

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 insemester (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,						
2	Understand	discuss, etc.						
3 Apply		Predict, apply, solve, illustrate, determine, examine,						
3	Apply	modify						
4	Analyza	Classify, outline, categorize, analyze, diagrams, illustrate,						
4	Analyze	infer, etc.						
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify,						
3	Evaluate	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.:

- 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
0	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
В	6	Above Average
С	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.

$$SGPA = \frac{\sum_{i=1}^{n} c_i G_i}{\sum_{i=1}^{n} c_i}$$
 (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, Gi is the Grade Point secured in the ith registered Course and Ci 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, Gi is the Grade Point secured in the ith completed Course and Ci is the Credit (weight)of that Course.

$$CGPA = \frac{\sum_{i=1}^{N} c_i G_i}{\sum_{i=1}^{N} c_i}$$
 (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 Reevaluation 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	20%
series of lectures	
Student-centric Approach, Students present and deliver lectures	60%
in the presence of teacher and supervised by teacher	
Students visit fields or perform experiments or teachers	05%
perform demonstration	
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

	S. N.	Course Code	Course Title	Course	Engagement			Maxin	num Mar	irks for					
	D. 14.	Course Coue	Course Title	Category	L	Т	P	S	R	o	C	IA*	SEE*	PE*	Total
	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
ı I	3		Management	PC	3	0	0	0	0	0	3	40	60	0	100
este	4		Managerial Economics	PC	3	0	0	0	0	0	3	40	60	0	100
Semester I	5		Ethics, Law, and Business	PC	3	0	0	0	0	0	3	40	60	0	100
	6		Mini Research (RI)	UC	0	0	0	4	8	0	2	0	0	100	100
	7		Fundamental Of Statistics	UC	2	0	2	0	0	0	3	0	0	100	100
	8		Effective English	UC	0	0	4	0	0	0	2	40	60	0	100
	9		MOOCS-I	UE	0	0	0	0	0	0	1	0	0	100	100
	10		Personal Financial Planning	UC	0	0	2	0	0	0	1	0	0	100	100
		To		18	0	8	4	8	0	24	300	300	400	1000	
	S.					En	gag	em	ent			Maximum Marks for			
	No.	Course Code	Course Code Course Title	Course Category	L	Т	P	S	R	o	С	IA*	SEE*	PE*	Total
		22MBCF1201R	Organizational		3	0	0	0	0	0	3	40	60	0	100
	1.	22MBCF1201R	Behaviour	PC	3	U	U	U	0	U	3	40	00	U	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		Human Resource Management	PC	3	0	0	0	0	0	3	40	60	0	100
r II	5		Productions and Operations Management	PC	3	0	0	0	0	0	3	40	60	0	100
Semester II	6	22MBCF1206R	Techno Professional Skills	UC	0	0	0	0	0	0	1			100	100
Š	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	22MSCE12 1R	MOOCS-II	UE	0	0	0	0	0	0	1	0	0	100	100
	10	22UMPD12 1R	Communication Mastery (PDP)	UC	0	0	4	0	0	0	2	40	60	0	100
		To	otal		17	0	6	12	0	0	23	300	300	400	1000

	S.	Course Code Course Title Course		Course	Engagement							Maximum Marks for			
	No.			Category	L	Т	P	S	R	o	С	IA*	SEE*	PE*	Total
	1.	22MBCF211R	Project planning and Management	PC	4	0	0	0	0	0	4	40	60	0	100
ır III	2	22MBCF212R	Corporate and Financial Restructuring	PC	3	0	0	0	0	0	3	40	60	0	100
Semester	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
		To	otal		17	0	2	0	6	8	20				600

	S. N.	Course Code	Course Title	Course		Eı	nga	gen	ient	ţ		Maxim	um Mar	ks for	
				Category	L	T	P	S	R	0	С	IA*	SEE*	PE*	Total
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
Semester	3		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	19				500

