Grades 'O' to 'P' shall indicate successful completion of a course.

- c) Apart from the 08 (eight) regular Letter Grades listed in Table 1, there shall be 03 (three) additional Letter Grades, which shall be awarded if a Course is withdrawn or spanned over the next Semester or remains incomplete as stated in Table 2.

Table 2: Letter Grades and Grade Points

Letter Grade	Grade Points	Description
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C	5	Average
P	4	Pass
F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

The SGPA of a student in a Semester shall be the weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered in that Semester, irrespective of whether he/she could or could not complete the Courses. More specifically, the calculation of SGPA shall take into account the Courses graded with Letter Grades ‘O’ to ‘F’ as given in Table 1.

$$SGPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad (1.1)$$

The SGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.1) up to two decimal places, where n is the total number of Credit Courses registered by the student in that Semester, G_i is the Grade Point secured in the i^{th} registered Course and C_i is the Credit (weight) of that Course.

b. CGPA (Cumulative Grade Point Average)

- (i) The CGPA of a student in a Semester of a Programme shall be the accumulated weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered and completed so far starting from the enrollment in the Programme. In other words, taking into account all the Courses graded with ‘O’ to ‘P’ as given in Table 1.1, generally, the CGPA of a student shall be calculated starting from the first Semester of his/her enrolled Programme, while the CGPA of a lateral-entry student shall be calculated starting from the Semester of his/her enrollment.

- (ii) The CGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.2) up to two decimal places, where N is the total number of Credit Courses registered and completed so far by the student, G_i is the Grade Point secured in the i th completed Course and C_i is the Credit (weight) of that Course.

$$CGPA = \frac{\sum_{i=1}^N C_i G_i}{\sum_{i=1}^N C_i} \quad (1.2)$$

- (iii) The CGPA shall be convertible into the equivalent percentage of marks using Equation Conversion of CGPA to percentage marks: = CGPA*10

D. Post-Examination

i. Transcript or Grade Card or Certificate:

A marking certificate shall be issued to all the registered students after every Semester. The Semester mark sheet will display the course details (code, title, number of credits, grade secured) along with the total credit earned in that Semester.

ii. Grievance Readdress Mechanism:

Students with any dissatisfaction or grievance regarding the marks awarded in any of the Papers / Courses may appeal to the Controller of Examinations for remedial action such as Re-evaluation within 10 days of the declaration of the result.

- (i) A student has the option to appeal for re-evaluation of his/her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite proforma available with the Examination Office through the head of the respective departments within 10 days of declaration of the results of the respective examinations.
- (iii) The Controller of Examination may appoint an examiner for re-evaluation and will consider and recognize the evaluation done by a University-appointed examiner.
- (iv) There shall be no provision for re-evaluation of the Practical Papers, Project Work, Dissertation, etc. However, the students who fail in the practical examination or viva voce and wish to appear again may apply to be evaluated and can do so with the next schedule.
- (v) After screening the application for re-evaluation, the CoE may send the answer scripts of the student to the examiners appointed by the CoE with the approval of the Vice-Chancellor.
- (vi) The marks/grades achieved by the students after the re-evaluation shall be final and binding.

- (vii) Fresh Marks – sheets / Grade Card shall be issued only if the candidate secures pass marks / passing grade in the re-evaluated paper.
- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students to improve upon their results at the preceding examination result for any reason whatsoever shall not confer any right upon them for admission to the next higher class which matters always be regulated by the relevant rules or regulations framed by the University.
- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for a fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

In all the courses the teacher has to select topics for teacher-method which should not be less than 20 percent. The approach will be direct classroom teaching through a series of lectures delivering concepts using ITC facilities, white or blackboard. Notes may also be circulated to the students; however, the students are to be involved in the preparation of the notes. The teacher will be responsible for selecting the best note for circulation. The teacher-centric methodology has recently fallen out of favour because this strategy for teaching is seen to favour passive students.

1. **Student-centric / Constructivist Approach:**

The topics of the courses may be selected at the start of the class and assigned one topic to each of the students for studying by themselves, preparing presentations, notes, etc., and presenting at respective class times after consultation and discussion with the course teachers. The teacher facilitates the learning of the students by guiding and providing input and explaining concepts. 60 percent of the course contents may be selected for this purpose. To avoid behaviour problems, teachers must lay a lot of groundwork in student-centric classrooms. Typically, it involves instilling a sense of responsibility in students. In addition, students must learn internal motivation.

- a) **Project-Based Learning:** The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the programs the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyze, make decisions, collaborate, and more.
- b) **Inquiry-Based Learning:** The teacher/ students are supposed to list at least five questions in each contact hour and students solve these questions or search for answers which becomes the homework for the students' "question-driven" learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss it in successive classes. This will help in the preparation for various competitive examinations and develop a habit of searching for solutions.
- c) **Flipped Classroom:** About 10 percent of the course content has to be completed by this method. In this approach, the students are asked to watch a video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-classroom focusing on achieving these higher levels of thinking and learning. The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning: Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see,

the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

- d) Cooperative Learning:** The remaining five percent has to be completed by cooperative learning approach. In this approach, the students are allotted problems. During library hours the students along with the teacher visit the library and search for probable solutions for the assigned problem. The same has to be done in groups so that the students discuss among themselves the appropriate answers. Essentially, cooperative learning believes that social interactions can improve learning. In addition, the approach recreates real-world work situations in which collaboration and cooperation are required.

The percentage categorization for the completion of a theory course

Teacher-centric or Direct Classroom Teaching: Delivery by series of lectures	20%
Student-centric Approach, Students present and deliver lectures in the presence of teacher and supervised by teacher	60%
Students visit fields or perform experiments or teachers perform demonstrations	05%
Flipped Classroom approach	10%
Cooperative learning approach	05%

The inquiry-based approach has to be followed in all of the classes.

The teacher has to distribute the topics to be considered for teaching by the above-mentioned approaches prepare a lesson plan for execution and maintain a file.

Curriculum Framework

Breakdown of Credits(for 2022-23 Syllabus)

Sl. No	Category	Total number of Credits
1	University Core(UC)	20
2	University Elective (UE)	10
3	Program Core(PC)	55
4	Program Elective (PE)	24
5	Faculty Elective (FE)/FC	3
Total number of credit		112

Breakdown by categories of Courses

Sl no	Category	Credits	%
1	Science	92	92%
2	Engineering	1	1%
3	Humanities and Management	7	7%
Total		100	100%

SEMESTER WISE COURSE DISTRIBUTION

S. N.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total	
				L	T	P	S	R	O		IA*	SEE*	PE*		
Semester I	1.	22MBAO111R	Business Communication	PC	3	0	0	0	0	0	3	40	60	0	100
	2.	22MBAO112R	Financial Accounting and Reporting	PC	3	0	0	0	0	0	3	40	60	0	100
	3.	22MBAO113R	Marketing Management	PC	3	0	0	0	0	0	3	40	60	0	100
	4.	22MBAO114R	Principles Of Management And Business Organization	PC	3	0	0	0	0	0	3	40	60	0	100
	5.	22MBAO115R	Managerial Economics	PC	3	0	0	0	0	0	3	40	60	0	100
	6.	22MBAO116R	Ethics, Law, and Business	PC	3	0	0	0	0	0	3	40	60	0	100
	7.	22MBAO118R	Mini Research (Review of Literature- RI)	UC	0	0	0	4	6	0	2	0	0	100	100
	8.	22UMFS111 R	Fundamental Of Statistics	UC	2	0	2	0	0	0	3	0	0	100	100
	9.	22MPD111 R	Effective English	UE	0	0	4	0	0	0	2	40	60	0	100
	10.	MOOCS_CE-01	MOOCs-I	UE	0	0	0	0	0	0	3	0	0	100	100
	11.	22MBAO117R	Computer Applications And Management	FC	3	0	0	0	0	0	3	40	60	0	100
	12.	22UBEC111	Extra Curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100
Total					24	0	6	8	6	0	32	320	480	400	1200
Semester II	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
	L	T	P	S	R	O	IA*	SEE*	PE*						
	1.	22MBAO121R	Economic environment of Business	PC	3	0	0	0	0	0	3	40	60	0	100
	2.	22MBAO122R	Financial Management	PC	3	0	0	0	0	0	3	40	60	0	100
	3.	22MBAO123R	Cost and Management Accounting	PC	3	0	0	0	0	0	3	40	60	0	100
	4.	22MBAO124R	Human Resource Management	PC	3	0	0	0	0	0	3	40	60	0	100
	5.	22MBAO126R	Productions and Operations Management	PC	3	0	0	0	0	0	3	40	60	0	100
	6.	22MBAO127R	Techno Professional Skills	PC	0	4	0	0	0	0	2	0	0	100	100
7.	22UHV101R	Universal Human Value (UHV) +	UC	1	0	2	0	0	0	2	0	0	100	100	

		Professional Ethics													
8	22UMRM121R	Research Methodology And Statistical Analysis	UC	1	0	0	4	0	0	2	0	0	100	100	
9	22MSCE121R	MOOCS-II	UE	0	0	0	0	0	0	3	0	0	100	100	
10	22UMPD121R	Communication Mastery (PDP)	UC	0	0	4	0	0	0	2	40	60	0	100	
11	22MBA0125R	Quantitative Techniques for Decision Making	PC	3	0	0	0	0	0	3	40	60	0	100	
Total				20	4	6	4	0	0	29	280	420	400	1100	
Semester III	S. No.	Course Code	Course Title	Course Category	Engagement					Maximum Marks for					
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	22MBAO211R	Strategic Management	PC	3	0	0	0	0	0	3	40	60	0	100
	2	22MBAO213R	Summer Project	PC	0	0	2	4	6	0	3	0	0	100	100
	3	22MBAO214R	MKT-I-Consumer Behaviour	PE	3	0	0	0	0	0	3	40	60	0	100
	4	22MBAO215R	MKT-II-Sales and Distribution Management	PE	3	0	0	0	0	0	3	40	60	0	100
	5	22MBAO216R	HRD-I-Training and Development	PE	3	0	0	0	0	0	3	40	60	0	100
	6	22MBAO217R	HRD-II-Manpower Planning and Performance Management	PE	3	0	0	0	0	0	3	40	60	0	100
	7	22MBAO218R	FIN-I-Risk Management	PE	3	0	0	0	0	0	3	40	60	0	100
	8	22MBAO219R	FIN-II-Security Analysis And Portfolio Management	PE	3	0	0	0	0	0	3	40	60	0	100
	9	22MBAO2110R	B&I-I-Principles of Banking and Insurance	PE	3	0	0	0	0	0	3	40	60	0	100
	10	22MBAO2111R	B&I-II-Legal Aspects of Banking And Insurance	PE	3	0	0	0	0	0	3	40	60	0	100
	11	22MBAO2112R	Techno Professional Skills	PC	0	4	0	0	0	0	2	0	0	100	100
	12	22MSCE211R	MOOCS-III	UE	1	0	0	0	0	0	1	0	0	100	100
13	22UMPD211R	Corporate Proficiency (PDP)	UC	0	0	4	0	0	0	2	40	60	0	100	

14	22MBAO2113R	Research Ethics		1	0	2	0	0	0	3	0	0	100	100
15.	22MBAO212R	Operations Research	PC	3	0	0	0	0	0	3	40	60	0	100
16	22MBAO2113R	Mini research (Research Gap Analysis- R3)	UC	1	0	0	4	0	0	2	0	0	100	100
17	22UUFL213R	Personal financial planning	UC	0	0	2	0	0	0	1	0	0	100	100
Total Specialization				21	4	10	8	6	0	32	280	420	600	1300

S. N.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for				
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
1	22MBAO222R	Entrepreneurs hip Management	PC	3	0	0	0	0	0	3	40	60	0	100
2	22MBAO223R	Thesis	PC	0	0	0	4	12	0	3	0	0	100	100
3	22MBAO224R	MKT-III- International Marketing	PE	3	0	0	0	0	0	3	40	60	0	100
4	22MBAO225R	MKT-IV- Service Marketing	PE	3	0	0	0	0	0	3	40	60	0	100
5	22MBAO226R	HRD-III- Industrial Relation and Labour Laws	PE	3	0	0	0	0	0	3	40	60	0	100
6	22MBAO227R	HRD-IV- Compensation Management	PE	3	0	0	0	0	0	3	40	60	0	100
7	22MBAO228R	FIN-III- Strategic Financial Management	PE	3	0	0	0	0	0	3	40	60	0	100
8	22MBAO229R	FIN-IV-Tax Planning and Management	PE	3	0	0	0	0	0	3	40	60	0	100
9	22MBAO2210R	B&I –III- IT in Banking and Insurance	PE	3	0	0	0	0	0	3	40	60	0	100
10	22MBAO2211R	B&I-IV-Risk Management in Banking and Insurance	PE	3	0	0	0	0	0	3	40	60	0	100
11	22MSCE2212R	MOOCS-IV	UE	1	0	0	0	0	0	1	0	0	100	100
Total Specilization credit				16	0	0	0	4	12	19	200	300	200	700

SEMESTER – I

SEMESTER – I									
Course Title	BUSINESS COMMUNICATION								
Course code	22MBAO111R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	<ul style="list-style-type: none"> To introduce the students to various forms of business organization. To make the students understand the working of home and global trade. To impart knowledge on corporate social responsibility. 								
CO1	Proficiency in verbal and written communication tailored to various business contexts.								
CO2	Ability to craft and deliver messages aligned with organizational goals and stakeholder needs.								
CO3	Application of cross-cultural communication principles for effective international interactions.								
CO4	Mastery of creating clear and persuasive business documents								
CO5	Proficiency in using modern communication tools like social media and video conferencing.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Theory of Communication: Nature, Importance and Role of Communication, Types of Communication, Principles of Effective Communication, Barriers of Communication		6	Understand the fundamental principles of communication, including its nature, types, and significance in various contexts, and identify common barriers to effective communication.				1,2	
II	Writings Skills: CV, Business Letters, Report Writing, Preparing minutes of meeting, Advertisement, Press release, Newsletters		6	Develop proficiency in creating professional written documents such as CVs, business letters, reports, meeting minutes, advertisements, press releases, and newsletters with clarity and precision.				1,2	
III	Oral Communication: Public speaking, Group Discussion, Interview, Negotiation, Presentation Skills.		6	Enhance oral communication skills to effectively engage in public speaking, group discussions, interviews, negotiations, and presentations.				1,2	
IV	Important Parameters in Communication: Ethical and legal issues in Business Communication, Promotion Strategies,		6	Comprehend and apply ethical and legal considerations in business communication, and develop effective promotion strategies.				1,2	
V	Important Parameters in Communication: Publicity, Public Relation, Cross-cultural dimensions of Business Communication.		6	Understand the role and techniques of publicity and public relations, and navigate the cross-cultural dimensions of business communication effectively.				1,2	

TEXT BOOKS

- T1: Martinet A.V. and Thomson A.J.A Practical English Grammar, IV ed. 1986, Oxford University Press, Delhi.
- T2: Scot, O. (2004). Contemporary Business Communication. Biztantra, New Delhi. 2. Lesikar,R.V.& Flatley, M.E.(2005).
- T3: Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi. 3. Ludlow, R. & Panton, F.(1998).
- T4: The Essence of Effective Communications. Prentice Hall of India Pvt.Ltd.

REFERENCE BOOKS:

- R1: Agarwal, Malti: Professional Communication, Krishna Prakashan Media Pvt. Ltd. Meerut
- R2: Adair, J. (2003). Effective Communication. Pan Mcmillan. 2. Thill, J. V. &Bovee, G. L.(1993).
- R3: Excellence in Business Communication. McGraw Hill, New York. 3. Bowman, J.P.&Branchaw, P.P.(1987).
- R4: Business Communications: From Process to Product. Dryden Press,Chicago.

SEMESTER – I

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Proficiency in verbal and written communication tailored to various business contexts.	PO1
2	Ability to craft and deliver messages aligned with organizational goals and stakeholder needs.	PO2,PO5
3	Application of cross-cultural communication principles for effective international interactions.	PO1,PO4
4	Mastery of creating clear and persuasive business documents	PO1
5	Proficiency in using modern communication tools like social media and video conferencing.	PO1,PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO111R	BUSINESS COMMUNICATION	3					3			

SEMESTER – I									
Course Title	Financial Accounting and Reporting								
Course code	22MBAO112R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	This is an introductory course in financial accounting. Financial accounting focuses on the rules by which firms (and individuals) report the results of their operations to outsiders such as stockholders, the potential of Financial Accounting, and the preparation of Financial Statements with their analysis.								
CO1	Understand the basic principles of financial accounting.								
CO2	Proficiency in preparing and analyzing final accounts								
CO3	Explain the causes of depreciation and methods of calculation.								
CO4	Analyze key financial ratios to make informed business decisions.								
CO5	Discuss budget and budgetary control to support organizational planning.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
I	Introduction to Accounting Introduction of financial accounting, Importance and Objectives, The Generally Accepted Accounting Principles (GAAP), journal, ledger, subsidiary books, Cash book and trial balance, Reconciliation between bank passbook and cash book.			15	Understand the fundamentals of financial accounting, GAAP, and the steps in accounting				1,2
II	Final Accounts- Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information – meaning, users of accounting information.			12	Gain the ability to prepare Trading, Profit and Loss Accounts, and Balance Sheet.				1,2
III	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, and the effect of depreciation on profit.			7	Comprehend the concept and reasons for depreciation and methods of calculating depreciation.				1,2
IV	Ratio Analysis Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios.			8	Perform Ratio Analysis, and classify ratios into Profitability, Liquidity, and Activity categories.				1,2
V	Budgeting and Budgetary Control Concept of Budgeting and Budgetary Control, Types of Budgets, Essential features, Merits and Limitations of Budgetary Control.			8	Learn the concept of Budgeting and Budgetary Control.				1,2

TEXT BOOKS

- T1: Financial Accounting, K. R Das, B. Bhattacharya, KM Sinha, B.C Kalita, S. Kuri, LBS publication
T2: Financial Accounting, PC Tulisian Pearson
T3: Modern accountancy, Hanif and Mukharjee, Tata McGraw Hill
T4: Accounting for managers, M.E. Thukaram Rao, New age publishers

REFERENCE BOOKS:

- R1: Accounting and financial management, B.S. Bhatia, Deep and Deep: New Delhi
 R2: Financial Accounting for managers, Sanjay Dhamija, Pearson.
 R3: Hanif & Mukherjee., 2016. Financial Accounting. Tata McGraw Hill. Maheshwari S.N., 2016. Financial Accounting. Vikas Publishing.
 R4: S.P. Gupta., 2017. Management Accounting. Sahitya Bhavan

SEMESTER – I

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understandthebasicprinciplesoffinancialaccounting.	PO1
2	Proficiencyinpreparing andanalyzingfinalaccounts	PO1
3	Explainthecausesofdepreciationandmethodsof calculation	PO2,PO5
4	Analyzekeyfinancial ratiosto makeinformed businessdecisions	PO1,PO4
5	Discussbudgetandbudgetarycontroltosupportorganizationalplanning	PO3,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO112R	Financial Accounting and Reporting	3	2	2	2	3				2

SEMESTER – I									
Course Title	MARKETING MANAGEMENT								
Course code	22MBAO113R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	1. To define key marketing concepts like marketing mix, customer value, and market segmentation. 2. To explain the impact of the marketing environment (macro and micro) on marketing decisions. 3. To identify different consumer and organizational buying behaviors. 4. To analyze the marketing research process and its role in strategic marketing planning.								
CO1	Understand the concept, scope, and opportunities of marketing.								
CO2	Interpret buying behaviour for strategic marketing planning.								
CO3	Develop new product and pricing strategies for evolving market needs.								
CO4	Understand and utilize the concepts of channels of distribution and integrated marketing communication.								
CO5	Identify the new trends in the field of marketing.								
Unit-No.	Content			Contact Hour	Learning Outcome				KL
1	Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Micro environment on Marketing, Global Marketing.			10	Understand fundamental marketing concepts, philosophies, and their application in creating customer value.				
2	Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process			5	Learn consumer and organizational buying behavior for effective market segmentation, targeting, and positioning.				
3	Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling. Developing Pricing Strategies: Setting Price, Factors Influencing Price Determination.			10	Learn product mix strategies and pricing strategies.				
4	Distribution and Communication Strategies: Channels of Distribution: Designing Distribution Channels, Retailing, Wholesaling and Logistics, Impact of Technology, and Internet on Distribution; Marketing Communication: Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion Public Relations, Personal Selling and Sales Management			10	Understand distribution and integrated marketing communication.				
5	Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural Marketing, Green Marketing, Digital Marketing, Viral Marketing, Neuro Marketing			10	Explore emerging trends in marketing.				

TEXT BOOKS

T1: Marketing Management-Rajan Saxena,2015,6e, McGraw Hill India

T2: Marketing Management: Kotler P., KellerK.L.,2016,15eGlobalEdition, Pearson

T3: Marketing Management: Ramaswamy. S.,&NamaKumari,S.,2018,6e,SAGE

REFERENCE BOOKS:

R1:Basic Marketing: Perrault (Jr.), Cannon, J.P., & McCarthy. (2010). Tata McGraw-Hill

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understandtheconcept, scopeandopportunities ofmarketing.	PO1,PSO3
2	Interpretbuyingbehaviourforstrategicmarketingplanning	PO2,PO3, PSO2
3	Developnewproductandpricingstrategiesforevolvingmarketneeds	PO2,PO3,PO5,PSO1
4	Understand and utilize the concepts of channels of distribution and integrated marketingcommunication.	PO2,PO3,PO5,PO6,PSO1,
5	Identifythenewtrends inthe field ofmarketing	PO4,PSO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO113R	MARKETING MANAGEMENT	2	2	3	2	3	3			

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT AND BUSINESS ORGANIZATION								
Course code	22MBAO114R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	In this course, the students will learn to recognize the characteristics of proper management by identifying what successful managers do and how they do it. Understanding how managers work is just as beneficial for the subordinate employee as it is for the manager. This course is designed to teach them the fundamentals of management as they are practiced today.								
CO1	Understand the concept and evolution of management thoughts and practices.								
CO2	Identify and apply the core functions of management for organisation.								
CO3	Evaluate the relevance of Management by objective and communication for effective leadership.								
CO4	Understand the various aspects and needs of an organization.								
CO5	Appraise the trends and challenges in a global business environment.								
Unit-No.	Content				Contact Hour	Learning Outcome			KL
1	Management thought, management: its definition, meaning, nature and features; contributions of F.W. Taylor and H. Fayol: features and principles; emergence of human relations movement; differences between management and administration.				10	Understand the management and contributions of F.W. Taylor and H. Fayol.			1,2
2	Management functions: Planning, organizing, staffing, directing, controlling and decision-making process: introduction, meaning, objectives, types, importance, steps; Forecasting: process, techniques, advantages and disadvantages, differences between planning and forecasting, Line and Staff relationship, span of control, Delegation and Decentralization, Formal and Informal organization.				12	Learn about planning, organizing, staffing, directing, controlling, and decision-making processes			1,2
3	Management by objectives: definition and meaning, features, process, benefits, and drawbacks. Concept of leadership, theories, and styles. Communication process, Effective Communication.				8	Understand Management by Objectives, as well as concepts of leadership, theories, styles, and effective communication.			1,2
4	Introduction to organization: its characteristics, advantages, classification of organization, theories of organization: classical, neo-classical, and modern; types of organizations: line, line and staff.				5	Understand classical, neo-classical, and modern organization theories and types of organizations.			1,2
5	The process of globalization, the spread of market-based systems, falling barriers to trade and investment; implications of globalization: the globalization of production, markets; technology – the great facilitator, constraints of globalization, national differences in business systems and social culture, the benefits of going global, expanding the market; management challenges in the global enterprise.				10	Understand the process and implications of globalization, and management challenges in a global enterprise.			1,2

TEXT BOOKS

T1: Management Principles and Practices" by Parag Diwan, Excel Books publication.

T2: Principles and Practice of Management by L M Prasad, Sultan Chand & Sons.

REFERENCE BOOKS:

R1: Pettinger, R., 2007, Introduction to Management, 4th ed., Palgrave Macmillan

R2: Tosi, H., 2008, Theories of Organization, Sage Publications

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept and evolution of management thoughts and practices.	PO1
2	Identify and apply the core functions of management for organisation	PO1, PO3, PO6, PO7
3	Evaluate the relevance of Management by objective and communication for effective leadership	PO1, PO2
4	Understand the various aspects and needs of an organization	PO1, PO3
5	Appraise the trends and challenges in global business environment.	PO1

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO114R	Principles Of Management And Business Organization	3	2	1			1	1		

SEMESTER – I									
Course Title	MANAGERIAL ECONOMICS								
Course code	22MBAO115R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of first year of the programme								
Course Objectives (Minimum 3)	The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.								
CO1	Understand the concept of ME and its application in business decisions.								
CO2	Understand and analyse economic concepts related to production processes and scale dynamics.								
CO3	Evaluate various concepts of cost and their strategies.								
CO4	Comprehend diverse aspects of profit with in the competitive business context.								
CO5	Understand the utility of National Income indicators in managerial decision-making.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
1	Meaning of managerial economics and its importance in managerial decision-making; concept of macro and microeconomics; meaning and definition of demand and supply; law of demand and supply; demand schedule; determinants of demand; elasticity of demand; demand forecasting.			12	Understand the meaning and importance of managerial economics				1,2
2	Production analysis: production function; factors of production; concepts of isoquants, marginal rate of substitution, law of variable proportion, and returns to scale.			8	Understand factors of production, isoquants, marginal rate of substitution, the law of variable proportion				1,2
3	Theory of cost: Conceptual difference between economic and accounting cost; opportunity cost; social and private cost; long-run and short-run cost; marginal and average cost.			8	Understand opportunity cost, long-run and short-run costs, and marginal and average costs				1,2
4	Price determination under different market conditions – perfect competition, monopoly, monopolistic, and oligopoly; theories of profits; profit measurement.			7	Understand price determination in different markets.				1,2
5	National income accounting: GNP, GDP, NDP; theory of income determination; supply of money; balance of payments; foreign exchange market; international trade			10	Learn national income accounting concepts				1,2

TEXT BOOKS

T1: Pindyck, R. S. & Rubinfeld, D. L. (2017). Microeconomics (9th ed.). Pearson.

T2: Mankiw, N. G. (2018). Macroeconomics (10th ed.). Worth Publishers.

REFERENCE BOOKS:

R1: Mc Guigan, J. R., Moyer, R. C., & Harris, F. H. (2019). *Managerial Economics: Applications, Strategies, and Tactics* (15th ed.). Cengage Learning.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of ME and its application in business decisions.	PO1,PO2
2	Understand and analyse economic concepts related to production processes and scale dynamics.	PO5
3	Evaluate various concepts of cost and their strategies.	PO5
4	Comprehend diverse aspects of profit with in the competitive business context.	PO5
5	Understand the utility of National Income indicators in managerial decision-making.	PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBA0115R	MANAGERIAL ECONOMICS	1	2			3				

SEMESTER – I									
Course Title	COMPUTER APPLICATIONS AND MANAGEMENT								
Course code	22MBAO117R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	The main focus of this course is on business applications of software, including word processing, spreadsheets, databases, presentation graphics, and business-oriented utilization of the Internet. Laboratory experience includes word processing, spreadsheets, presentation software and databases.								
CO1	Understand the basic of computers including hardware and software.								
CO2	Prepare and use various windows software.								
CO3	Use the computers in various sectors and simplify work in hospitals and other sectors.								
CO4	Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.								
CO5	Explore various methods that Information Technology can be used to support existing businesses and strategies								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
1	Introduction to computers: Definition, data representation, hardware, software, generations of computers, internal & external DOS commands			6	Understand the fundamental concepts of computers, including data representation, hardware, software, and the evolution of computer generations, and acquire proficiency in internal and external DOS commands.				1,2
2	Windows: Introduction, Tools, application to office management and decision making, memory & operating system, Programming languages & data processing.			6	Gain a comprehensive understanding of Windows operating systems, tools, and applications, and learn how to utilize them effectively for office management and decision-making processes, including memory management and data processing through programming languages.				1,2
3	MS Office :MS word :Templates & wizards, editing, formatting text, drawing, paragraph, alignment, spell			6	Develop the ability to use MS Word for				1,2

	check, printing, views, index, table of contents, macro tables. MS excel: Data entry, editing, formatting, charting & mapping data, data handling, graphs, functions, formulas, and goal seek, scenario, solver, and filters.		creating, editing, formatting, and managing documents, and acquire skills in using MS Excel for data entry, editing, formatting, charting, data handling, and performing various data analysis functions such as goal seek, scenario analysis, solver, and filters.	
4	MS PowerPoint: Formats, animation, art & sound, templates, file management, introduction to statistical tools & analysis on MS Office. MS access: data in tables, using forms queries, reports, and relational data base	6	Master the use of MS PowerPoint for creating engaging presentations with formats, animations, art, sound, and templates, and understand the basics of statistical tools and analysis in MS Office. Additionally, learn to use MS Access for managing data in tables, forms, queries, reports, and relational databases	1,2
5	Awareness of IT in various functions of the hospital: Visits & interaction with IT personnel in hospitals.	6	Develop an understanding of the application of IT in various functions of hospitals through visits and interactions with IT personnel, and recognize the importance of IT in enhancing hospital operations and patient care.	1,2

TEXT BOOKS

T1: Computer Application in Management, S Saxena, New Delhi: Vikash pbl.

T2: Hospital Information System, A concise study, S.A. Kelkar, PHI LEARNING PVT. LTD-NEW DELHI

REFERENCE BOOKS:

R1: Computer Application in Management, Niranjana Shrivastava, Dreamtech Press

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basic of computers including hardware and software.	PO9
2	Prepare and use various windows software.	PO9
3	Use the computers in various sectors and simplify work in hospitals and other sectors.	PO9
4	Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems.	PO9
5	Explore various methods that Information Technology can be used to support existing businesses and strategies	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO117R	COMPUTER APPLICATIONS AND MANAGEMENT									3

SEMESTER – I									
Course Title	ETHICS, LAW & BUSINESS								
Course code	22MBAO116R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	Society increasingly demands ethical and social responsibility. This course provides an ethical dimension to the conduct of contemporary commerce. Although ethics exist independently of the law, legislative and common law developments are increasingly imposing higher standards of commercial morality. This course examines the conceptual basis of ethical behaviour and the increasing attempts by the law to prescribe ethical behaviour. The course uses a case studies approach.								
CO1	Understand ethics in global business, assessing legal frame works and the International Code of Ethics.								
CO2	Identifying contract laws and it's essential elements.								
CO3	Understand and analysis the company regulations and types of companies.								
CO4	Evaluate arbitration processes, articulating objectives of the Arbitration and Conciliation Act 1996								
CO5	Apply practical CSR activities, manage corporate identity, and demonstrate proficiency								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	Ethics – Definition, Theory of Natural Law, relationship between Law and Moral Standards. Ethical Principles that govern Global Business, International Code of Ethics. Sexual Harassment of Women at Workplace (Prohibition, Prevention & Redressal) Act, 2013, the Environment (Protection) Act, 1986.				11	Understand ethics, theories, ethical principles in global business.			1,2
2	The Indian Contract Act, 1872 - Nature and classification of contracts, Essential elements of a valid contract, Offer & Acceptance - Consideration - Capacities of parties, Provisions relating to free consent, void agreements, performance & Discharge of contract. Breach of contract.				8	Understand the Indian Contract Act			1,2
3	The Companies Act, 1956 - Company, definition, Meaning, features and types of companies, incorporation, Memorandum of association, Articles of association & Prospectus, Charge Registration matters. Limited Liability Partnership Act, 2008 – Salient Features, Distinction between LLP and Partnership. The Companies Act, 2013 – Salient features Corporate Social Responsibility.				8	Understand the Companies Act 1956 and 2013, Limited Liability Partnership Act 2008			1,2
4	The Arbitration and Conciliation Act, 1996 – Object of the Act, Matters not Referable to Arbitrations in some cases, Appointment of Arbitrator, Applicability of Law of Limitation. Arbitral Award and Cost, Intervention by court. WTO & TRIPS - Patent Act of India 1970 (with amendments), International Protection of Patents. Cyber Law. Role of WTO in protecting IPR of Developing Countries, Trademarks, Copyrights, The Trade Marks Act of India, 1999.				10	Understand WTO, TRIPS, Patent Act of India, Cyber Law, protection of IPR.			1,2

5	Corporate Social Responsibility – meaning, definition, CSR activities in various sectors including the business sector, CSR Policy in Business Sector; Corporate Identity Management; Brand Management; Media Relations; Campaign Management; Sponsorship Marketing; Event Management; Managing Negotiations; International PR & Web PR.	8	Learn corporate social responsibility, CSR activities in various sectors.	1,2
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TEXT BOOKS

- T1: Ethics and corporate governance, Ed. H.R. Iyer, ICFAI: Hyderabad
T2: Business Ethics and Corporate Governance, K Viyyanna Rao, G Naga Raju, IKInternational Publishing House Conducting Research Literature Reviews by Arlene Fink
T3: ISBN:1412971896 Call Number: Q180.55.M4F562010

Writing Literature

Reviews 4th Ed by Jose L. Galvan ISBN:1884585868 Call Number: H62.G352009

Approaches to Social Research by Royce A. Singleton ; Bruce C. Straits ISBN:9780195147940 Publication Date:2004-08-12

REFERENCE BOOKS:

- R1: Indian corporate: ethics, governance and social responsibility, Ed. Neeta Sinha, ICFAI: Hyderabad
R2: Crane Andrew & Matten Dirk: Business Ethics, Oxford.
R3: Literature Reviews from them Writing Center, The University of North Carolina at Chapel Hill
Social Work Literature Review Guidelines from OWL Purdue Online Writing Lab
R4: Article available through PubMed Central® (PMC), "a free archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health's National Library of Medicine (NIH/NLM)."
R5: Khan, K.S., Kunz, R., Kleijnen, J., & Antes, G. (2003). Five steps to conducting a systematic review. *Journal of the Royal Society of Medicine*. 96(3), 118-121.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand ethics in global business, assessing legal frame works and the International Code of Ethics.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
2	Identifying contract laws and it's essential elements.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
3	Understand and analysis the company regulations and types of companies.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
4	Evaluate arbitration processes, articulating objectives of the Arbitration and Conciliation Act 1996	PO2,PO3,PO4,PO5,PO6,PO7,PO9
5	Apply practical CSR activities, manage corporate identity, and demonstrate proficiency	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO116R	ETHICS, LAW & BUSINESS	2.4	2.6	2.6	2	3	2.6	3		3

SEMESTER – I									
Course Title	MINI RESEARCH (REVIEW OF LITERATURE- RI)								
Course code	22MBAO118R	Total credits: 2 Total hours:	L	T	P	S	R	O/F	C
			0	0	0	4	6	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	1. To understand the significance of research 2. To understand the importance of conducting a literature review. 3. To understand research gaps and formulate research problems 4. To demonstrate proficiency in citation and referencing sources. 5. To present an organized overview of the relevant literature for a selected research topic.								
CO1	Understand the fundamental concepts and significance of research, including its purpose and various types.								
CO2	Demonstrate proficiency in conducting a literature review								
CO3	Identify research gaps effectively and formulate research questions.								
CO4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.								
CO5	Develop skills in structuring a review and writing citations for various types of sources, including books, journal articles, and websites.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).		7	Understand the meaning, significance, purpose, and types of research.				1,2	
2	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.		8	Comprehend the definition and purpose of conducting a literature review, and learn the steps involved.				1,2	
3	Identifying Research Gaps and Formulating Research Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.		5	Recognize the significance of identifying research gaps, learn strategies for doing so.				1,2	
4	Citation and Referencing Styles Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography		5	Gain an overview of different citation and referencing styles				1,2	
5	Structure of a Review and Citation Writing Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).		5	Learn how to prepare a literature review and write citations				1,2	

TEXT BOOKS

T1: Ridly, D. (2012). The Literature Review: A Step by Step Guide for Students (2nd Edition). Sage Study Skills Series.