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

_	SEMESTER – I											
Course Ti		ACCOUNTIN										
Course co		Total credits: 3	L	T	P	S R O/F			C 3			
D .		Total hours: 45	3	0								
Pre-requis		Nil Co-requisite Nil										
Programn Semester	ie Mas	Master of Business Administration (Corporate Finance)										
Course	1 This is an introductory	Fall/ I semester of first year of the programme This is an introductory course in financial accounting										
Objectives	_	.This is an introductory course in financial accounting.										
. Objectives	2.Financial accounting for	2. Financial accounting focuses on the rules by which firms (and individuals) report the results of										
•	their operations to outsic	lers such as stockholo	ders, pote	ntial o	of Finar	ncial A	ccounti	ng				
	2 Duamanation of Einamai	ol C4040man40 mi4h 4h	_:1									
	3.Preparation of Financia	ai Statements with th	eir anaiys	51S.								
CO1	Understand the basic p	orinciples of financi	ial accou	nting	<u> </u>							
		- -										
CO2	Proficiency in preparin	ng and analyzing fi	nal acco	ınts								
CO3	Explain the causes of	_										
CO4		analyze key financial ratios to make informed business decisions										
CO5	Discuss budget and bu	dgetary control to	support o	organ	ization	al pla	nning					
Unit-	Content		Contact	;	Le	arning	Outco	me	KL			
No.			Hour									
Ι	Introduction to Accounting							mentals of				
	Introduction of finan	٠,	15		financial accounting, GAAP, and the steps in accounting							
	Importance and Objective	•		the	e steps 1	n acco	untıng		1.0			
	Accepted Accounting Pr								1,2			
		rnal, ledger, subsidiary books, Cash book l trial balance, Reconciliation between bank										
	passbook and cash book.	•										
II	Final Accounts-		12	Ga	in the	e abi	lity to	prepare				
	Preparation of Trading, Prof	fit and loss account			Trading, Profit and Loss Aco							
	and Balance Sheet, Accour				and Balance Sheet.				1,2			
	meaning, users of accountin	g information.										
III	Depreciation Accounting	5				end tl	ne cor	ncept and				
	Meaning and causes of dep	preciation, methods	7	rea	asons fo	or depr	eciation	n, methods	1,2			
	of charging depreciation, ef	fect of depreciation		of	calcula	ting de	preciati	ion.	1,4			
	on profit.											
IV	Ratio Analysis	1 7	8			Ratio		•				
	Meaning, Need, Advantage				-			ofitability,				
	of Ratio Analysis, Classif			L10	quiaity,	and A	ctivity (categories.				
	-	fitability Ratios, Liquidity Ratios and tivity Ratios - Meaning, Need, Advantages							1,2			
	-	-										
		•										
		quidity Ratios and Activity Ratios.										
V	Budgeting and Budgetary	•	8	Le	arn the	conc	ept of	Budgeting				
	Concept of Budgeting and				d Budg		_	- 0				
	Types of Budgets, Essenti	al features, Merits						1,2				
	and Limitations of Budgetar	ry Control.										
V	Profitability Ratios, Liquidate Activity Ratios - Meaning, and Limitations of Classification of Ratios: Particularly Ratios and Activity Budgeting and Budgetary Concept of Budgeting and Types of Budgets, Essenti	Need, Advantages Ratio Analysis, Profitability Ratios, y Ratios. Control Budgetary Control, al features, Merits	8	Le	arn the	e conc	ept of		1,2			