REFERENCE BOOKS:

R1:Galvan, J. L. & Galvan, M. C. (2017). Writing literature review (7th Ed.). Routledge.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts and significance of research, including its purpose and various types.	PO4,PO6,PO9
2	Demonstrate proficiency in conducting a literature review	PO2,PO4,PO6,PO9
3	Identify research gaps effectively and formulate research questions.	PO4,PO5,PO6,PO9
4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.	PO2,PO4,PO5,PO6,PO9
5	Develop skills in structuring a review and writing citations for various types of sources, including books, journal articles, and websites.	PO2,PO5,PO6,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO118R	MINI RESEARCH (REVIEW OF LITERATURE-RI)		2		2.3	2	1.8			1.4

SEMESTER – I									
Course Title	FUNDAMENTAL OF STATISTICS								
Course code	22UMFS111R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	The Fundamentals of Statistics course provides a comprehensive introduction to the essential principles and techniques of statistical analysis. Designed for students from various academic backgrounds, this course equips learners with the foundational knowledge and practical skills necessary to understand, interpret, and apply statistical methods in a wide range of fields.								
CO1	Define and explain the scope of Statistics.								
CO2	Understanding the statistical methods to present data effectively through tables and graphical presentations, including histograms and ogives.								
CO3	Apply mathematical and positional measures of statistics.								
CO4	Analyze discrete probability spaces, properties of probability, independence of events, conditional probability, and rules of total and compound probability.								
CO5	Synthesize the knowledge of probability theory by applying the theorems.								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval, and ratio..				5	Understand statistics, concepts of statistical population and sample, types of data			
2	Presentation: Tabular and graphical, including histogram and ogives. Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness, and kurtosis.				10	Learn measures of central tendency, measures of dispersion			
3	Bivariate data: Definition, scatter diagram, simple, partial and multiple correlation (3 variables only), rank correlation. Simple linear regression, fitting of polynomials and exponential curves.				10	Comprehend bivariate data analysis including regression.			
4	Random experiment: Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. Definition of probability: classical and relative frequency approach. Discrete probability space, Properties of probability, Independence of events, Conditional probability, total and compound probability rules, Normal probability Distribution, Binomial probability Distribution, Poisson				10	Understand the concepts of probability and probability distributions			

	Probability Distribution, Bayes' theorem and its applications.			
5	Testing of hypothesis, parametric test: t-test, z-test, chi-square test. Non-Parametric test: One-sample Kolmogorov test, Wilcoxon Signed test, Mann-Whitney Test, Kruskal-Wallis test.	10	Learn about hypothesis testing, parametric tests and non-parametric tests	

TEXT BOOKS

T1: Fundamentals of Statistics by S.C. Gupta, Seventh Edition, Himalaya Publishing House, 2018,

REFERENCE BOOKS:

R1: Fundamentals of Statistics by D.N. Elhance/ Veena Elhance/ B.M. Aggarwal, New edition, Kitab Mahal, 2018

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Define and explain the scope of Statistics	PO4
2	Understanding the statistical methods to present data effectively through tables and graphical representations, including histograms and ogives.	PO4
3	Apply mathematical and positional measures of statistics.	PO4
4	Analyze discrete probability spaces, properties of probability, independence of events, conditional probability, and rules of total and compound probability.	PO4, PO5
5	Synthesize the knowledge of probability theory by applying the theorems.	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMFS111R	FUNDAMENTAL OF STATISTICS				1.2	2				

SEMESTER – I									
Course Title	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)								
Course code	22UMPD111R	Total credits: 2 Total hours:30	L	T	P	S	R	O/F	C
			0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	1. To distinguish between interrogative, assertive, and exclamatory sentences. 2. To gather key ideas and information from various texts. 3. To develop strategies to improve their listening skills. 4. To evaluate different methods for resolving conflict.								
CO1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.								
CO2	Apply various types of tenses accurately to avoid common grammatical errors in communication.								
CO3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.								
CO4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.								
CO5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
1	Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms - Please do not change the content and add gap after word.			7	Understand the definition and process of listening. Apply effective listening strategies in various contexts..				
2	Reading Skills Techniques of Effective Reading, gathering ideas and information from a text, The SQ3R Technique, Interpret the text			5	Learn the techniques of Effective Reading.				
3	Listening Skills What is listening? The Process of Listening, Factors that adversely affect Listening, Difference between Listening and Hearing, Purpose and Importance of Effective Listening, How to Improve Listening Process.			7	Understand the process of Listening, factors that adversely affect Listening.				
4	Conflict Management Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative).			4	Learn the concept of conflicts and its management.				
5	Time-Management Skills Introduction To Time Management, Purpose And Importance of Time Management, Basic Tips to Maintain Time. Activity: Problem-solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.			7	Understand the significance of time management in personal and professional life. Evaluate the impact of good time management practices on productivity and stress reduction.				

TEXT BOOKS

T1: Wren, P. and Martin, H. 2009. High School English Grammar and Composition. S Chand Publishing.

T2: English Grammarian Use, Raymond Murphy 4th edition, CUP, Cambridge English publisher, 2015

T3: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

REFERENCE BOOKS:

R1: English Vocabulary in Use (Advanced), 3rd edition, Michael McCarthy and Felicity, CUP, Cambridge University Press, 2019.

R2: Effective Communication and Soft Skills, Nitin Bhatnagar, 1st edition Pearsons, 2011.

OTHER RESOURCE

<https://www.classcentral.com/report/toefl-preparation/>

<https://brightlinkprep.com/10-best-toefl-prep-books/>

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.	PO3,PO5
2	Apply various types of tenses accurately to avoid common grammatical errors in communication.	PO3,PO5
3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.	PO3,PO6
4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.	PO3,PO6
5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.	PO3,PO6

MAPPING TABLE

Course code	Course Name	PO1 *	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
22UMPD111 R	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)			2			3			

SEMESTER – I									
Course Title	MOOCs								
Course code	MOOCS_CE-01	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	MOOCS_CE-01 is provided through the Coursera Platform, which is an online course where students are allowed to take courses per semester based on the hours with relevance to the credit, and the courses are provided by International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management.	PO1,PO3
2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks	PO1,PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
MOOCS_CE-01	MOOCs									

SEMESTER – I									
Course Title	EXTRACURRICULAR ACTIVITIES								
Course code	22UBEC111	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	4	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives (Minimum 3)	It is to develop the social and soft skills and to promote a holistic development of the learners.								

SEMESTER – II									
Course Title	ECONOMIC ENVIRONMENT OF BUSINESS								
Course code	22MBAO121R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the Programme								
Course Objectives (Minimum 3)	1. To introduce students to the concept of economic environment of a business and its influence in the performance of a business. 2. To make students aware about various factors of economic environment and their importance in managing business.								
CO1	Understand the economic scenario in doing business and take decisions based on it.								
CO2	Understand the importance of Govt. budget and its implications in the influence of inflation, interest rates and credit creation by banks on the economy.								
CO3	Take decision on the basis of prevailing foreign trade policies.								
CO4	Understand characteristics on Indian Economy and should be able to use them in taking decisions.								
CO5	Take decision in a field related to the mentioned organizations in the unit.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
1	Meaning of economic environment of business; macro and micro economic environment; Economic and non economic environmental elements; Economic systems – socialization, capitalization and mixed economy.	8	Understand the concept and significance of the economic environment of business, differentiate between macro and micro economic environments, and identify various economic and non-economic environmental elements, along with different economic systems such as socialism, capitalism, and mixed economies.					1/2	
2	Govt. budget and its impact on business; Influence of inflation, interest, money supply and level of savings on business activities; Credit creation by banking system in an economy.	6	Analyze the impact of government budgets on business, and understand the influence of economic factors such as inflation, interest rates, money supply, and savings levels on business activities, as well as the process of credit creation by the banking system.					2/3	
3	Free trade and protection policy – tariff, quotas, customs union and economic integration;	5	Evaluate the concepts of free trade and protection policies, including tariffs, quotas, customs unions, and economic integration, and their effects on global and domestic business environments.					2/3	
4	Characteristics of Indian economy; Changing scenario of Indian economy – quantitative and	5	Recognize the characteristics of the Indian economy and assess the					1/3	

	structural changes.		quantitative and structural changes occurring within it over time.	
5	Foreign collaborations and investments; Role of multinational companies, WTO, IMF and World Bank in world economy.	6	Understand the role of foreign collaborations and investments, and evaluate the influence of multinational companies, and international organizations such as the WTO, IMF, and World Bank on the global economy.	1/3

TEXT BOOKS

T1: Francis Cherunilam : Business Environment - Text & Cases

T2: S. K. Mishra & V. K. Puri : Economics for Management – Text and Cases

REFERENCE BOOKS:

R1 A.C.Fernando: Business Environment

R2: K.Asathappa : Essentials of Business Environment

SEMESTER – II

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the economic scenario in doing business and take decisions based on it.	PO1,PO5
2	Understand the importance of Govt. budget and its implications in the influence of inflation, interest rates and credit creation by banks on the economy.	PO1
3	Take decision on the basis of prevailing foreign trade policies.	PO1
4	Understand characteristics on Indian Economy and should be able to use them in taking decisions.	PO1
5	Take decision in a field related to the mentioned organizations in the unit.	PO3

MAPPING TABLE

Course code	Course Name	PO1 *	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO121R	ECONOMIC ENVIRONMENT OF BUSINESS	3		2		2				

SEMESTER – II									
Course Title	FINANCIAL MANAGEMENT								
Course code	22MBAO122R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. Flow and other mathematical techniques used in financial management. 2. To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses. 3. To familiarize with the techniques used in Cash, Inventory and Receivables Management. 4. To understand the various sources and uses of finance. 5. To explain the various techniques of evaluation of capital expenditure decisions. 								
CO1	Understand the concept of cost accounting and demonstrate the tools of cost management.								
CO2	Describe different elements of costs and overheads for effective inventory management.								
CO3	Identify the suitable costing method for different business scenarios.								
CO4	Identify variance analysis concerning standard and marginal costing.								
CO5	Evaluate the accounts, reasons, and needs for reconciliation.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Financial management: Definition of finance, Scope of finance, Meaning and nature of financial management, Goals of financial management, Decision making of financial management, Role and function of finance manager, Financial planning, and Time value of money.		10	Understand the definition, scope, and nature of financial management. Analyze the goals of financial management and the role and functions of a finance manager.				1/2	
2	Cost of capital: Long term and short term financing – Debenture Capital, equity Capital, preference Capital, retained earnings, Meaning of cost, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, cost of internally generated funds.		10	Understand the different sources of long-term and short-term financing including debenture capital, equity capital, preference capital, and retained earnings. Analyze the cost of capital components and evaluate methods for calculating the cost of equity, retained earnings, debt, and preference capital.				2/3	
3	Capital budgeting: Meaning, significance, nature of investment decision, techniques of investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.		10	Understand the significance and nature of investment decisions in capital budgeting. Apply various techniques of investment evaluation such as Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.				2,3	
4	Dividend decision: Meaning, Forms of dividend, Factors determining dividend policies, Models of dividend policy - Walter's model, Gordon's model, Miller-Modigliani model.		7	Understand the meaning and forms of dividends and the factors that determine dividend policies. Evaluate different models of dividend policy including Walter's model, Gordon's model, and Miller-Modigliani model.				2,3	

5	Working capital management – Determinants of working capital, Financing Current assets, Factors affecting Working Capital Requirement, Concept of Operating Cycle, Managing cash - Inventory – Receivable	8	Evaluate various financing options for current assets. Analyze strategies for optimizing working capital to enhance organizational liquidity and profitability.	2,3
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TEXT BOOKS

T1: Financial Management, Manikch. Kalwar, Dr.Ratikanta Pathak, S. Chand & Co. Ltd

T2: Fundamentals of Financial management,ChandraBose,PHI

T3: Modern Accountancy, Hanif and Mukharjee,

REFERENCE BOOKS:

R1 Financial management by Ravi MKishor, Taxxman Publication, New Delhi.

R2: Financial Management by SC Kuchhal

R3: Fundamentals of Financial Management by Van Horne and Wachwiez Jr. Prentice Hall

R4: Financial management, Rajiv Srivastava and Anil Misra, Oxford University Press.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of cost accounting and demonstrate the tools of cost management.	PO1,PO6,PO9
2	Describe different elements of costs and overheads for effective inventory management.	PO1,PO2,PO3,PO4
3	Identify the suitable costing method for different business scenarios.	PO1,PO2,PO3,PO5
4	Identify variance analysis concerning standard and marginal costing.	PO1,PO2,PO3,PO5
5	Evaluate the accounts,reasons,and needs for reconciliation	PO2,PO3,PO5,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO122R	FINANCIAL MANAGEMENT	1.8	2.3	1.3	1	2	2			2

SEMESTER – II									
Course Title	COST AND MANAGEMENT ACCOUNTING								
Course code	22MBAO123R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand cost concepts and costing techniques applied in manufacturing and service businesses. To impart knowledge on cost control and cost reduction. To understand the concepts of decision-making tools in cost accounting. To familiarize students with contemporary issues in cost and management accounting. 								
CO1	Understand cost-related concepts and preparation of cost sheets.								
CO2	Implement decision-making techniques in real-world scenarios, demonstrating practical application and proficiency related to cost control.								
CO3	Understand and apply different costing methods.								
CO4	Demonstrate comprehension of costing methodologies and proficiently identify and exploit cost-saving prospects.								
CO5	Interpret and apply statements aimed at reconciling cost and financial accounts, showcasing analytical skills and practical understanding.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Essentials of Cost Accountancy – the concept of cost accounting, Management Accounting, Tools of Cost Management, Cost Centre, Cost Unit and Preparation of Cost Sheet.		7	Understand the fundamental concepts of cost accounting and management accounting. Apply the tools of cost management to prepare a cost sheet and analyze cost center and cost unit data.				1,3	
2	Elements of Cost – Material Cost, Labour Cost, Overhead Costs. Material: Purchase procedure, storage and Inventory control, Methods of Pricing issues, Methods of Inventory control. Labour: Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost. Overheads: Meaning, classification, Accounting of overheads.		10	Understand the purchase procedure, storage, and inventory control methods for material cost. Apply different methods of pricing issues and inventory control techniques.				2,3	
3	Methods of costing - Job costing, Batch costing, Unit costing, Contract Costing, Process Costing.		8	Understand various costing methods including job costing, batch costing, unit costing, contract costing, and process costing. Evaluate the appropriateness of different costing methods for various business scenarios.				3	
4	Standard Costing, Marginal Costing, Cost-Volume-Profit Analysis: Concepts of Standard Costing - Standard Costs, setting up of standards - Variance analysis - Material, labour, Overheads, Sales and Profit. Marginal Costing - Meaning, Concept of		12	Understand the concepts of standard costing and variance analysis. Analyze variances in material, labor, overheads, sales, and profit.				2,3	

	variability of cost, Contribution, P/V Ratio, Break-Even-analysis, Margin of Safety Cost-Volume-Profit Analysis - Procedure and Practical application.			
5	Reconciliation of cost and Financial Accounts - Accounts, Reasons, needs, Methods	8	Understand the reasons and needs for reconciling cost and financial accounts. Apply various methods to reconcile cost and financial accounts to ensure consistency and accuracy in financial reporting.	2,3

TEXT BOOKS

T1 Cost accounting Principles and practice, Nigam and Jain.

T2: Management accounting, Shashik. Gupta, R.K Sharma, Kalyani Publishers

T3: Cost accounting, Bhabatosh Banerjee PHI

T4: Cost accounting, V. Rajasekaran, R.Lalitha, Pearson

REFERENCE BOOKS:

R1: Cost Accounting-Khan& Jain.

R2: Cost Accounting-S.N Maheswari

R3: Cost and Management accounting-Jain& Narang

R4: Cost accounting, Charles T.Horngren, Srikant M. Datar, MadhavVRajan. Pearson

R5: Cost and management accounting for managers, BK Chatterjee, Jai copublishing house

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand cost-related concepts and preparation of cost sheets.	PO1
2	Implement decision-making techniques in real-world scenarios, demonstrating practical application and proficiency related to cost control.	PO1
3	Understand and apply different costing methods.	PO2
4	Demonstrate comprehension of costing methodologies and proficiently identify and exploit cost-saving prospects.	PO1
5	Interpret and apply statements aimed at reconciling cost and financial accounts, showcasing analytical skills and practical understanding.	PO6,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO123R	COST AND MANAGEMENT ACCOUNTING	2.3	3				1			2

SEMESTER – II									
Course Title	HUMAN RESOURCE MANAGEMENT								
Course code	22MBAO124R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand the basic functions of Human Resource Management and its scenario in India. To know the importance and applicability of job analysis and job evaluation. To learn about the various aspects of Staffing. To understand the concepts and importance of Compensation Management in managing HR. To learn about the importance of Human Resource Development and the recent trends and challenges in HRM globally. 								
CO1	Comprehend the basics of Human Resource Management and Human Resource Planning.								
CO2	Understand the implications of Job analysis and job evaluation.								
CO3	Identify and analyze the various elements of staffing.								
CO4	Explain the concept and need for compensation management.								
CO5	Understand the concept and applicability of recent trends in HR Min different sectors.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
1	Introduction: Meaning, scope, objectives, functions, policies and roles and importance of Human Resource Management, HR practices in India.	8	Understand the meaning, scope, objectives, functions, policies, and importance of Human Resource Management. Analyze the qualities, roles, and challenges faced by HR managers and the emerging HR trends and practices in Indian firms.					1, 2, 3	
2	Human Resource Planning: Definition, objectives, process and importance, Staffing, elements of staffing process, Job analysis, job description, job specification and job evaluation.	8	Understand the meaning and elements of job analysis, and differentiate between job description and job specification. Evaluate the methods, merits, and demerits of job design.					2,3	
3	Recruitment: definition, need and importance, process, types, factors affecting recruitment, internal and external methods of recruitment. Selection: definition, process and barriers of effective selection. Induction: definition, need, process, benefits	12	Understand the meaning, objectives, importance, and process of recruitment. Analyze the factors affecting recruitment, sources, modern methods of recruitment, and barriers in effective recruitment.					2,3	
4	Human Resource Development: Concept, a comparative analysis of HRM and HRD Employee training & Development, Career	8	Develop an understanding of the concepts of Human Resource Development,					2,3	

	Planning and Development. Performance Management- Performance appraisal..		differentiate between HRM and HRD, and explore employee training and development, career planning, and performance management including performance appraisal.	
5	Job compensation: wage and salary administration, incentive plans and fringe benefits, promotions, transfer, Health, safety and employee welfare, Job satisfaction and morale, Quality of work Life.	9	Understand the meaning, objectives, importance, and limitations of compensation management. Analyze the factors affecting salaries and wages, types of wages, and the different incentive plans and fringe benefits.	2,3

TEXT BOOKS

T1 : Rao Subba P, Personnel and Human Resource Management; Himalaya Publishing House, New Delhi.

T2: Durai Pravin, Human Resource Management, Pearson Education India, New Delhi

REFERENCE BOOKS:

R1: Ashwatappa, K., Human Resource Management–Text and Cases, Tata McGraw Hill, New Delhi.

R2: Haldar Sarkar, Human Resource Management, Oxford University Press, New Delhi,

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the basics of Human Resource management and Human Resource Planning	PO1,PO3,PSO1
2	Understand the implications of Job analysis and job evaluation	PO2,PO6
3	Identify and analyze the various elements of staffing	PO7
4	Explain the concept and need of compensation management	PO8
5	Understand the concept and applicability of recent trends in HR Min different sectors	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO124R	HUMAN RESOURCE MANAGEMENT	3	3	1			1	3	2	3

SEMESTER – II									
Course Title	PRODUCTIONS AND OPERATIONS MANAGEMENT								
Course code	22MBAO126R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	1. Ability to understand Production Management – introduction, concept, principles, functions, and practices. 2. Ability to study the different phases of Operations Management. 3. Ability to acquire knowledge of productivity. 4. Ability to learn about production planning and design. 5. Ability to understand about total quality management								
CO1	Understand the different roles of production and operations management.								
CO2	Analyze the knowledge of productivity and capacity planning in industries.								
CO3	Identify the dimensions of quality and various forecasting methods.								
CO4	Evaluate the product the sign,life cycle and industrial purchasing procedures.								
CO5	Understand the concept of manufacturing and reduction of wastage.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1.	PRODUCTION AND OPERATIONS MANAGEMENT – INTRODUCTION Introduction To Production Management, Various Types Of Production System, Introduction To Operation Management, Comparison Between Production And Operations Management, 5 Ps Of Operations Management, Responsibilities Of Operation Managers, Recent Trends In Operations Management.		10	Understand the production management; concept of operations management; recent trends in operations management.				1,2,3	
2.	PRODUCTIVITY, PLANT LOCATION AND PLANNING Productivity Management–Productivity Measurement: Approaches To Increasing Productivity, Capacity Planning, Plant Location – Importance And Necessity, Controllable And Uncontrollable Factors Affecting Plant Location, Various Location Models used In Industries, Capacity Planning.		10	Describe the various approaches for measuring productivity; various location models used in industries.				2,3	
3.	QUALITY MANAGEMENT AND FORECASTING Concept Of Quality, Various Classifications Of Quality, Dimensions Of Quality for Manufactured Products, Dimensions Of Quality For Services, Total Quality Management, Forecasting–Concept, Purpose, Types of Forecasting Methods.		8	Describe the concept of quality and classify its various dimensions for manufactured products and service; principles of Total Quality Management (TQM); concept and purpose of forecasting.				2,3	
4.	PRODUCT DESIGN, PLANT LAYOUT AND PROCUREMENT Designing Of Product, Product Life Cycle, Plant Layout: Objectives, Importance, Advantages, Disadvantages. Plant Design: Classifications, Importance. Industrial Purchasing, Purchasing Procedure, Special Purchase System.		9	Understand the principles of product design and the stages of the product life cycle. Apply product design techniques to develop products that meet market needs.				2,3	

5.	MANUFACTURING MANAGEMENT AND INVENTORY MANAGEMENT Concept Of Manufacturing, Various Types Of Manufacturing Material Requirement Planning; Just-In-Time, Lean Manufacturing System, Ways of Reduction of Wastages, Six Sigma, Inventory Control–Meaning, Functions, Objectives, Importance, Economic Order Quantity (EOQ), ABC Analysis.	8	Understand the meaning, functions, objectives, and importance of inventory control. Calculate Economic Order Quantity (EOQ) and perform ABC analysis to manage inventory effectively	2,3
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TEXT BOOKS

T1: Aswathappa, K., & Bhat, S. (2018). Production and Operations Management (4th ed.). Himalaya Publishing House.

REFERENCE BOOKS:

R1: Production and Operations Management: Concepts, Models and Behaviour by Everett

E. Adam and Ronald J. Ebert.

R2: Production and Operations Management by R. Paneerselvam.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the different roles of production and operations management.	PO1,PO6
2	Analyze the knowledge of productivity and capacity planning in industries.	PO1,PO2,PO3,PO5,PO6
3	Identify the dimensions of quality and various forecasting methods.	PO1,PO2,PO3,PO5,PO6
4	Evaluate the product design, life cycle and industrial purchasing procedures.	PO1,PO2,PO6
5	Understand the concept of manufacturing and reduction of wastage.	PO1,PO2,PO3,PO5,PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO127R	PRODUCTIONS AND OPERATIONS MANAGEMENT	1.8	2	2		2	2			

SEMESTER – II									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22MBAO128R	Total credits: 1 Total hours:30	L	T	P	S	R	O/F	C
			0	4	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. 5. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers.	PO1,PO3,PO6,PO8,PSO2
2	Understand and utilize digital knowledge for business management.	PO1,PO6,PSO1
3	Proficiency in communication skills	PO6,PSO2,
4	Apply their knowledge in practical business contexts.	PO2,PO3,PSO1
5	Apply critical thinking and interpersonal skills in negotiation and decision-making	PO2,PO6,PSO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO128R	TECHNO PROFESSIONAL SKILL	1	2	2			1.7		2	3

SEMESTER – II									
Course Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								
Course code	22UUHV101R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds. 								
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.								
CO2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.								
CO3	Extract the foundational values in human relationships.								
CO4	Recognize the role of harmony in the family and society.								
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Develop a Comprehensive Understanding of Value Education: Understanding the need, basic guidelines, content, and process for Value Education; Self Exploration–what is it? it's content and process; 'Natural Acceptance 'and Experiential Validation- as the mechanism for self-exploration; Continuous Happiness and Prosperity-Alookat basic Human Aspirations; Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly –A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in harmony at various levels.		8	Describe the process for value education; mechanisms for self-exploration; methods to fulfill human aspirations by living in harmony at various levels.				1,2, 3	
2	Navigate Self-Exploration: Understanding human being as a co-existence of the sentient 'I' and the material body; Understanding the needs of Self ('I') and 'Body'- Sukh and Suvidha; Understanding the Body as an instrument of		8	Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity				2,3	

	'I'(Ibeing the doer,seerand enjoyer); Understanding the characteristics and activities of 'I' and harmony in 'I'; Understanding the harmony of I with the Body : Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail; Programs to ensure Sanyam and Swasthya.			
3	Foster Harmony in Relationships: Understanding Harmony in the family–the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family):Samadhan,Samridhi,Abhay,Sah-astitva as comprehensive Human Goals; Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (SarvabhaumVyawastha)- from family to world family!-Practice Exercises and Case Studies will be taken up in Practice Sessions.	8	Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	2.3
4	Envision Societal Harmony: Understanding the harmony in Nature; Interconnectedness and mutual fulfillmentamong the four orders of nature-recyclability and self-regulation in nature; Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies will be taken up in Practice Sessions.	9	Describe interconnectedness and mutual fulfilment; recyclability and self-regulation in nature; holistic perception of harmony	2,3
5	Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics: a) Ability to utilize the professional competence for augmenting universal human order. b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, c) Ability to identify and develop appropriate technologies and management patterns for the above production systems. Strategy for the transition from the present state to	12	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3

	Universal Human Order: a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers. b) At the level of society: as mutually enriching institutions and organizations.			
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TEXT BOOKS

T1: R.R.Gaur, R.Sangal, G.P.Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

T2: "Moral Issues in Business" by William H. Shaw and Vincent Barry

REFERENCE BOOKS:

R1: B.L. Bajpai, 2004, Indian *Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

R2: P.L. Dhar, R.R. Gaur, 1990, Science and Humanism, Commonwealth Publishers

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.	PO8, PO9
2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.	PO8, PO9
3	Extract the foundational values in human relationships.	PO8, PO9
4	Recognize the role of harmony in the family and society	PO8, PO9
5	Understand the inter connectedness in nature and develop competence for a universal human order.	PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UHV101R	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								3	1

SEMESTER – II									
Course Title	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS								
Course code	22UMRM121R	Total credits: 2 Total hours:	L	T	P	S	R	O/F	C
			1	0	0	4	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of first year of the programme								
Course Objectives (Minimum 3)	<p>1. The course aims to enhances the students’ a broad understanding of research methodology, including theory of science and qualitative and quantitative methods in research.</p> <p>2. The course seeks to enhance the student’s skills for developing critical thinking through research literature review in different domains. Consequently, it aims to develop skills for the preparation of a research proposal for a master’s thesis project/Mini research.</p> <p>3. To develop Students' competency in planning, conducting, evaluating and presenting a research project.</p>								
CO1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.								
CO2	Conduct a comparative analysis of qualitative and quantitative research methods.								
CO3	Conduct literature reviews across different domains and identify research gaps.								
CO4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project.								
CO5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Introduction to Research Methodology: Overview of Research Methodology, Understanding the Theory of Science, Distinction between Qualitative and Quantitative Research Methods, Introduction to Computer Applications in Research		4	Describe the fundamental concepts of research methodology.				1	
2	Building a Broad Understanding of Research Methods: In-depth Exploration of Qualitative Research Methods, In-depth Exploration of Quantitative Research Methods, Comparative Analysis of Qualitative and Quantitative Approaches, Practical Applications and Case Studies		4	Describe qualitative and quantitative approaches in depth				2	
3	Developing Critical Thinking through Literature Review: Importance of Literature Review in Research, Critical Thinking Skills Development, Conducting Literature Reviews in Different Domains, Identifying Research Gaps and Synthesizing Knowledge		6	Describe the importance of literature reviews in research; critical thinking skills relevant to research.				2.3	
4	Skills for Research Proposal Preparation: Components of a Research Proposal, Crafting Research Questions, Methodology Definition and Justification, Developing a Research Plan for Master's Thesis/Mini-Research		6	Describe research proposal and research plan				2,3	
5	Competency in Planning, Conducting, Evaluating, and Presenting Research: Planning Research Projects: From Concept to Execution, Conducting Rigorous Data		10	Describe the planning of research projects; effectively using communication and visual aids.				2.3	

	Collection and Analysis, Evaluating Research Outcomes: Methods and Metrics, Effective Presentation of Research Findings: Communication and Visual Aids.			
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TEXT BOOKS

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
T2: "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams

REFERENCE BOOKS:

R1: "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell
R2: "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" by Jose L. Galvan

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.	PO1,PO4,PSO1
2	Conduct a comparative analysis of qualitative and quantitative research methods	PO1,PO4,PSO1
3	Conduct literature reviews across different domains and identify research gaps.	PO1,PO4,PSO1
4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project.	PO1,PO4,PSO1
5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.	PO1,PO4,PSO1

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMRM121R	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	1.8			3					

SEMESTER – II										
Course Title	MOOCS-1(Coursera)									
Course code	22MSCE121R	Total credits: 1	L	T	P	S	R	O/F	C	
		Total hours: 15	0	0	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil							
Programme	MBA									
Semester	Fall/ II semester of the first year of the programme									
Course description	MOOCS_CE-01 is provided through the Coursera Platform, which is an online course where students are allowed to take courses per semester based on the hours with relevance to the credit, and the courses are provided by International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.									

SEMESTER – II

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management.	PO1, PO3
2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks	PO1, PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
23MSCE121R	MOOCS-1 (Coursera)	3		3						

SEMESTER – II									
Course Title	COMMUNICATION MASTERY (Communicative English & Soft Skills)								
Course code	22UMPD121R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions. 2. To enhance my writing skills in different areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance-boosting activities for professional goal achievement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave consciously and productively.								
CO4	It will have a positive impact on their thought process and problem-solving skills.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
1	Grammar: Use of Prepositions, Tag questions Idioms, Phrases and Clauses, Simple, complex, compound sentences	6	Describe the use of idioms, phrases, and clauses; Construct simple, complex, and compound sentences effective				1,3		
2	Grammar: Active and Passive Voice , Direct and Indirect Speech	8	Describe active and passive voice; Transform direct speech into indirect speech and vice versa				1,2,3		
3	Writing Skills : The Basics of Writing; avoid ambiguity and vagueness, Paragraph Writing , Precise Writing, Letter Writing, Resume, CV and Cover Letter	8	Describe concisely to avoid ambiguity and vagueness.; Prepare a professional resume, CV, and cover letter tailored to job applications.				1,2,3		
4	Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non- Verbal Communication-Sciences of Body Language i. What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesics,	8	Describe self SWOT analysis; ealistic and achievable personal and professional goals; pply principles of personal hygiene for well-being.				1,2,3		

TEXT BOOKS

T1 Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press
 T2: McDowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition). to Improving Your Social Intelligence, Presentation and Social Speaking, Ian Tuhovsky ,2019

REFERENCE BOOKS:

R1: A Textbook for AECC English Communication: Interface,Dr.KironmoyChetia and PranamiBania Breez Mohan Hazarika, January 2019. Other Learning Resources: □<https://youtu.be/x60GHPQ8gJk>
 R2: https://youtu.be/Ke_oSN-BCaY
<https://www.classcentral.com/report/toefl-preparation/>

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Practice of grammar will polish their writing skills.	PO6
2	It will enhance their communication and interpretative skills.	PO6
3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.	PO6
4	It will have a positive impact in their thought process and problem-solving skills.	PO6
5	Practice of grammar will polish their writing skills.	PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMPD121R	COMMUNICATION MASTERY						3			

SEMESTER – II									
Course Title	QUANTITATIVE TECHNIQUES FOR DECISION MAKING								
Course code	22MBAO126R	Total credits: 2 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives (Minimum 3)	1. To understand the theoretical foundation concepts of mathematics 2. To know about the concept of vectors and matrices. 3. To learn about statistics and use of statistical in analyzing data with graphs and diagrams 4. To understand the concepts of central tendency, significance and chi square test. 5. To understand about probability and various theorems.								
CO1	The students will be able to use the theoretical foundation concepts of mathematics.								
CO2	The students will be able to understand the concept of vectors and matrices.								
CO3	The students will be able to use statistics for analyzing data with graphs and diagrams								
CO4	The students will be able to use the concepts of central tendency, significance and chi square test while analyzing data and interpret it.								
CO5	The students will be able to use the concept of probability and various theorems.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
1	Theoretical foundation of mathematics: Number systems - elementary ideas, sets – basic concepts, types, operations on sets, Venn diagrams, Cartesian product of two sets, relations, function	6	Understand and apply fundamental concepts of number systems, sets, Venn diagrams, Cartesian products, relations, and functions in solving mathematical problems.					1,3	
2	Matrices , concept of vectors : matrices – definition and notation , various types , addition of matrices , multiplication of matrices , determinants , inverse of a non – singular matrix , matrices as vectors – preliminary concepts , differential calculus (basic formulae with few applications).	7	Demonstrate proficiency in operations with matrices, including addition, multiplication, determinants, and finding the inverse of non-singular matrices, along with understanding the preliminary concepts of vectors and applying basic differential calculus in practical scenarios.					1,2,3	
3	Statistics overview : nature and scope of statistics – use of statistics to business and industrial activities, statistical data – primary and secondary data , classification and tabulation of data , diagrammatic and graphic representation of data.	6	Acquire the ability to collect, classify, tabulate, and graphically represent statistical data, and understand the nature and scope of statistics in business and industrial activities.					1,2,3	
4	Measures of central tendency – mean, median and mode and their application in business. Skewness and kurtosis, Test of significance – type I and type II error, chi square test.	5	Calculate and interpret measures of central tendency (mean, median, mode), understand skewness and kurtosis, and apply statistical tests such as chi-square to make informed business decisions.					1,2,3	
5	Probability – classical, objective and subjective addition and multiplication theorem. Baye’s theorem, random variable, probability distribution, binomial, normal and Poisson distribution, Correlation and regression	6	Develop a comprehensive understanding of probability theories, including classical, objective, and subjective probabilities, Bayes' theorem,						

	analysis, time series analysis		probability distributions (binomial, normal, and Poisson), and perform correlation, regression, and time series analyses for business applications.
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TEXT BOOKS

T1 Business Mathematics by P L Hazarika

REFERENCE BOOKS:

R1: Statistical Methods by S P Gupta

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	The students will be able to use the theoretical foundation concepts of mathematics.	PO2,PO3
2	The students will be able to understand the concept of vectors and matrices.	PO2,PO3
3	The students will be able to use statistics for analyzing data with graphs and diagrams	PO2
4	The students will be able to use the concepts of central tendency, significance and chi square test while analyzing data and interpret it.	PO3
5	The students will be able to use the concept of probability and various theorems.	PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO126R	QUANTITATIVE TECHNIQUES FOR DECISION MAKING		3	3						

SEMESTER – III									
Course Title	STRATEGIC MANAGEMENT								
Course code	22MBAO211R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To provide information pertaining to business, corporate, and global reforms taking place globally and familiarizing the students to new formats of the market. To acquaint the students with knowledge of disaster management to handle critical situations through practical application of strategies of control and prevention. To outline and illustrate how the market for corporate strategy and control is related to corporate governance and help students relate their knowledge of India context to emerging trends of the global world. To develop the learning and analytical skills of the students to solve business cases and provide strategic solutions. 								
CO1	Understand the importance of strategy making in business and should be able to set business goals.								
CO2	Understand the factors and components of the business environment and make business decisions based on environmental factors.								
CO3	Use proper techniques in analysing the business environment.								
CO4	Analyze the competition and its underlying factors in an industry.								
CO5	Identify the needs of the business and should be able to take the proper strategy for the benefit of the business.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
1	INTRODUCTION TO THE STRATEGIC MANAGEMENT Definition of Strategic Management, Nature of Strategic Management, Dimensions of Strategic Management, Need for Strategic Management, Benefits of Strategic Management, Risks involved in Strategic Management, Strategic Management Process.			9	Describe the understanding of strategic management; necessity of strategic management in organizations				1
2	STRATEGY FORMULATION: Aspects of Strategy Formulation, Business Vision, Defining Vision, Nature of Vision, Characteristics of Vision Statements, Importance of Vision, Advantages of Vision. Defining, Mission, Importance of Mission Statement, Characteristics of a Mission Statement, Components of a Mission Statement, Formulation of Mission Statement, Evaluating Mission Statements, Concept of Goals and Objectives.			9	Describe the key aspects of strategy formulation; mission statement and understand its characteristics, components, formulation, and evaluation.				1,2
3	ENVIRONMENTAL ASSESSMENT & ORGANISATIONAL APPRAISAL Concept of Environment, Industry Analysis, Environmental Scanning. Internal Analysis. Value Chain Analysis. Resources and Benchmarking. Expansion Strategies, Retrenchment Strategies, Turnaround Strategy, Divestment, Liquidation. Combination Strategies, Internationalization Strategies, Cooperation Strategies, Strategic Alliances, Restructuring. Strategic Choice. Corporate Portfolio Analysis.			9	Describe the concepts of environment, industry analysis, and environmental scanning				1,2

4	STRATEGY IMPLEMENTATION Activating Strategies, Nature of Strategy Implementation, Barriers and Issues in Strategy Implementation, Model for Strategy Implementation, Resource Allocation, Managing Resource Conflict, Criteria for Resource Allocation Process, Factors affecting Resource Allocation, Difficulties in Resource Allocation.	9	Describe activate strategies within an organization; process and criteria for resource allocation and managing resource conflicts.	1,2
5	STRATEGIC EVALUATION AND CONTROL: Nature of Strategic Evaluation and Control, Effective Evaluation, Strategic Control, Strategic Leadership, Corporate Culture and Strategic Management, Values and Ethics, Building An Ethical Organization, Social Responsibility and Strategic Management, Responsibilities of Business, Need for CSR: The Strategy.	9	Describe the process of strategic evaluation and control; building an ethical organization	1,2

TEXT BOOKS

T1: CA Rao, BP Rao & K SivaramaKrishna: Strategic Management and Business Policy

T2: J.S. Chandan & Nitish Sen Gupta: Strategic Management

REFERENCE BOOKS:

R1: Strategic Management and Business Policy by Azhar Kazmi.