- 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							

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

	SEMESTE	R – I												
Course Ti	tle MARKETIN	IG MANA	GEN	MENT										
Course co	de 22MBCF1102R Total credits: 3	L	T	P	S	R	0/	F	C					
	Total hours: 45	3	0	0	0	0	0		3					
Pre-	Nil Co-requisite				N	il								
requisite														
Programn	ne Master of Business Adm	ninistratio	n (Co	orpora	te Fina	nce)								
Semester	Fall/ I semester of f	irst year o	of the	progr	amme									
Course	1. To define key marketing concepts like	marketing	g mix	, custor	ner val	ue, and	l marke	et						
Objectives	s segmentation.													
•	To available the immediate of the months time							4:						
	2. To explain the impact of the marketing	g environn	nent (macro	ana mi	cro) on	marke	ting						
	decisions.													
	3. To identify different consumer and org	ganization	al buv	ving bel	haviors									
			-											
	4. To analyze the marketing research pro	cess and it	ts role	e in stra	tegic n	narketii	ng plan	ning						
CO1	Understand the concept, scope and opports	unities of	morl	zatina										
COI	onderstand the concept, scope and opport	unities of	man	cening.										
CO2	Interpret buying behavior for strategic man	rketing pl	annii	1σ										
CO3	1 0	0 1			et need	le								
CO4		lop new product and pricing strategies for evolving market needs rstand and utilize the concepts of channels of distribution and integrated marketing												
CO4	communication	namicis o	i uis	unuun	on and	i integ	;raicu .	mark	eung					
CO5	Identify the new trends in the field of marl													
	•			Τ.	ownine	Outo	222		I/I					
Unit-	Content	Contact		Le	arning	g Outco	ome		KL					
Unit- No.	Content	Contact Hour						ntal	KL					
Unit-	Content Introduction to Marketing:	Contact	Ur	nderstar	nd	fı	ındame		KL					
Unit- No.	Content Introduction to Marketing: Nature and Scope of Marketing, Marketing	Contact Hour	Ur Ma	nderstar arketing	nd g conce	fu epts, ph	undame nilosopl	nies,	KL					
Unit- No.	Content Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer	Contact Hour	Ur Ma	nderstar arketing d their	nd g conce applic	fu epts, ph	undame nilosopl	nies,	KL					
Unit- No.	Content Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing	Contact Hour	Ur Ma	nderstar arketing	nd g conce applic	fu epts, ph	undame nilosopl	nies,	KL 1,2					
Unit- No.	Content Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring,	Contact Hour	Ur Ma	nderstar arketing d their	nd g conce applic	fu epts, ph	undame nilosopl	nies,						
Unit- No.	Content 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	Contact Hour	Ur Ma	nderstar arketing d their	nd g conce applic	fu epts, ph	undame nilosopl	nies,						
Unit- No.	Content 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	Contact Hour	Ur Ma	nderstar arketing d their	nd g conce applic	fu epts, ph	undame nilosopl	nies,						
Unit- No. I	Content 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.	Contact Hour	Ur Ma and cu:	nderstar arketing d their stomer	nd g conce applic value.	fuepts, pheation	undame nilosoph in crea	nies, ting						
Unit- No.	Content 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. Identifying and Selecting Markets:	Contact Hour 10	Ur Ma and cus	nderstar arketing d their stomer arn	nd g conce applic value.	fuepts, pheation	undame nilosoph in crea	nies, ting						
Unit- No. I	Content 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational	Contact Hour 10	Ur Ma and cus	nderstar arketing d their stomer arn ganizati	cor	fuepts, pheation	undame nilosoph in crea	and vior	1,2					
Unit- No. I	Content 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation,	Contact Hour 10	Le org	nderstar arketing d their stomer arn ganizati	cor onal ve man	fuepts, pheation	undame nilosoph in crea in beha gmentat	and vior						
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research	Contact Hour 10	Le org	nderstar arketing d their stomer arn ganizati	cor onal ve man	fuepts, pheation	undame nilosoph in crea in beha gmentat	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing	Contact Hour 10	Le org	nderstar arketing d their stomer arn ganizati	cor onal ve man	fuepts, pheation	undame nilosoph in crea in beha gmentat	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process	Contact Hour 10	Le org	arketing d their stomer arn ganizati	cor onal ve man	fuepts, pheation	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process Product and Pricing Strategies:	Contact Hour 10	Le org	arn ganizati	cor onal ve man and po	fuepts, pheation is	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process Product and Pricing Strategies: Product Mix Strategies: Product, Planning and	Contact Hour 10	Le org	arketing d their stomer arn ganizati	cor onal ve man and po	fuepts, pheation is	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process Product and Pricing Strategies:	Contact Hour 10	Le org	arn ganizati	cor onal ve man and po	fuepts, pheation is	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New	Contact Hour 10	Le org	arn ganizati	cor onal ve man and po	fuepts, pheation is	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and	Contact Hour 10	Le org	arn ganizati	cor onal ve man and po	fuepts, pheation is	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling. Developing Pricing Strategies:	Contact Hour 10	Le org	arn ganizati	cor onal ve man and po	fuepts, pheation is	undame nilosoph in crea beha gmentat ng.	and vior	1,2					
Unit- No. 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. Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process 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	Contact Hour 10	Le org for tar	arn ganizati	cor onal ve man and po	fuepts, pheation is	beha gmentat ategies	and vior	1,2					

	Channels of Distribution: Designing		communication.	
	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			
V	Trends in Marketing:	10	Explore emerging trends in	
	Service Marketing, Social Media Marketing,		marketing.	
	Green Marketing, Customer Relationship			1.2
	Management, Rural Marketing, Green			1,2
	Marketing, Digital Marketing, Viral			
	Marketing, Neuro Marketing			

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	PO1,PSO3
	marketing.	
2	Interpret buying behaviour for strategic marketing	PO2,PO3PSO2
	planning	
3	Develop new product and pricing strategies for evolving	PO2,PO3,PO5,PSO1
	market needs	
4	Understand and utilize the concepts of channels of	PO2,PO3,PO5,PO6,PSO1,
	distribution and integrated marketing communication.	
5	Identify the new trends in the field of marketing	PO4,PSO3