R2: Strategic Management: A Stakeholder Approach by R. Edward Freeman.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the importance of strategy making in business and should be able to set business goals.	PO1,PO2
2	Understand the factors and components of business environment and take business decisions based on environmental factors	PO1,PO2,PO5,PO9
3	Use proper technique in analysis the business environment.	PO1,PO2,PO7
4	Analyze the competition and its underlying factors in an industry	PO1,PO2,PO3,PO4
5	Identify the need of the business and should be able to take the proper strategy for the benefit of the business.	PO1,PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO211R	STRATEGIC MANAGEMENT	1	3	1	1	1		1		1

SEMESTER – III									
Course Title	OPERATIONS RESEARCH								
Course code	22MBAO212R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	1. To understand the foundation concepts of operation research 2. To know about the concept of transportation and Transshipment Problems 3. To learn about assignment Model as a Particular Case of Transportation Model 4. To understand about the Game Theory 5. To understand about program evaluation & review technique.								
CO1	The students will be understand the foundation concepts of operation research								
CO2	The students will be able to understand the concept of transportation problems.								
CO3	The students will be able to use assignment model as a particular case of transportation problem.								
CO4	The students will be able to understand the game theory.								
CO5	The students will be able to use the concept of program evaluation.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
1	Introduction: Meaning, Significance, Scope, Application of operation research, Model Building-Physical models, Symbolic models. Linear Programming, Assumptions, general Statement to linear Programming problems and Graphical Solution to Maximization and Minimization problems, Solution of L.P.P using Simplex Method			7	Describe the understanding of strategic management; necessity of strategic management in organizations				1
2	Transportation & Transshipment Problems – Algorithm for North- West Corner Method, Least cost Method, Vogel's method Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating Arrival Rate and Service Rate; Applications of Queue model for better service to the customers, Probability Calculations and Application of M/M/C (Infinite Population), Steady State Probability of States and Application of Markov Chain			7	Describe the key aspects of strategy formulation; mission statement and understand its characteristics, components, formulation, and evaluation.				1,2
3	Assignment Problem: Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation.			6	Describe the concepts of environment, industry analysis, and environmental scanning				1,2
4	Game Theory: Two Person's zero sum game, Rectangular Game, saddle point, Dominance Principal, Minimax-Maximin Principle.			5	Describe activate strategies within an organization; process and criteria for resource allocation and managing resource conflicts.				1,2
5	Programme evaluation & review technique (PERT) and Critical path method (CPM)			5	Describe the process of strategic evaluation and control; building an ethical organization				1,2

TEXT BOOKS

T1: Operations Research – An introduction 6th Edition , Taha H.A., Hall of India

T2: Operations Research Techniques for Management 7th Edition, Kapoor V.K., Sultan Chand & Sons

REFERENCE BOOKS:

R1: Operations Research 8th Edition, Sharma S.D., Kedarnath, Ramnath & Company

R2: Operations Research 2nd Edition, Bronson R, Shaum's Outline Series

R3: Quantitative Techniques in Management 3rd Edition, Vora N.D., Tata McGraw Hill co.

R4: Quantitative Techniques (For Managerial Decisions VOL I), L.C. Jhamb, Everest Publishing House, Pune

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	The students will be understand the foundation concepts of operation research	PO1,PO2
2	The students will be able to understand the concept of transportation problems.	PO1,PO2,PO5,PO9
3	The students will be able to use assignment model as a particular case of transportation problem.	PO1,PO2,PO7
4	The students will be able to understand the game theory.	PO1,PO2,PO3,PO4
5	The students will be able to use the concept of program evaluation.	PO1,PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO212R	OPERATIONS RESEARCH	1	3	1	1	1		1		1

SEMESTER – III									
Course Title	SUMMER PROJECT								
Course code	22MBAO213R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			0	0	2	4	6	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	DURATION: 4 TO 6 WEEKS. Each student undertakes a project under an organization for 4 to 6 weeks duration.								

SN	Course Outcome (CO)	Mapped Program Outcome
1	Learn about the internship organization's corporate profile, which encompasses a brief summary of its history, management structure, products/services, notable accomplishments, and market performance.	PO4
2	Analyze the difficulties and potential opportunities for both the internship organization and the wider sector.	PO4
3	Demonstrating the ability to effectively apply theoretical knowledge to real-world settings by accomplishing assigned tasks throughout the internship.	PO4
4	Illustrate proficiency in applying soft skills such as time management, maintaining a positive attitude, and effective communication while undertaking tasks within the internship organization.	PO4
5	Examine the operational aspects of the internship organization and suggest recommendations for process improvement.	PO4

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO213R	SUMMER PROJECT				3					

SEMESTER – III									
Course Title	MKT-I-CONSUMER BEHAVIOUR								
Course code	22MBAO214R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of second year of the programme								
Course Objectives (Minimum 3)	The primary objective of a consumer behavior syllabus is to provide students with a comprehensive understanding of the psychological, social, and cultural factors that influence consumer decision-making processes. It develops an understanding of various influences on consumers from friends and family, reference groups, and society in general.								
CO1	Describe the dimensions of and factors influencing consumer behaviour.								
CO2	Understand, analyse and relate the model-based consumer decision-making.								
CO3	Explore the theories of customer personality and motivation.								
CO4	Evaluate the personal and social influence on consumer behaviour.								
CO5	Articulate the attitude models for change in consumer decisions.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Introduction to Consumer Behaviour, Definition, Scope and Importance, Contemporary Dimensions of Consumer Behaviour, Factors Influencing Consumer Behaviour: Psychological, Socio-cultural, and Situational factors, Consumer Segmentation		8	Describe the understanding of consumer behaviour; psychological, sociocultural, and situational factors influencing consumer behaviour.				1	
2	Consumer Decision-Making Process: Types of Consumer Decisions Need Recognition Search and Evaluation Purchase Process Post-Purchase Process Analytical models of Consumer Behaviour: Nicosia Model Howard-Sheath Model Cognitive Models		10	Describe consumer decision-making with its different models				1,2	
3	Consumer Motivation and Personality: Consumer Motivation: Consumer Motivation Needs Goals Motive Arousal Maslow's Hierarchy of Needs Freud's Theory of Motivation Dynamics of Motivation Theories of Personality: Self-Concept Theory Neo-Freudian Theory Traits Theory		10	Describe the concepts of consumer motivation, needs, goals, and motive arousal, its theories				2,3	
4	Psychological and Social Influence on Consumer Behavior: Perception and Consumer Behavior: Sensation, attention, and interpretation of stimuli, Elements of consumer barrier, The concept of conditioning and reality, Cognitive learning Social Influences on Consumers: Family, Reference groups.		7	Describe how perception affects consumer behaviour				2	
5	Consumer Attitude and Group Influences in Consumer Behaviour: Formation and Change of Consumer Attitude: The role of attitudes in consumer decision-making, Tri-component model, Elaborating likelihood model Group Influences in Consumer Behaviour: Opinion leaders and their influence, Consumer Behavior: Culture, Characteristics of Culture, Changing society and subculture		10	Describe the influence of family and reference groups on consumer behaviour; consumer attitude				2	

TEXT BOOKS

T1: Consumer Behaviour, Schiffman L.G and Kanuk L.L, Prentice Hall, New Delhi

T2: Consumer Behaviour, Henery A Cengage Learning, New Delhi

T3: Consumer Behaviour, Blackwell, D.R; Miniard and Engel, J.F, Cengage Learning, New Delhi

T4: Consumer Behaviour by Kanuk and Schiffman

REFERENCE BOOKS:

R1: Consumer Behaviour, Tata Mc Grow Hill, New Delhi

SN	Course Outcome (CO)	Mapped Program Outcome
1	Describe the dimensions of and factors influencing consumer behaviour.	
2	Understand, analyse and relate the model-based consumer decision-making.	PO2
3	Explore the theories of customer personality and motivation.	PO7, PO9
4	Evaluate the personal and social influence on consumer behaviour.	
5	Articulate the attitude models for change in consumer decisions.	PO5, PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBA0214R	MKT-I- CONSUMER BEHAVIOUR		2			1		1	1	1

SEMESTER – III									
Course Title	MKT-II-SALES AND DISTRIBUTION MANAGEMENT								
Course code	22MBAO215R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	1. To introduce students to the field of Advertising, its creation and utility in business expansion. 2. To enlighten students about the significance, concepts and utility of sales management for a business organization								
CO1	Understand the concept of advertising and its use in its different forms.								
CO2	Take decisions regarding construction of proper media message plan an advertising campaign using proper media vehicles and budget.								
CO3	Utilize his/her creativity and should be able to develop and design various elements of an advertisement								
CO4	Understand the importance of sales management in an organization and should be able to take decisions related to sales management.								
CO5	Understand types and qualities of sales people and should be able to utilize it for becoming a good salesperson and should be able to take decisions in the related field.								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	Personal Selling and Marketing Strategy: Evolution of Sales Management, Personal Selling Process and Salesmanship; setting personal selling objectives, determining sales-related marketing policies, formulating personal selling strategy; Types of salespeople/sales managers/, Roles and Skills of Salesforce.				6	Understand the evolution of sales management and develop the skills to formulate and implement effective personal selling strategies.			1
2	Organizing, Staffing, and Training Sales force: Sales organization structures, recruiting and selecting salespeople; planning, executing and evaluating sales training programs; motivating sales personnel, compensating salespeople				6	Gain knowledge in structuring a sales organization, recruiting and training sales personnel, and motivating and compensating the sales force.			2
3	Sales Force Operations: Sales planning, objectives, strategies & tactics, quotas and sales territories management, sales meetings and contests, sales; Evaluating and Controlling the Sales Effort-The sales budget, analysis of sales volume and profitability, and evaluating salesperson's performance.				6	Learn to plan, manage, and evaluate sales force operations, including setting sales objectives, managing territories, and controlling sales efforts.			2,3
4	Channels of Distribution, need for intermediaries, types of intermediaries, Push V/s Pull strategy, Channel Flow, Levels of Channel, Designing Distribution Channels- Selective/Intensive/Exclusive				6	Comprehend the roles and functions of intermediaries in distribution channels, and learn to design and manage effective distribution			2

			strategies.	
5	Types of Distribution Channels- Conventional Marketing Channel Vs. a Vertical Marketing System, Horizontal Marketing System, Hybrid Marketing System, Distribution Channels for Rural Markets, Distribution Management	6	Differentiate between various distribution channel systems and develop skills in managing distribution for diverse market environments, including rural and urban areas.	2

TEXT BOOKS

T1: Havaldar, K K. and Cavale, VM. 2007, Sales and Distribution Management: Text and Cases, McGraw Hill, New Delhi

REFERENCE BOOKS:

R1: Still, R.R., Cundiff, E. W., &Govoni, N. A. P. (2011). Sales Management: Deci-sion, Strategy and Cases (5th ed.). Pearson Education.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of advertising and its use in its different forms.	PO1,PSO1
2	Take decisions regarding construction of proper media message plan an advertising campaign using proper media vehicles and budget.	PO2,PO3,PSO2
3	Utilize his/her creativity and should be able to develop and design various elements of an advertisement	PO2,PO8PSO3
4	Understand the importance of sales management in an organization and should be able to take decisions related to sales management.	PO1,PSO3
5	Understand types and qualities of sales people and should be able to utilize it for becoming a good salesperson and should be able to take decisions in the related field.	PO3,PSO1

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO215R	MKT-II-Sales and Distribution Management	1.5	2	2.5					1	

HUMAN RESOURCE SPECIALIZATION:

SEMESTER – III									
Course Title	HRD-I TRAINING AND DEVELOPMENT								
Course code	22MBAO216R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of second year of the programme								
Course Objectives (Minimum 3)	1. To understand the strategy of human resource development and career planning. 2. To know the concept of training and development. 3. To learn about the training evaluation. 4. To understand about the ROI Analysis of Training Programme. 5. To understand about training strategy for organizational growth.								
CO1	Understand the concepts and differences between training and development								
CO2	Identify the needs and components for designing a training program								
CO3	Evaluate and apply the models of training programs at different levels								
CO4	Analyse the need and process of ROI on Training programme								
CO5	Implement training strategies for fostering organizational growth								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Introduction to Training and Development Introduction, Definition of Training, Benefits of Training and Development for the Organization and for the Individual, Training Process, Areas of Training, Limitations of Training, training pitfalls. Difference between Training and Development.		12	Describe the understanding of training and development				1	
2	Training Design: Introduction, Important considerations of designing a training program, Factors affecting designing a training program, Types of cost involved in training, Training need assessment, Data sources used in training needs assessment, Significance of training need analysis, Methods through which training needs are identified. Train the Trainers: Training styles, trainer’s competencies, learner’s behavior, icebreakers: an introduction, training delivery, delivery methodology..		12	Describe the important considerations and factors affecting the design of a training program; methods used in training needs assessment				2	
3	Training Evaluation Introduction: Levels of Training Evaluation Model (Donald Kirkpatrick’s Model), Reaction Level, Learning Level, Behaviour Level, Result Level.		7	Describe the levels of training evaluation				2	
4	ROI Analysis of Training Program Introduction: ROI Measurement of Training, ROI Process - Collection and Analysis of Data, Value Addition to Other Departments, ROI of Training, Calculation of ROI.		8	Describe the ROI measurement process for training programs.				2	

5	Training Strategy for Organizational Growth: Introduction, Strengthening Training, Creation and Implementation of Training Strategies, Need of Training Strategy, Inputs for Training and Development, Relation between Knowledge and Skill.	6	Describe the process of creating and implementing training strategies.	2
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TEXT BOOKS

T1: HRM in Knowledge Economy by GRK Murthy, ICFAI publication.

T2: Human Resource Training by B. Pattanayak, Wheeler Publishing.

REFERENCE BOOKS:

R1: Manpower training in organizations by Dayal I, Prentice Hall of India, New Delhi.

R2: Training and Development Handbook by Craig, McGraw Hill, New York.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concepts and differences between training and development	PO1,PO2,PO3,PO6,PO8
2	Identify the needs and components for designing a training program	PO1,PO2,PO3,PO6,PO8
3	Evaluate and apply the models of training programs at different levels	PO1,PO2,PO3,PO6,PO7,PO8
4	Analyse the need and process of ROI on Training programme	PO1,PO2,PO3,PO6,PO8
5	Implement training strategies for fostering organizational growth	PO1,PO2,PO3,PO5,PO6,PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO216R	HRD-I-HRD- TRAINING AND DEVELOPMENT	1.6	1.4	2		1	1.4	1	1.4	1

SEMESTER – III									
Course Title	HRD-II-MANPOWER PLANNING AND PERFORMANCE MANAGEMENT								
Course code	22MBAO217R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand the strategy about manpower resource planning. To learn about the tools of analyzing work and design jobs. To learn about the concept and need of appraising and managing performance. To understand about performance management process. To understand about E-HRM and International HRM. 								
CO1	Explain the Nature and Process of Human resource planning.								
CO2	Articulate Job descriptions and Job Specifications								
CO3	Understand and apply the concepts of Performance Appraisal Methods.								
CO4	Understand and execute the Performance Management Process.								
CO5	Identify and utilize the emerging trends in global human resource management.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
1	Manpower or Human Resource Planning -Nature of Human Resource Management, Importance of Human Resource Planning, Factors Affecting Human Resource Planning, The Planning Process, Requisites for Successful Human Resource Planning, Barriers to Human Resource Planning	8	Describe the nature and importance of human resource management and planning; requisites for successful human resource planning and identify barriers to effective planning	1					
2	Analyzing Work and Designing Jobs -Nature of Job Analysis, Job Analysis and Competitive Advantage, The Process of Job Analysis, Challenges with Job Analysis, Job Design, Factors Affecting Job Design, Issues in Job Design.	8	Describe job analysis and its role in gaining competitive advantage; job design and analysis	1,2					
3	Appraising and Managing Performance -Concept and Need of Employee Review, Performance Appraisal, Appraisal Process, Challenges of Performance Appraisal, Types of Appraisal Methods, Individual Evaluation Methods, Multiple Persons Evaluation, 360 Degree Appraisal, Job Evaluation, Job Evaluation Process, Nature and Need for HR Evaluation, Approaches to Evaluation, Benefits of Performance Appraisal.	12	Describe the understanding of performance appraisal; appraisal process; HR evaluation	1.2					
4	Performance Management Process -Features of the communication process between the supervisors and subordinates, Different constituents of Performance Management Process, Performance Standards, Observing Employee Performance, Performance Development Plan, and Future scope of Performance Management.	9	Describe the understanding of communication process; performance management process	2					
5	E-HRM and International HRM -Nature of e-HRM, e-HR activities, e-Recruitment, e-Selection, e-Performance Management, e-Learning, e-Compensation, Domestic HRM and IHRM, Managing International HR Activities.	8	Describe the understanding of e-HRM; international HR activities	2					

TEXT BOOKS

T1: Pattanayak, B. (Year of Publication). Human Resource Training. Wheeler Publishing

T2: Dayal, I. (Year of Publication). Manpower Training in Organizations. Prentice Hall of India, New Delhi.

REFERENCE BOOKS:

R1: Murthy, G. R. K. (Year of Publication). HRM in Knowledge Economy. ICFAI Publication

R2: Aswathappa, K. (Year of Publication). Human Resource Management

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Explain the Nature and Process of Human resource planning.	PO1
2	Articulate Job descriptions and Job Specifications	PO1
3	Understand and apply the concepts of Performance Appraisal Methods.	PO3
4	Understand and execute the Performance Management Process.	PO5
5	Identify and utilize the emerging trends in global human resource management.	PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO217R	HRD-II- MANPOWER PLANNING AND PERFORMANCE MANAGEMENT	3		3	2		2			

FINANCE SPECIALIZATION

SEMESTER – III									
Course Title	FIN-I- RISK MANAGEMENT								
Course code	22MBAO218R	Total credits: 3	L	T	P	S	R	O/F	C
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	Risk Management is a highly valued discipline and eagerly sought after by organizations that are heavily regulated, require high resiliency, deal with environmental, health, and safety issues, involved in project management, insurance, financial services, and also within the public sector.								
CO1	Define and understand the various nature of risks.								
CO2	Demonstrate risk assessment and risk response methods and techniques.								
CO3	Applying the knowledge of risk associated with Corporate Governance.								
CO4	Relate the OECD guidelines for corporate governance and Evaluate the risks associated with governance.								
CO5	Interpret the scope, techniques and process of enterprise risk management(ERM).								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	The Concept of Risk • Risk and Uncertainty: Distinction • Classification of Risks • Dynamic Nature of Risks • Types of Risk (illustrative list): Strategic and Operational Risks, Business Risk, Financial Risk, Information Risk, Liquidity Risk.				10	Describe the concepts of risk and uncertainty; types of risk			1
2	Concept of Risk Management • Objective and Process of Risk Management • Importance of Risk Management • Risk Management Techniques				8	Describe the process of risk management; risk management techniques			2
3	Risk associated with Corporate Governance Evaluation of Risk associated with Governance • Description and Evaluation of framework for Board-level consideration of risk • OECD guidelines for Corporate Governance.				12	Describe the evaluation process of risks associated with corporate governance			2
4	Credit Risk Measurement and Management Understanding the component of Credit risk • Evaluating credit risk • Mitigating Credit risk • Qualitative and Quantitative techniques to manage risk • Credit scoring models.				8	Describe the components of credit risk; qualitative and quantitative techniques to manage credit risk.			2
5	Enterprise Risk Management Definition, scope, and techniques • ERM five-step process overview				7	Describe enterprise risk management.; ERM techniques.			2

TEXT BOOKS

T1: Financial Risk Management by Jimmy Skoglund and Wei Chen

T2: Business Risk and Simulation Modelling in Practice by Michael Rees

T3: Guide to Effective Risk Management by Alex Sidorenko and Elena Demidenko

REFERENCE BOOKS:

R1: "Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara

R2: "Operational Risk Management: A Complete Guide to a Successful Operational Risk Framework" by Philippa X. Girling

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Define and understand the various nature of risks.	PO1,
2	Demonstrate risk assessment and risk response methods and techniques.	PO1,PO2,PO3
3	Applying the knowledge of risk associated with Corporate Governance.	PO4
4	Relate the OECD guidelines for corporate governance and Evaluate the risks associated with governance.	PO2
5	Interpret the scope, techniques and process of enterprise risk management(ERM).	PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO218R	FIN-I- RISK MANAGEMENT	1	1	1	1					

SEMESTER – III									
Course Title	FIN-II-SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT								
Course code	22MBAO219R	Total credits: 3 Total hours: 45T+30P	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To understand systematic trading approaches and the role of technical analysis in systematic trading. To understand the operations of primary and secondary markets in India, including IPOs, rights issues, and stock exchange functions. To learn about the phases involved in portfolio management, from formulation to revision, and their significance in achieving investment objectives. 								
CO1	Understand the functioning of Indian Financial Institutions.								
CO2	Acquire both fundamental and technical analyses and apply them effectively for investment decisions.								
CO3	Analyze, measure and enhance portfolio performance.								
CO4	Develop a comprehensive understanding of mutual funds and the dynamics of risk and return, facilitating informed decision-making in indirect investing.								
CO5	Evaluate a comprehensive understanding of the derivatives market.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
1	Indian financial systems: Overview of Indian Financial System, Function of financial system, component of Financial System, concept of portfolio management, Phases of portfolio management, Primary market, and Secondary market, Meaning and Feature of Stock Market, Regulation of Stock Market in India.			12	Describe the overview and functions of the Indian financial system; and regulation of the stock market in India.				1,2
2	Fundamental Analysis and Technical Analysis: Fundamental Analysis, Fundamental Analysis for Traders, Technical Analysis, Efficient Market Hypothesis, Systematic Trading, and Technical Analysis.			8	Describe fundamental analysis; systematic trading				2
3	Portfolio Performance Management and Evaluation: Measurement of Portfolio Performance, Concept of Risk and Return, Risk adjustment and performance measures, Reduction of Risk through Diversification.			10	Describe the portfolio performance using various methods; risk-adjusted performance measure				2
4	Mutual fund - An indirect investing: Meaning and benefit of mutual fund, Structure of mutual fund operation, working mechanism of mutual fund, Types of mutual fund, growth of mutual fund in India, Risk and return in mutual fund.			10	Describe the understanding of mutual funds; risk and return associated with mutual funds.				2
5	Derivatives market: Meaning, definition, economic benefits of derivatives, types of financial derivatives, distinctive features of the derivatives market, exchange-traded versus OTC derivatives markets, trader in derivatives market.			5	Describe the understanding of mutual funds; risk and return of derivatives; types of traders in the derivatives				2

TEXT BOOKS

T1: Security Analysis and Portfolio Management, S Kevin, PHI Learning.

T2: Security Analysis and Portfolio Management, Punithavathy Pandian, Vikas Publishing

REFERENCE BOOKS:

R1: Kevin, S. (Year). Security Analysis and Portfolio Management. PHI Learning.

R2: Pandian, P. (Year). Security Analysis and Portfolio Management. Vikas Publishing

SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the functioning of Indian Financial Institutions.	PO1,PO9
2	Acquire both fundamental and technical analyses and applying them effectively for investment decisions.	PO2
3	Analyze, measure and enhance portfolio performance.	PO3,PO5
4	Develop a comprehensive understanding of mutual funds and the dynamics of risk and return, facilitating informed decision-making in indirect investing.	PO3
5	Evaluate a comprehensive understanding of the derivatives market.	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO219R	FIN-II- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	2	1.5		2				2

BANKING SPECIALIZATION:

SEMESTER – III									
Course Title	B&I- I-PRINCIPLES OF BANKING AND INSURANCE								
Course code	22MBAO2110R	Total credits: 3	L	T	P	S	R	O/F	C
			Total hours:		3	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> 1. To create understanding about the fundamental principles of banking supervision and its practices in India. 2. To update students with the various technologies used in banking. 3. To make students understand the working of insurance companies. 4. Through this course, students will be able to understand the various nuances and interrelationships between the Insurance and risk management Sector. 5. To enable students to analyze and obtain insights into the practical working of the Insurance Sector. 								
CO1	Demonstrate knowledge of the Indian financial system and the role of regulatory authorities.								
CO2	Explain the Roles, functions and responsibilities of various banks under the Reserve Bank of India.								
CO3	Understand the concept of risk management and apply insurance as a tool of risk transfer.								
CO4	Illustrate the principles of life and general of Insurance.								
CO5	Comprehend knowledge of diverse insurance products and critically evaluate the roles of intermediaries.								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	Structure of Banking System in India -Types of Banks - Commercial Banks, RRB, Co-operative banks, Services provided by the banks, role of RBI and the government as regulator of the banking system, provisions of Banking Regulation Act and RBI Act, Relationship between banker and customer, Narasimham Committee: Banking Sector Reforms, Basel-II and Basel-III Implications for Indian Banks				12	Describe different types of banks in India; banking sector reforms			1
2	Management of Banking Companies -Principles of Banking, Digitization of Bank, Creation of Money, Present Structure of Commercial Banking System in India, Structure of Indian Financial System, SWOT analysis of commercial Banks and challenges before commercial Banks.				12	Describe principles of banking and the impact of digitization; SWOT analysis of commercial banks			1
3	Principles of Insurance -Definition of Insurance, types of Insurance, Meaning and Definition of Risks. Nature of Insurance Business, Nature of Insurance contract, Insurance Contract vs. Wagering contract, Importance of Insurance, Uses of Insurance Business.				8	Describe the understanding of insurance; nature of insurance business			2
4	Types of insurance -Life insurance, general insurance. Insurance products, Reinsurance, Bancassurance.				8	Describe types of insurance; concepts of reinsurance and bancassurance.			2
5	Recent developments in banking and insurance sector -Financial inclusion, Non-performing assets management, PMLA, and KYC Policy.				5	Describe the understanding of financial inclusion; and management of non-performing assets.			2

TEXT BOOKS

- T1: O.P. Agarwal, Banking and Insurance, Himalaya Publishing House, 5th Edition, 2022
 T2: Gordon, Natarajan, Banking Theory, Law & Practice, 2017. Himalaya Publishing House.
 T3: Mohapatra, Acharya, Banking and Insurance, 2018. Pearson Education India

REFERENCE BOOKS:

- R1: Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions. Pearson.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate knowledge of the Indian financial system and the role of regulatory authorities.	PO1
2	Explain the Roles, functions and responsibilities of various banks under the Reserve Bank of India.	PO2,PO3,PO6
3	Understand the concept of risk management and apply insurance as a tool of risk transfer.	PO1,PO3
4	Illustrate the principles of life and general of Insurance.	PO5,PO9
5	Comprehend knowledge of diverse insurance products and critically evaluate the roles of intermediaries.	PO1,PO6,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO2110R	B&I- I- PRINCIPLES OF BANKING AND INSURANCE	2	1	2		1	1.5			1.5

SEMESTER – III									
Course Title	B& II-LEGAL ASPECTS OF BANKING AND INSURANCE								
Course code	22MBAO2111 R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	1. To create an understanding of the fundamental principles of banking supervision and its practices in India. 2. To update students with the various technologies used in banking. 3. To make students understand the workings of insurance companies.								
CO1	Understand the fundamentals of regulating banking operations in India								
CO2	Explain the negotiable instruments and understand the responsibilities of bankers concerning cheques								
CO3	Demonstrate knowledge of banking regulations by explaining different key Acts.								
CO4	Explain the regulatory frame work of insurance in India								
CO5	Understand and Apply the provisions of life and general insurance								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Structure of Indian Financial System - constituents - RBI; Commercial Banks; Rural Banks; Cooperative Banks; Land Development Banks; Development Banks. Changes in the role and functions of commercial Banks; Role of RBI, functions of RBI. RBI Act, 1934; Banking Regulation Act, 1949.		12	Describe the constituents of the Indian financial system; role and functions of commercial banks over time.				1	
2	Governments and RBI's Powers in respect of – opening of new banks and branch licensing – Constitution of the Board of Directors and their rights - Bank's Shareholders and their rights – Maintenance of Liquid Assets/Reserve funds/cash reserves/Statutory reserves; CRR/SLR concepts, guidelines and impact on Banks.		10	Describe the powers of the government and RBI in opening new banks and branch licensing; concepts of CRR and SLR, their guidelines, and their impact on banks.				2	
3	Winding up and amalgamation of Banks; Powers to control advances; Interest rate policies and directives; Statutory Audit and Inspections; Supervision and control functions; Board of financial supervision and its scope and role; Business Ethics and Corporate governance in Banking.		10	Describe the process and implications of winding up and amalgamation of banks; Board of Financial Supervision, business ethics, and corporate governance in banking.				2	
4	Legal Aspects of Banking Operations - Responsibility of Paying Banker - Collecting Banker - Letter of Credit, SARFAESI Act, 2002 - Securitization of financial assets - Banking Ombudsman scheme, 2002.		8	Describe the responsibilities of paying and collecting bankers; Banking Ombudsman Scheme, 2002, and its significance.				2	
5	Legal Aspects of insurance: Insurance Act, 1938: Consumer Protection Act, 1986, Life Insurance Act 1956, IRDA Act 1999, RE-insurance and Double Insurance, Motor Vehicle Act 1938, Information Technology, Act, 2001		5	Describe the key provisions of the Insurance Act, 1938, and the Consumer Protection Act, 1986, Life Insurance Act, 1956, and the IRDA Act, 1999.				2	

TEXT BOOKS

T1: Desai V. J.,2016. Indian Banking Law and Practice, PHI.

T2: S. N. Gupta., 2013.The Banking Law in Theory and Practice, Universal Publishing

T3: Varshney P.M., 2017.Banking Law & Practice, Sultan Chand & Sons.

REFERENCE BOOKS:

R1: Mishra, A. K. (2020). Legal Aspects of Banking and Finance. New Delhi: McGraw-Hill Education.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamentals of regulating banking operations in India	PO1
2	Explain the negotiable instruments and understand the responsibilities of bankers concerning cheques	PO1
3	Demonstrate knowledge of banking regulations by explaining different key Acts.	PO1
4	Explain the regulatory frame work of insurance in India	PO2,PO3
5	Understand and Apply the provisions of life and general insurance	PO2,PO4

MAPPING TABLE

Course code	Course Name	PO1 *	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO211 1R	B& III- LEGAL ASPECTS OF BANKING AND INSURANCE	1	1	2	2					

SEMESTER – III									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22MBAO2112R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	0	2	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of second year of the programme								
Course Objectives (Minimum 3)	1. To know the concept and definition of professional development and other theories of development, and also to know about the sustainable development issues. 2. To enable students utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization.								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills								
CO4	Apply the knowledge in practical business contexts.								
CO5	Apply critical thinking and inter personal skills in negotiation and decision-making								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers.	PO1,PO6,PO7,PO8,PO9
2	Understand and utilize digital knowledge for business management.	PO1,PO6
3	Proficiency in communication skills	PO6
4	Apply the knowledge in practical business contexts.	PO4
5	Apply critical thinking and inter personal skills in negotiation and decision-making	PO2,PO4,PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO2112R	TECHNO PROFESSIONAL SKILL	1	2	2	2		1.8	2	2	3

SEMESTER – III									
Course Title	MOOCS-III(E-Learning)								
Course code	22MSCE211R	Total credits: 1	L	T	P	S	R	O/F	C
			1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of second year of the programme								
Course Objectives (Minimum 3)	MOOCS_CE-01 is provided through Cours era Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes etc.								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO4,PO5
2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks	PO1,PO3,PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
23MSCE211R	MOOCSIII (E-Learning)									

SEMESTER – III									
Course Title	CORPORATE PROFICIENCY(PDP)								
Course code	22UMPD211R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 60	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To acquaint students with the various tools of an effective presentation. To acquire the speaking skill to instruct, influence, engage, educate, or appease the listeners. To increase proficiency, present ability, and quality of resume, and guide self-promotion and self-evaluation in social media. To prepare and train the students for the campus drives & walking interviews. 								
CO1	It will prepare the learners to speak with greater control and charisma in front of others.								
CO2	It will have a positive impact in their thought process and problem-solving skills.								
CO3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.								
CO4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
1	Presentation Skills: Introduction, Essential characteristics of a good presentation, Preparation of a good presentation		2	Understand the importance and purpose of presentations in professional settings. Identify different types of presentations and their appropriate use.				2, 3	
2	Public Skills: Fear of Public Speaking, Understanding and Overcoming Fear of Public Speaking, Confidence and Control, Physiology and Stress-Control/Process, Tips for Presentations and Public Speaking, Tips for Using Visual Aids in Presentations, Process for Preparing and Creating Presentations, Delivering Presentations Successfully, Doubt Clearing and Summary of Main Points		2	Develop strategies to enhance self-confidence in public speaking. Learn methods to maintain control and composure during presentations.				2, 3	
3	Practical session on Resume, Curriculum Vitae, Writing cover letter & LinkedIn Profile: Preparation, submission & screening of Resume, Practical session on cover letter screening session, Creating a profile on LinkedIn, How to utilize it.		2	Build a professional LinkedIn profile to enhance online presence. Utilize LinkedIn features to network and job search effectively. Create resume with the understanding of the module.				2, 3	
4	Leadership & Management Skills: Concepts of		4	Describe various leadership				2, 3	

	Leadership, Leadership Styles, Manager VS Leader, How to be an Effective Leader, Mock/Practice Session, Doubt Clearing Session.		concepts and styles.	
5	Research Paper – Writing Skills: how to write a research paper, key point of research	4	Describe the key points and structure of writing a research paper	2, 3
6	Interview skills and dressing code ethics: purpose and importance types of interview- telephonic, virtual and face to face, online interview , personal interview, panel interview, group interview, JA mission, Types of interview questions- traditional/common interview question, case interview question, general strategies for answering questions— marketing your skills and experience, preparation before the interview, how to dress up for interview, how to maintain eye contact and positive body language, how to be presentable, interview dos and don't, how to make first impression, what to wear during interview or any other formal meeting-male & female	6	Prepare for telephonic, virtual, face-to-face, panel, and group interviews. Adapt communication styles to different interview formats.	2, 3
7	Mock interview---practical mock interview, feedback-receiving feedback, giving feedback, advantages of effective feedback, how to deal with negative feedback	4	Participate in practical mock interviews to build confidence. Receive constructive feedback to improve interview performance.	2,3

TEXT BOOKS

T1: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

T2: McDowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition).