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

		SEMESTEI										
Course Tit		PRINCIPLES										
Course cod		Total credits: 3 Total hours: 45	L 3	T 0	P 0	S 0	R	O/F 0	C 3			
Pre-	Nil	Co-requisite	3	U	U	N		U	3			
requisite	1411	Co-requisite				11	11					
Programm	e Mas	ster of Business Admi	 inistrati	on (C	orpora	te Fina	ance)					
Semester	Fall/ I semester of first year of the programme											
Course	1. The students will learn to recognize the characteristics of proper management by identifying what											
Objectives	successful managers do a	accessful managers do and how they do it.										
•	2.Understanding how ma	nagers work is just as	benefici	al for	the sub	ordinat	e emplo	ovee as it is	for the			
	manager. 3. This course is	•					_	•				
	practiced today.						C	•				
CO1	TT. 1 1.11	4 1 1 1' C		41.	1. 4 .	1 .	4					
CO1	Understand the concep	t and evolution of m	anagen	ient tr	iougnts	s and p	oractice	es.				
CO2	Identify and apply the	core functions of ma	nageme	ent for	organ	izatio	n					
CO3	Evaluate the relevance							on for eff	ective			
	leadership											
CO4	Understand the various											
CO5	Appraise the trends and	d challenges in globa	al busin	ess en	vironn	nent.						
Unit- No.	Conten	t	Contac Hour	t	Learning Outcome							
L	Management thought,	management: its	11041	Ur	nderstar	nd	ma	nagement,				
						ons of		Taylor and				
	contributions of F.W. Ta	•		H.	Fayol.				1,2			
	features and principles; en	~							1,2			
	,	fferences between										
	management and administr Management functions: P		12	Ιρ	arn aho	out pla	nning (organizing,				
	staffing, directing, contro		12			_	_	controlling,				
	making process: intro	•			_		_	ocesses				
	0 1	mportance, steps;					01					
	Forecasting: process, tecl	nniques, advantages							1,2			
	•	fferences between							1,2			
	planning and forecasting											
	relationship, span of cont Decentralization, Forma	-										
	organization.	and informat										
	Management by objective	ves: definition and	8	Ur	nderstar	nd N	Managei	ment by				
	meaning, features, proc						-	oncepts of				
	drawbacks. Concept of l	eadership, theories,			_			tyles, and	1,2			
	and styles. Communicatio	n process, Effective		eff	fective of	commu	inicatio	n.				
	Communication.				1		1 .	1				
	Introduction to organizatio		5		nderstar		classica	-				
	advantages, classification theories of organization	-			assical, ganizati		and ories ar	modern and types of				
	classical, and modern; typ				ganizati ganizati		orics al	ia types of	1,4			
	line, line and staff.	51 01 <u>6</u>			5Z.							
	· · · · · · · · · · · · · · · · · · ·											

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

- 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,Introductionto Management,4thed.,PalgraveMacmillan
- **R2** Tosi,H.,2008,TheoriesofOrganization,SagePublications

	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

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

		SEMESTE	R – I										
Course Titl	e	MANAGER	IAL ECC	ONO	MICS								
Course code	e 22MBCF1104R	Total credits: 3	L	T	P	S	R	O/F	С				
		Total hours: 45	3	0	0	0	0	0	3				
Pre-	Nil	Co-requisite				N	il						
requisite													
Programme	e Ma	ster of Business Adm											
Semester		Fall/ I semester of f											
Course	1. The purpose of this co	** *	economic	conc	epts and	l techn	iques ir	n evaluatin	g				
Objectives	business decisions taken	by firms.											
•	2.The emphasis is on ex	plaining how tools of s	standard p	rice t	heory c	an be e	emplove	ed to formu	ılate a				
	decision problem,	priming now tools of a	, territoria p		21001 j		p10 J C						
	•												
	3. Evaluate alternative courses of action and finally choose among alternatives.												
CO1	Understand the conce	ot of ME and its appl	lication i	hus	siness d	ecisio	ns						
	and of stand the conce	or or with and its appr	iivation n	. ous	,111033 U		110						
CO2	Understand and analy	yses economic conc	epts rela	ted	to prod	ductio	n proc	esses and	scale				
	dynamics	,	•		•		•						
CO3	Evaluate various conc	epts of cost and their	r strategie	es									
CO4	Comprehend diverse a	spects of profit with	in the co	mpet	itive bu	ısines	s conte	ext					
CO5	Understand the utility	of National Income	indicator	s in 1	manage	rial d	ecision	-making.					
Unit-	Conte	nt	Contact		Learning Outcome								
No.			Hour										
	Meaning of managerial		12		nderstan			•					
	mportance in manageri				portanc		of 1	managerial					
	concept of macro an	· ·		ec	onomic	S			1.0				
	meaning and definition of law of demand and suppl								1,2				
	determinants of demand;	·											
	demand forecasting.	clasticity of demand,											
	Production analysis: p	roduction function:	8	Uı	nderstar	d fact	ors of r	production,					
	factors of production; co				oquants,		rginal	rate of	,				
	marginal rate of substitut	•			bstitutio		aw of		\perp 1.2				
	proportion, and returns to	scale.		pr	oportion	ı							
III '	Theory of cost: Conceptua	al difference between	8	Uı	nderstan	id o	pportun	ity cost,					
	economic and accounting	g cost; opportunity		lo	ng-run a	and sh	ort-run	costs, and	1,2				
	cost; social and private			m	arginal a	and av	erage co	osts	1,4				
	short-run cost; marginal ar												
	Price determination und		7			_		nination in					
	conditions – perfect con			di	fferent r	narket	S.		1,2				
		opolistic, and oligopoly; theories of the opinion o											
	profits; profit measurement National income accou		10	T.	orn not	ionel :	nooma	accounting					
	NDP; theory of income d		10		earn nau	ional l	ncome a	accounting					
	of money; balance of				псеріз				1,2				
	exchange market; internati												
		ond duce											

- T1 Pindyck, R. S, & Rubinfeld, D. L. (2017). Microeconomics (9th ed.). Pearson.
- T2 Mankiw, N. G. (2018). Macroeconomics (10th ed.). Worth Publishers.

REFRENCE 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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF1104R	MANAGERIAL	1	2							
22NIDCF1104K	ECONOMICS									

		SEMESTER	R – I								
Course Ti	tle	ETHICS, L	AW& I	BUSI	NESS						
Course co	de 22MBCF1105R	Total credits: 3	L	T	P	S	R	O/F	C		
		Total hours: 45	3	0	0	0	0	0	3		
Pre-	Nil	Co-requisite				N	il				
requisite											
Programn	ne Ma	ster of Business Admi		`							
Semester		Fall/ I semester of fin									
Course	1. Society increasingly			ponsi	bility.	This co	ourse pr	ovides an o	ethical		
Objectives		• •									
•	~	Although ethics exist independently of the law, legislative and common law developments are acreasingly imposing higher standards of commercial morality. This course examines the									
					•						
	conceptual basis of eth	ical behavior and the	ıncreası	ng att	tempts	by the	law to	prescribe of	ethical		
	behavior.	-44°									
CO1	3. The course uses a case			1 1	£		الماسم	ha Tutawa	4: 1		
CO1	Understand ethics in Code of Ethics.	giodai dusiness, ass	essing	iegal	ırame	WOIKS	and t	ne mierna	шопаі		
CO2	Identifying contract la	we and its assential at	lamont	2							
CO2	Understand and analy				unas af	comp	onice				
CO3	Evaluate arbitration p	1 •			•			nd Consil	iatian		
CO4	Act 1996	processes, articulating	object	ives	or the	Arbiti	ation a	ina Concii	iation		
CO5	Apply practical CSR a	activities manage cor	norate	identi	ity and	l demo	netrate	proficienc	• • • • • • • • • • • • • • • • • • • •		
Unit-	Conte		Contac						KL		
No.	Conte	III	Hour	: I	L	earning	g Outco	ome	KL		
I I	Ethics – Definition, The	ory of Natural Law	11041	II	ndersta	nd e	thics,	theories,			
-	relationship between	Law and Moral	11	·			•				
	Standards. Ethical Prin				isiness.		3105 1	n groour			
	Global Business, Internati				*5111 0 55.				1,2		
	Sexual Harassment of W										
	(Prohibition, Prevention	_									
	2013, the Environment (P										
II	The Indian Contract Act	, · · ·	8	U	ndersta	nd the	Indiar	Contract			
	classification of contracts			A	ct						
	of a valid contract, Of	fer & Acceptance -									
	Consideration - Capa	icities of parties,							1,2		
	Provisions relating to	free consent, void									
	agreements, performance	e & Discharge of									
	contract. Breach of contra	ct.									
III	The Companies Act,	•	8				_	oanies Act			
	definition, Meaning, fea							d Liability			
	companies, incorporation			Pa	artnersh	ip Act	2008				
	,	of association &									
		egistration matters.							1,2		
	Limited Liability Partne	_									
	Salient Features, Distincti										
	Partnership. The Companies Act, 201										
		Corporate Social									
1											
IV	Responsibility. The Arbitration and Cond	ciliation Act 1006	10	TT	ndorsts	nd W/T	О ТОІ	PS, Patent	1,2		

	Object of the Act, Matters not Referable to		Act of India, Cyber Law,	
	Arbitrations in some cases, Appointment of		protection of IPR.	
	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.			
V	Corporate Social Responsibility - meaning,	8	Understand corporate social	
	definition, CSR activities in various sectors		responsibility, CSR activities in	
	including the business sector, CSR Policy in		various sectors.	
	Business Sector; Corporate Identity			
	Management; Brand Management; Media			1,2
	Relations; Campaign Management;			
	Sponsorship Marketing; Event Management;			
	Managing Negotiations; International PR &			
	Web PR.			