REFERENCE BOOKS:

R1: Garg. Manoj Kr. (2018) *English Communication: Theory and Practice*

OTHER LEARNING RESOURCES:

O1: <https://brightlinkprep.com/10-best-toefl-prep-books/>

O2: <https://files.eric.ed.gov/fulltext/EJ1132742.pdf>

CO PO Mapping		
S N	Course Outcome (CO)	Mapped Program Outcome
1	It will prepare the learners to speak with greater control and charisma in front of others.	PO5,PO6
2	It will have a positive impact in their thought process and problem-solving skills.	PO5,PO6
3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.	PO5,PO6
4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence	PO5,PO6

MAPPING TABLE

Course code	Course Name	PO1 *	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
22UMPD211 R	CORPORATE PROFICIENCY(PDP)					2	3			

SEMESTER – IV									
Course Title	ENTREPRENEURSHIP MANAGEMENT								
Course code	22MBAO222R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of the second year of the programme								
Course Objectives (Minimum 3)	1.To introduce the students to the world of Entrepreneurship 2. To study Entrepreneurial Perspective 3. To study how to start entrepreneurial ventures 4. To analyse Contemporary Challenges in entrepreneurship.								
CO1	Understand the concept of Entrepreneurship, its implications, and its application								
CO2	Comprehend the structure and formation of the organization from the entrepreneurialperspective								
CO3	Analyse environmental opportunities and planning for new venture creation								
CO4	Understand the Strategic planning process and identification of challenges and trends for anew venture								
CO5	Identify and become aware of the opportunities for global entrepreneurship.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
1	The contemporary world of entrepreneurship: The entrepreneurial revolution, Entrepreneurship-an evolving concept; Entrepreneurship- a concept, Characteristics of Entrepreneurs, Types of Entrepreneurship.	10	Describe the entrepreneurial revolution and its impact on the global economy; types of entrepreneurship and their unique attributes.					1	
2	The entrepreneurial perspective: Understanding the entrepreneurial perspective in individuals, developing creativity and understanding innovation, Small Business and Corporate Entrepreneurship.	8	Describe the entrepreneurial perspective; role in innovation.					1,2	
3	Developing the Entrepreneurial Plan: Environmental assessment; Preparation for new venture, marketing research for new ventures, financial preparation Entrepreneurial ventures, developing an effective business plan.	12	Describe the process of environmental assessment; components of an effective business plan					2,3	
4	Contemporary challenges in Entrepreneurship: Continuous challenges for Entrepreneurs, Entrepreneurial perspective of an organizational lifecycle, emerging trends in entrepreneurship : E-entrepreneurship.	8	Describe the continuous challenges faced by entrepreneurs; merging trends in entrepreneurship					2,3	
5	Growth and Development of Entrepreneurial Ventures: Global opportunities for	7	Describe global opportunities available for entrepreneur;					2,3	

entrepreneurs, Product concept for new ventures, New Venture Opportunities in International Market, Women Entrepreneurship.	significance and impact of women entrepreneurship
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TEXT BOOKS

T1: Management and Entrepreneurship by ByN.V.R.Naidu

REFERENCE BOOKS:

R1: Entrepreneurship and New Venture Creation: Knut Holt

R2: Entrepreneurship for everyone: A student Text Book by Robert Mellor

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of Entrepreneurship, its implications, and its application	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
2	Comprehend the structure and formation of the organization from the entrepreneurial perspective	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
3	Analyse environmental opportunities and planning for new venture creation	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
4	Understand the Strategic planning process and identification of challenges and trends for a new venture	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
5	Identify and become aware of the opportunities for global entrepreneurship.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO222R	ENTREPRENEURSHIP MANAGEMENT	3	2	2	2	2	1	3	1	3

SEMESTER – IV									
Course Title	THESIS								
Course code	22MBAO223R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	0	0	0	4	12	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	<p style="text-align: center;">Class/ hours</p> <p>DURATION: 20 WEEKS.</p> <p>Each student undertakes a thesis under the supervision of the Faculty of the Institute of Management for 20 weeks duration.</p>								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Develop the ability to conduct independent research, critically analyze data, and effectively present findings within the field of study.	PO4,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO223R	THESIS				3					

MARKETING SPECIALIZATION:

SEMESTER – IV									
Course Title	MKT-III-INTERNATIONAL MARKETING								
Course code	22MBAO224R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of the second year of the programme								
Course Objectives (Minimum 3)	1. To introduce students to the field of international marketing, its concepts and techniques. 2. To make students aware about Rural Marketing concepts, features and techniques.								
CO1	Understand the fundamental concepts, scope, and differences of domestic and internationalmarketing								
CO2	Examine the international marketing environmental factors and trade barriers.								
CO3	Understand and outline international market entry considering product and pricingstrategies								
CO4	Plan the International Marketing Channel.								
CO5	Prioritize Marketing Communication tools for the International Market.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
1	Definition, meaning, nature and need of international marketing; Difference between domestic and international marketing; Exports and Imports as the basis of International Marketing; Reasons for entering export marketing.	10	Describe the understanding international marketing	1					
2	International Marketing Environment - Domestic Environment vs Foreign Environment; Scanning of International Markets through PESTEL and SWOT; Balance of Payments; Barriers to Trade, Tariff and Non-tariff Barriers; Easing Trade Restrictions - GATT and WTO.	10	Describe the understanding he domestic and foreign marketing environments.	1,2					
3	Choosing an international market – size, language, competition, political and financial stability, cultural and legal aspects; Risks involved in doing international business; Pricing and paymenttermsininternationaltrade;EntrystrategiesinInternationalmarketing;	10	Describe the criteria for choosing an international market, including size, language, competition, political and financial stability, and cultural and legal aspects.	2,3					
4	Distribution channels in international marketing; Factors Affecting Choice of Channels; Importance of efficient logistic management in International Marketing; Order-processing, Warehousing, Transportation.	8	Comprehend the distribution channels used in international marketing; efficient logistics	2,3					
5	Integrated Marketing Communication (IMC)for	7	Describe the role of	2,3					

	International Marketing-Sales Promotions in International Markets, International Public Relations, International Advertising-Goals and Strategy.		sales promotions in international markets; □ goals and strategies of international advertising.	
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TEXT BOOKS

T1: International Marketing (18th Edition) by Philip R. Cateora and Mary C. Gilly

T2: Global Marketing (9th Edition) by Warren J. Keegan and Mark C. Green

REFERENCE BOOKS:

R1: International Marketing by Subhash C. Jain

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts, scope, and differences of domestic and international marketing	PO1
2	Examine the international marketing environmental factors and trade barriers.	PO4,PO8
3	Understand and outline international market entry considering product and pricing strategies	PO1,PO3
4	Plan the International Marketing Channel.	PO3,PSO2
5	Prioritize Marketing Communication tools for the International Market.	PO2,PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO224R	MKT-III-INTERNATIONAL MARKETING	2.5	3	3	3		2		2	

SEMESTER – IV									
Course Title	SERVICES MARKETING								
Course code	22MBAO225R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of the second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To develop a comprehensive understanding of the differences between goods and services marketing, enabling students to distinguish key characteristics and strategies unique to each domain. To explore and analyze the intricate process by which value is created in service enterprises, providing students with insights into the core elements that contribute to the perceived value of services. To enhance students' ability to acquire knowledge and skilfully map consumer responses in various service purchasing scenarios, fostering a nuanced understanding of customer behavior and decision-making processes. 								
CO1	Recognise the nature,scope, andtypesofServices.								
CO2	Comprehend the process of sustainable value creation through a service marketing mix.								
CO3	Understand and analyse the service system and functional orientations.								
CO4	Explain the competitive advantage of service procurement behaviour.								
CO5	Identify the service qualities,and manage the demand and supply imbalance in service delivery								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
1	The rise of the service economy: influential elements, examination of consumption trends, economic evolution spanning agriculture, industry, and services. Service as a marketing entity: distinctive features and strategic implications, embracing the service-dominant logic. Varieties of services: encompassing insurance, banking, air transportation, courier services, education, etc	12	Describe the influential elements leading to the rise of the service economy; service-dominant logic and its adoption in marketing	1					
2	Marketing mix for services: the notion of value and its drivers within an expanded framework. Cultivating relationships: relationship marketing, bonding, and lifetime value. Service encounter: the moment of truth, various service types, and the classification of service encounters. Service innovation: achieved through modifications in both individual encounters and systemic changes.	10	Describe the concept of value and its drivers within an expanded service marketing mix framework; service innovation	1,2					
3	Service Marketing System: Servuction system, consumer and prosumer involvement, service system mapping, front line, internal interaction line, and visibility line, as well as service blueprinting. Service system and functional orientations: the trinity of service management, interactions among production, marketing, and human resources, inter-	10	Describe the servuction system and the roles of consumers and prosumers in service delivery; service blueprinting and its application in service management.	2,3					

	functional conflicts, and the need for harmonization.			
4	Service Procurement Behavior: Variations in viewpoint, risk assessment, and decision-making processes. Service marketing strategy: Segmentation, targeting, and positioning, as well as market innovation. Competitive differentiation: Analyzing competitive advantage and value chain for distinctiveness.	5	Describe the variations in consumer viewpoints, risk assessment, and decision-making processes in service procurement; service marketing strategies	2,3
5	Quality of Service: Definition, technical and functional dimensions of quality, models for evaluating service quality, and methods of measurement and implementation. Management of demand and supply imbalances: addressing challenges and employing strategies. Service culture: fostering a culture based on values, implementing recovery and empowerment measures, and cultivating a service-oriented ethos.	8	Describe the definition of service quality, including its technical and functional dimensions; elements of a service culture	2,3

TEXT BOOKS

T1: Services Marketing, 2018, Valarie A. Zeithaml, Mary Jo Bitner, Dwanye D. Gremler; MCGRAW HILL LINDI A, 7thed., ISBN: 9789353160777

T2: Services Marketing, 2014, Dr. K. Karunakaran, Himalaya Publishing House Pvt. Ltd.,

REFERENCE BOOKS:

R1: Services Marketing Management, 2006, Peter Mudie, Angela Pirrie, Routledge Pub., 3rded., ISBN: 9780750666749

R2: SERVICES MARKETING: THE INDIAN CONTEXT, SRINIVASAN, R., 4thed., PHI Learning, eBook ISBN: 9789354437687

SUGGESTED READINGS:

S1: Fisk, R.P., Grove, S.J., & John, J. (2013). Services Marketing: An interactive approach (4thed. USA: Cengage Learning

S2: Glynn, W.J., & Barnes, J.G. (2006). Understanding services management: Integrating marketing, organizational behaviour, operations and human resources management. New Delhi: Prentice Hall.

S3: Gronroos, C. (2007). Service management and marketing: Customer Management in service competition (3rded.). New Delhi: Wiley India.

S4: Gronroos, C. (2015). Service management and marketing: Managing the service profit logic. New York: John Wiley

S5: Hoffman, K.D., & Bateson, J.E.G. (2016). Marketing of services: Concepts, strategies and cases. USA: Cengage Learning

S6: Lovelock, C., Wirtz, J., & Chatterjee, J. (2011). Service marketing: people, technology and strategy (7thed.). New Delhi: Pearson Education.

S7: Mudie, P., & Pirrie, A. (2006). Services marketing management. New Delhi: Butterworth Heinemann

S8: Shanker, R. (2002). Services marketing: The Indian perspective. New Delhi: Excel Books

S9: Verma, H.V. (2012). Services marketing: text and cases (2nded.). New Delhi: Pearson Education

S10: Zeithaml, V., Gremler, D., Bitner, M.J., & Pandit, A. (2013). Services marketing: integrating

customer focus across the firm (6th ed.). New Delhi: Mc Graw Hill

SN	Course Outcome (CO)	Mapped Program Outcome
1	Recognise the nature,scope, andtypesofServices.	
2	Comprehend the process of sustainable value creation through a service marketing mix.	PO5
3	Understand and analyse the service system and functional orientations.	
4	Explain the competitive advantage of service procurement behaviour.	PO3,PO4
5	Identify the service qualities,and manage the demand and supply imbalance in service delivery	

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO225R	SERVICES MARKETING			1	1	2				

HR SPECIALIZATION:

SEMESTER – IV									
Course Title	HRD-III INDUSTRIAL RELATIONS AND LABOUR LAWS								
Course code	22MBAO226R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	1.To learn about the conceptual framework of Industrial Relations 2.To learn the concept of grievances and its implication on the organization 3.To learn about Trade Union and its evolution etc. 4.To learn different Labour Laws. 5.To learn about the social securities law governing the Indian Organization								
CO1	Understand the various theories related to IR and Labour Laws								
CO2	Develop an understanding of the concepts trade unions, grievances and Labour laws								
CO3	Comprehend the evolution, concept and application of collective bargaining in the Indian Context								
CO4	Explore and understand of the application of Labour Laws in an Indian Organization								
CO5	Develop an Understanding of the Social Security Laws and its implication in the Indian scenario								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
1	IR - nature, objectives, forms, theories of IR and IR in the Indian Context.	8	Describe the objectives, theories of industrial relations (IR).	1					
2	Grievances - causes, handling procedure, discipline, indiscipline, misconduct, major and minor punishments, management of sexual harassment.	7	Describe the causes of grievances in the workplace; discipline, indiscipline, and misconduct in the workplace; management of sexual harassment in the workplace.	1,2					
3	Collective Bargaining - importance, process, levels, hurdles of CB Trade Unions - Definition. Origin, growth of TU in the Indian Context.	8	Describe the importance and process of collective bargaining; origin, and growth of trade unions in the Indian context.	2,3					
4	Labour Laws - Factories Act, 1948; The Plantation Labour Act 1951 Industrial Relations Law - The Industrial Disputes Act, 1947; The Industrial Employment (Standing Orders) Act 1946.	10	Describe different Act(s) related to labour and Industrial Relations Law	2,3					
5	Social Security Laws - The Workmen's Compensation Act, 1961; The Employee Insurance Act, 1948, The Employees'	12	Describe different Act(s) related to Social Security Laws	2,3					

	Provident Funds and Miscellaneous Provisions Act, 1952, The Payment of Gratuity Act, 1972; The Maternity Benefit Act, 1961.			
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TEXT BOOKS

T1: Compensation & Reward Management, B.D. Singh, Excel Books.

T2: Compensation, Milkovich & Newman, TMH.

REFERENCE BOOKS:

R1: Compensation Management, Dipak Kr. Bhattacharyya, Oxford University Press India.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the various theories related to IR and Labour Laws	PO1,PO4,PO6
2	Develop an understanding of the concepts trade unions, grievances and Labour laws	PO6,PO7
3	Comprehend the evolution, concept and application of collective bargaining in the IndianContext	PO1,PO4,PO6,PO7,PO9,
4	Explore and understand of the application of Labour Laws in an Indian Organization	PO1,PO3,PO4,PO6,PO7,PO9
5	Develop an Understanding of the Social Security Laws and its implication in the Indianscenario	PO1,PO3,PO4,PO6,PO7,PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO226R	HRD-III INDUSTRIAL RELATIONS AND LABOUR LAWS	2.3		1.5	2.3		1.4	1.8	2	1.3

SEMESTER – IV									
Course Title	HRD-IV-COMPENSATION MANAGEMENT								
Course code	22MBAO227R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	1.To learn about the conceptual framework of Compensation Management 2.To learn about the various aspect of Job like job description, pay grades, performance-based pay system, salary structure etc. 3.To learn about tax planning in compensation and payment of bonus. 4.To learn about the management of compensation system with the designing of compensation packages.								
CO1	Comprehend theories and policies related to compensation management								
CO2	Understand of the concepts of job descriptions and performancebased pay systems								
CO3	Explore and understand the tax implications on compensation packages								
CO4	Identify the bonus structure & Act in the Indian Context and explore the scope of implementation of innovative wages								
CO5	Understand and implementation of compensation packages for executives								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
1	Conceptual Framework of Compensation Management - concept and components of wages, Theories of Wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory. Wage policy - National, Industrial, Company.	12	Describe the concept and components of wages; various theories of wage					1	
2	Job description and evaluation, Pay grades and Performance based Pay Systems, Wage and Salary Structure, Concept of Consumer Price Index and its linkage to Dearness Allowance.	8	Describe the process of job description and evaluation; structure of wages and salaries.					1,2	
3	Tax Planning in Compensation; Tax Implications of Employee Compensation Package to Employer; Tax Efficient Compensation Package.	7	Describe the principles of tax planning in compensation management; tax-efficient compensation package.					2,3	
4	Bonus - Payment of Bonus Act, Bonus Structure in Indian Industry.Wageincentives – Types, Design, and Installation of new wage incentives.	9	Describe the key provisions of the Payment of Bonus Act; design and installation process of new wage incentive					2,3	
5	Management of compensation system; Executive compensation – designing of compensation packages, administration of salary and benefit to executives.	9	Describe the principles and practices involved in the management of a compensation system; administration of salaries and benefits to executives.					2,3	

TEXT BOOKS

T1: Compensation & Reward Management, B.D. Singh, Excel Books.

T2: Compensation, Milkovich & Newman, TMH.

REFERENCE BOOKS:

R1: Compensation Management, Dipak Kr. Bhattacharyya, Oxford University Press India.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend theories and policies related to compensation management	PO1,PSO1
2	Understand of the concepts of job descriptions and performancebased pay systems	PO2,PSO2
3	Explore and understand the tax implications on compensation packages	PO3,PO4,PSO3
4	Identify the bonus structure & Act in the Indian Context and explore the scope of implementation of innovative wages	PO1,PO5,PSO1
5	Understand and implementation of compensation packages for executives	PO7

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO227R	HRD-IV- COMPENSATION MANAGEMENT	2.5	3	2	3	3		3		

FINANCE SPECIALIZATION:

SEMESTER – IV									
Course Title	FIN-III-STRATEGIC FINANCIAL MANAGEMENT								
Course code	22MBAO228R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	1. To familiarize students on concepts of financial management from strategic perspective. 2. To introduce the students to the fundamental financial planning of an individual.								
CO1	Understandthe financialenvironmentandthestrategiesinvolvedinafirm								
CO2	Apply practical insights into managing financial distress and restructuring in corporatescenarios.								
CO3	Discuss the ERM strategies, fostering skills to identify, assess, and manage risks for informeddecision-makingin organizational contexts.								
CO4	Evaluate the reasons, benefits, and costs associated with these financial restructuringstrategies								
CO5	Understand different aspects related to leasing, including its types and evaluation from lessorandlesseeviewpoints								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
1	Strategic Financial Management: Meaning of SFM, Importance. An overview, objectives of a firm - financial and nonfinancial, short term and long term financial planning in a firm, Firm's Environment, Governance and Strategy - business environment, operational structure, financial structure.		12	Describe the meaning and importance of Strategic Financial Management (SFM); processes involved in short-term and long-term financial planning in a firm.				1	
2	Financial Distress and Restructuring Meaning of bankruptcy, factors leading to bankruptcy, symptoms, predictions, reorganization of distressed firms, role of BIFR, liquidation of firms.		10	Describe the understanding of bankruptcy; reorganization of distressed firms				1,2	
3	Enterprise Risk Management Risk management, types of risk, framework of ERM, its implementation.		8	Describe the principles of risk management and the different types of risk; Enterprise Risk Management (ERM).				2,3	
4	Expansion and Financial Restructuring – Meaning of Mergers and Amalgamations – reasons for Merger, Benefits and Cost of Merger – Takeovers – Business Alliances.		8	Describe the understanding of mergers and amalgamations				2,3	
5	Leasing – Importance, Types, Evaluation of Leasefrom the point of view of Lessor and Lessee – Lease versus Buy Decision – Venture Capital.		7	Describe the importance and types of lease; decision-making process involved in lease versus buy decisions.				2,3	

TEXT BOOKS

T1: Strategic Financial Management, Rajni Sofat, Preeti Hiro, PHI

T2: Personal Finance, Jack R Kapoor, Les R Dlabay, Robert J Hughes, Tata McGraw Hill Publishing Co. Ltd., New Delhi

REFERENCE BOOKS:

R1: Business Policy and Strategic Management – Azhar Kazmi, Tata McGraw Hill Publishing Co. Ltd., New Delhi

R2: Management Policy and Strategic Management Concept, Skills and Practices– R.M Shrivastava ,Himalaya Publishing House, Mumbai.

R3: Strategic Management–P.Subba Rao, Himalaya Publishing House, Mumbai.

R4: Strategic Financial Management by G.P. Jakhotiya.

R5: Strategic Financial Management by Rajni Sofat and Preeti Hiro, PHI, New Delhi.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the financial environment and the strategies involved in a firm	PO1
2	Apply practical insights into managing financial distress and restructuring in corporate scenarios	PO5
3	Discuss the ERM strategies, fostering skills to identify, assess, and manage risks for informed decision-making in organizational contexts.	PO3,PO4
4	Evaluate the reasons, benefits, and costs associated with these financial restructuring strategies	PO3,PO4
5	Understand different aspects related to leasing, including its types and evaluation from lessee and lessor viewpoints	PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO228R	FIN-III- STRATEGIC FINANCIAL MANAGEMENT	1		1	1	1				

SEMESTER – IV									
Course Title	FIN-IV-TAX PLANNING AND MANAGEMENT								
Course code	22MBAO229R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	1. To introduce the students well verse with taxation laws. 2. To impart the basic knowledge of direct and indirect taxation. 3. To acquaint the students with the basic concept of income tax and computation of tax liability.								
CO1	Understand the fundamental concepts of income tax.								
CO2	Comprehend the different taxation aspects and its influence on corporate decision-making								
CO3	Retrieve and apply the different components of tax planning in various business scenarios								
CO4	Evaluate the impact of indirect taxes on valuation of manufacturing goods								
CO5	Understand the dynamic aspects of GST and its functions.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
1	Basic concepts: Definition, income, person, previous year and assessment year, Heads of income, Residential Status, Agricultural income, Income exempted from income tax, rebate of income tax, Income tax deduction at source. Computation of taxable income.	10	Describe the definitions of key terms such as income, person, previous year, and assessment year; computation of taxable income					1	
2	Corporate Tax: Taxation of companies under Income Tax Act, Dividend Tax, Special Provisions of Minimum Alternate Tax on companies, Impact of Tax on corporate decision making.	7	Describe the taxation provisions applicable to companies under the Income Tax Act; tax on corporate decision-making processes.					1,2	
3	Tax planning: Objectives of tax planning, Tax avoidance, Tax evasion, Tax planning relating to merger and acquisition, make or buy, Transfer pricing, Amalgamation, Replace or Repair, hire purchase, Lease and Installment.	8	Describe the objectives of tax planning; tax planning strategies related to mergers and acquisitions					1,2	
4	Central Excise and Cenvat: Definition, basic conditions for excise liability, exemption from excise duty, Classification of goods, Valuation procedures under Central Excise, Valuation of goods, registration of factory for central excise.	8	Describe the definitions and basic conditions for excise liability; classification and valuation procedures under Central Excise					1,2	
5	Introduction to goods and services tax: Objectives and basic scheme of GST, Meaning	12	Describe the objectives and basic scheme of GST; provisions for					1,2	

	– Salient features of GST – Subsuming of taxes –Benefits of implementing GST – Constitutional amendments - Structure of GST (Dual Model) –Central GST – State / Union Territory GST – Integrated GST - GST Council: Structure, Powers and Functions. Provisions for amendments.		amendments under GST.	
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TEXT BOOKS

T1: Taxation and Auditing, B.B. Dam, Sujit Sikidar, R. Barman, B. Bora, Capital Publishing Company, Guwahati.

T2: Income tax, Dr. Binod Singhani, Taxmann.

T3: Students guide to income tax, Dr. V.K. Singhania and Dr. M. Singhania, Taxmann.

REFERENCE BOOKS:

R1: Income Tax Laws and Practice by Taxman Publication, New Delhi.

R2: Corporate Taxation by Dr. Vinod Kr. Singhania, by Taxman Publication, New Delhi
Shrivastava ,Himalaya Publishing House, Mumbai.

R3: Income Tax Laws and Practice by M. Chandra.

R4: Indirect Taxes by Ravi Kishore, Taxmann, New Delhi.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts of income tax.	PO1,PO2,PO4,PO5,PO8,PO9
2	Comprehend the different taxation aspects and its influence on corporate decision-making	PO1,PO2,PO3,PO4,PO5,PO6,PO8
3	Retrieve and apply the different components of tax planning in various business scenarios	PO1,PO2,PO3,PO4,PO5,PO6,PO8
4	Evaluate the impact of indirect taxes on valuation of manufacturing goods	PO1,PO2,PO3,PO4,PO5,PO8,PO9
5	Understand the dynamic aspects of GST and its functions.	PO1,PO2,PO3,PO4,PO5,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO229R	FIN-IV-TAX PLANNING AND MANAGEMENT	2.2	2.6	2.5	2.4	2.6	2	3	3	3

BANKING SPECIALIZATION:

SEMESTER – IV									
Course Title	INFORMATION TECHNOLOGY IN THE BANKING & INSURANCE								
Course code	22MBAO2210R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> To define the historical and current role of information technology in the banking and insurance sector. To evaluate the impact of IT on insurance operations, customer service, and strategic decision-making. To analyze the integration of IT in underwriting claims processing, and policy management. Investigate Blockchain Applications in Insurance. To assess the significance of Insurtech and its impact on traditional insurance models. 								
CO1	Comprehensive understanding of the historical and current role of IT in the banking and insurance industry.								
CO2	Understand and analyze the impact of digital transformation in the banking and insurance sector.								
CO3	Interpret the impact of cryptocurrencies on traditional banking models, considering factors such as decentralization, transparency, and regulatory challenges								
CO4	Identify key technological changes in the Indian banking industry, including trends in information technology adoption and electronic payment systems								
CO5	Analyze the necessity of robust cybersecurity and privacy compliance in banking and insurance.								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	Information Technology: Meaning; Role of IT in business; Limitations; Difference between traditional commerce and e-commerce; Importance of IT in banking and insurance operations; Historical perspective and evolution of IT in banking and insurance.				5	Describe the meaning and role of Information Technology (IT) in business; historical perspective and evolution of IT in banking and insurance.			1
2	Digital Banking and Channels - Definition; Services provided; Benefits of E-banking; Banking Services through Internet. Introduction to digital banking, advantages and disadvantages of core banking, Online banking, mobile banking, and ATMs, Fintech partnerships and collaborations, Types of Internet Banking Risk. E-Banking and Retail Banking: E-banking – Retail Banking; Difference between Core banking and Retail banking; Advantages and disadvantages of retail banking; Services Offered in Retail Banks; Opportunities and Challenges for Retail Banking.				10	Describe the definition and services provided by digital banking; services offered and the opportunities and challenges in retail banking.			1,2
3	Blockchain and Cryptocurrencies - Introduction to blockchain technology, Uses of blockchain in banking, Cryptocurrencies and their impact on traditional banking,				10	Describe the basics of blockchain technology and its uses in			1,2

	Technological Changes in Indian Banking Industry - Trends in Banking and Information Technology, Automated Clearing House Operations, E-Checks - Protocols and Standards; Cheque clearing using MICR technology; Electronic Wholesale Banking Credit Transfer, Credit Information Bureau (I) Ltd.		banking; process of cheque clearing	
4	IT in Insurance Sector - Importance of IT in Insurance Sector in India; Core functionalities and benefits of insurance technology, Integration of IT in underwriting and claims processes, Digital transformation in the insurance industry, Technology-driven innovations in insurance products, Uses of blockchain in insurance, Smart contracts and claims processing, Regulatory considerations for blockchain in insurance.	10	Describe the importance of IT in the insurance sector in India; uses of blockchain in insurance, including smart contracts and claims processing.	1,2
5	Cyber security and Fraud Prevention - Importance of cyber security in banking and insurance, Threat landscape in the banking and insurance sector, Fraud detection and prevention strategies, Artificial Intelligence (AI) in banking, Internet of Things (IoT) in banking operations. Future Trends and Emerging Technologies - Artificial Intelligence (AI) in insurance, Internet of Things (IoT) in risk management, Ethical considerations in adopting emerging technologies.	10	Describe the importance of cybersecurity in banking and insurance; applications of Artificial Intelligence (AI) and Internet of Things (IoT) in banking operations	1,2

TEXT BOOKS

T1: "Banking and Information Technology" by Vineet Tyagi

T2: "Digital Banking: Strategies to Launch or Become a Digital Bank" by Chris Skinner

REFERENCE BOOKS:

R1: "E-Banking Management: Issues, Solutions, and Strategies" by Mahmood Shah & Steve Clarke - Information Science Reference (an imprint of IGI Global)

R2: Banking and Finance on the Internet– Mary J Cronin

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehensive understanding of the historical and current role of IT in the banking and insurance industry.	PO3,PSO2
2	Understand and analyze the impact of digital transformation in the banking and insurance sector.	PO2PO7,PO9,PSO1,PSO3
3	Interpret the impact of cryptocurrencies on traditional banking models, considering factors such as decentralization, transparency, and regulatory challenges	PO3,PO9,PSO1
4	Identify key technological changes in the Indian banking industry, including trends in information technology adoption and electronic payment systems	PO1,PO3,PO5,PO9,PSO3
5	Analyze the necessity of robust cybersecurity and privacy compliance in banking and insurance.	PO1,PO2,PO9,PSO1

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO2210R	INFORMATION TECHNOLOGY IN THE BANKING & INSURANCE	1.5	2	2		2		1		1.8

SEMESTER – IV									
Course Title	RISK MANAGEMENT IN BANKING & INSURANCE								
Course code	22MBAO2211R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	<ol style="list-style-type: none"> Understand the key principles of risk management and their application in banking and insurance industry. Analyze different types of risks faced by banks, including credit, market, operational, and liquidity risks. Analyze the various types of risks faced by insurance companies, including underwriting, pricing, operational, and strategic risks. Explore advanced risk management tools and techniques used in the banking and insurance sector. Evaluate the impact of regulatory frameworks on insurance risk management practices. 								
CO1	Classify the types of Risks in Banking								
CO2	Understand and utilize the principles governing insurance product design								
CO3	Describe the claims handling processes								
CO4	Analyse the role of regulatory bodies in the banking sector.								
CO5	Identify and assess operational risks in banking. Evaluate internal controls and risk mitigation								
Unit- No.	Content				Contact Hour	Learning Outcome		KL	
1	Interpretations of the term 'risk' - Types of business and personal risks, Significance of risk management function within business organizations, Introduction to Risk Management in Insurance - Overview of risk management principles, Importance of risk management in the insurance industry, Historical perspectives on insurance risk, Types of Risks in Insurance - Underwriting risks, Pricing risks, Operational risks, Reputational risks, Investment risks. Types of Risks in Banking - Credit risk, Market risk, Operational risk, Liquidity risk, Reputational risk, Regulatory and compliance risk.				12	Describe the various interpretations of the term 'risk' and the types of business and personal risks.		1	
2	Insurance Product Design and Risk - Principles of insurance product design, Product Development in the Life and Non-life Insurance Sectors in India, Link between product design and risk exposure, Role of Risk Evaluation in the Process of Insurance Product Formation, Future Trends in the Domain of Insurance Product Design and Development.				8	Describe the principles of insurance product design; risk evaluation in the formation of insurance products.		1,2	
3	Underwriting and Claims Management – Need for insurance underwriting, Factors affecting the underwriting process, Underwriting process and decision-making, Risk				10	Describe the need for insurance underwriting and		1,2	

	selection criteria, Underwriting challenges and innovations. Factors affecting the insurance claims management system, Types of documents needed in various types of claims, 'Causa Proxima' in insurance claim settlement, Risk management in channelizing their fund of insurance companies. Claims Management and Loss Mitigation - Claims handling processes, Loss mitigation strategies, Role of technology in claims management.		the factors affecting the underwriting process; insurance claims management system	
4	Regulatory Framework for Banking Risk Management - Role of regulatory bodies in banking, Basel III and its impact, Compliance and governance in banking. Credit Risk Management - Credit risk assessment methodologies, Credit scoring models and their applications, Managing non-performing loans, Credit scoring models. Market Risk Management - Measurement and monitoring of market risk, Value at Risk (VaR) models, Hedging strategies for market risk.	8	Describe the role of regulatory bodies in banking; credit risk assessment methodologies and credit scoring models.	1,2
5	Operational Risk Management - Identifying and assessing operational risks, Internal controls and risk mitigation. Liquidity Risk Management - Liquidity risk measurement, Funding strategies, Stress testing for liquidity risk. Advanced Risk Management Tools in Banking - Enterprise Risk Management (ERM), Technology and data analytics in risk management, Role of artificial intelligence in banking risk management.	7	Describe the process of identifying and assessing operational risks; advanced risk management tools in banking	1,2

TEXT BOOKS

T1: "Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara

REFERENCE BOOKS:

R1: "Financial Risk Management: Models, History, and Institutions" by Allan M. Malz

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Classify the types of Risks in Banking	PO1
2	Understand and utilize the principles governing insurance product design	PO2,PO3,PO6
3	Describe the claims handling processes.	PO1,PO3
4	Analyse the role of regulatory bodies in the banking sector.	PO5,PO9
5	Identify and assess operational risks in banking. Evaluate internal controls and risk mitigation	PO1,PO6,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO2211R	RISK MANAGEMENT IN BANKING & INSURANCE	2	1	2		1	1.5			1.5

SEMESTER – IV									
Course Title	MOOCs								
Course code	22MSCE221R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MBA								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives (Minimum 3)	MOOCs is provided through Course era Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes etc.								

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management	PO1,PO2,PO9
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks	PO1,PO2,PO9
CO3	Apply advanced analytical skills to solve complex business problems.	PO1,PO3,PO6
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1,PO7,PO9
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1,PO2

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE221R	MOOCs									



Assam down town University

Curriculum and Syllabus

Bachelor of Business Administration



OUTCOME BASED EDUCATION FRAMEWORK

CHOICE BASED CREDIT SYSTEM

Version: 2.0

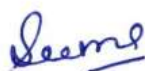
**FACULTY OF COMMERCE AND
MANAGEMENT**

July, 2022

Preamble

Assam down town University is a premier higher educational institution which offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embodies the vision and mission of the university. In keeping with the vision of evolutionary changes taking place in the educational landscape of the country, the university has restructured the course curriculum as per the guidelines of National Education Policy 2020. This document contains outline of teaching and learning framework and complete detailing of the courses. This document is a guidebook for the students to choose desired courses for completing the programme and to be eligible for the degree. This volume also includes the prescribed literature, study materials, texts, and reference books under different courses as guidance for the students to follow.

Recommended by the 32nd Board of Studies (BoS) meeting of the Faculty of Commerce & Management held on dated 21/06/2022 and approved by the Emergent Academic Council (AC) meeting held on dated 30/07/2022



*Chairperson
Board of Studies*



*Member Secretary
Academic Council*



Vision

To become a Globally Recognized University from North Eastern Region of India, Dedicated to the Holistic Development of Students and Making Society Better

Missions

1. Creation of curricula that address the local, regional, national, and international needs of graduates, providing them with diverse and well-rounded education.
2. Build a diverse student body from various socio-economic backgrounds, provide exceptional value-based education, and foster holistic personal development, strong academic careers, and confidence.
3. Achieve high placement success by offering students skill-based, innovative education and strong industry connections.
4. Become the premier destination of young people, desirous of becoming future professional leaders through multidisciplinary learning and serving society better.
5. Create a highly inspiring intellectual environment for exceptional learners, empowering them to aspire to join internationally acclaimed institutions and contribute to global efforts in addressing critical issues, such as sustainable development, Climate mitigation and fostering a conflict-free global society.
6. To be renowned for creating new knowledge through high quality interdisciplinary research for betterment of society.
7. Become a key hub for the growth and excellence of AdtU's stakeholders including educators, researchers and innovators
8. Adapt to the evolving needs and changing realities of our students and community by incorporating national and global perspectives, while ensuring our actions are in harmony with our foundational values and objectives of serving the community.

Programme Details

Programme Overview (not more than 100 words)

Bachelor of Business Administration (BBA) is a 3 years full time programme offered by The Department of Management, Assam down town University. The programme has six semesters. Each semester has a number of courses. Each course has got two components, theory 60 marks and internal assessment 40 marks excluding specific practical subjects. A student is required to pass these components combined to pass a course. The minimum marks for passing is 50.

A total of 60 marks is allocated for the evaluation of the Summer Project report or Thesis by the respective Guide. An additional 40 marks are designated for the Viva and Presentation, which will be assessed by a panel of instructors appointed by the Dean of the department specifically for this purpose. The minimum passing threshold for successful completion is set at a combined score of 50%.

In the event that a student does not achieve a passing grade in a Semester Examination, they will be considered unsuccessful. They are then required to take part in subsequent Compartmental Examinations or retake the same Semester Examination in the following year.

I. Specific Features of the Curriculum

The curriculum provides skill enhancement and value-added courses along with the core papers.

1. To remain relevant, the Syllabus is regularly revised. The BBA Programme is Modular and under Credit Based System (CBS).
2. Six weeks summer project /thesis works.
3. Regular (both soft & hard) skill development training.
4. Guest Lectures by Internationally acclaimed management Leaders.
5. Conducted visits to Reputed Companies for Industrial exposure.
6. Regular seminars, symposia etc.

II. Eligibility Criteria: (To be aligned with the admission office)

Minimum 45% in 10+2 with English, Biology & Chemistry. 5% relaxation for SC/ST, EWS, and Especially abled candidates.

III. Program Educational Objectives (PEOs):

PEO-1: AdtU Management Graduates will be well prepared for successful careers in corporate, institution or government in one or more specialized areas of healthcare/ tourism management, retail marketing, banking & insurance, strategic planning, and project management with emphasis on quality, efficiency, sustainability and resource utilization.

PEO-2: The graduates in management will engage in ongoing professional development to enhance their professional stature, and will actively contribute to the profession, growth of respective organizations and society at large.

PEO-3: The graduates will be academically prepared to be qualified professionals, attain global competency in due course, and be successful in higher education in management if pursued.

IV. Program Specific Outcomes (PSOs):

PSO1: Experiential Learning: Apply multidisciplinary concepts to manage corporate problems by attaining insights through simulated real business environments, industrial visits and internships.

PSO2: Holistic Development: Exhibit decision-making competency and leadership in diverse socioeconomic environments by learning life skills and active participation in co-curricular and extra-curricular initiatives.

PSO3: Global Competency: A comprehensive understanding of multidisciplinary concepts to excel in the profession globally through international certification programs.

V. Program Outcome: (8-12)

PO1: Management Knowledge: Apply the knowledge of human resources, marketing, retailing, finance, banking, insurance, management principles, interrelated domains, and management specialization to the solutions of real-world complex business issues.

PO2: Project Management: Apply project management principles and frameworks to contribute effectively as a member or leader in multidisciplinary teams to manage diverse projects to achieve desired outcomes.

PO3: Modern Tool Usage: Able to apply appropriate techniques, and modern managerial and IT tools for the effective operations of the business, and resolving challenges.

PO4: Research Capability: Use research-based knowledge for analysis and interpretation of data, and synthesize the information to draw valid conclusions.

PO5: Communication: Communicate effectively with peers, diverse professionals and society, and prepare effective documentation, reports and presentations.

PO6: Individual and Teamwork: Function effectively as an individual, and as a member in diverse teams, and in multidisciplinary settings

PO7: Environment and Sustainability: Recognise the impact of managerial practices in socioeconomic and environmental contexts, and reorient it for the well-being of communities and sustainable development.

PO8: Values and Ethics: Follow ethical principles and commit to human values and ethics in the profession.

PO9: Life-long learning: Recognition of the need for, and an ability to engage in life-long learning in the broadest context of socioeconomic and technological advancements.

VI. Total Credits to be Earned: 152

VII. Career Prospects:

The Bachelor of Business Administration (BBA) program at Assam down town University provides students with a comprehensive foundation in business and management principles, opening doors to a wide range of career opportunities across various sectors. Graduates of the BBA program can look forward to diverse career prospects in corporate roles, institutional positions, and government jobs. In the corporate sector, BBA graduates can begin their careers as management trainees, gaining exposure to different departments such as marketing, finance, human resources, and operations. They can also pursue roles as business analysts, marketing executives, sales managers, human resource managers, and financial analysts, where they will analyse business processes, develop strategies, lead teams, manage recruitment, and make investment decisions.

In the field of healthcare management, BBA graduates can work as healthcare administrators, overseeing the operations of healthcare facilities, ensuring compliance with regulations, and improving efficiency. They can also become healthcare consultants, providing expertise on healthcare management, policy, and strategy to organizations, or medical and health services managers, planning and coordinating services in hospitals, clinics, and other facilities. Similarly, in tourism and hospitality management, graduates can become tourism managers, hotel managers, or event managers, where they will manage operations, develop tourism products, and organize events.

Retail management offers opportunities as retail managers, merchandising managers, and supply chain managers, where BBA graduates will manage retail stores, plan merchandise assortments, and oversee supply chain processes. In the banking and insurance sectors, graduates can work as banking officers, insurance underwriters, and financial planners, managing banking operations, assessing insurance applications, and providing financial advice. Strategic planning and project management roles such as project managers and strategic planners are also viable career paths, where graduates will lead projects, manage resources, and develop long-term business strategies.

Entrepreneurship is another exciting avenue, with BBA graduates starting and managing their own business ventures or working as startup consultants, assisting new businesses with planning and growth strategies. For those interested in higher education and research, pursuing an MBA or other advanced degrees can enhance their knowledge and skills in specialized areas, while research analysts contribute to academic and industry knowledge. Government and public sector roles, including administrative officers and policy analysts, offer opportunities to manage administrative functions and analyze policies to improve public services.

With a BBA degree from Assam down town University, graduates are well-prepared to enter the workforce with the necessary skills and knowledge to excel in their chosen fields. The program's emphasis on practical experience, industry exposure, and continuous learning

ensures that graduates are equipped to meet the demands of a dynamic and ever-evolving business landscape.

EVALUATION METHODS

The student performance shall be evaluated through In-semester (Sessional) and semester-end examinations. A weightage of 40% or as prescribed by the programme shall be added to the score of the end-semester examination.

A. INTERNAL ASSESSMENT:

The teacher who offers the course shall be responsible for internal assessment by conducting in-semester (sessional) examination and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

SN	Components/ Examinations	Marks Allotted
1.	In-Sem Exam – I (ISE-I) (Written Examination) *	30
2.	In-Sem Exam – II (ISE-II) (Written Examination) *	30
3.	Assignment	10
4.	Presentation (SP)	10
5.	Quiz	5
6.	Class Performance based score*	5

**Are compulsory*

Note: Total Internal assessment should be out of 40

INSTRUCTION

1. If a student fails to appear in the any of the component without any valid reason he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining ground with genuine/valid reasons for the absent.
2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
3. The program coordinators should upload the in-semester marks to the ERP and forward acknowledgement of all the courses of the program to the Controller of Examinations before the start of the End-semester examination.

B. SEMESTER END EXAMINATION:

Time table for end semester examination is published at least 25 days prior to the start of Examination.

I. Pre-Examination:

Eligibility Criteria for a student to appear in University Examinations:

The student shall only be allowed to appear in a University Examination, if:

- i) He/ She is a registered student of the University;
- ii) He/ She is of good conduct and character;
- iii) He/ She has completed the prescribed Programme of study with minimum percentage of attendance as laid down in the Regulations of the Programme concerned.

Under special cases, a student may be allowed to appear for an examination without being registered in the University but the result of the said student will be kept on hold till the registration of the concerned student is completed.

II. Admit Card:

Admit card for the examination may be downloaded through ERP where the system will generate a Unique ID Cards through online.

The University shall have the right to cancel admission for examination of any candidate on valid grounds.

III. Pattern of Question Papers:

The question paper shall follow the principles of Bloom's Taxonomy.

Table

S. N.	Level	Questions /verbs for test
1	Remember	List, Define, tell, describe, recite, recall, identify, show who, when, where, etc.
2	Understand	Describe, explain, contrast, summarize, differentiate, discuss, etc.
3	Apply	Predict, apply, solve, illustrate, determine, examine, modify
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate, infer, etc.
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify, compare etc.
6	Create	Design, Formulate, Modify, Develop, integrate, etc.

Note: No course is to be evaluated on basis of **all 6 knowledge levels**.

The format of the question paper across all the program follows a unique pattern and the total marks is 60.

Table 1: Question paper pattern for End semester examination

Sl no	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

IV. Examination Duration:

Each paper of 60 marks shall ordinarily be of two hours duration.

V. Practical Examinations, Viva-Voce etc.:

- i) Practical examination shall be conducted in the presence of one external expert and one or

more internal examiners.

- ii) Viva-Voce, Oral examinations of the Project report, Dissertation etc. shall be undertaken by a Board of Examiners constituted by the respective Dean of Program with the advice of Supervisor(s).

VI. Procedure of Expulsion:

If any candidate is found to be using any unfair-means during the examination, the invigilator may cease his/her answer sheet and report it directly to the Officer-in-Charge. The Office-in-Charge of the center may take appropriate decisions as per the rules and procedure of the examination. The Officer-in-Charge may allow the students to write the exam with new answer sheet or may expel the student from appearing the paper depending on the nature of unfair-means. In case of Computer based test, the students may be directed to write an apology letter and sign in the prescribe expulsion form. The student may not be allowed to write that examination.

VII. Instruction to the Students:

- (i) The students shall not bring to the Examination Hall, any electronic gadget used as a means of communication or record except electronic calculator, if required.
- (ii) The students shall not receive any book or printed or hand written or photo copy (Xerox) or blank-paper from any other person while he/she is in the examination-room or in laboratory or in any other place to which he/she is allowed to have access during course of examination.
- (iii) The students shall not communicate with any other candidate in the examination room or with any other person in and outside the examination-room.
- (iv) The students shall not see, read or copy anything written by any other candidate, nor shall he/she knowingly or negligently permit any other candidate to see, read or copy anything written by him/her or conveyed by him/her.
- (v) The students shall not write anything on the Question Paper or in other paper or materials during the examination, or pass any kind of paper to any other candidate in the examination-room, or to any person outside the room.
- (vi) The students shall not disclose his/her identity to the examiner by writing his/her name or putting any sign / symbol in any part of his answer-script.
- (vii) The students shall not use any abusive language or write any objectionable remark or make any appeal to examiner by writing in any part of his answer-script.
- (viii) The students shall not detach any page from the answer-script or insert any authorized or unauthorized loose sheet into it. He /she shall also not insert any other answer-script / loose sheet by removing the pins of the origin answer-scripts and re-fixing it.
- (ix) The students shall not resort to any disorderly conduct inside the examination-room or misbehave with the invigilator or any other examination official.

VIII. Provision for an Amanuensis (writer):

- (i) A candidate may be provided with an Amanuensis (writer) to write down on dictation on his / her behalf on ground of his / her physical disability to write down by himself / herself due to accident or any other reason. The amanuensis may be provided till he / she recovers from the physical disability. The physical disability to write down by himself / herself must be supported by Medical Certificate from a competent Medical Officer.

- (ii) The qualifications of the amanuensis so provided must not be equal or higher than that of the candidate. This is also to be supported by Certificate from the Faculty of Study where the Amanuensis is provided.
- (iii) Such candidates are to be accommodated in a separate room under the supervision of an invigilator so that the fellow candidates are not disturbed in the process.

C. Credit Point:

It is the product of grade point and number of credits for a course, thus, $CP = GP \times CR$

i. Credit:

A unit by which the course work is measured. It determines the number of hours of instructions required per week. 'Credit' refers to the weightage given to a course, usually in terms of the number of instructional hours per week assigned to it. Credits assigned for a single course always pay attention to how many hours it would take for an average learner to complete a single course successfully.

ii. Grade Point:

Grade Point is a numerical weight allotted to each Grade Letter on a 10-point scale.

iii. Letter Grade:

Letter Grade is an index of the performance of students in a said paper of a particular course. Grades are denoted by letters O, A+, A, B+, B, C, P, F and Abs. Student obtaining Grade F / Grade Abs shall be considered failed/ absent and, will be required to appear in the subsequent ESE. The UGC recommends a 10-point grading system with the following (Table: 1) Letter Grades:

- (i) A Letter Grade shall signify the level of qualitative/quantitative academic achievement of a student in a Course, while the Grade Point shall indicate the numerical weight of the Letter Grade on a 10-point scale.
- (ii) There shall be 08 (eight) Letter Grades bearing specific Grade Points as listed in Table 1, where the Letter Grades 'O' to 'P' shall indicate successful completion of a course.
- (iii) Apart from the 08 (eight) regular Letter Grades listed in Table 1, there shall be 03 (three) additional Letter Grades, which shall be awarded if a Course is withdrawn or spanned over the next Semester or remains incomplete as stated in Table 2.

Table 2: Letter Grades and Grade Points

Letter Grade	Grade Points	Description
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C	5	Average
P	4	Pass

F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

The SGPA of a student in a Semester shall be the weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered in that Semester, irrespective of whether he/she could or could not complete the Courses. More specifically, the calculation of SGPA shall take into account the Courses graded with Letter Grades 'O' to 'F' as given in Table 1.

$$SGPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad (1.1)$$

The SGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.1) up to two decimal places, where n is the total number of Credit Courses registered by the student in that Semester, G_i is the Grade Point secured in the i^{th} registered Course and C_i is the Credit (weight) of that Course

b. CGPA (Cumulative Grade Point Average)

- (i) The CGPA of a student in a Semester of a Programme shall be the accumulated weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered and successfully completed so far starting from the enrollment in the Programme. In other words, taking into account all the Courses graded with 'O' to 'P' as given in Table 1.1, generally the CGPA of a student shall be calculated starting from the first Semester of his/her enrolled Programme, while the CGPA of a lateral-entry student shall be calculated starting from the Semester of his/her enrollment.
- (ii) The CGPA of a student in a Semester shall be calculated on a 10-point scale using Equation (1.2) up to two decimal places, where N is the total number of Credit Courses registered and successfully completed so far by the student, G_i is the Grade Point secured in the it completed Course and C_i is the Credit (weight)of that Course.

$$CGPA = \frac{\sum_{i=1}^N C_i G_i}{\sum_{i=1}^N C_i} \quad (1.2)$$

- (iii) The CGPA shall be convertible into equivalent percentage of marks using Equation Conversion of CGPA to percentage marks: = CGPA*10

D. Post-Examination

i. Transcript or Grade Card or Certificate:

A marking certificate shall be issued to all the registered students after every Semester. The Semester mark sheet will display the course details (code, title, number of credits, grade secured) along with total credit earned in that Semester.

ii. Grievance Readdress Mechanism:

Students with any dissatisfaction or grievance regarding the marks awarded in any of the Papers / Courses may appeal to the Controller of Examinations for remedial action such as Re-evaluation within 10 days of the declaration of result.

- (i) A student has options to appeal for re-evaluation of his /her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite proforma available with the Examination Office through the head of the respective departments within 10 days of declaration of the results of the respective examinations.
- (iii) The Controller of Examination may appoint an examiner for re-evaluation and will consider and recognize the evaluation done by a university appointed examiner.
- (iv) There shall be no provision for re-evaluation of the Practical Papers, Project Work, and Dissertation etc. However, the students fail in practical examination or viva voce and wish to appear again may apply to be evaluated can do so with the next schedule.
- (v) After screening the application for re-evaluation, the CoE may send the answer scripts of the student to the examiners appointed by the CoE with the approval of Vice Chancellor.
- (vi) The marks/grades achieved by the students after the re-evaluation shall be final and binding.
- (vii) Fresh Marks – sheets / Grade Card shall be issued only if the candidate secures pass marks / passing grade in the re-evaluated paper.
- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students with a view to improving upon their results at the preceding examination result for any reason whatsoever shall not confer any right upon them for admission to next higher class which matters always be regulated in accordance with the relevant rules or regulations framed by the University.
- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

In all the courses the teacher has to select topics for teacher-method which should not be less than 20 percent. The approach will be direct classroom teaching through a series of lectures delivering concepts using ITC facilities, white or blackboard. Notes may also be circulated to the students; however, the students are to be involved in the preparation of the notes. The teacher will be responsible for selecting the best note for circulation. The teacher-centric methodology has recently fallen out of favour because this strategy for teaching is seen to favour passive students.

1. Student- centric / Constructivist Approach:

The topics of the courses may be selected at the start of the class and assigned one topic to each of the students for studying by themselves, prepare presentations, notes, etc., and present at respective class time after consultation and discussion with the course teachers. The teacher facilitates the learning of the students by guiding and providing input and explaining concepts. 60 percent of the course contents may be selected for this purpose. To avoid behaviour problems, teachers must lay a lot of groundwork in student-centric classrooms. Typically, it involves instilling a sense of responsibility in students. In addition, students must learn internal motivation.

a. Project-Based Learning: The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the programme the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyse, make decisions, collaborate, and more.

b. Inquiry-Based Learning: The teacher/ students are supposed to list at least five questions in each contact hour and student solve these question or search for answer which becomes the home work for the students “question-driven” learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss in the successive class. This will help in the preparation for various competitive examination and develop a habit for search for solutions.

c. Flipped Classroom: About 10 percent of the course content has to be completed by this method. In this approach the students are asked to watch video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-

classroom focusing on achieving these higher levels of thinking and learning. The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning: Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see, the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

d. Cooperative Learning: The remaining five percent has to be completed by cooperative learning approach. In this approach, the students are allotted problems. During library hours the students along with the teacher visit the library and search for probable solutions for the assigned problem. The same has to be done in groups so that the students discuss among themselves for the appropriate answers. Essentially, cooperative learning believes that social interactions can improve learning. In addition, the approach recreates real-world work situations in which collaboration and cooperation are required.

The percentage categorization for the completion of a theory course

Teacher-centric or Direct Classroom Teaching: Delivery by series of lectures	20%
Student-centric Approach, Students present and deliver lectures in the presence of teacher and supervised by teacher	60%
Students visit fields or perform experiments or teachers perform demonstration	05%
Flipped Classroom approach	10%
Cooperative learning approach	05%

Inquiry-based approach has to be followed in all of the classes

The teacher has to distribute the topics to be considered for teaching by the above-mentioned approaches and prepare a lesson plan for execution and maintain a file.

Curriculum Framework

Breakdown of Credits (for 2022-23 Syllabus)

Sl. No	Category	Total number of Credits
1	University Core (UC)	19
2	University Elective (UE)	19
3	Program Core (PC)	98
4	Program Elective (PE)	16
5	Faculty Elective (FE)	0
Total number of credits		152

Breakdown by categories of Courses

Sl no	Category	Credits	%
1	Science	11	7%
2	Engineering	2	1%
3	Humanities and Management	139	92%
Total		152	100%

SEMESTER WISE COURSE DISTRIBUTION

	S. N.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
Semester I	1.	22BBAO111R	Introduction to Business	PC	4	1	0	0	0	0	4	40	60	0	100
	2	22BBAO112R	Principles of Management	PC	4	1	0	0	0	0	4	40	60	0	100
	3	22BBAO113R	Business And Society	PC	4	1	0	0	0	0	4	40	60	0	100
	4	22BBAO114R	Business Communication	UE	4	1	0	0	0	0	4	40	60	0	100
	5	22BBAO115R	Introduction To Computer Application	PC	4	1	0	0	0	0	4	40	60	0	100
	6	22UBPD113R	Introductory English (PDP)	UC	0	0	4	0	0	0	2	0	0	100	100
	7	MOOCS_CE-01	MOOCS	UE	0	0	0	0	0	0	2	0	0	100	100
	8	22UBEC111	Extra-Curricular Activities/Co-curricular Activities	UC	0	0	0	4	0	0	1	0	0	100	100
Total					20	5	4	4	0	0	25	200	300	300	800
Semester II	S. No.	Course Code	Course Title	Course Category	Engagement						C	Maximum Marks for			Total
					L	T	P	S	R	O		IA*	SEE*	PE*	
	1.	22BBAO121R	Business Economics	PC	4	1	0	0	0	0	4	40	60	0	100
	2	22BBAO122R	Basics of Accounting	PC	4	1	0	0	0	0	4	40	60	0	100
	3	22BBAO123R	Quantitative Techniques	PC	4	1	0	0	0	0	4	40	60	0	100
	4	22BBAO124R	Marketing Management	PC	4	1	0	0	0	0	4	40	60	0	100
	5	22BBAO125R	Office Organization And Management	PC	4	1	0	0	0	0	4	40	60	0	100
6	22UBPD123R	PDP (Implicative English)	UC	0	0	4	0	0	0	2	0	0	100	100	

	7	22UUHV101R	Universal Human Values (UHV + Professional ethics)	UE	0	0	2	0	0	0	1	0	0	100	100	
	8	22UUDL103R	Computational Systems and Digital World	UC	0	0	2	0	0	0	1	0	0	100	100	
	9	22BBAO126R	Techno Professional Skills	UC	0	0	2	0	0	0	1	0	0	100	100	
	10	MOOCS_CE-01	MOOCS	UE												
	11	MOOCS_CE-02	MOOCS	UE												
	12	MOOCS_CE-03	MOOCS	UE	0	0	4	0	0	0	2	0	0	100	100	
	13	22UBCC121	Co-curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100	
	14	22UBEC111	Extra-Curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100	
	Total					20	5	14	8	0	0	29	200	300	700	1200
	Semester III	S. No.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
1.		22BBAO211R	Human Resource Management	PC	4	1	0	0	0	0	4	40	60	0	100	
2		22BBAO212R	Advertising and Sales Promotion	PC	4	1	0	0	0	0	4	40	60	0	100	
3		22BBAO213R	Production And Operation Management	PC	4	1	0	0	0	0	4	40	60	0	100	
4		22BBAO214R	Cost and Management Accounting	PC	4	1	0	0	0	0	4	40	60	0	100	
5		22UBES101R	Environmental Studies	UC	2	0	0	0	0	0	2	40	60	0	100	
6		22BBAO125R	Techno Professional Skills	PC	4	0	0	0	0	0	4	40	60	0	100	
7		22UBPD212R	PDP (Proficient Communication)	UE	0	0	6	0	0	0	2	0	0	100	100	
8		22BSCE111R	MOOCS-I	UE	0	0	0	0	0	0	1	0	0	100	100	
9		22UULS212R	Basic Life Saving Skills	UE	0	2	0	0	0	0	1	40	60	0	100	
10	22UBCC211	Co-curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100		
11	22UBEC211	Extra-Curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100		

	12	22UUFL213R	Personal Financial Planning	UC	0	0	0	2	0	0	1	0	0	100	100
Total					22	6	6	10	0	0	29	280	420	500	1200
Semester IV	S. N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	22BBAO221R	Sales Management	PC	4	0	0	0	0	0	1	40	60	0	100
	2	22BBAO222R	Research Methodology In Marketing	PC	4	0	0	0	0	0	4	40	60	0	100
	3	22BBAO223R	Financial Management	PC	4	0	0	0	0	0	4	40	60	0	100
	4	22BBAO224R	Management Of Services	PC	4	0	0	0	0	0	4	40	60	0	100
	5	22BBAO225R	Business Laws	PC	4	0	0	0	0	0	4	40	60	0	100
	6	22UBPD222R	PDP (Campus to corporate)	UC	0	0	6	0	0	0	3	0	0	100	100
	7	22BSCE211R	MOOCS	UE	0	0	0	0	0	0	1	0	0	100	100
	8	22UULS221R	Basic Acclimatizing Skills	UE	0	0	0	0	0	0	1	0	0	100	100
	9	22UBCC211	Co-curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100
	10	22UBEC221	Extra-Curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100
	11	22BBAO226R	Techno Professional Skills	UE	0	0	0	0	0	0	1	0	0	100	100
Total					20	0	6	8	0	0	25	200	300	600	1100
Semester V	S. N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	22BBAO311R	Summer Project	PC	4	1	0	0	0	0	4	40	60	0	100
	2	22BBAO312R	Taxation Laws	PC	4	1	0	0	0	0	4	40	60	0	100
	3	22BBAO313R	International Marketing	PE	4	1	0	0	0	0	4	40	60	0	100
	4	22BBAO314R	Banking and Insurance	PE	4	1	0	0	0	0	4	40	60	0	100
	5	22BBAO315R	Entrepreneurship Management	PC	4	1	0	0	0	0	4	40	60	0	100
	6	22BBAO316R	Techno Professional Skills	PC	0	0	0	0	0	0	1	0	0	100	100
	7	22BSCE311R	MOOCS	UE	0	0	0	0	0	0	1	0	0	100	100
8	22UBCC321	Co-Curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100	
Total					20	5	0	4	0	0	23	200	300	300	800
Semester VI	S. N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total

1.	22BBAO321R	Organizational Behaviour	PC	4	1	0	0	0	0	0	4	40	60	0	100
2	22BBAO322R	Strategic Management	PC	4	1	0	0	0	0	0	4	40	60	0	100
3	22BBAO323R	Consumer Behaviour	PE	4	1	0	0	0	0	0	4	40	60	0	100
4	22BBAO324R	IT In Management & E-Commerce	PE	4	1	0	0	0	0	0	4	40	60	0	100
5	22BBAO325R	Retail And Rural Marketing	PC	4	1	0	0	0	0	0	4	40	60	0	100
6	22BSCE321R	MOOCS	UE	0	0	0	0	0	0	0	1	0	0	100	100
Total				20	5	0	0	0	0	0	21	200	300	100	600

***IA: Internal Assessment, SEE: Semester End Examination,
PE: Practical Examination**

SEMESTER – I									
Course Title	INTRODUCTION TO BUSINESS								
Course code	22BBAO111R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To introduce the students to various forms of business organization. 2. To make the students understand the working of home and global trade. 3. To impart knowledge on corporate social responsibility.								
CO1	Understand the merits and demerits of various forms of trading activities.								
CO2	Identify the responsibility of business entities towards different groups.								
CO3	Demonstrate a working vocabulary of business terms.								
CO4	Understand the importance of operational efficiency and customer service.								
CO5	Gain knowledge of how to market and promote a company's product or service.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Business- Meaning, definition, objectives, importance of objectives, features, economic & non-economic activities, classification of business activities- trade, industry, commerce, difference between business profession & employment.		12	Understand business definitions, objectives, features, and classifications of activities.				1,2	
II	Forms of Business organization: Meaning, features, merit and demerits of different forms- Sole Proprietorship, Partnership, Joint Stock Companies, Co-operative societies, Public Enterprises, Multinational Corporations (MNC'S)		12	Identify features, merits, and demerits of Sole Proprietorship, Partnership, Joint Stock Companies, Cooperatives, Public Enterprises, and MNCs.				2,3	
III	Trade- Classification of Trading Activities, Home Trade- meaning, type, nature, importance, merits and demerits of- Wholesale, Retail, Departmental, Chain, Franchisee, super market		12	Differentiate types of home trade and assess Wholesale, Retail, Departmental, Chain, Franchise, and Supermarket operations.				1.2	
IV	Modern market concept- meaning & concept of market, Domestic market, Global market, Consumer market, Business market, e-commerce, m-commerce.		12	Understand market types, including Domestic, Global, Consumer, Business markets, and e-commerce and m-commerce.				2,3	
V	Social responsibilities of business towards different groups		12	Evaluate business social responsibilities towards different groups.				1,2	

Text Books:

- T1 Business Studies R. K Pathak, Nasim Wazid Ali, Manikch.Kalwar, S.Chand& Co ltd.
 T2. Business Organization & Management by G.B Gupta

Reference Books:

- R1 Business and Society by Khan Farooq A.
 R2 Business Organization by Dr. Neeru Vasisth

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the merits and demerits of various forms of trading activities.	PO1, PO9
2	Identify the responsibility of business entities towards different groups.	PO1, PO9
3	Demonstrate a working vocabulary of business terms.	PO1, PO9
4	Understand the importance of operational efficiency and customer service.	PO1, PO9
5	Gain knowledge of how to market and promote a company's product or service.	PO1, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO111R	INTRODUCTION TO BUSINESS	3								2

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT								
Course code	22BBAO112R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To introduce the students to various Principles of Management. 2. To make the students understand the various practices seen in business management. 3. To inculcate leadership skills among students.								
CO1	Demonstrate Management Principles Understanding								
CO2	Apply Planning and Organizing Concepts								
CO3	Comprehend Management Thought Development								
CO4	Demonstrate Decision-Making and Leadership Skills								
CO5	Apply Principles and Theories for Effective Management.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	What is management? Characteristics and Importance of management principles, levels of management, managerial roles, Difference between Management and Administration.		12	Explain the concept of management, identify its characteristics and importance, describe the different levels of management, enumerate managerial roles, and differentiate between management and administration.				1,2	
II	Functions of Management; Basic Concepts of Planning; steps involved in planning process, benefits of planning. Organizing: Definition, steps involved in organizing, Staffing: importance of staffing, steps involved in staffing process. Directing: elements of directing, and controlling: steps involved in controlling process.		12	Describe the fundamental functions of management, elucidate the steps involved in the planning process, and outline the benefits of planning.				2,3	
III	Development of management thought: classical theory: Bureaucracy, Scientific Management, Administrative Theory. Neo-classical theory, modern theory.		12	Compare and contrast the classical theories of management such as Bureaucracy, Scientific Management, and Administrative Theory, with the Neo-classical and Modern theories.				1.2	
IV	Decision making, motivation, delegation of authority and responsibility, Leadership Theories, Qualities of a good leader.		12	Analyze various decision-making processes, motivational theories, delegation of authority and responsibility, and different leadership theories, including the qualities of a good leader.				2,3	

V	Henry Fayol's 14 principles of management, Leadership theories, path goal theory, Qualities of a good leader.	12	Critically assess Henry Fayol's 14 principles of management and their application in modern organizational contexts, along with various leadership theories and the attributes of successful leaders.	1,2
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TEXT BOOKS:

T1. Principles of Management: Prentice Hall India Learning Private Limited; 1 edition (2009)
MEENAKSHI GUPTA

REFERENCE BOOKS:

R1: Principles of Management :[Steven McShane](#), [Charles W.L. Hill](#) Charles Hill and Steve McShane

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate Management Principles Understanding	PO1,PO2,PO5,PO6,PO7,PO8,PO9
2	Apply Planning and Organizing Concepts	PO1,PO2,PO5,PO6,PO7,PO8,PO9
3	Comprehend Management Thought Development	PO1,PO2,PO5,PO6,PO7,PO8,PO9
4	Demonstrate Decision-Making and Leadership Skills	PO1,PO2,PO5,PO6,PO7,PO8,PO9
5	Apply Principles and Theories for Effective Management.	PO1,PO2,PO5,PO6,PO7,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO112R	Principles of Management	2	2			2.6	1	1	2.6	1

SEMESTER – I									
Course Title	Business and Society								
Course code	22BBAO113R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To introduce the students to the connections of business and society. 2. To make the students understand Indian Business and its history. 3. To impart knowledge on globalization and its related concepts.								
CO1	Understand the influence of social factors in doing business.								
CO2	Understand National and Regional modern trends in society and their influence on business enterprises.								
CO3	Understand the concept and roots of sustainability of any Business.								
CO4	Effectively employ critical thinking tools and approaches to reason through business scenarios that lack a single correct answer.								
CO5	Apply ethical reasoning in concert with your values to business decisions.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Sociology: Nature and scope, other social sciences, social issues and sociological perspective, industrial revolution and information revolution- Its impact on society.	12	Understand the nature and scope of sociology, its relation to other social sciences, and the impacts of industrial and information revolutions on society.					1,2	
II	Social Stratification: Systems, determinants of social stratification elitist perspectives, factionalist and conflict on social stratification.	12	Analyse systems and determinants of social stratification, including elitist, factionalist, and conflict perspectives.					2,3	
III	Liberalization, Globalization and Privatization (LPG): Influence and role on Indian business scenario	12	Evaluate the influence and role of LPG on the Indian business scenario.					1.2	
IV	Indian Business and its history- Indian business evolution, trading class, their role in shaping Indian business, Business Families in India- their Contribution.	12	Trace the evolution of Indian business, the role of trading classes, and contributions of business families in shaping Indian business.					2,3	
V	Globalization: WTO, World Bank, IMF, Human Resources Quality, Human Development Index, Corporate Social Responsibility, Gender equality.	12	Understand the roles of WTO, World Bank, IMF, and the impact on Human Resources Quality, Human Development Index, Corporate Social Responsibility, and gender equality.					1,2	

TEXT BOOKS:

T1 Business and Society: 9th Edition (Archie B, Carroll & Ann K. Buchholtz)

REFERENCE BOOKS:

R1 Business and Society: 14th Edition Anne T. Lawrence & James Weber

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the influence of social factors in doing business.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
2	Understand National and Regional modern trends in society and their influence on business enterprises.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
3	Understand the concept and roots of sustainability of any Business.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
4	Effectively employ critical thinking tools and approaches to reason through business scenarios that lack a single correct answer.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
5	Apply ethical reasoning in concert with your values to business decisions.	PO1,PO2,PO5,PO6,PO7,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO113R	Business and Society	2	2			2.6	1	1	2.6	1

SEMESTER – I									
Course Title	Business Communication								
Course code	22BBAO114R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. To introduce the students to various forms of business organization. 2. To make the students understand the working of home and global trade. 3. To impart knowledge on corporate social responsibility.								
CO1	Understand the merits and demerits of various forms of trading activities.								
CO2	Identify the responsibility of business entities towards different groups.								
CO3	Understand and apply communication concepts, overcoming barriers in everyday situations.								
CO4	Master the structure and style of business letters, reports, press notes, and emails.								
CO5	Analyze and apply effective communication strategies across different contexts and mediums.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Basic English Grammar: Proper use of Articles, Noun, Adverb, Adjectives, Punctuations, Prefixes, Suffixes, Idioms and phrases, Synonyms and Antonyms, Common Errors in English, Writing narrations, summaries and prepositions.		12	Use articles, nouns, adverbs, adjectives, punctuation, idioms, and correct common errors.				1,2	
II	Oral Communication (Language Lab): Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm,		12	Enhance listening, pronunciation, intonation, stress, and rhythm.				2,3	
III	Communication: Concept, Common Everyday Situational Conversations and Dialogues Sounds, Presentation and Interviews.		12	Practice situational conversations, dialogues, presentations, and interviews.				1.2	
IV	Origin, Definition, Types of Communication, Significance of Communication Skills, Barriers of Communication		12	Understand communication types, significance, and barriers.				2,3	
V	Writing Skills: Business letters, Report Writing, Press Notes, and Email		12	Write effective business letters, reports, press notes, and emails.				1,2	

TEXT BOOKS:

T1. Communication Management- Parag Diwan

REFERENCE BOOKS:

T1 Improve your skills in communication - Dr. Rituparna Raj

T2 Communication Skills- Sangeeta Sarma and Binod Mishra

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the merits and demerits of various forms of trading activities.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
2	Identify the responsibility of business entities towards different groups.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
3	Understand and apply communication concepts, overcoming barriers in everyday situations.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
4	Master the structure and style of business letters, reports, press notes, and emails.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
5	Analyze and apply effective communication strategies across different contexts and mediums.	PO1,PO2,PO5,PO6,PO7,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO114R	Business Communication	2	2			3	1	1	3	1

SEMESTER – I									
Course Title	Introduction to Computer Applications								
Course code	22BBAO115R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To introduce the students to basic knowledge of computer memory. 2. To make the students very fast and easy to work on computer system. 3. To make students apply computer skills effectively in both personal and professional contexts. 								
CO1	Understand the Various Input and Output and Memory System.								
CO2	Understanding the various Networks.								
CO3	Illustrate the role of the computer for personal and professional uses.								
CO4	Produce electronic documents using various software applications								
CO5	Solve a range of problems using office productivity applications, and adapt quickly to new software releases.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction: Components of Computer, Hardware, Software and Firmware. Characteristics of a Computer, Functional Units of a Computer memory, CPU,	12	Understand computer components, functional units, and memory systems.				1,2		
II	Input and Output, Various Input and Output and Memory System, Software and Applied Software.	12	Learn concepts of MS-DOS and Windows.				2,3		
III	Operating Systems: Concept of Operating System- Ms. Dos and Windows.	12	Explore internet browsing, email, and LAN/WAN networks.				1.2		
IV	Networks: Internet Browsing, Search Engines, E-Mail, World Wide Web, Types of Computer Networks- LAN, WAN	12	Create and format documents in MS Word.				2,3		
V	MS. Word, MS Excel and MS PowerPoint	12	Use MS Excel for data and MS PowerPoint for presentations.				1,2		

TEXT BOOKS:

T1 Introduction to Computer Applications and Concepts ITE 115 Paperback – 2008 by David Beskeen (Author)

REFERENCE BOOKS:

R1 Introduction to Computer Application and Concepts Spiral-bound – 2014
by Misty E. Vermaat, Patrick Carey Gary B. Shally (Author)

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the Various Input and Output and Memory System.	PO1, PO2, PO5, PO6, PO7, PO8, PO9
2	Understanding the various Networks.	PO1, PO2, PO5, PO6, PO7, PO8, PO9
3	Illustrate the role of the computer for personal and professional uses.	PO1, PO2, PO5, PO6, PO7, PO8, PO9
4	Produce electronic documents using various software applications	PO1, PO2, PO5, PO6, PO7, PO8, PO9
5	Solve a range of problems using office productivity applications, and adapt quickly to new software releases.	PO1, PO2, PO5, PO6, PO7, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO115R	Introduction to Computer Applications	2	2			2.6	1	1	2.6	1

SEMESTER – I										
Course Title	INTRODUCTORY ENGLISH (PDP)									
Course code	22UBPD113R	Total credits: 2		L	T	P	S	R	O/F	C
		Total hours:		0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil							
Programme	BBA									
Semester	I semester of first year of the programme									
Course Objectives	<ol style="list-style-type: none"> 1. To recognize and identify parts of a sentence and their significance in a language. 2. To enhance listening and speaking/skills for self-development. 3. To give insight into English pronunciation and into central concepts in phonetics. 4. Introduction to the various modes of communication will enhance their knowledge of communication. 									
CO1	It enables learners to recognize the structure of a sentence and its variations as they learn to understand, speak and write.									
CO2	Introduction to Phonetics and its importance will improve the learners' pronunciation.									
CO3	Students will be able to identify to pick and form different kinds of sentences.									
CO4	Knowledge of communication will be enhanced through practical examples.									
Unit- No.	Content			Contact Hour	Learning Outcome				KL	
I	Grammar <ol style="list-style-type: none"> i. Parts of Speech ii. Articles iii. Auxiliary Verbs iv. Affirmative and Negative Sentences 			12	Students will demonstrate a thorough understanding of grammatical rules including parts of speech, articles, auxiliary verbs, and sentence construction.				1,2	
II	Grammar <ol style="list-style-type: none"> i. Determiners ii. Sentence Construction iii. Types of Sentences (Assertive, Imperative etc.) iv. Degree of Comparison v. Comprehension Exercises 			12	Students will develop effective listening skills by differentiating between listening and hearing, understanding the listening process, and recognizing factors that impact listening.				2,3	
III	<ol style="list-style-type: none"> i. What is listening? ii. The Process of Listening iii. Factors that adversely affect Listening iv. Difference between Listening and Hearing, 			14	Students will develop strong speaking skills for self-introduction, extemporaneous speech, and phonetic accuracy, and will use these skills to present ideas confidently and reflect on their performance.				1.2	

	<ul style="list-style-type: none"> v. Purpose and Importance of Effective Listening vi. How to Improve Listening Process 			
IV	<p>Speaking Skills</p> <ul style="list-style-type: none"> i. Introducing yourself ii. Self-discovery iii. Basics of Phonetics, pronunciation iv. Extempore speech v. Video Recording for Self-Reflection 	10	Students will gain a comprehensive understanding of communication principles, including types of communication, barriers, and improvement strategies.	2,3
V	<p>Communication Skills</p> <ul style="list-style-type: none"> i. Introduction to Communication, ii. Importance of Communication Skills iii. Purpose of Communication iv. Types of Communication v. Formal and informal communication vi. Importance of Communication vii. Barriers to Communication viii. How to improve/ tips to improve Communication skills. ix. Responding to different questions in various situations (formal/informal) 	12	Students will integrate their knowledge of grammar and communication skills to handle professional situations, demonstrating grammatical accuracy, effective listening, and clear communication.	1,2

TEXT BOOKS:

T1: Chaturvedi, P.D., Chaturvedi Mukesh, 2011. *Business Communication: Concepts, Cases and Applications*, second edition, Pearson, Noida

T2: Alex K., Chand, S, 2009. *Soft Skills: Know Yourself and Know the World*, first edition, S.Chand & Company Ltd.: New Delhi.