- 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

Conducting Research Literature Reviews by Arlene Fink

T3 ISBN: 1412971896CallNumber:Q180.55.M4F562010

Writing Literature Reviews-4thEdbyJoseL.GalvanISBN: 1884585868CallNumber:H62. G352009

Approaches to Social Research by Royc ea. Singleton; Bruce C. Straits ISBN:9780195147940PublicationDate: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 <u>Literature Reviews</u> from them Writing Centre, The University of North Carolina at Chapel Hill <u>Social Work Literature Review</u> <u>Guidelines</u> 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 asystematicreview. *Journal oftheRoyalSociety 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

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

	SEMESTE	$\mathbf{R} - \mathbf{I}$										
Course Ti	tle MINI RESEARCH (RE	EVIEW C	F LI	TERA	TURE-	· RI)						
Course co	de 22MBCF1106R Total credits: 2	L	T	P	S	R	O/F	C				
	Total hours: 30	0	0	0	4	6	0	2				
Pre-	Nil Co-requisite				N	il						
requisite												
Programm	me Master of Business Adm	ninistratio	on (C	orpora	te Fina	nce)						
Semester	Fall/ I semester of f		of the	e progr	amme							
Course	1. To understand the significance of rese											
Objective	_	_										
•	3. To understand research gaps and form		•									
	4. To demonstrate proficiency in citation			_								
	5. To present an organized overview of the											
CO1	Understand the fundamental concepts and	d signific	cance	of res	earch.	includ	ding its p	urpose				
	and various types.											
CO2	Demonstrate proficiency in conducting a l											
CO3	Identify research gaps effectively and form											
CO4	Gain knowledge of different citation a	and refea	rencii	ng sty	les, ir	cludin	g APA,	MLA,				
	Chicago, Howard, and Vancouver etc.	<u> </u>										
CO5	Develop skills in structuring a review an		g cita	itions f	or vai	rious ty	pes of so	ources,				
	including books, journal articles, and webs											
Unit-	Content	Contac	t	Le	earning	g Outco	ome	KL				
No.		Hour										
I	Introduction to Research	7		nderstar		the	meaning.					
	Meaning of Research, Significance of		1		_	rpose,	and types					
	Research, Purpose of Research, Types of		of	researc	h.			1,2				
	Research (Quantitative, Qualitative,											
***	Experimental, Exploratory).	0		1	1 .1	1 ("	•,•	,				
II	Literature Review in Research	8		•			nition and					
	Definition and Purpose of Conducting a			•		•	a literature					
	Literature Review, Steps Involved in			view, volved.	and	iearii	the steps	1,2				
	Conducting a Literature Review, Searching for Relevant Sources.		III	vorvea.								
TIT		5	D	oo oniz	o tho	cionif	icance of	2				
III	Identifying Research Gaps and Formulating Research Questions	3		-		-	aps, learn					
	Significance of Identifying Research Gaps,			ategies	-	_	ups, icam					
	Strategies for Identifying Research Gaps,		311	ategres	101 00	ing so.		1,2				
	Formulation of Research Questions.											
	Tormulation of Research Questions.											
IV	Citation and Referencing Styles	5	G	ain an	overv	riew of	f different	:				
	Overview of Different Citation, and					rencing						
	Referencing Styles (APA, MLA, Chicago,				•		y					
	Howard*, Vancouver*) Formatting of In-text							1,2				
	Citations, Creating References, and											
	Bibliography.											
V	Structure of a Review and Citation Writing	5	Le	earn ho	w to p	repare a	a literature	;				
	Preparing Literature Review, Writing Citations				_	citation						
	for various types of Sources (e.g., Books,							1,2				
	Journal Articles, and Websites).											
	. ,	L						1				