REFERENCE BOOKS:

R1: Quirk, Randolp. (2010) *A Comprehensive Grammar of the English Language* Randolph Quirk, Sidney Greenbaum, Pearson Education India

R2: Quirk, Randolp. (2010) *A Comprehensive Grammar of the English Language* Randolph Quirk, Sidney Greenbaum, Pearson Education India

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	It enables learners to recognize the structure of a sentence and its variations as they learn to understand, speak and write.	PO5
2	Introduction to Phonetics and its importance will improve the learners' pronunciation.	PO5
3	Students will be able to identify to pick and form different kinds of sentences.	PO5
4	Knowledge of communication will be enhanced through practical examples.	PO5

MAPPING TABLE

Course code	Course Name	PO1 *	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBPD113R	INTRODUCTO RY ENGLISH (PDP)					3				

SEMESTER – I									
Course Title	MOOCS								
Course code	MOOCS_CE-01	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	I semester of First year of the programme								
Course Objectives	MOOCS_CE-01 is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1, PO2, PO9
2	Showcasing a comprehensive understanding of international business practices and regulatory frameworks	PO1, PO2, PO9
3	Apply advanced analytical skills to solve complex business problems.	PO1, PO2, PO9
4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1, PO2, PO9
5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
MOOCS_CE-01	MOOCs	2	3							3

SEMESTER – II									
Course Title	BUSINESS ECONOMICS								
Course code	22BBAO121R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of first year of the programme								
Course Objectives	1.Ability to understand about business economics – principles, practices, roles and responsibilities. 2.Ability to study the different types of demands, factors of production and their functions. 3.Ability to acquire knowledge of various types of costs, prices, competition and profit theories. 4. Ability to learn about the types and phases of business cycles.								
CO1	Understand the concept of economic principles and their application in business decisions.								
CO2	Analyse economic concepts related to production processes and scale dynamics								
CO3	Understand the concepts of cost, market structures, and pricing strategies								
CO4	Comprehend diverse aspects of profit within the business context.								
CO5	Understand the nature and scope of the business cycle								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to business economics- Economic principles and the practice of Management- role and responsibilities of business economists, Meaning of demand-types of demand- determinants of demand function- demand elasticity, demand forecasting.	12	Students will be able to explain the fundamental economic principles and their application in managerial decision-making. Students will be able to identify and describe the role and responsibilities of business economists within an organization.					1,2	
II	Production- factors of production & their functions- linear homogeneous production. Functions- laws of variable proportions & returns to scale, Economics & Diseconomies of scale.	12	Students will be able to identify and explain the functions of various factors of production and understand the concept of linear homogeneous production functions. Students will be able to illustrate and analyse the laws of variable proportions and returns to scale, and distinguish between economies and diseconomies of scale.					2,3	
III	Cost Concepts: total, average, marginal, long run & short run cost, opportunity cost, cost function- cost- output relationship- managerial uses of cost function. Price & Output determination under different market structures- perfect competition, monopoly,	12	Students will be able to differentiate between total, average, marginal, long-run, and short-run costs and understand their managerial implications. Students will be able to apply the					1.2	

	monopolistic competition, oligopoly, price determination, pioneer pricing- skimming & penetration, cost- plus pricing.		cost-output relationship in managerial decision-making and utilize cost functions effectively.	
IV	Profit theories, nature of profit, measurement of profit, profit policies, profit for control.	12	Students will be able to explain the different theories of profit, the nature of profit, and methods for measuring profit. Students will be able to develop and analyse profit policies and understand their significance in managerial control.	2,3
V	Business cycle: types of business cycle, phases of business cycle, theories of business cycle, contra measures, Managerial implications of business.	12	Students will be able to identify and describe the different types and phases of business cycles. Students will be able to analyse the theories of business cycles and understand their managerial implications.	1,2

TEXT BOOKS:

T1. Business Economics By P. K. Mehta, Taxmann Publication

T2. Principles Of Business Economics by Joseph Nellis, David Parker, Pearson Publication

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of economic principles and their application in business decisions.	PO1,PO9
2	Analyse economic concepts related to production processes and scale dynamics.	PO1,PO9
3	Understand the concepts of cost, market structures, and pricing strategies.	PO1,PO9
4	Comprehend diverse aspects of profit within the business context.	PO1,PO9
5	Understand the nature and scope of the business cycle.	PO1,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO121R	BUSINESS ECONOMICS	3								2

SEMESTER – II									
Course Title	BASICS OF ACCOUNTING								
Course code	22BBAO122R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of first year of the programme								
Course Objectives	1.To introduce the students to fundamental accounting concepts and conventions. 2.To make the students understand the various components of financial statements. 3.To know how the accounting equation is related to the financial statements.								
CO1	Understand the fundamental principles of book-keeping								
CO2	Understand the rules of debit and credit for accurate recording of financial transactions								
CO3	Prepare journal, ledger and trial balance.								
CO4	Identify the cash transactions and prepare cash book.								
CO5	Compute the comprehensive financial statements.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	Book-Keeping: Meaning, need and objects; System of Book-keeping; Basic Accounting Terms.	12	Students will be able to define book-keeping and explain its meaning, need, and objectives. Students will be able to describe different systems of book-keeping and identify basic accounting terms used in the process.	1,2					
II	Accounts- Definition, classification, debit and credit, format of accounts, Rules of Debit and Credit.	12	Students will be able to define accounts and explain their classification, including the concepts of debit and credit. Students will be able to understand and apply the format of accounts and the rules of debit and credit in financial transactions.	2,3					
III	Books of Account: Meaning, Features and Preparation of Journal, Ledger, Preparation of Trial Balance.	14	Students will be able to define and describe the features of journals and ledgers, and demonstrate how to prepare them. Students will be able to record financial transactions accurately in journals and post them to the appropriate ledger accounts.	1.2					
IV	Cash Book: Single, Double and Triple Column cash Book, Petty Cash Book.	10	Students will be able to differentiate between single, double, and triple column cash	2,3					

			books, and describe their features. Students will be able to explain the purpose and use of a petty cash book in managing small, day-to-day expenses.	
V	Financial Statement: Trading & profit & loss account & balance sheet.	12	Students will be able to prepare a trading account and a profit & loss account, summarizing the revenues and expenses of a business. Students will be able to analyse the financial performance of a business through the trading and profit & loss account.	1,2

TEXT BOOKS:

T1. Theory and Practice of Accountancy, BB Dam, R.A. Sarda, Ramen Barman, Bijoy Kalita, Capital publishing company.

T2: Introduction to Accountancy, TS Gerewal, S.Chand Publishers.

REFERENCE BOOKS:

R1: Advanced Accountancy: Jain & Narang

R2: Advanced Accountancy: S.N Maheswari

R3: Advanced Accountancy: Shukla & Gerewal

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental principles of book-keeping	PO1,PO2,PO3,PO9
2	Understand the rules of debit and credit for accurate recording of financial transactions	PO1,PO2,PO3,PO9
3	Prepare journal, ledger and trial balance.	PO1,PO2,PO3,PO9
4	Identify the cash transactions and prepare cash book.	PO1,PO2,PO3,PO9
5	Compute the comprehensive financial statements.	PO1,PO2,PO3,PO9

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO122R	BASICS OF ACCOUNTING	3	2	1						2

SEMESTER – II									
Course Title	QUANTITATIVE TECHNIQUES								
Course code	22BBAO123R	Total credits: 4 Total hours:60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of first year of the programme								
Course Objectives	1. To understand the theoretical foundation concepts of mathematics 2. To know about the concept of vectors and matrices								
CO1	Interpret and communicate quantitative results effectively, drawing conclusions and recommendations based on data analysis.								
CO2	Critically evaluate the assumptions and limitations of quantitative models.								
CO3	Apply fundamental mathematical and statistical techniques to analyse and solve quantitative problems in business contexts.								
CO4	Formulate and solve quantitative problems using appropriate mathematical and statistical tools.								
CO5	Develop problem-solving skills by applying quantitative methods to real-world business scenarios.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Theoretical Foundation of Mathematics: Number System- elementary ideas, Set- basic concept, types, operations of sets, Venn Diagrams, Cartesian product of two sets, Relations, Functions.		12	Students will be able to explain the elementary ideas of number systems and identify different types of sets and their operations. Students will be able to use Venn diagrams and perform operations such as the Cartesian product of two sets to illustrate relationships between sets.				1,2	
II	Matrices, Concept of Vector: Matrices- Definition and notation, various types, addition of matrices, multiplication of matrices, Determinants, Inverse of a non-singular matrix, matrices as vectors- preliminary concepts.		12	Students will be able to define and perform various matrix operations, including addition, multiplication, and finding the inverse of a non-singular matrix. Students will understand the concept of matrices as vectors and apply preliminary vector concepts in solving mathematical problems.				2,3	
III	Differential Calculus (basic formulae with a few applications), Statistics Overview: Nature and scope of Statistic- uses of statistics to business and industrial activities,		12	Students will be able to apply basic formulae of differential calculus to solve mathematical problems. Students will be able to identify and use differential calculus in practical				1.2	

			applications, enhancing their problem-solving skills in business and industrial contexts.	
IV	Statistical data- primary and secondary data, collection of data, classification and tabulation of data, diagrammatic and graphic representation of data.	12	Students will understand the nature and scope of statistics and its importance in business and industrial activities. Students will be able to differentiate between primary and secondary data, and demonstrate methods of data collection, classification, and tabulation.	2,3
V	Statistical Applications in business: Measures of Central tendency- Mean, Median, Mode and their application in business	12	Students will be able to compute measures of central tendency such as mean, median, and mode, and apply these measures in business decision-making. Students will be able to represent data using various diagrammatic and graphic methods, facilitating clearer communication of statistical findings in business contexts.	1,2

TEXT BOOKS:

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

T2: [Quantitative Techniques, Edition](#): Sep 12, 2002by Terry Lucey

REFERENCE BOOKS:

R1: Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2019). Quantitative Methods for Business. Cengage Learning.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Interpret and communicate quantitative results effectively, drawing conclusions and recommendations based on data analysis.	PO1,PO3,PO4,PO9
2	Critically evaluate the assumptions and limitations of quantitative models.	PO1,PO3,PO4,PO9
3	Apply fundamental mathematical and statistical techniques to analyse and solve quantitative problems in business contexts.	PO1,PO3,PO4,PO9
4	Formulate and solve quantitative problems using appropriate mathematical and statistical tools.	PO1,PO3,PO4,PO9
5	Develop problem-solving skills by applying quantitative methods to real-world business scenarios.	PO1,PO3,PO4,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO123R	QUANTITATIVE TECHNIQUES	1		1	2					1

SEMESTER – II									
Course Title	MARKETING MANAGEMENT								
Course code	22BBAO124R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of first year of the programme								
Course Objectives	1.To understand basics of Marketing Management 2.To study about product, Brands and its Promotion Mix 3.To study distribution of products from manufacturers								
CO1	Understand the fundamental concept of strategic marketing planning.								
CO2	Identify the marketing channel strategies.								
CO3	Comprehend the concepts of advertising and sales promotion.								
CO4	Understand the personal selling process and functions.								
CO5	Summarize the concept of branding.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Nature, scope, definition & importance of marketing: basic concepts. What is market orientation, Market Segmentation, targeting & positioning, the four Ps of marketing product strategy, product innovation & diffusion, product development, product lifecycle & product mix, Pricing decision & designing pricing strategies & programmes, pricing techniques	12	Students will be able to define marketing, describe its nature, scope, and importance, and explain basic marketing concepts. Students will be able to differentiate between various marketing orientations and understand their implications for business strategies.				1,2		
II	Marketing Channels: types of channels & their importance, channel strategies, designing & managing, Managing retailing, physical distribution, marketing logistics & supply chain management	14	Students will be able to explain the concepts of market segmentation, targeting, and positioning, and apply these concepts to identify and reach specific market segments. Students will be able to develop effective positioning strategies to create a competitive advantage in the marketplace.				2,3		
III	Promotion: advertising- meaning & importance, types, promotion, mix, sales promotion (push versus pull study)	14	Students will be able to understand and apply the four Ps of marketing (product, price, place, promotion) in developing comprehensive marketing strategies. Students will be able to describe the stages of the product lifecycle, including product				1.2		

			development, innovation, diffusion, and the product mix.	
IV	Selling function in marketing, personal selling, nature, importance & process, direct marketing.	10	Students will be able to understand the meaning and importance of advertising, identify different types of advertising, and integrate them into the promotion mix. Students will be able to distinguish between push and pull strategies in sales promotion and apply these concepts to various marketing scenarios.	2,3
V	Creating Brand Equity, What Is Brand Equity, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising A Branding Strategy, Customers Equity.	10	Students will be able to define brand equity, understand its components, and develop strategies to build and enhance brand equity. Students will be able to measure brand equity using appropriate metrics and tools, and use this information to make strategic decisions.	1,2

TEXT BOOKS:

T1: Marketing Management: Kotler Keller Koshi Jha

T2: Sales & Distribution Management, ICFAI, Hyderabad: The ICFAI Press

REFERENCE BOOKS:

R1: Marketing management: Arun Kumar & Meenakshi

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concept of strategic marketing planning.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
2	Identify the marketing channel strategies	PO1,PO2,PO5,PO6,PO7,PO8,PO9
3	Comprehend the concepts of advertising and sales promotion.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
4	Understand the personal selling process and functions.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
5	Summarize the concept of branding.	PO1,PO2,PO5,PO6,PO7,PO8,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO124R	Marketing Management	3	2			2	2.6	2.6	2	3

SEMESTER – II									
Course Title	Office Organization and Management								
Course code	22BBAO125R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of FIRST year of the programme								
Course Objectives	1. To make the student understand the standard office functions and activities. 2. To make the student understand about efficient office management skills & techniques.								
CO1	To understand the functions and various activities performed at an office and an organization.								
CO2	The students should understand the responsibilities of an office manager.								
CO3	The students should be able to understand the factors influencing the choice of office								
CO4	The students should be able to understand the newer technologies and its application in office management.								
CO5	Manage an office by efficiently organizing and performing office functions								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	Office introduction, its meaning, its functions, office activities, the purpose of office	12	Understand the meaning, functions, and purposes of an office and its activities.				1,2		
II	Office Management, meaning & definition, Principles of Office management, functions of office management, duties and responsibilities of office manager.	12	Learn the principles, functions, duties, and responsibilities of office management and the office manager.				2,3		
III	Office organization, meaning & definition, benefits of good organization, office accommodation: its importance, factors influencing choice of office accommodation.	14	Grasp the benefits of good office organization and factors influencing office accommodation choices.				1.2		
IV	Office layout- meaning, importance and principles; office automation- definition, new office technology automation, feasibility and management structure	10	Understand office layout principles, the importance of office automation, and new office technologies.				2,3		
V	Office forms- design, records management- purpose, principles and process, filing- classification of files, methods of filing, indexing- types of indices.	12	Learn the design of office forms, principles of records management, filing methods, and types of indexing.				1,2		

TEXT BOOKS:**T1** Office Organization and Management, Nov 20, 2017, by Carl Copeland Parsons**T2** Office Organization and Management: M.E. Thukaram Rao, Atlantic Publishers & Distributors**REFERENCE BOOKS:****R1** Office Organization and Management, Feb 9, 2018, by Carl Copeland Parsons**RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES**

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Office introduction, its meaning, its functions, office activities, the purpose of office	PO5
2	Office Management, meaning & definition, Principles of Office management, functions of office management, duties and responsibilities of office manager.	PO5
3	Office organization, meaning & definition, benefits of good organization, office accommodation: its importance, factors influencing choice of office accommodation.	PO5
4	Office layout- meaning, importance and principles; office automation- definition, new office technology automation, feasibility and management structure	PO5
5	Office forms- design, records management- purpose, principles and process, filing- classification of files, methods of filing, indexing- types of indexes.	

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO125R	Office Organization and management					3				

SEMESTER – II									
Course Title	PDP (Implicative English)								
Course code	22UBPD123R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of FIRST year of the programme								
Course Objectives	<p>1.To introduce the types of sentences and their significance.</p> <p>2.To strengthen the vocabulary of the students to enhance student’ vocabulary to enhance their speaking and writing skills it the importance of dress codes in various organisations.</p> <p>3. To introduce the 3P’s (Planning, prioritizing & performing) of Time Management.</p>								
CO1	This course will enable students to analysis and identify the different types of sentences.								
CO2	Learners will be able to integrate the skills of reading and speaking in professional communication.								
CO3	Dress code Etiquette sessions will boost their confidence and morals.								
CO4	Students will learn about the effective and efficient utilization of time.								
CO5	Understand the dynamics of conflict in personal and professional contexts.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Module 1-Grammar i. Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences ii. Types of Tenses iii. Common Errors	12	Identify common grammatical errors in written and spoken English. Correct errors related to subject-verb agreement, prepositions, articles, and other common mistakes. Improve accuracy and clarity in communication by avoiding these errors.					1,2	
II	Module 2-Vocabulary i. Synonyms ii. Antonyms iii. Homonyms	12	Use antonyms effectively to convey contrasting ideas. Apply synonyms appropriately in different contexts to enrich language.					2,3	
III	Reading Skills i. Techniques of Effective Reading ii. Gathering ideas and information from a text	14	Learn and apply various techniques for effective reading. Improve reading speed and comprehension. Develop skills for skimming,					1.2	

	<ul style="list-style-type: none"> iii. The SQ3R Technique iv. Interpret the text 		scanning, and detailed reading	
IV	<p>Conflict Management</p> <ul style="list-style-type: none"> i. Definition ii. Type of Conflict Management iii. Effects of Conflict Management iv. Methods to deal with Conflicts (Negative) 	10	<p>Define conflict and understand its nature.</p> <p>Recognize the sources and types of conflict in different settings.</p> <p>Understand the dynamics of conflict in personal and professional contexts.</p>	2,3
V	<p>Time-Management Skills</p> <ul style="list-style-type: none"> i. Introduction To Time Management, ii. Purpose And Importance of Time Management, iii. Basic Tips to Maintain Time. <p>Activity: Problem solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.</p>	12	<p>Understand the concept and importance of time management.</p> <p>Recognize the benefits of effective time management.</p> <p>Develop awareness of personal time management habits.</p>	1,2

TEXT BOOKS:

T1. Wren, P.C and Martin, H. 1995. *High School English Grammar and Composition*, S Chand Publishing.

T2: Barrett, Grant. 2016. *Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking*, Zephyros Press

REFERENCE BOOKS:

R1: Mccarthy. (2008) *English Vocabulary in Use Upper - Intermediate with CD ROM*, Cambridge University Press

R2: Tracy, Brian. (2018) *Time Management: The Brian Tracy Success Library*, Manjul Publishing House

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	This course will enable students to analysis and identify the different types of sentences.	PO5
2	Learners will be able to integrate the skills of reading and speaking in professional communication.	PO5
3	Dress code Etiquette sessions will boost their confidence and morals.	PO5
4	Students will learn about the effective and efficient utilization of time.	PO5
5	Understand the dynamics of conflict in personal and professional contexts.	PO5

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBPD123R	IMPLICATIVE ENGLISH					3				

SEMESTER – II									
Course Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								
Course code	22UUV101R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:	1	0	2	4	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds. 								
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.								
CO2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.								
CO3	Extract the foundational values in human relationships.								
CO4	Recognize the role of harmony in the family and society.								
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.								
Unit- No.	Content				Contact Hour	Learning Outcome			KL
1	Develop a Comprehensive Understanding of Value Education: Understanding the need, basic guidelines, content, and process for Value Education; Self Exploration–what is it? it's content and process; 'Natural Acceptance 'and Experiential Validation- as the mechanism for self-exploration; Continuous Happiness and Prosperity-Alookat basic Human Aspirations; Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly –A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in harmony at various levels.				12	Describe the process for value education; mechanisms for self-exploration; methods to fulfil human aspirations by living in harmony at various levels.			1,2,3
2	Navigate Self-Exploration: Understanding human being as a co-existence of the sentient 'I' and the material body; Understanding the needs of Self ('I') and 'Body'- Sukh and Suvidha;				12	Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of			2,3

	Understanding the Body as an instrument of 'I' (Ibeing the doer,seerand enjoyer); Understanding the characteristics and activities of 'I' and harmony in 'I'; Understanding the harmony of I with the Body : Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail; Programs to ensure Sanyam and Swasthya.		prosperity	
3	Foster Harmony in Relationships: Understanding Harmony in the family–the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understandingtheharmonyinthesociety(societybeinga nextensionoffamily):Samadhan,Samridhi,Abhay,Sah-astitvaascomprehensiveHumanGoals; Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!-Practice Exercises and Case Studies will be taken up in Practice Sessions.	12	Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	2.3
4	Envision Societal Harmony: Understanding the harmony in Nature; Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self-regulation in nature; Understanding Existence as Co-existence (Sah-Astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies will be taken up in Practice Sessions.	12	Describe interconnectedness and mutual fulfilment; recyclability and self-regulation in nature; holistic perception of harmony	2,3
5	Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics: a) Ability to utilize the professional competence for augmenting universal human order. b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, c) Ability to identify and develop appropriate	12	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3

	<p>technologies and management patterns for the above production systems.</p> <p>Strategy for the transition from the present state to Universal Human Order:</p> <p>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</p> <p>b) At the level of society: as mutually enriching institutions and organizations.</p>			
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TEXT BOOKS

T1: R.R. Gaur, R. Sangal, G.P. Bagaria, *A foundation course in Human Values and professional Ethics*, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

T2: "Moral Issues in Business" by William H. Shaw and Vincent Barry

REFERENCE BOOKS:

R1: B.L. Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

R2: P.L. Dhar, R.R. Gaur, 1990, *Science and Humanism*, Commonwealth Publishers

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.	PO8, PO9
2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.	PO8, PO9
3	Extract the foundational values in human relationships.	PO8, PO9
4	Recognize the role of harmony in the family and society	PO8, PO9
5	Understand the interconnectedness in nature and develop competence for a universal human order.	PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUHV101R	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								3	1

SEMESTER – II									
Course Title	COMPUTATIONAL SYSTEM AND DIGITAL WORLD								
Course code	22UUDL103R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	2 ND semester of FIRST year of the programme								
Course Objectives	1. Students will be able to understand the fundamentals of computer systems and Internet search along with advanced features of MS-Office. 2. Students will be able to learn data management, statistical analysis and visualization. 3. Students will be able to use social media and e-commerce portals, Digital Payment systems, and other utility software.								
CO1	Students will have basic understanding of Computer Systems and Internet search.								
CO2	Students will be able to solve data analysis, management and visualization issues using MS-Office products.								
CO3	Students will be able to efficiently and ethically use social media and e-commerce sites.								
CO4	Students will have introduction to various utility software used in research and information management.								
CO5	Students will have introduction to the cyber world.								
Unit- No.	Content		Contact Hour	Learning Outcome					KL
I	Unit 1- Fundamentals of Computer Systems, Office Automation and Internet Search i. Components of a Computer and their functions. ii. Office Automation using MS-Word, MS-Excel, and MS-PowerPoint. iii. Data management, Statistical Data Analysis and Data Visualization with MS-Excel. iv. Use of Functions, Graphs & Charts in MS-Excel.		6	Understand computer components and their functions.					1/2
II	Unit 2- Internet & Cyber World i. Introduction to Computer Networks, Internet and World Wide Web, Websites and Web portals. ii. Creation and use of Email Accounts. iii. Web browsing, Web Searching, Different aspects of Web Searching- Search Keywords, conditions and combinations.		6	Explain computer networks, the Internet, and web technologies.					2/3

	<p>iv. Study of different Search Engines like Google, Microsoft Bing, Yahoo, Yandex, DuckDuckGo, Ask.com etc.</p> <p>v. Cyber Crimes, Cyber Laws and IT Act 2000, India.</p>			
III	<p>Unit 3- Introduction to Social Media and E-Commerce</p> <p>i. Relevance of social media in present scenario. Posting different types of contents in social media.</p> <p>ii. Creating accounts and using some popular social media portals and Apps like WhatsApp, Facebook, etc. Social Media Etiquettes & Crimes.</p> <p>iii. Definition of E-Commerce; E-Commerce versus traditional Commerce.</p> <p>iv. Case studies of popular E-Commerce portals like Amazon.</p> <p>v. E-commerce Etiquettes & Crimes.</p>	6	Analyse the role and impact of social media today.	2/3
IV	<p>Unit 4- Digital Payments and Digital Transactions</p> <p>i. Introduction to Digital Payment Systems.</p> <p>ii. Creating accounts and using Digital Payment Systems like Credit Cards, Debit Cards, Net banking, UPI.</p> <p>iii. Digital payments Etiquettes & Crimes.</p>	6	Understand digital payment systems and their applications.	1/3
V	<p>Unit 5- Basic Accounting and Utility Software</p> <p>i. Introduction to Basic accounting concepts, Introduction to an Accounting Software like Gnu Cash or Tally.</p> <p>ii. Introduction to Technical Document writing using LaTeX.</p> <p>iii. Introduction to Data Visualization software – Sigma, Google Charts, Tableau</p>	6	Grasp basic accounting concepts and use accounting software like GnuCash or Tally.	1/3

TEXT BOOKS:

T1: Sinha Pradeep K. and Priti Sinha. *Computer Fundamentals: Concepts Systems & Applications*. 3rd ed. New Delhi: BPB Publications.

T2: Goel, A, 2010. *Computer Fundamentals*, Pearson India.

REFERENCE BOOKS:

R1: Balaguruswamy, E. 2009 *Fundamentals of Computers*, Tata McGraw-Hill Education.

R2: Lawson, C. 2022. Introduction to Social Media, Oklahoma State University.

OTHER LEARNING RESOURCES:

1. <https://www.w3schools.com>
2. <https://edu.gcfglobal.org>
3. <https://www.tutorialspoint.com>
4. <https://www.javatpoint.com/>
5. Latest updates available in WWW.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Students will have basic understanding of Computer Systems and Internet search.	PO1, PO9
2	Students will be able to solve data analysis, management and visualization issues using MS-Office products.	PO9
3	Students will be able to efficiently and ethically use social media and e-commerce sites.	PO5,PO9
4	Students will have introduction to various utility software used in research and information management.	PO1, PO9
5	Students will have introduction to the cyber world.	PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUDL103R	COMPUTATIONAL SYSTEM AND DIGITAL WORLD	1				1				3

SEMESTER – II									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22BBAO126R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:15	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. 5. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

Activities:

Sl.No.	Activities
1	Creating effective PowerPoint presentations
2	Public speaking and presentation delivery
3	Using visual aids and technology in presentations
4	Basic statistics and data interpretation

SEMESTER – II									
Course Title	MOOCS								
Course code	MOOCS_CE-01	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	II semester of First year of the programme								
Course Objectives	MOOCS_CE-01 is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1, PO2, PO9
2	Showcasing a comprehensive understanding of international business practices and regulatory frameworks	PO1, PO2, PO9
3	Apply advanced analytical skills to solve complex business problems.	PO1, PO2, PO9
4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1, PO2, PO9
5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
MOOCS_CE-01	MOOCs	2	3							3

SEMESTER – III									
Course Title	HUMAN RESOURCE MANAGEMENT								
Course code	22BBAO211R	Total credits: 4 Total hours:60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of Second year of the programme								
Course Objectives	1. To understand basic functions of Human Resource Management 2. To know the various theories of Human Resource Planning & their implications. 3. To learn about the various functions of Human Resource Development, Career Planning & Development, Performance management & Performance Appraisal. 4. To understand the concepts of Job Compensation & Human Relations								
CO1	Comprehend basic functions of Human Resource Management								
CO2	Understand and analyze the concept of Personnel management								
CO3	Explore the recruitment process								
CO4	Define and analyze the process of selection								
CO5	Learn and understand the training and career management.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Human Resource Management- nature, scope, functions and objectives, Meaning and nature of Human Resource Planning- nature, importance and factors affecting HRP, requisites of successful HRP	14	Students will be able to explain the nature, scope, functions, and objectives of Human Resource Management. Students will be able to identify the factors affecting Human Resource Planning (HRP) and describe the requisites of successful HRP.					1,2	
II	Personnel Management- definition, objectives, significance, Qualities of Personnel Manager, e-HRM- nature, activities: e-recruitment, e-selection, e-performance management, e-learning, e-compensation.	12	Students will be able to define Personnel Management, its objectives, and its significance within an organization. Students will be able to identify the qualities of an effective Personnel Manager and describe the nature and activities of e-HRM, including e-recruitment, e-selection, e-performance management, e-learning, and e-compensation.					2,3	
III	Recruiting Human Resources- nature, purpose and importance; factors governing recruitment, recruitment process	10	Students will be able to describe the nature, purpose, and importance of recruiting human resources and the factors that					1.2	

			govern the recruitment process. Students will be able to outline the recruitment process and evaluate its effectiveness in attracting suitable candidates.	
IV	Selecting Human Resources: nature, selection process, barriers to effective selection, Induction, Orientation Programme, problems of orientation	14	Students will be able to explain the nature of the selection process, including the steps involved, and identify the barriers to effective selection. Students will be able to describe the induction and orientation program, addressing common problems of orientation and their solutions.	2,3
V	Training Development and Career management: nature of training and development, the training process, how to make training effective, Appraising and managing performance Appraisal, appraisal process, Challenges of Performance Appraisal.	10	Students will be able to explain the nature of training and development, the training process, and how to make training effective within an organization. Students will be able to evaluate different training methods and their impact on employee performance and development.	1,2

TEXT BOOKS:

T1: Human Resource Management- K. Aswathappa

REFERENCE BOOKS:

R1: "Human Resource Management: Theory and Practice"

Author: John M. Ivancevich, Robert Konopaske, and Michael T. Matteson

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend basic functions of Human Resource Management	PO1,PO2,PO3,PO7,PO9
2	Understand and analyse the concept of Personnel management	PO1,PO2,PO3,PO7,PO9
3	Explore the recruitment process	PO1,PO2,PO3,PO7,PO9
4	Define and analyse the process of selection	PO1,PO2,PO3,PO7,PO9
5	Learn and understand the training and career management.	PO1,PO2,PO3,PO7,PO9

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO211R	HUMAN RESOURCE MANAGEMENT	1.8	2	1.7				2.6		1.3

SEMESTER – III									
Course Title	ADVERTISING AND SALES PROMOTION								
Course code	22BBAO212R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To understand the fundamental principles and theories of advertising and sales promotion. To explore the various advertising and sales promotion objectives used to achieve marketing goals (e.g., brand awareness, lead generation, sales increase). To analyse the different elements of the promotional mix (e.g., advertising, public relations, personal selling) and their interactions. To gain insights into the consumer decision-making process and how advertising and sales promotion influence it. 								
CO1	Identify the ability to analyse the elements of effective advertising, and apply this knowledge.								
CO2	Formulate a comprehensive advertising plan, showcasing a practical understanding of developing an advertising.								
CO3	Evaluate ethical considerations and public issues related to direct and interactive marketing.								
CO4	Examine real-world scenarios to choose appropriate Public Relations tactics.								
CO5	Demonstrate the ability to create effective brand strategies.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Definition of advertising & promotion, the elements of effective advertising, its types & role and the marketing process.		12	<p>Students will be able to define advertising and promotion, identify the elements of effective advertising, and explain its types and roles in the marketing process.</p> <p>Students will develop an understanding of how advertising integrates with the overall marketing strategy to influence consumer behaviour and drive sales.</p>				1,2	
II	Advertising media, media planning, broadcast & interactive online media, Developing & managing a programme, developing the advertising company.		12	<p>Students will be able to identify different advertising media, understand the principles of media planning, and evaluate the effectiveness of broadcast and interactive online media.</p> <p>Students will learn how to develop and manage an</p>				2,3	

			advertising program, including working with advertising companies to create impactful campaigns.	
III	Direct & interactive marketing- concept & benefit, channels of direct marketing, public & ethical issues.	12	Students will understand the concepts and benefits of direct and interactive marketing, including various channels such as email, telemarketing, and digital platforms. Students will explore public and ethical issues related to direct marketing, emphasizing responsible practices and consumer protection.	1.2
IV	Public relations & publicity- it's importance, various types & techniques of PR.	12	Students will be able to explain the importance of public relations (PR) and identify various PR techniques used to manage and enhance a company's public image. Students will understand the role of publicity in building brand reputation and learn how to implement effective PR strategies.	2,3
V	Brand: meaning, brand image and personality, brand & product, brand planning, brand positioning, brand equity: meaning, brand assets & liabilities.	12	Students will be able to define key branding concepts, including brand image, brand personality, brand planning, and brand positioning. Students will understand the meaning of brand equity, including brand assets and liabilities, and learn how to build and manage brand equity to create long-term value.	1,2

TEXT BOOKS:

T1: Advertising Management- Myers

REFERENCE BOOKS:

R1: Strategic Advertising management- Perey& Elliott

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Identify the ability to analyse the elements of effective advertising, and apply this knowledge.	PO1,PO2,PO3,PO6,PO8,PSO1,PSO2,PSO3
2	Formulate a comprehensive advertising plan, showcasing a practical understanding of developing an advertising.	PSO2
3	Evaluate ethical considerations and public issues related to direct and interactive marketing.	PO1
4	Examine real-world scenarios to choose appropriate Public Relations tactics.	PO2,PO5,PO8,PSO1
5	Demonstrate the ability to create effective brand strategies.	PO1,PO3,PO7,PSO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO212R	Advertising and Sales Promotion	2	3			2	2	2	1.5	

SEMESTER – III									
Course Title	PRODUCTION AND OPERATION MANAGEMENT								
Course code	22BBAO213R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of Second year of the programme								
Course Objectives	1. Ability to understand about Production Management – introduction, concept, principles, functions and practices. 2. Ability to study the different phases of Operations Management. 3. Ability to acquire knowledge of productivity. 4. Ability to learn about production planning and design.								
CO1	Understanding the different roles of production and operations management.								
CO2	Creating awareness of different strategies for improving productivity.								
CO3	Analyse and understand product design.								
CO4	Acquiring knowledge on the manufacturing process.								
CO5	Identifying the key concept of quality and its dimensions.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction, 5Ps of Operations Management, Differences between Production and Operations Management, Responsibilities of Operation Managers, Recent trends in Operations management.	12	Understand the 5Ps, roles of operation managers, and recent trends in operations management.				1,2		
II	Productivity Management – productivity measurement: approaches to increasing productivity, capacity planning, facility location, location models.	12	Learn productivity measurement, capacity planning, and facility location models.				2,3		
III	Quality Control – concept, classifications, dimensions, Total Quality Management.	12	Grasp quality concepts, TQM, and quality dimensions.				1.2		
IV	Design of production planning, scheduling and control system, design of inventory system for independent demand, material requirement planning; Just –in- Time, Lean manufacturing system, ways of reduction of wastages, Six sigma.	12	Understand production planning, inventory systems, Lean manufacturing, and Six Sigma.				2,3		
V	Plant layout: definition, objectives, importance, advantages, disadvantages. Plant design: classifications, importance. Industrial purchasing.	12	Learn plant layout objectives, benefits, and industrial purchasing importance.				1,2		

TEXT BOOKS:

T1: Production and Operations management by Adam, AA and Elbert, RJ

REFERENCE BOOKS:

R1 Operations Management by Chary

R2 Production and Operations Management: Concepts, Models and Behavior by Everett E. Adam and Ronald J. Ebert.

R3 Production and Operations Management by R. Panneerselvam.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Introduction, 5Ps of Operations Management, Differences between Production and Operations Management, Responsibilities of Operation Managers, Recent trends in Operations management.	PO1,PO2,PO3,PO6,PO8,PSO1,PSO2,PSO3
2	Productivity Management – productivity measurement: approaches to increasing productivity, capacity planning, facility location, location models.	PSO2
3	Quality Control – concept, classifications, dimensions, Total Quality Management.	PO1
4	Design of production planning, scheduling and control system, design of inventory system for independent demand, material requirement planning; Just –in- Time, Lean manufacturing system, ways of reduction of wastages, Six sigma.	PO2,PO5,PO8,PSO1
5	Plant layout: definition, objectives, importance, advantages, disadvantages. Plant design: classifications, importance. Industrial purchasing.	PO1,PO3,PO7,PSO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO213R	Production and Operation Management	2	3			2	2	2	1.5	

SEMESTER – III										
Course Title		COST AND MANAGEMENT ACCOUNTING								
Course code	22BBAO214R	Total credits: 4		L	T	P	S	R	O/F	C
		Total hours:60		4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Bachelor of Business Administration									
Semester	III semester of Second year of the programme									
Course Objectives	<ol style="list-style-type: none"> 1. To provide working knowledge of cost and management accounting. 2. To introduce the students to the recent trends in the field of cost and management accounting. 3. To prepare and interpret budgets. 4. To know the operating results through variance analysis 									
CO1	Remember the concept of cost accounting and demonstrate the tools of cost management.									
CO2	Describe different types of cost and overheads.									
CO3	Apply the variance analysis in standard costing.									
CO4	Understand the concept of management accounting and its relationship with cost and financial accounting									
CO5	Understand about different types of budgets and apply different budgetary control techniques.									
Unit- No.	Content	Contact Hour	Learning Outcome					KL		
I	Cost Accounting- Meaning, nature, scope, objectives, functions and limitations, Preparation of cost sheet.	11	<p>Students will be able to explain the meaning, nature, scope, objectives, and functions of cost accounting, along with its limitations.</p> <p>Students will be able to prepare a comprehensive cost sheet, identifying and calculating various cost elements.</p>					1,2		
II	Elements of cost- material, labour and overheads: Concept & classification of cost: Material, labour, overhead, fixed & variable, direct & indirect, product & period costs. Costing methods- job costing, contract costing, process costing, Bath costing.	15	<p>Students will be able to classify costs into material, labor, and overhead, and further categorize them as fixed, variable, direct, indirect, product, and period costs.</p> <p>Students will be able to apply different costing methods such as job costing, contract costing, process costing, and batch costing to calculate and analyze costs.</p>					2,3		
III	Standard Costing and analysis of variance-meaning, significance, types of variances	14	<p>Students will understand the meaning and significance of standard costing and be able to identify various types of variances.</p>					1.2		

			Students will be able to analyse variances to determine the causes of deviations and suggest corrective actions.	
IV	Management Accounting- Nature, meaning, scope, objectives and limitations. Relationship between cost, financial and management accounting	10	Students will be able to define the nature, meaning, scope, and objectives of management accounting, as well as its limitations. Students will understand the relationship between cost accounting, financial accounting, and management accounting, and how they integrate to support business decision-making.	2,3
V	Budgets and Budgetary Control: Meaning, types, objectives, limitations of- Master, functional, Production Raw material, flexible, sales, flexible and cash budget.	10	Students will be able to explain the meaning, types, objectives, and limitations of various budgets, including master, functional, production raw material, flexible, sales, and cash budgets. Students will be able to prepare different types of budgets and use budgetary control techniques to monitor and manage financial performance.	1,2

TEXT BOOKS:

T1: Cost Accounting- B.M. Lal

T2: Cost Accounting- Khan & Jain

T2: Cost Accounting- S.N Maheswari

REFERENCE BOOKS:

R1: Theory and practice of costing. Prof K. R Das, prof KM Sinha, prof. B.Bhattacharjee, S.Suri , Ramesh book Depot.

R2: Management accounting, Shashi k. Gupta, R.K Sharma, Kalyani Publishers.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Remember the concept of cost accounting and demonstrate the tools of cost management.	PO1,PO3,PO9,PSO1,PSO2,PSO3
2	Describe different types of cost and overheads.	PO2,PO9, PSO1,PSO2,PSO3
3	Apply the variance analysis in standard costing.	PO1,PO3,PO6,PSO1
4	Understand the concept of management accounting and its relationship with cost and financial accounting	PO1,PO3,PO6,PO9,PSO3
5	Understand about different types of budgets and apply different budgetary control techniques.	PO1,PO3,PO6,PO9,PSO3

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO214R	COST AND MANAGEMENT ACCOUNTING	2.25	1	1.5			1.5			1.5

SEMESTER – III									
ENVIRONMENTAL STUDIES									
Course code	22UBES101R	Total credits: 2 Total hours:30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To introduce students to the concept of economic environment of a business and its influence in the performance of a business. To make students aware about various factors of economic environment and their importance in managing business. 								
CO1	Understand the type of resources available in the environment and the problem associated.								
CO2	Understand the importance of Govt. budget and its implications in the influence of inflation, interest rates and credit creation by banks on the economy.								
CO3	Take decision on the basis of prevailing foreign trade policies.								
CO4	Understand characteristics on Indian Economy and should be able to use them in taking decisions.								
CO5	Take decision in a field related to the mentioned organizations in the unit.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Multidisciplinary nature of environmental studies. Definition, scope and importance, need for public awareness.		4	<p>Students will be able to define environmental studies, describe its multidisciplinary nature, and explain the scope and importance of studying environmental issues.</p> <p>Students will be able to recognize the need for public awareness and individual roles in environmental conservation and sustainability.</p>				1,2	
II	<p>Natural Resources: Renewable and Non-renewable resources, Natural resources and associated problems.</p> <p>a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.</p> <p>b) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.</p> <p>c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p>		4	<p>Students will be able to differentiate between renewable and non-renewable resources and understand the associated environmental problems with their use and exploitation.</p> <p>Students will be able to analyze case studies related to the over-exploitation of natural resources such as forests, water, minerals, and food resources, and propose sustainable management practices.</p>				2,3	

	<p>d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</p> <p>e) Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.</p> <p>f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification.</p> <p>Role of an individual in conservation of natural resources.</p> <p>Equitable use of resources for sustainable lifestyles.</p>			
III	<p>Ecosystems: concept of an ecosystem, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids, introduction, types, characteristics, features, structure and function of the following ecosystem:</p> <p>a) forest ecosystem b) grassland ecosystem c) desert ecosystem</p> <p>d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).</p>	4	<p>Students will be able to explain the concept of an ecosystem, its structure, and functions, including the roles of producers, consumers, and decomposers.</p> <p>Students will be able to describe energy flow in ecosystems, ecological succession, and the characteristics of various types of ecosystems such as forests, grasslands, deserts, and aquatic systems.</p>	1.2
IV	<p>Biodiversity and its conservation</p> <ul style="list-style-type: none"> • Introduction- definition, genetic, species and ecosystem diversity. • Biogeographically classification of India • Value of biodiversity, consumptive use, productive use, social, ethical, aesthetic and option values. • Biodiversity at global, national and local levels • India as a mega-diversity nation • Hot-sports of biodiversity • Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts • Endangered and endemics species of India <p>Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p>	4	<p>Students will be able to define biodiversity and describe genetic, species, and ecosystem diversity.</p> <p>Students will be able to explain the value of biodiversity and identify the biogeographical classification of India, including hotspots of biodiversity.</p>	2,3
V	<p>Environmental pollution: definition, cause, effects and control measures of:</p> <p>Air pollution, water pollution, soil pollution,</p>	4	<p>Students will be able to identify the causes, effects, and control measures of various types of</p>	1,2

	<p>marine pollution, noise pollution, thermal pollution, nuclear hazards.</p> <p>Solid waste management: causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution, pollution case studies. Disaster management: floods, earthquakes, cyclone and landslides.</p>		<p>pollution including air, water, soil, marine, noise, thermal, and nuclear hazards.</p> <p>Students will be able to propose solid waste management strategies to mitigate the effects of urban and industrial waste.</p>	
VI	<p>Social issues and the environment:</p> <ul style="list-style-type: none"> • from unsustainable to sustainable development, • urban problems related energy, • water conservation, rain water harvesting, watershed management, • Resettlement and rehabilitation of people; its problems and concerns. Case studies. • Environmental ethics: issues and possible solutions • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies. • Wasteland reclamation • Consumerism and waste products. • Environment protection Act. • Air (prevention and control of pollution) Act. • Water (prevention and control of pollution) Act. • Wildlife protection Act. • Forest conservation Act • Issues involved in enforcement of environmental legislation <p>Public awareness.</p>	4	<p>Students will be able to explain the transition from unsustainable to sustainable development and address urban problems related to energy.</p> <p>Students will be able to propose solutions for water conservation, rainwater harvesting, watershed management, and resettlement and rehabilitation of people through case studies.</p>	1,2
VII	<p>Human Population and the environment:</p> <ul style="list-style-type: none"> • Population growth, variation among nations • Population explosion- family welfare programme • Environment and human health • Human rights • Value education • HIV/AIDS • Women and child welfare • Role of information technology in environment and human health <p>Case studies</p>	4	<p>Students will be able to analyse population growth, variations among nations, and the impact of population explosion on the environment.</p> <p>Students will be able to evaluate family welfare programs and their role in controlling population growth.</p>	2,3

VIII	Field work <ul style="list-style-type: none"> • Visit to a local area to document environmental assets- river/forest/grassland/hill/mountain • Visit to a local pollutes site-urban/rural/agricultural/industrial • Study of common plants, insects, birds Study of simple ecosystems-pond, river, hill slopes, etc. (field work equal to 5 lectures hours).	2	Students will be able to document environmental assets such as rivers, forests, grasslands, hills, and mountains through field visits. Students will be able to study common plants, insects, and birds, and analyse simple ecosystems like ponds, rivers, and hill slopes.	1.2
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TEXT BOOKS:

- T1: "Environmental Science: Toward a Sustainable Future" by Richard T. Wright and Dorothy F. Boorse
 T2: "Living in the Environment" by G. Tyler Miller Jr. and Scott Spoolman

REFERENCE BOOKS:

- R1: "The Sixth Extinction: An Unnatural History" by Elizabeth Kolbert
 R2: "Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants" by Robin Wall Kimmerer

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the type of resources available in the environment and the problem associated.	PO7,PO8
2	Understand the importance of Govt. budget and its implications in the influence of inflation, interest rates and credit creation by banks on the economy.	PO7,PO8
3	Take decision on the basis of prevailing foreign trade policies.	PO7,PO8
4	Understand characteristics on Indian Economy and should be able to use them in taking decisions.	PO7,PO8
5	Take decision in a field related to the mentioned organizations in the unit.	PO7,PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBES101R	ENVIRONMENTAL STUDIES							3	3	

SEMESTER – III									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22BBAO125R	Total credits: 1 Total hours:15	L	T	P	S	R	O/F	C
			0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To distinguish the concept and definition of professional development and other theories for the overall improvement of students To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

Activities:

Sl.No.	Activities
1	Creating effective PowerPoint presentations
2	Public speaking and presentation delivery
3	Using visual aids and technology in presentations
4	Basic statistics and data interpretation

SEMESTER – III									
Course Title	PDP (PROFICIENT COMMUNICATION)								
Course code	22UBPD212R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	6	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of Second year of the programme								
Course Objectives	<p>To familiarize students with the transformation of sentences and the appropriate preposition.</p> <p>To enhance the writing skills indifferent areas including CV and cover letter writing.</p> <p>To convey meaning by reinforcing, substituting for, or contradicting verbal communication.</p> <p>Productivity and performance-boosting activities for the performance enhancement.</p>								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.								
CO4	It will have a positive impact in their thought process and problem-solving skills								
CO5	Practice of grammar will polish their writing skills.								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Module 1-Grammar i. Use of Prepositions ii. Tag questions iii. Idioms, Phrases and Clauses Simple, complex, compound sentences	6	Identify and use common prepositions correctly in sentences. Understand the role of prepositions in showing relationships between nouns, pronouns, and other words. Apply prepositions in various contexts to convey clear and precise meanings.					1,2	
II	Module 2- Grammar i. Active and Passive Voice ii. Direct and Indirect Speech	6	Distinguish between active and passive voice. Convert sentences from active to passive voice and vice versa. Understand the appropriate contexts for using active and passive voice to improve sentence variety and emphasis.					2,3	
III	Module 3-Writing Skills i. The Basics of Writing; avoid ambiguity and vagueness ii. Paragraph Writing iii. Precis Writing iv. Letter Writing	6	Recognize and eliminate ambiguity and vagueness in writing. Employ clear and precise language to convey ideas effectively. Develop a strong foundation in writing basics to enhance overall communication					1.2	

	v. Resume, CV and Cover Letter		skills.	
IV	Module 4-Self-Management Skills i. SWOT Analysis ii. Self-Regulation-Goal Setting iii. Personal Hygiene	6	Understand the components of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Conduct a personal SWOT analysis to identify areas for growth and development. Use SWOT analysis to set realistic and achievable goals.	2,3
V	Module 5-Non-Verbal Communication-Sciences of Body Language i. What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesic, vii. Introduction to Proxmics, viii. Body Language Do's and Don'ts, Doubt Clearing Session.	6	Define non-verbal communication and body language. Understand the role of non-verbal communication in conveying messages and emotions.	1,2

TEXT BOOKS:

T1: Barrett, Grant. 2016. *Perfect English Grammar: The Indispensible Guide to Excellent Writing and Speaking*, Zephyros Press.

T2: McDowell, Gayle Laakmann.2008. *Cracking the Coding Interview* (Indian Edition).

REFERENCE BOOKS:

R1: Zinsser, William. (2006) *On Writing Well: The Classic Guide to Writing Nonfiction*, Harper Perennial

R2: Taylor J. and Wright, J., *IELTS Advantage Reading Skills: A step-by-step guide to a high IELTS reading score*, Delta Publishing by Klett

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Practice of grammar will polish their writing skills.	PO1, PO9
2	It will enhance their communication and interpretative skills.	PO1, PO9
3	Introduction to behavioral skills, thoughts and emotions will enable them to behave in a conscious and productive way.	PO1, PO9
4	It will have a positive impact in their thought process and problem-solving	PO1, PO5, PO9

	skills.	
5	Practice of grammar will polish their writing skills.	PO1, PO5, PO9

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBPD212R	PROFICIENT COMMUNICAT ION (Communicative English & Soft Skills)	1				3				2

SEMESTER – III									
Course Title	MOOCS								
Course code	22BSCE111R	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of SECOND year of the programme								
Course Objectives	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1, PO2, PO9
2	Showcasing a comprehensive understanding of international business practices and regulatory frameworks	PO1, PO2, PO9
3	Apply advanced analytical skills to solve complex business problems.	PO1, PO2, PO9
4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1, PO2, PO9
5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE111R	MOOCs	2	3							3

SEMESTER – III									
Course Title	BASIC LIFE SAVING SKILLS (BLSS)								
Course code	22UULS212R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 15	0	2	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	III semester of 2 nd year of the programme								
Course Objectives	The aim of the course is to provide the learners with basic knowledge and practical skills needed in an emergency fire situation, and to provide appropriate basic management and treatment for injuries								
CO1	The students will be able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to the patients to sustain tissue viability.								
CO2	The students will be able to perform the importance of early CPR on Adult, child and infants' victims.								
CO3	The students will be able to perform the basic steps to relive choking for responsive and unresponsive victims								
CO4	The students will be able to prevent injury from getting worse, aiding recovery, relieving pain and protecting the victims from deterioration.								
CO5	The students will be able to learn about the fire equipment requirements, methods of operation and getting out alive								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Basic Life Support (BLS): Introduction of BLSS, Chain of survival, ABCs Assessment, CPR and Ventilation Technique, AED, Choking for adult and children	4	Understand the fundamental principles and importance of Basic Life Support. Describe the components of the BLS system and its role in emergency medical services.					1,2	
II	First Aid, Golden rules of First aid, First aid Kits	2	Define first aid and its importance in emergency situations. Understand the scope and limitations of first aid.					2,3	
III	Trauma emergencies: Introduction, Priorities of Initial approach in pre-hospital care, Scene safety, Primary assessment, Bleeding control, Extrication of victims and safe transfer, Cervical spine stabilization and C-collar application, Splinting of broken Limbs	4	Recognize the common types of trauma emergencies and their impact on patients. Understand the importance of timely and appropriate care in trauma situations.					1.2	
IV	Triage system, Introduction, Flow chart approach of Triage, Triage of Single and	2	Understand the principles and purpose of triage in emergency					2,3	

	Multiple Casualties in Pre-Hospital setting		situations. Recognize the different types of triage systems used in pre-hospital care.	
V	Medical emergencies, Introduction, Victim cantered approach and Management of: Seizures, heart attack, asthma, diabetic emergencies, emergency childbirth, Respiratory distress and failure	3	Recognize the common types of medical emergencies and their impact on patients. Understand the importance of a prompt and accurate response.	1,2

TEXT BOOKS:

T1. Nancy Caroline'S Emergency Care in the streets eight edition by Jones and Bartlett

T2: First Aid book by LC Gupta; Publisher Jaypee Brothers, 7th Edition.

REFERENCE BOOKS:

R1: American Academy of Orthopaedic Surgeons (AAOS). (2021). Emergency Care and Transportation of the Sick and Injured (12th ed.). Jones & Bartlett Learning.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	The students will be able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to the patients to sustain tissue viability.	PO9
2	The students will be able to perform the importance of early CPR on Adult, child and infant's victims.	PO9
3	The students will be able to perform the basic steps to relive choking for responsive and unresponsive victims	PO9
4	The students will be able to prevent injury from getting worse, aiding recovery, relieving pain and protecting the victims from deterioration.	PO9
5	The students will be able to learn about the fire equipment requirements, methods of operation and getting out alive	PO9

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UULS212R	BASIC LIFE SAVING SKILLS (BLSS)									3

SEMESTER – III

Course Title		PERSONAL FINANCIAL PLANNING							
Course code	22UUFL213R	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. The course would offer an inclusive approach to understand the relevant concepts of money, borrowing, lending, taxes and their application to financial planning. 2. Assess the personal financial planning process, the life cycle of financial plans, and methods of goal achievement 3. Formulate a budget, record-keeping system, and tax planning strategy based on current financial goals. 								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilize the basic aspects of income tax and GST								
CO3	Understand the concept, scope and prerequisites of entrepreneurship.								
CO4	Analyze and interpret the different dimensions of stock market investment.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit- No.	Content		Contact Hour	Learning Outcome					KL
I	Fundamentals of Financial Planning - Functions of money; Inflation- Meaning, causes, how it can be controlled; process official planning, Time value of money-simple and compound interest; Net Present Value and Future value, Power of Compounding; Doubling period and Rule of 72.		4	Understand the primary functions of money as a medium of exchange, a unit of account, a store of value, and a standard of deferred payment.					1,2
II	Income Tax Planning–Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.		2	Define inflation and understand its causes, such as demand-pull and cost-push inflation. Identify measures to control inflation, including monetary policy and fiscal policy.					1,2
III	Entrepreneurial planning –Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistant of Government, Commercial Bank Loans and Overdraft		3	Identify and understand various entrepreneurship support systems in India. Learn about institutional and financial support systems including venture capital, business angels, government assistance, and commercial bank loans.					1,2
IV	Planning for investing in securities market – Investment avenues offered by Securities Markets, Primary Market and Secondary Market, Stock market- meaning, features, functions of NSE, BSE DEMAT trading		3	Understand the meaning, features, and functions of the NSE and BSE. Learn about DEMAT trading					1,2

	account, Security repository, stock brokers, Operational aspects of securities markets: placement of orders, contract note, pay-in and pay-out, trading and settlement cycle, Various risks involved in investing in securities markets; Role of Financial Intermediaries; Stock indices. Mutual Funds- meaning concept, definition, types, importance and drawbacks of mutual funds, mutual funds in India, investing in mutual funds, Systematic Investment Plan (SIP) and its advantages.		accounts, security repositories, and stock brokers. Grasp the operational aspects of securities markets: order placement, contract notes, pay-in and pay-out, trading, and settlement cycles. Identify various risks involved in investing in securities markets. Understand the role of financial intermediaries.	
V	Planning for debts and Retirement-Consumer credit - Introduction to consumer credit; choosing a source of credit, the cost of credit alternatives, Consumer Legal Protection; Housing Decision: Factors and Finance; Vehicle Decisions. Retirement planning - Meaning of cost of living; retirement need analysis; development of retirement plan, various retirement schemes, Estate Planning; Pension and Medicare Planning; Wills.	3	Introduction to consumer credit and the factors to consider when choosing a source of credit. Understand the cost of credit alternatives. Learn about consumer legal protection.	1,2

TEXT BOOKS:

T1: Sinha Pradeep K. and Priti Sinha. Computer Fundamentals: Concepts Systems & The Million-Dollar Financial Advisor: Powerful Lessons and Proven Strategies from Top Producers by David

REFERENCE BOOKS:

R1: Personal Finance and Planning by Dr. Rajni, jsr publishing house llp, 2020

R2: Peaceful Personal Finance: A Short Read on the Basics of Personal Finance and Planning Kindle Edition by Hema Singh, 2020

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the fundamentals of financial planning.	PO1, PO3
2	Understand and utilise the basic aspects of income tax and GST	PO1, PO3
3	Understand the concept, scope and prerequisites of entrepreneurship.	PO3
4	Analyse and interpret the different dimensions of stock market investment.	PO3
5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.	PO1, PO3

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUFL213R	Personal Financial Planning	1		3						

SEMESTER – IV									
Course Title	SALES MANAGEMENT								
Course code	22BBAO221R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	IV semester of 2nd year of the programme								
Course Objectives	To introduce students to the field of sales management and its significance in managerial decision making To make students understand the concepts of sales management								
CO1	Understand the relevance of sales and management of sales organization								
CO2	Apply different selling theories to tailor persuasive communication in sales interactions.								
CO3	Demonstrate effectiveness in selling by utilizing prospecting techniques, overcoming sales resistances and achieving successful closure								
CO4	Organize impactful sales meetings and sales contests to achieve sales targets.								
CO5	Demonstrate competence in managing sales force for optimizing sales performance.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Sales Management: Meaning, evolution, importance, concept of personal selling, hierarchy of sales organization, qualities and responsibilities of sales executives.	12	Students will be able to define sales management, explain its evolution and importance, and articulate the concept of personal selling. Students will be able to identify and describe the essential qualities and responsibilities of sales executives and understand the hierarchy of sales organizations.					2,3	
II	Theories of selling- AIDAs,” Right set of circumstances”, “Buying Formula”, “Behavioural Equation theory”.	12	Students will be able to explain key selling theories and their applications in sales strategies. Students will be able to compare and contrast different selling theories, evaluating their strengths and weaknesses in various sales scenarios.					1,2	
III	Process of effective selling- Prospecting, steps in prospecting, sales Resistances- obstacles to sales, sales objectives, closing sales.	12	Students will be able to outline and implement the steps involved in effective selling, including prospecting, overcoming sales resistances, and closing sales.					3,4	
IV	Sales Meetings: concept and need, planning and	12	Students will be able to plan and					1,2	

	organizing sales meetings; sales contests: contest objectives, contest formats, contest prizes, contest promotion etc., concepts of sales target, market share, market potential.		organize effective sales meetings, understanding their concept and need in the context of sales management. Students will be able to create and promote sales contests with clear objectives, formats, prizes, and understand concepts related to sales targets, market share, and market potential.	
V	Sales force management- Recruitment & selection, Training & development, placement of sales personnel, compensation & incentive to sales persons, motivation & leadership for sales	12	Students will be able to execute the recruitment, selection, and placement of sales personnel, ensuring the development of a competent sales team. Students will be able to design effective compensation and incentive plans and apply leadership and motivational strategies to enhance sales force performance.	2,3

TEXT BOOKS:

T1: Sales Management- Decisions, Strategies & Cases- Still, Cundiff &Gouoni.

T2: Sales & Distribution Management, ICFAI, Hyderabad : The ICFAI Press

REFERENCE BOOKS:

R1: Richard R. Still: Sales Management, Prentice Hall: New Delhi

R2: Havaladar K. K. & Cavale M. V.: Sales & Distribution Management

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the relevance of sales and management of sales organization	PO1,PO2,PO3,PO5,PO8
2	Apply different selling theories to tailor persuasive communication in sales interactions.	PO1,PO3,PO5
3	Demonstrate effectiveness in selling by utilizing prospecting techniques, overcoming salesresistances and achieving successful closure	PO1,PO3,PO5
4	Organize impactful sales meetings and sales contests to achieve sales targets.	PO1,PO3,PO5
5	Demonstrate competence in managing sales force for optimizing sales performance.	PO1,PO3,PO5

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO221R	SALES MANAGEMENT	3	1	3		3			1	

SEMESTER – IV									
Course Title	RESEARCH METHODOLOGY IN MARKETING								
Course code	22BBAO222R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60	4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	IV semester of 2nd year of the programme								
Course Objectives	To introduce the students to systematic methodology of conducting research with a special focus on research in the field of marketing.								
CO1	Understand the fundamental concepts of marketing research.								
CO2	Comprehend the data collection methods and validation								
CO3	Identify the sampling techniques for marketing research								
CO4	Understand the diverse measurement scales for data collection								
CO5	Summarize structured reports of research findings effectively.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction, definition, importance, scope & limitation of marketing research, objectives, types of research, Research Design	12	Students will be able to define marketing research, explain its importance and scope, and identify its limitations, demonstrating a comprehensive understanding of foundational concepts in marketing research. Students will be able to differentiate between various types of research and develop appropriate research designs tailored to specific marketing objectives.					2,3	
II	Methods of data collection, sources of primary data & secondary data, Literature Review, In text citation Data Preparation- Validation, coding, tabulation cross tabulation of data, Research Objectives, Questions and Hypothesis: formulation, Degrees of freedom, Level of Significance. Data analysis and interpretation Hypothesis testing- Univariate & bivariate analysis.	12	Students will be able to identify and utilize different methods for collecting primary and secondary data, perform a literature review, and prepare data for analysis through validation, coding, and tabulation. Students will be able to formulate research objectives, questions, and hypotheses, and conduct univariate and bivariate analysis, including hypothesis testing with appropriate degrees of freedom and levels of significance.					1,2	

III	Sampling- sampling process, sampling design, sample size	12	Students will be able to describe the sampling process, develop a sampling design, and determine the appropriate sample size for various research studies. Students will be able to apply sampling techniques to real-world marketing research scenarios, ensuring the collection of representative and reliable data.	3,4
IV	Questionnaire design construction, Attitude measurement, various scales for attitude measurement	12	Students will be able to construct effective questionnaires that capture relevant data for marketing research, incorporating best practices in question formulation and sequencing. Students will be able to design and utilize various scales for measuring attitudes, accurately capturing respondents' opinions and sentiments.	1,2
V	Report writing- types of report, contents of the report, Personal presentation of report, APA style of referencing	12	Students will be able to identify and create different types of research reports, structuring them with appropriate content and adhering to academic standards. Students will be able to personally present research findings and properly reference sources using APA style, ensuring clarity, credibility, and academic integrity in their work.	2,3

TEXT BOOKS:

T1: Marketing Research- G.C. Beri

T2: Research Methodology-Methods and Techniques: Kothari and Garg

REFERENCE BOOKS:

R1: Marketing Research- G.C. Beri

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts of marketing research.	PO1,PO3,PO4,PO9
2	Comprehend the data collection methods and validation	PO4,PO6,PO9
3	Identify the sampling techniques for marketing research.	PO1,PO4,PO6,PO9
4	Understand the diverse measurement scales for data collection	PO4,PO6,PO9
5	Summarize structured reports of research findings effectively.	PO3,PO4,PO5,PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO222R	Research Methodology in Marketing	2		2	3	2	2			3

SEMESTER – IV										
Course Title	FINANCIAL MANAGEMENT									
Course code	22BBAO223R	Total credits: 4		L	T	P	S	R	O/F	C
		Total hours: 60		4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	IV semester of 2nd year of the programme									
Course Objectives	<ol style="list-style-type: none"> 1. To introduce basic knowledge of financial management. 2. To be familiar with the factors of capital structure relevant for dividend decisions. 3. To impart knowledge on the various factors to be considered in designing the capital structure of an entity. 4. To make the students understand and analyse the financial statements for managerial decision making. 									
CO1	Understand the concept and scope of Financial Management									
CO2	Understand the basics of capital structure of a company									
CO3	Analyze and interpret the different types of leverage.									
CO4	Analyse the significance and concept of different types of capital and cost of capital and elucidate the regulatory role of SEBI in capital issuance.									
CO5	Comprehend dividend policy, including its meaning, various forms, types, and the significance of retained earnings, as well as explore theories surrounding dividend policy.									
Unit- No.	Content			Contact Hour	Learning Outcome				KL	
I	An overview of Financial Management: Meaning, objectives, nature, scope, finance functions, basic concept used in financial management, role of financial manager.			12	They will perform key finance functions, apply basic financial concepts, and recognize the strategic role of financial managers in planning, decision-making, and stakeholder communication.				1,2	
II	Capital Structure: Meaning of Capital, capitalization and capital structure; Over capitalization and under capitalization- meaning, causes, effect and remedies.			12	Students will understand the meaning of capital, capitalization, and capital structure. They will distinguish between over-capitalization and under-capitalization, identifying their causes, effects, and remedies.				2,3	
III	Leverage: Meaning, analysis of operating leverage and financial leverage			12	Students will understand the meaning of leverage and differentiate between operating and financial leverage. They will analyse the effects of both types of leverage on a firm's risk and return.				2,3	
IV	Cost of capital: Meaning and importance of			12	Students will understand the				3,4	

	different types of capital- equity share capital, preference share capital and debentures; overall cost of capital, role of SEBI & other regulatory authorities in the issue of capital.		meaning and importance of the cost of capital and differentiate between equity share capital, preference share capital, and debentures. They will calculate the overall cost of capital and recognize the role of SEBI and other regulatory authorities in the issuance of capital.	
V	Dividend policy: Meaning, Forms and types of dividend policy and retained earnings, theories of dividend policy.	12	Students will understand the meaning, forms, and types of dividend policy and retained earnings, and will learn the key theories of dividend policy.	1,2

TEXT BOOKS:

T1: Financial Management, I M Pandey, Vikas Publication.

T2: Financial Management- Sharma & Gupta, Kalyani Publishers.

REFERENCE BOOKS:

R1: Financial Management- Theory and Practice, Prasanna Chandra, Tata McGraw Hill

R2: Financial Management- Khan & Jain, Tata McGraw Hill.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept and scope of Financial Management	PO1, PO9, PSO1
2	Understand the basics of capital structure of a company	PO1, PO2, PO6
3	Analyze and interpret the different types of leverage.	PO1, PO2, PO9
4	Analyze the significance and concept of different types of capital and cost of capital and elucidate the regulatory role of SEBI in capital issuance.	PO1, PO2,
5	Comprehend dividend policy, including its meaning, various forms, types, and the significance of retained earnings, as well as explore theories surrounding dividend policy.	PO1, PO2, PO3, PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO223R	Financial Management	1.6	1.5	2			1.5			1.6

SEMESTER – IV									
Course Title	MANAGEMENT OF SERVICES								
Course code	22BBAO224R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	IV semester of 2nd year of the programme								
Course Objectives	1. To understand the marketing strategy of services. 2. To study the different services being offered by service industry. 3. How to offer good quality of services to the customer.								
CO1	Understand about various financial, tourism and travel industries.								
CO2	Understand to fill the gap between service provider & service receiver.								
CO3	Understand the marketing strategy of services.								
CO4	To study the different services being offered by service industry.								
CO5	Understand the Gap model in services and role of 8P's in services Marketing.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Nature of Services marketing- definition, characteristics and classifications of services, why service marketing is done? Myths about services.		12	Define and classify services, and address myths about service marketing.				1,2	
II	Differences in marketing of tangible goods Vs service, elements of service marketing mix, services marketing triangle.		12	Compare marketing of goods and services, and understand the service marketing mix and triangle.				2,3	
III	Service quality-what is service quality? Ingredients of quality, gaps model of service quality. Reasons of gap in service quality.		12	Learn about service quality, the gaps model, and reasons for quality gaps.				2,3	
IV	TQM and service quality, consumer behaviour in services, customer expectation of service, customer perception of services, strategies for influencing customer perception,		12	Explore TQM, consumer behaviour, and strategies to improve customer perception.				3,4	
V	Delivering and performing service; employees' role in service delivery, delivering service through intermediaries, customers role in service delivery, The role of advertising, personal selling and other communication, pricing of services, the physical evidence of services, selected cases in services marketing, viz., and marketing services such as airlines, Hotels, Courier, and financial services. Hospital, Hospitality and education. marketing of travel and tourism industry,		12	Understand roles in service delivery, including employees, intermediaries, and the impact of advertising, pricing, and physical evidence.				1,2	

TEXT BOOKS:

T1 Marketing of Services- Nimit Choudhury & Monica Choudhury

REFERENCE BOOKS:

R1 Marketing of Services- Nimit Choudhury & Monica Choudhury

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand about various financial, tourism and travel industries.	PO1, PO9
2	Understand to fill the gap between service provider & service receiver.	PO1, PO2, PO6
3	Understand the marketing strategy of services.	PO1, PO2, PO9
4	To study the different services being offered by service industry.	PO1, PO2,
5	Understand the Gap model in services and role of 8P's in services Marketing.	PO1, PO2, PO3, PO6, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO224R	Management of Services	1.6	1.5	2			1.5			1.6

SEMESTER – IV									
Course Title	BUSINESS LAWS								
Course code	22BBAO225R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	IV semester of 2nd year of the programme								
Course Objectives	<p>To understand the Laws Relating to business.</p> <p>To understand the Government Regulations on business in India.</p> <p>To study the different types of acts in Indian Law like Indian Partnership Act, Consumer Protection Act, Indian Contract Act</p>								
CO1	Understand the concept of business laws businesses in India.								
CO2	Comprehend the Indian Contract Act, 1872								
CO3	Recall the Indian Partnership Act, 1932								
CO4	Comprehend the Negotiable Partnership Act, 1981								
CO5	Interpret the Consumer Protection Act, 1986								
Unit-No.	Content		Contact Hour	Learning Outcome					KL
I	An overview of Laws Relating to business in India Business Laws- meaning and importance, Government Regulations on business in India.		12	<p>Students will be able to define business laws, explain their importance, and describe the government regulations that impact business operations in India.</p> <p>Students will be able to identify and explain the various legal frameworks that govern business practices in India, highlighting key regulatory bodies and their roles.</p>					1,2
II	<p>Indian Contract Act, 1872:</p> <p>Meaning of a contract, characteristics of a valid contract, discharge of contracts, breach of contract, indemnity and guarantee, Bailment, Pledge, and Agency Contract</p>		12	<p>Students will be able to define a contract and describe the characteristics of a valid contract, including the processes for discharge and breach of contracts.</p> <p>Students will be able to explain the concepts of indemnity, guarantee, bailment, pledge, and agency contracts, detailing their legal implications and practical applications.</p>					3,4
III	<p>Indian Partnership Act, 1932:</p> <p>Definition of partners, partnership, firm, types of partnership, duties and rights of partners,</p>		12	<p>Students will be able to define partners, partnership, and firm, and explain the different types of partnerships and describe the</p>					1,2

	dissolution of partnership, minor as a partner.		duties and rights of partners, understand the process of partnership dissolution, and discuss the legal considerations of a minor as a partner.	
IV	Negotiable Instruments Act, 1881: Definition, features, types of negotiable instruments, Endorsement, Parties to Negotiable Instruments.	12	Students will be able to define negotiable instruments, explain their features, and identify the various types of negotiable instruments recognized under the Act. Explain the process of endorsement and identify the parties involved in negotiable instruments, detailing their roles and responsibilities.	2,3
V	Consumer Protection Act, 1986: Related provisions, Consumer Protection Councils, Consumer Dispute Redressal Agencies	12	Students will be able to describe the key provisions of the Consumer Protection Act, 1986, and explain the role and functions of Consumer Protection Councils. explain the different Consumer Dispute Redressal Agencies and their processes for addressing consumer grievances and disputes.	1,2

TEXT BOOKS:

T1: "Business Law: Text and Cases" by Kenneth W. Clarkson, Roger LeRoy Miller, and Frank B. Cross.

T2: "Business Law and the Regulation of Business" by Richard A. Mann and Barry S. Roberts

REFERENCE BOOKS:

R1: "Business Law and the Regulation of Business" by Richard A. Spinello and Terence J. Lau

R2: "Essentials of Business Law" by Jeffrey F. Beatty, Susan S. Samuelson, and Patricia Sanchez Abril.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of business laws businesses in India.	PO1, PO2, PO9
2	Comprehend the Indian Contract Act, 1872	PO1, PO5, PO9
3	Recall the Indian Partnership Act, 1932	PO1, PO5, PO9
4	Comprehend the Negotiable Partnership Act, 1981	PO1, PO5, PO9
5	Interpret the Consumer Protection Act, 1986	PO1, PO5, PO7, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO225R	Business Laws	2.2	1			2		2	2	3

SEMESTER – IV									
Course Title	PDP (CAMPUS TO CORPORATE)								
Course code	22UBPD222R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	0	0	6	0	0	0	3
Pre-requisite	Introductory English	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	/ IV semester of 2nd year of the programme								
Course Objectives	<p>To acquaint students with the various tools of effective presentation.</p> <p>To acquire the speaking skill, instruct, influence, engage, educate, or appease the listeners.</p> <p>To increase proficiency, presentability and quality of resume and provide guidance for self-promotion and self-evaluation in social media.</p> <p>To prepare and train the students for the campus drives & walking interviews.</p>								
CO1	It will prepare the learners to speak with greater control and charisma in front of others.								
CO2	It will have a positive impact on their thought process and problem-solving skills.								
CO3	It will arm the students with all the necessary tools and skill sets to prepare a professional resume. They will learn and assess themselves in social media.								
CO4	It will impart them techniques to solve critical problems in interview, develop interviews.								
CO5	Students will be able to improve their communication skills, boost their confidence.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Presentation Skills		7	Students will be able to describe the fundamental components of an effective presentation and its significance in various professional contexts.				1,2	
	<ul style="list-style-type: none"> i. Introduction ii. Essential characteristics of a good presentation iii. Preparation of a good presentation 			Students will be able to articulate clear objectives for their presentations, tailored to different audiences and purposes.					
II	Public Skills		8	Students will be able to identify and explain the essential characteristics that make a presentation engaging and impactful.				2,3	
	<ul style="list-style-type: none"> i. Fear of Public Speaking, ii. Understanding and Overcoming Fear of Public Speaking, iii. Confidence and Control, iv. Physiology and Stress-Control/Process, v. Tips for Presentations and Public Speaking. vi. Tips for Using Visual Aids in Presentations. vii. Process for Preparing and Creating Presentations, viii. Delivering Presentations 			Students will be able to assess the quality of presentations based on key characteristics such as clarity, structure, and visual appeal.					