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

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

		SEMESTEI	R – I									
Course Titl		FUNDAMENT	AL OF	STAT	ISTIC	S						
Course cod		otal credits: 3	L	T	P	S	R	O/F	C			
		otal hours: 45	2	0	2	0	0	0	3			
Pre-	Nil	Co-requisite				N	il					
requisite												
Programme		er of Business Admi		`								
Semester		Fall/ I semester of fi										
Course	1.The Fundamentals of S	•		ompre	ehensiv	e intro	oduction	n to the es	ssential			
Objectives	principles and techniques	•		_								
•	_	2.Designed for students from various academic backgrounds, this course equips learners with the										
	foundational knowledge											
	3. Provides practical skills	necessary to underst	and, inte	rpret,	and app	oly stat	ıstıcal	methods in	a wide			
~~~	range of fields.											
CO1	Define and explain the s	scope of Statistics										
CO2	Tindoustonding the	istical math - 1- 4		- الباء	o ee	ati1	, 41	nah 4-1-1	التمم			
CO2	Understanding the state graphical representation		•			cuvel	y tnro	ugn table	s and			
CO3	Apply mathematical and											
CO3	Analyze discrete proba	*				w inc	danand	ance of a	wanta			
CO4	conditional probability,			_			iepend	lence of e	vents,			
CO5	Synthesize the knowled				_		0					
		ge of probability the							TZT			
Unit-	Content		Contact Hour		Le	arnıng	g Outco	ome	KL			
No.	Statistical Methods:		Hour	IIn	doreton	d stati	istics	concepts of				
		and scope of Statistics, concepts of						•				
	statistical population and	_	5		es of d		auon a	nd sample,				
		ative, attributes,	3	ιγι	ies of u	ata			1,2			
	variables, scales of meas											
	ordinal, interval, and ratio	dicinent nominal,										
	Presentation: Tabular	and graphical,	10	Ιρ	arn r	neasur	es o	f central				
	including histogram and og		10					dispersion				
		athematical and		ter	idelicy,	incasu	103 01 0	inspersion				
	positional. Measures of l								1,2			
	quartile deviation, mean								1,2			
	deviation, coefficient of va											
	and kurtosis.	, , , , , , , , , , , , , , , , , , , ,										
	Bivariate data: Definition	, scatter diagram.	10	Co	mprehe	end	bivaria	ate data	1			
	simple, partial and multip		-		alysis ir							
	variables only), rank correla				•		5 6					
	regression, fitting of	-							1,2			
	exponential curves.											
	1											
IV	Random experiment: Trial	sample point and	10	10 Understand the concepts					+			
	sample space, event, Open		10		babilit			ncepts of probability				
	concepts of mutually exclus			distributions				rsucinty				
	events. Definition of probab								1,2			
	_	proach. Discrete										
	probability space, Properti											
	resulting space, Properti	or producting,										

	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

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

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

	SEMESTE	$\mathbf{R} - \mathbf{I}$							
Course Tit	e EFFECTIVE ENGLISH (COMMU	UNICATI	VE ]	ENGLI	SH & S	SOFT S	SKILLS)		
Course cod		L	T	P	S	R	O/F	C	
	Total hours: 30	0	0	4	0	0	0	2	
Pre-	Nil Co-requisite				Ni	l			
requisite									
Programm						nce)			
Semester	Fall/ I semester of f								
Course	1. To distinguish between interrogative,				tory ser	ntences.	•		
Objectives	2. To gather key ideas and information fr								
•	3. To develop strategies to improve their	_		S.					
4. To evaluate different methods for resolving conflict.									
CO1	Understand sentence structure by interch	~ ~		•				es, as	
	well as exclamatory and assertive sentence			_		_			
CO2	Apply various types of tenses accurat	ely to a	avoi	d com	non g	ramma	itical erro	ors in	
	communication.								
CO3	Enhance vocabulary and language proficie	•	ugh	the use	of syn	onyms	, antonym	s, and	
~~:	homonyms in written and verbal expression						111 ~-	an.	
CO4	Demonstrate effective reading and liste	_			g tech	niques	like SQ	3R to	
	comprehend and interpret information from				00: 1		- 11	CI.	
CO5	Develop conflict resolution and time-mai	_	t abı	lities to	effici	ently I	nandle co	nflicts	
<del></del>	and prioritize tasks for improved productive		. 1			<b>0</b> /			
Unit-	Content	Contact Hour		Le	earning	Outco	me	KL	
No.		_	.1	1 .					
I	Grammar	7		earn the	basics	ın Gran	nmer.		
	Interchange of Interrogative and Assertive								
	Sentences, Exclamatory and Assertive								
	Sentences, Types of Tenses, Common Errors,							1,2	
	Synonyms, Antonyms, Homonyms - Please do								
	not change the content and add gap after word.								
	Reading Skills	5			techni	ques of	f Effective		
	Techniques of Effective Reading, gathering		R	eading.				1,2	
	ideas and information from a text, The SQ3R							-,-	
	Technique, Interpret the text								
	Listening Skills	7		nderstar			ocess of		
	What is listening? The Process of Listening,			_		rs that	adversely		
	Factors that adversely affect Listening,		af	ffect Lis	tening.			1,2	