	<p style="text-align: center;">Successfully,</p> <p>ix. Doubt Clearing and Summary of Main Points</p>			
III	<p>Practical session on Resume, Curriculum Vitae, Writing cover letter & LinkedIn Profile</p> <p>i. Preparation, submission & screening of Resume.</p> <p>ii. Practical session on cover letter screening session</p> <p>iii. Creating profile in LinkedIn</p> <p>iv. How to utilize it</p>	8	<p>Students will be able to prepare professional and impactful resumes that highlight their skills and experiences effectively.</p> <p>Students will be able to submit and screen resumes, ensuring they meet job application requirements and stand out to potential employers.</p>	3,4
IV	<p>Leadership & Management Skills</p> <p>i. Concepts of Leadership</p> <p>ii. Leadership Styles</p> <p>iii. Manager VS Leader</p> <p>iv. How to be an Effective Leader</p> <p>v. Mock/Practice Session,</p> <p>vi. Doubt Clearing Session</p>	7	<p>Students will be able to explain key concepts of leadership and its importance in organizational success.</p> <p>Students will be able to compare and contrast various leadership theories and approaches.</p>	1,2
V	<p>Interview Skills & Dress code Ethics</p> <p>i. Types of interview-telephonic, virtual & face to face</p> <p>ii. Online interview, personal interview,</p> <p>iii. Panel interview,</p> <p>iv. Group interview,</p> <p>v. JAM session,</p> <p>vi. Types of interview questions-traditional/common interview questions,</p> <p>vii. Case interview questions,</p> <p>viii. General Strategies for answering questions,</p> <p>ix. Marketing your skills and experiences,</p> <p>x. Preparation before the interview,</p> <p>xi. How to dress up for an interview,</p> <p>xii. How to maintain eye contact and positive body language,</p> <p>xiii. How to be presentable,</p>	8	<p>Students will be able to describe various types of interviews and the unique aspects of each format.</p> <p>Students will be able to prepare effectively for different interview formats, demonstrating adaptability and preparedness.</p>	2,3

	<ul style="list-style-type: none"> xiv. Interview dos and don'ts, xv. Introduction to Dress Code Ethics, xvi. Purpose and Importance xvii. How to Make FIRST IMPRESSION, <p>What to Wear During Interviews or Any Other Formal Meetings – Male & Female</p>			
6	<p>Mock Interview</p> <ul style="list-style-type: none"> i. Practical Mock Interview, ii. Feedback-Receiving Feedback, iii. Giving Feedback, iv. Advantages of Effective Feedback <p>How to deal with negative feedback</p>	7	<p>Students will be able to participate in practical mock interviews, applying their interview skills in a simulated environment. Students will be able to receive and give constructive feedback, recognizing its advantages and learning to deal with negative feedback effectively.</p>	1,2

TEXT BOOKS:

T1: Barrett, Grant. 2016. *Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking*, Zephyros Press.

T2: McDowell, Gayle Laakmann. 2008. *Cracking the Coding Interview* (Indian Edition)

REFERENCE BOOKS:

R1: Kaye, Ellen. (2002) *Maximize Your Presentation Skills: How to Speak, Look, and Act on Your Way to the Top*, Currency

R2: Morrison, Topher. (2017) *The Book on Public Speaking*, Morgan James Publishing.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	It will prepare the learners to speak with greater control and charisma in front of others.	PO5
2	It will have a positive impact on their thought process and problem-solving skills.	PO5
3	It will arm the students with all the necessary tools and skill sets to prepare a professional resume. They will learn and assess themselves in social media.	PO5
4	It will impart them techniques to solve critical problems in interview, develop interviews.	PO5
5	Students will be able to improve their communication skills, boost their confidence.	PO5

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBPD222R	CAMPUS TO CORPORATE					3				

SEMESTER – IV									
Course Title	MOOCS								
Course code	22BSCE211R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:	0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	IV semester of Second year of the programme								
Course Objectives	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1, PO2, PO9
2	Showcasing a comprehensive understanding of international business practices and regulatory frameworks	PO1, PO2, PO9
3	Apply advanced analytical skills to solve complex business problems.	PO1, PO2, PO9
4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1, PO2, PO9
5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE211R	MOOCs	2	3							3

SEMESTER – IV									
Course Title	BASIC ACCLIMATIZING SKILLS (BAS)								
Course code	22UULS221R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:15	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	IV semester of Second year of the programme								
Course Objectives	1. To impart knowledge of the fundamentals of Hospitality industry and its applications. 2. Students will be able to familiarize with the cooking equipment & Utensils. 3. Students will be able to handle different modes of reservations.								
CO1	Students will have basic knowledge of cooking methods.								
CO2	Students will gain the knowledge of organizing & Cleaning of Rooms.								
CO3	Students will be able to gain the travel management concept.								
CO4	Students will be able to acquire the knowledge of basic household's amenities for day- to-day use								
CO5	Students will evaluate sample rent agreements								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Unit 1- Introduction to Accommodation Management <ul style="list-style-type: none"> Telephone handling technique Organizing of Rooms. Cleaning agents. Cleaning equipments and uses. Bed making Process. 	3	Students will demonstrate professional telephone handling techniques in various simulated scenarios. Students will arrange a guest room according to hospitality industry standards. Students will explain the safety measures required when using different cleaning agents.					1,2	
II	Unit 2- Fundamentals of Cooking <ul style="list-style-type: none"> Definition of cookery –Aim & Objectives of cooking. Use of basic cooking equipment. Personal Hygiene and Safety Use of Fire & Fuels 	3	Students will explain the aims and objectives of cooking. Students will use basic cooking equipment safely and effectively during food preparation tasks. Students will demonstrate proper personal hygiene practices while preparing food.					2,3	
III	Unit 3- Methods of Cooking <ul style="list-style-type: none"> Different Cuts. Use of Herbs and Spices. Basic Food and Beverage Preparation. 	3	Students will demonstrate different cutting techniques on various food items. Students will incorporate appropriate herbs and spices into dishes to enhance flavor. Students will evaluate the quality of					1.2	

	<ul style="list-style-type: none"> Regional food Habits. 		their food and beverage preparations and suggest improvements	
IV	Unit 4- Forms & Format's <ul style="list-style-type: none"> C –form Reservation form Registration form Passport Application form 	3	Students will accurately complete a C-form for a simulated guest check-in scenario. Students will fill out a reservation form accurately based on provided guest information.	2,3
V	Unit 5- Legal Rent Agreement	3	Students will evaluate sample rent agreements to ensure they meet legal and industry standards.	2,3

TEXT BOOKS:

T1. Arora K (2011). Theory of cookery, Frank brothers & company (pub) pvt ltd-New Delhi.

T2: Bruce H. Axler, Carol A. Litrides (2010) Food and Beverage Service Volume 1 of Wiley Professional Restaurateur, Guides.

REFERENCE BOOKS:

R1: Mohammed Zulfikar (2010) - Introductions to Tourism and Hotel Industry Introduction to Tourism and Hotel Industry. Vikas Publishing.

R2: Sudhir Andrews (2013) Food and Beverage Service: A Training Manual, Tata McGraw Hill, 2013.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Students will have basic knowledge of cooking methods.	PO9
2	Students will gain the knowledge of organizing & Cleaning of Rooms.	PO9
3	Students will be able to gain the travel management concept.	PO9
4	Students will be able to acquire the knowledge of basic household's amenities for day- to-day use	PO9
5	Students will evaluate sample rent agreements	PO9

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UULS221R	BASIC ACCLIMATIZING SKILLS (BAS)									3

SEMESTER – IV									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22BBAO226R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours:15	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	Fall/ IV semester of the Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. 5. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

Activities:

Sl.No.	Activities
1	Creating effective PowerPoint presentations
2	Public speaking and presentation delivery
3	Using visual aids and technology in presentations
4	Basic statistics and data interpretation

SEMESTER – V									
Course Title	SUMMER PROJECT								
Course code	22BBAO311R	Total credits:	L	T	P	S	R	O/F	C
			Total hours:	4	1	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	V semester of THIRD year of the programme								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Apply theoretical knowledge to real-world business challenges through hands-on project experience.	PO1, PO2, PO3, PO4, PO5, PO6
2	Demonstrate the ability to conduct independent research and analysis within a business context.	PO1, PO2, PO3, PO4, PO5, PO6
3	Develop critical thinking and problem-solving skills by addressing practical business issues.	PO1, PO2, PO3, PO4, PO5, PO6
4	Exhibit professional communication skills through the preparation and presentation of project findings.	PO1, PO2, PO3, PO4, PO5, PO6
5	Collaborate effectively with industry professionals to gain insights and practical knowledge in business management.	PO1, PO2, PO3, PO4, PO5, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO311R	SUMMER PROJECT	1	3	3	3	2	2			

SEMESTER – V									
Course Title	TAXATION LAWS								
Course code	22BBAO312R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours:60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	V semester of third year of the programme								
Course Objectives	1. To impart knowledge on tax and types of tax. 2. To make proper compliance of various provisions of the tax laws. 3. To make the students understand the influence of tax on business entities. 4. To introduce the students to the procedures to be adhered with regard to tax matters.								
CO1	Understand the basic terms relating to taxes.								
CO2	Computation of tax liability.								
CO3	Use the tax planning strategy to minimize the tax burden legally.								
CO4	Compute income from various sources								
CO5	Learn tax planning strategies for business and financial decisions								
Unit-No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction- Concept and definition of income, receipts which are not incomes, exemption of income from charge of income tax.	12	Define income, recognize non-income receipts, and learn about tax exemptions.					1,2	
II	Laws relating to income tax- Income tax related laws, principles underlying certain concepts as regard to determination of taxable income	12	Understand laws and principles for taxable income determination.					2,3	
III	Provisions relating to income tax- Provisions of Income Tax Act relating to various heads of income with special reference to profits and gains from business and profession, capital gains	14	Explore Income Tax Act provisions on business profits, capital gains, and deductions.					1.2	
IV	Income from other sources, deductions, computation of income tax liability	10	Compute income from various sources and determine tax liability.					2,3	
V	Tax Planning- concepts of tax planning, tax planning with reference to setting up a new business, location aspects, nature of business, planning for tax holding benefits and with reference to financial management decision.	12	Learn tax planning strategies for business setup, location, and financial decisions.					1,2	

TEXT BOOKS:

T1 Taxation and Auditing B.B.Dam, Sujit Sikidar,R.Barman, B.Bora, Cpital publishing company, Guwahati.

T2 Income tax, Dr. Binod Singhani, Taxmann

REFERENCE BOOKS:

R1 Income tax laws and practice- Dr. V.K. Singhania

R2 Income tax laws and practice- M. Chandra

R3 Income tax laws- Taxman Publication

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the basic terms relating to taxes.	PO1, PO7
2	Computation of tax liability.	PO1
3	Use the tax planning strategy to minimize the tax burden legally.	PO3
4	Compute income from various sources	PO1
5	Learn tax planning strategies for business and financial decisions	PO7

MAPPING TABLE

Course code	Course Name	PO1 *	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO312R	TAXATION LAWS	1		2				3		

SEMESTER – V									
Course Title	INTERNATIONAL MARKETING								
Course code	22BBAO313R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	V semester of 3rd year of the programme								
Course Objectives	1. To make students understand the scope and opportunities of international marketing and its difference with domestic marketing. 2. To give an idea of the approach and procedures in undertaking international marketing activities.								
CO1	Demonstrate a comprehensive understanding of the significance of international business.								
CO2	Differentiate between international and domestic marketing strategies.								
CO3	Analyse the dynamic nature of international markets, discerning opportunities for market entry, and formulate strategic plans to capitalize on global business prospects.								
CO4	Proficiently navigate the export process, understanding pre- and post-dispatch procedures.								
CO5	Integrate information technology tools for international business.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Meaning and need of international business - exports and imports; Difference between international and domestic marketing; Nature of international markets and opportunities; selection of an international market for exporting and international marketing.	12	Students will define international business and explain the need for engaging in export and import activities, emphasizing the benefits of global trade for businesses and economies. Students will analyse the impact of international business on economic growth, market expansion, and diversification of risk.					1,2	
II	Search of an overseas buyer; Processing an export order – pre dispatch and post-dispatch procedures; Role of banks in export import transactions.	12	Students will explain the strategies and tools used to search for and identify potential overseas buyers, including trade fairs, online marketplaces, and trade associations. Students will develop a plan to initiate contact and establish relationships with overseas buyers to facilitate export transactions.					1,2	
III	Exporting as an entrepreneurial venture; Process of doing an export business; export-import documentation.	14	Students will describe the pre-dispatch procedures involved in processing an export order, including documentation, packaging, labelling, and					1,2	

			compliance with regulations. Students will explain the post-dispatch procedures, such as shipping, tracking, customs clearance, and delivery to the overseas buyer.	
IV	Information technology and international business – Electronic procurement, electronic marketing, electronic logistics and their benefits.	10	Students will evaluate the role of information technology in enhancing international business operations, including electronic procurement, electronic marketing, and electronic logistics. Students will analyse the benefits and challenges of adopting digital technologies in international business, such as improved efficiency, cost savings, and enhanced customer service.	1,2
V	WTO and trade liberalization; Role of govt. and semi govt. agencies in export promotion; India's competitiveness in product and service export.	12	Students will explain the role of the World Trade Organization (WTO) in promoting trade liberalization and its impact on global trade policies and business practices. Students will assess the implications of trade liberalization for businesses, including market access, competition, and regulatory compliance.	1,2

TEXT BOOKS:

T1: R.L.Varshney & B.Bhattacharyya : International Marketing Management - An Indian Perspective

T2: Donald L. Brady : Essentials of International Marketing

REFERENCE BOOKS:

R1: Keith Lewis & Matthew Housden: Introduction to International Marketing - A Guide to Going Global

R2: Sak Onkvisit, John J. Shaw: International Marketing Analysis and Strategy

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of the significance of international business.	PO1,PO2,PO5,PO6,PO7,PO8,PO9,PO1
2	Differentiate between international and domestic marketing strategies.	PO1,PO2,PO3,PO6,PO8,PSO1
3	Analyze the dynamic nature of international markets, discerning opportunities for market entry, and formulate strategic plans to capitalize on global business prospects.	PO3,PO8
4	Proficiently navigate the export process, understanding pre- and post-dispatch procedures.	PO1,PO8,PO9,PSO2
5	Integrate information technology tools for international business.	PO5,PO6,PO8

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO313R	INTERNATIONAL MARKETING	3	1.5	1		1.5	1.8	2	1.8	1

SEMESTER – V									
Course Title	BANKING AND INSURANCE								
Course code	22BBAO314R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	V semester of 3rd year of the programme								
Course Objectives	1. To make the student understand about banking practices and principles 2. To make the student understand about life insurance practices and principles 3. To make the student understand about general insurance practices and principles								
CO1	Take banking and insurance related decisions efficiently.								
CO2	Take responsibilities in banking and insurance sector to pursue a career in these sectors								
CO3	Explore the applications of technology in banking operations and transactions.								
CO4	comprehend the principles, types, and contracts involved in life and non-life insurance.								
CO5	Identify and differentiate various life and non-life insurance plans and their management.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Bank: Meaning, importance, role of banks in economic development, concept of bank customer, banker-customer relationship, concept of cheque, demand draft, manager's cheque, bank account: important types, opening and closing of bank accounts, KYC.	12	Learn about bank roles, customer relationships, and account types including KYC.					1,2	
II	Bank Loans & Advances: Principles of Lending, Fund Based loans and Non-Fund Based loans, Overdrafts, Demand loans, Priority Sector and Non-Priority Sector Advances.	12	Understand lending principles, types of loans, and priority sector advances.					1,2	
III	Technology in banking: e-banking, e-money, online banking, tele banking, cheque transactions – MICR & Image processing, RTGS, NEFT, SWIFT, Digital signature.	14	Explore e-banking, online transactions, and technologies like RTGS, NEFT, and digital signatures.					1,2	
IV	Insurance: concept and features, advantage and disadvantages of insurance, life insurance and non-life insurance, principles of insurance, elements of insurance contract – application, binder, policy document, endorsements, riders.	10	Grasp insurance concepts, features, principles, and policy components.					1,2	
V	Types of life insurance plans – term plan, money back plan, unit linked plan, guaranteed plan, pension	12	Identify life and non-life insurance types, and					1,2	

plan		understand policy renewals and lapses.	
Types of non-life insurance – fire insurance, marine insurance, motor vehicle insurance, personal accident insurance, health insurance, travel insurance			
Policy renewals, lapses, surrender			

TEXT BOOKS:

T1 Indian Banking: the new vision, Ed. K.N.Rao, ICFAI: Hyderabad

T2 Private banking: an introduction, Ed. B.Sujatha, ICFAI: Hyderabad

REFERENCE BOOKS:

R1 Banking and insurance, Ed. C.V. Kumar, ICFAI: Hyderabad

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Take banking and insurance related decisions efficiently.	PO1,PO2,PO5,PO6,PO7,PO8,PO9,PO1
2	Take responsibilities in banking and insurance sector to pursue a career in these sectors	PO1,PO2,PO3,PO6,PO8,
3	Explore the applications of technology in banking operations and transactions.	PO1,PO2,PO5,PO6
4	comprehend the principles, types, and contracts involved in life and non-life insurance.	PO1,PO2,PO5
4	Identify and differentiate various life and non-life insurance plans and their management.	PO1,PO2,PO5,PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO314R	BANKING AND INSURANCE	3	1.5	1		1.5	1.8	2	1.8	1

SEMESTER – V									
Course Title	Entrepreneurship Management								
Course code	22BBAO315R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	V semester of 3rd year of the programme								
Course Objectives	1. Ability to understand about entrepreneurship – introduction, concept, principles, practices, roles and responsibilities 2. Ability to study the different types of entrepreneurs and how to promote women entrepreneur 3. Ability to acquire knowledge of various Entrepreneurship Development Programmes (EDP)								
CO1	Ability to analyse problems faced by entrepreneurs								
CO2	Understanding the concept of project planning, methods and its formulation								
CO3	Awareness of different symptoms of industrial sickness								
CO4	Examine rural, corporate, women, and social entrepreneurship and their environments.								
CO5	Understand the concept, essence, and case studies of e-entrepreneurship.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Entrepreneurship- definition, innovation and invention, characteristics of an entrepreneur-function of an entrepreneur, types of entrepreneurs, entrepreneurship in India.	12	Define entrepreneurship, explore entrepreneur characteristics, functions, types, and entrepreneurship in India.					1,2	
II	EDP theories of Entrepreneurship, Project Planning-Method	12	Learn entrepreneurship development theories and project planning methods.					1,2	
III	Small scale enterprises- characteristics, role and importance, contribution of SSEs, problems of SSEs, Sickness in SSEs, symptoms and reasons for industrial sickness, Legal requirements for a new unit	14	Understand SSE characteristics, role, issues, symptoms of sickness, and legal requirements.					1,2	
IV	Rural Entrepreneurship, Environment and Entrepreneurship: Social, Economic and Technological, Corporate Entrepreneurship, Women Entrepreneurship, Measures to promote women entrepreneur, Social Entrepreneurship.	10	Explore rural, social, corporate, and women entrepreneurship, and their environments.					1,2	
V	E- Entrepreneurial- introduction, the concept of e- entrepreneur, essence of e- entrepreneurship, Case study of entrepreneurs.	12	Understand e-entrepreneurship concepts and review case studies of e-entrepreneurs.					1,2	

TEXT BOOKS:

T1 Entrepreneurship Management Text and Cases by Bholanath Dutta

REFERENCE BOOKS:

R1 Entrepreneurship Development and Project Management by Neeti Gupta and Anuj Gupta

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Ability to analyse problems faced by entrepreneurs	PO1, PO2, PO5, PO6, PO7, PO8, PO9, PO1
2	Understanding the concept of project planning, methods and its formulation	PO1, PO2, PO3, PO6, PO8
3	Awareness of different symptoms of industrial sickness	PO1, PO2, PO3
4	Examine rural, corporate, women, and social entrepreneurship and their environments.	PO1, PO2, PO3, PO6
5	Understand the concept, essence, and case studies of e-entrepreneurship	PO1, PO2, PO3, PO6

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO315R	Entrepreneurship Management	3	1.5	1		1.5	1.8	2	1.8	1

SEMESTER – V									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	22BBAO316R	Total credits: 1 Total hours:15	L	T	P	S	R	O/F	C
			0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	BBA								
Semester	Fall/ II semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. 5. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

Activities:

Sl.No.	Activities
1	Creating effective PowerPoint presentations
2	Public speaking and presentation delivery
3	Using visual aids and technology in presentations
4	Basic statistics and data interpretation

SEMESTER – V									
Course Title	MOOCS								
Course code	22BSCE311R	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	V semester of THIRD year of the programme								
Course Objectives	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1, PO2, PO9
2	Showcasing a comprehensive understanding of international business practices and regulatory frameworks	PO1, PO2, PO9
3	Apply advanced analytical skills to solve complex business problems.	PO1, PO2, PO9
4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1, PO2, PO9
5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE311R	MOOCs	2	3							3

SEMESTER – VI									
Course Title	ORGANIZATIONAL BEHAVIOUR								
Course code	22BBAO321R	Total credits: 4 Total hours:60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	VI semester of third year of the programme								
Course Objectives	1. To make students understand theories and concepts that make them understand human behaviour at their work places. 2. To help students develop good interpersonal behaviour.								
CO1	Describe the concepts of organization as well as Organizational Behavior								
CO2	Understand the approaches and models of the organizational behavior								
CO3	Understand various theories of personality and evaluate the influence of personality traits on individual behavior								
CO4	Determine the effectiveness and limitations of transactional analysis								
CO5	Explain the concept of perception and motivation and its influence on individual and group behavior								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction: concept and nature of organization and organizational behaviour, Characteristics and Elements of Organizational behaviour, Challenges and Opportunities for OB.	12	Understand and explain the fundamental concepts and nature of organizations and organizational behaviour, identifying key characteristics and elements, and analysing the challenges and opportunities present in the field of Organizational Behaviour (OB).				1,2		
II	Introduction: concept and nature of organization and organizational behaviour, Characteristics and Elements of Organizational behaviour, Challenges and Opportunities for OB,	10	Critically examine and describe the key characteristics and elements of Organizational Behaviour, exploring how these influence organizational effectiveness and employee well-being.				2,3		
III	Personality- what is personality? Theories of personality, Personality traits influencing Behaviour in Organizations.	14	Analyse different theories of personality and identify personality traits that influence behaviour within organizations, applying this knowledge to predict and understand individual differences in workplace behaviour.				1.2		
IV	Transactional analysis- Johari window, application of transactional analysis.	10	Apply the concepts of transactional analysis and the Johari Window to enhance self-				2,3		

			awareness and interpersonal relationships within organizational settings, improving communication and collaboration.	
V	Perception, motivation, concept of group and group dynamics; types of groups; theories of group formation and group behavior. Concept of team; types of teams. Difference between group and team.	14	Differentiate between the concepts of groups and teams, understanding their dynamics, and apply theories of group formation and behaviour to effectively manage and motivate teams in organizational contexts.	1,2

TEXT BOOKS:

T1: "Organizational Behaviour" by Stephen P. Robbins and Timothy A. Judge

T2: "Organizational Behaviour: Improving Performance and Commitment in the Workplace" by Jason A. Colquitt, Jeffery A. LePine, and Michael J. Wesson

REFERENCE BOOKS:

R1: "The Fifth Discipline: The Art & Practice of The Learning Organization" by Peter M. Senge

R2: "Influence: The Psychology of Persuasion" by Robert B. Cialdini

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Describe the concepts of organization as well as Organizational Behavior	PO1, PO2, PO3, PO5, PO6, PO7, PO8, PO9
2	Understand the approaches and models of the organizational behavior	PO1, PO2, PO3, PO5, PO6, PO7, PO8, PO9
3	Understand various theories of personality and evaluate the influence of personality traits on individual behavior	PO1, PO2, PO3, PO5, PO6, PO7, PO8, PO9
4	Determine the effectiveness and limitations of transactional analysis	PO1, PO2, PO3, PO5, PO6, PO7, PO8, PO9
5	Explain the concept of perception and motivation and its influence on individual and group behavior	PO1, PO2, PO3, PO5, PO6, PO7, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1 *	PO 2	PO 3	PO4	PO5	PO6	PO7	PO 8	PO9
22BBAO321R	ORGANIZATIONAL BEHAVIOUR	3	1.5	1		1.5	1.3	2	1.8	1

SEMESTER – VI									
Course Title	STRATEGIC MANAGEMENT								
Course code	22BBAO322R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	/ VI semester of 3rd year of the programme								
Course Objectives	<ol style="list-style-type: none"> To learn about quality in healthcare, its history, pioneer, Total Quality Management (TQM), Ability to understand about strategic management – introduction, concept, principles, functions, practices, roles and responsibilities. Ability to study the different phases of strategic management. Ability to acquire knowledge of SWOT analysis as well as external and internal environment. Ability to learn methods and techniques used for organizational appraisal. 								
CO1	Understand the importance of strategy making in business and should be able to set business goals.								
CO2	Understand the factors and components of business environment and take business decisions based on environmental factors								
CO3	Use proper technique in analysis the business environment.								
CO4	Analyse the competition and its underlying factors in an industry.								
CO5	Identify the need of the business and should be able to take the proper strategy for the benefit of the business								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Strategic management: Definition, Nature and value of strategic management. Vision statements: Nature, Definition, Benefits. Mission statements: Definition, Characteristics. Strategic management process: strategic management model – various components of the model. SWOT analysis. Value chain analysis: primary activities and support activities. Need for strategic management in organizations.	12	Students will define strategic management and explain its nature and value, highlighting how it contributes to achieving organizational goals and gaining competitive advantages. Students will analyse the significance of strategic management in guiding long-term organizational direction and decision-making processes.				1,2		
II	Environmental Appraisal: Competitive strength analysis – Internal environment: Strengths and Weaknesses. External environment: Opportunity and Threats. Classification of environmental sectors: Legal, Economic, Social, Political and Technological factors. Forces driving the competitions among the organizations	12	Students will define and articulate the nature and benefits of vision statements, understanding how they shape an organization's long-term aspirations. Students will evaluate the role of vision statements in inspiring and guiding employees towards a common future goal.				1,2		
III	Strategy formulation: concept of environment in various organizations, internal and external environment, SWOT matrix, appraising the	14	Students will describe the components of the strategic management model, including				1,2		

	environment, environmental threat and opportunity profile (ETOP) for an organization		environmental scanning, strategy formulation, strategy implementation, and strategy evaluation. Students will analyse how each component of the strategic management model contributes to the overall strategic management process in organizations.	
IV	Methods and techniques used for organizational appraisal: internal analysis, comparative analysis, comprehensive analysis	10	Students will explain the concept of value chain analysis, distinguishing between primary activities and support activities. Students will analyse how value chain analysis can be used to identify areas for improvement and create value for customers, thereby enhancing competitive advantage.	1,2
V	Corporate level strategies: expansion strategies, stability strategies, retrenchment strategies, combination strategies, concentration strategies- Ansoff' product-market matrix	12	Students will assess the need for strategic management in organizations, understanding its role in navigating complex business environments and ensuring long-term success. Students will evaluate how strategic management practices contribute to organizational resilience, adaptability, and sustainable growth.	1,2

TEXT BOOKS:

T1: Strategic management and Business Policy- Azhar Kazmi

REFERENCE BOOKS:

R1: Strategic Management by Azhar Kazmi.

R2: Strategic Management and Business Policy by J. David Hunger and Thomas L. Wheelen.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the importance of strategy making in business and should be able to set business goals.	PO1, PO2, PO5, PO7, PO8, PO9
2	Understand the factors and components of business environment and take business decisions based on environmental factors.	PO1, PO5, PO7, PO8, PO9
3	Use proper technique in analysis the business environment.	PO1, PO5, PO7, PO8, PO9
4	Analyse the competition and its underlying factors in an industry.	PO1, PO5, PO6, PO8, PO9
5	Identify the need of the business and should be able to take the proper strategy for the benefit of the business	PO1, PO2, PO5, PO6, PO7, PO8, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO322R	STRATEGIC MANAGEMENT	3	2			2	2	2	2	3

SEMESTER – VI									
Course Title	Consumer Behaviour								
Course code	22BBAO323R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	/ VI semester of 3rd year of the programme								
Course Objectives	Ability to understand about the concept of corporate level strategic To study about Consumer Behaviour								
CO1	Understanding the consumers' purchase behaviour.								
CO2	Understanding the market segmentation, criteria for selecting a market segment								
CO3	Analyze the concepts and models of attitude formation and their impact on consumer behavior.								
CO4	Explore the consumer-oriented view of marketing strategy								
CO5	Understand the impact of culture on consumer behavior								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Consumer Behaviour- factors influencing consumer behaviour, models of consumer behaviour, Buyers' decision-making process-buyer behaviour and promotional strategy implications, market segmentation- criteria for selecting a market segment, bases for segmenting consumer and industrial market, Different models of consumer behaviour.	12	Learn factors influencing consumer behaviour, decision-making models, and market segmentation.					1,2	
II	Consumer oriented view of marketing strategy-marketing concept, Personality and consumer behaviour-Theories and concept.	12	Explore marketing strategies and the impact of personality on consumer behaviour.					1,2	
III	Attitude and consumer behaviour-concept, tricomponent attitude model, multivariate attitude model, sources of attitude formation.	14	Understand consumer attitudes, including attitude models and formation sources.					1,2	
IV	Reference groups and consumer behaviour-concept, Opinion leadership and consumer behaviour, Diffusion and adoption process	10	Study the influence of reference groups, opinion leadership, and adoption processes on consumer behaviour.					1,2	
V	Culture and consumer behaviour: - Meaning of culture, Characteristics of culture, function of culture. types of culture, Cross-cultural consumer analysis: - cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing	12	Learn about culture's impact on consumer behaviour and issues in cross-cultural marketing.					1,2	

TEXT BOOKS:

T1: Basic Management Skills for All- E.H Mcgrath

T2: Understand what is Career Planning- Dr. Rituparna Das

REFERENCE BOOKS:

R1: Professional Communication Skills- Pravin, Bhatia & Sheikh

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the consumers' purchase behaviour	PO1, PO8
2	Understanding the market segmentation, criteria for selecting a market segment	PO1, PO8
3	Analyze the concepts and models of attitude formation and their impact on consumer behavior.	PO1, PO8
4	Explore the consumer-oriented view of marketing strategy	PO1, PO8
5	Understand the impact of culture on consumer behavior	PO1, PO8

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO323R	Consumer Behaviour	1							3	1

SEMESTER – VI									
Course Title	IT in Management & E- Commerce								
Course code	22BBAO324R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60	4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	VI semester of 3rd year of the programme								
Course Objectives	1. Ability to understand about Information Technology – introduction, concept, principles, functions and practices. 2. Ability to study the different phases of business intelligence. 3. Ability to acquire knowledge of ERP in an organisation. 4. Ability to learn about e-commerce and business models. 5. Ability to understand about online retailing and banking.								
CO1	Understanding the different roles of information technology.								
CO2	Awareness of different features of ERP.								
CO3	Analyse and understand e-commerce and business models.								
CO4	To learn about online retailing and banking.								
CO5	To learn about B2C, B2B, C2C models								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	INFORMATION TECHNOLOGY: INTRODUCTION & CONCEPT - Understand The Role of Information Technology in An Organization. Fundamental Of Computers, Strategic Initiatives for Technology, Business Intelligence: Introduction, Technologies Enabling BI, Future of Business Intelligence.	12	Learn IT's role, computer basics, and business intelligence technologies.					1,2	
II	ENTERPRISE RESOURCE PLANNING: IMPORTANCE & NECESSITY - ERP: Enterprise Perspective: An Overview, Features Of ERP, ERP Drivers, Trends In ERP, ERP In India.: ERP: Key Issues: ERP And E-Commerce, ERP Culture, Pre and Post Implementation Issues, Key ERP Consultants in India, Future Directions In ERP.	12	Understand ERP's importance, features, trends, and key implementation issues.					1,2	
III	INTRODUCTION TO ELECTRONIC COMMERCE - Definition, Concept and Features of Electronic Commerce, Electronic Commerce Business Models (Competitive Environment, Competitive Advantage, Market Strategy, Organizational Development).	14	Know the definition, features, and business models of electronic commerce.					1,2	
IV	BUSINESS MODELS AND ITS TYPES -	10	Explore B2C, B2B, C2C models,					1,2	

	Business to consumer (B2C) Business Models, Types of B2C, Business to Business (B2B) Business Models, Types of B2B, Consumer to Consumer (C2C) Business Models, Types of C2C, Electronic Payment Systems (Cash, Check, Credit Card, Stored Value, Accumulating Balance), Working of Online Credit Card, Transaction Security.		electronic payments, and transaction security.	
V	ONLINE BANKING AND RETAILING - Online Retailing, Challenges in online retailing, Online market research, Online marketing communications, Online advertising, Online branding, Online customer relationship, Online pricing strategies. Online Banking - features, characteristics and benefits. Issues in online banking, Introduction to Mobile commerce Challenges emerging in Mobile Commerce, Application areas of Mobile Commerce.	12	Study online retailing challenges, strategies, and online banking features.	1,2

REFERENCE BOOKS:

R1: Strategic Management and Business Policy by Azhar Kazmi.

R2: Strategic Management: A Stakeholder Approach by R. Edward Freeman.

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the different roles of information technology.	PO1, PO8
2	Awareness of different features of ERP.	PO1, PO8
3	Analyse and understand e-commerce and business models.	PO1, PO8
4	To learn about online retailing and banking.	PO1
5	To learn about B2C, B2B, C2C models	PO1, PO8

MAPPING TABLE

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO324R	IT in Management & E-Commerce	1							3	

SEMESTER – VI									
Course Title	Retail And Rural Marketing								
Course code	22BBA0325R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	1	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	/ V semester of 3rd year of the programme								
Course Objectives	1. To introduce students to the activity of retailing, its importance, concepts and systems. 2. To introduce students to rural marketing scenarios, concepts and associated opportunities & challenges								
CO1	Understand the concept and importance of retailing and take decisions based on it.								
CO2	Take decisions regarding retail formats, store locations and relationship retailing.								
CO3	Take decisions regarding choosing a location for a retail store and the sales & promotion of a retail outlet.								
CO4	See the opportunities and challenges in Global retailing scenario and the career prospects associated with it.								
CO5	Understand rural marketing, factors associate with it and should be able to take decisions in the field of rural marketing.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Retailing – meaning, definition and characterization; importance of retailing; Types of retailers; activities of a retailer; Organized and unorganized retailing.		12	Define retailing, types of retailers, and organized vs. unorganized retailing.				1,2	
II	Retail formats; retail strategies – positioning, product differentiation, operational superiority, Store location strategies; Building and sustaining relationship in retailing.		12	Learn retail formats, strategies for positioning, and store location planning.				1,2	
III	Location and site selection in retailing, types of consumer goods and retailing locations; Promotional measures in retailing; Retailer as a salesperson; AIDA model of selling.		14	Study site selection, promotions, and the AIDA model in retailing.				1,2	
IV	Global retailing scenario; retailing trends in India; Electronic retailing, Career in retailing – own business, career as a retail employee.		10	Explore global and Indian retail trends, electronic retailing, and retail careers.				1,2	
V	Concept of rural marketing; opportunities and challenges in rural marketing in India; urban to rural and rural to urban retailing; marketing of agricultural and agro based products; co-operative societies.		12	Understand rural marketing, challenges, opportunities, and marketing agricultural products.				1,2	

TEXT BOOKS:

T1: David Gilbert : Retail Marketing Management
 T2: Neelesh Jain : Retail Management - A Realistic Approach

REFERENCE BOOKS:

R1: Gibson G. Vedamani : Retail Management
 R2: Jim Pooler : Retail Strategies - Understanding Why We Shop

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept and importance of retailing and take decisions based on it.	PO1, PO8
2	Take decisions regarding retail formats, store locations and relationship retailing.	PO1, PO8
3	Take decisions regarding choosing a location for a retail store and the sales & promotion of a retail outlet.	PO1, PO8
4	See the opportunities and challenges in Global retailing scenario and the career prospects associated with it.	PO1
5	Understand rural marketing, factors associate with it and should be able to take decisions in the field of rural marketing.	PO1

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO325R	Retail & Rural Marketing	1							3	

SEMESTER – VI									
Course Title	MOOCS								
Course code	22BSCE321R	Total credits: 1	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	VI semester of THIRD year of the programme								
Course Objectives	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in business management								
CO2	Showcasing a comprehensive understanding of business practices and regulatory frameworks								
CO3	Apply advanced analytical skills to solve complex business problems.								
CO4	Exhibit the ability to collaborate effectively in virtual learning environments.								
CO5	Critically assess the impact of online learning on personal and professional development within the business management field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1, PO2, PO9
2	Showcasing a comprehensive understanding of international business practices and regulatory frameworks	PO1, PO2, PO9
3	Apply advanced analytical skills to solve complex business problems.	PO1, PO2, PO9
4	Exhibit the ability to collaborate effectively in virtual learning environments.	PO1, PO2, PO9
5	Critically assess the impact of online learning on personal and professional development within the business management field.	PO1, PO2, PO9

MAPPING TABLE

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE321R	MOOCs	2	3							3