	Difference between Listening and Hearing,								
	Purpose and Importance of Effective								
	Listening, How to Improve Listening Process.		-				CI		
	Conflict Management	4				ot of co	nflicts and		
	Definition, Type of Conflict Management,		it	s manag	ement.			1,2	
	Effects of Conflict Management, Methods to								
	deal with Conflicts (Negative).	_	+_						
	Time-Management Skills	7					mportance		
	Introduction To Time Management, Purpose		of	f Time N	/lanage	ment		1,2	
	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.		

- 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
- 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							

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										
<b>Course Title</b>	MOOCs									
Course code	22MSCE11R	Total credits: 1	L	T	P	S	R	O/F	С	
		Total hours: 15	0 0 0 0				0	0	1	
Pre-	Nil Co-requisite Nil									
requisite										
Programme	Master of Business Administration (Corporate Finance)									
Semester	Fall/ I semester of first year of the programme									
Course	MOOCS is provided through Coursera Platform, which is an online course where students are									
Description	allowed to take courses per semester on the basis of the hours with relevance to the credit, and the									
	courses are provided fr	courses are provided from the International Universities across the world. During the courses, the								
	students have to submit	assignments, quizzes, etc	<b>.</b>							

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

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

		SEMESTE	R – I								
<b>Course Tit</b>	le	PERSONAL FI	NANCIA	L PL	ANNI	NG					
Course cod	le 22UUFL1101R 7	Fotal credits: 1	L	T	P	S	R	O/F	С		
		Total hours: 15	0	0	2	0	0	0	1		
Pre-	22UUFL201R	Co-requisite			•	N	il				
requisite	INTRODUCTIO										
	N TO										
	FINANCIAL										
	BUDGETING										
	AND										
	PLANNING										
Programm	e Mas	ter of Business Adm	inistratio	n (Co	orpora	te Fina	nce)				
Semester		Fall/ I semester of f	irst year	of the	progr	amme					
Course		1. This is an intermediate level course designed for students with little to no skills official									
Objectives		management. Through this, we introduce the Through this course, selected short readings, and self-									
	T '	paced activities, students gain both conceptual and practical knowledge of core concepts of financial									
	planning										
	2.Define the scope of personal control of the scope of personal control of the scope of the scop	_	-			_					
	financial goals and avoid										
	3.Determine the present v	value of single and n	nultiple ca	ish fl	ows, R	eview	taxation	basics inc	cluding		
	filing, deductions.										
CO1	Comprehend the fundar	mentals of financial	planning	<b>z</b> .							
COA	** 1 . 1 . 1 . 1 . 1	.1 1			1.00						
CO2	Understand and utilize	*									
CO3	Understand the concept				•	•					
CO4	Understand the concept							°	1		
CO5	Evaluate the aspects of	1 0									
Unit-	Content		Contact		Le	earning	g Outco	me	KL		
No.			Hour	**	1 .	1 .1		<u> </u>			
	Fundamentals of Finan					nd the cause		functions;			
	Functions of money; Inf	~			lation	es and control; ng process					
l l	causes, how it can be confinancial planning; Time		3	FII	ianciai	рганин	ng proc	ess			
	simple and compound int	*	3						1,2		
l l	•	alue; Power of									
	Compounding; Doubling p	,									
	72.	oriod and ixuic of									
	Income Tax Planning – N	Meaning of Income.	3	Ur	dersta	nd Inco	me tvr	es, Taxes,	1		
	Direct & Indirect Taxes,	•	-					vasion and			
	various heads of Income f				oidance				1,2		
	Non-taxable Income, Tax										
	avoidance, GST, Tax Plann										
	Entrepreneurial Plannin		3	Ur	derstar	nd	Entrep	reneurship			
	Entrepreneurship, prerequis	•					_	, Venture			
	an entrepreneur, Entrepre	~		Ca	pital.						
	Systems in India, Institution	nal support systems							1,2		
	for entrepreneurs, financial										
	entrepreneurs; Venture	Capital, Business									
	Angels, Assistance	of Government,									
	Angels, Assistance	of Government,									

	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

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								

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	PERSONAL									
22UUFL1101R	FINANCIAL									
	PLANNING	2.6	1.6	2.3	3	2	2	3	2.5	3

## SECOND SEMESTER

		SEMESTEI	R – 2								
Course Ti	tle	ORGANISATI	ONAL I	BEH	AVIOU	R					
Course co	de 22MBCF1201R	<b>Total credits: 3</b>	L	T	P	S	R	O/F	С		
		Total hours: 45	3	0	0	0	0	0	3		
Pre-		Co-requisite				N	il				
requisite											
Programn	ne Ma	ster of Business Adm	inistrati	on (C	Corpora	te Fina	ance)				
Semester		Fall/ II semester of f									
Course	1. To learn about the bas						_	tional behav	vior.		
Objective											
	_	<u>*</u>	vationandleadershipanditsimportanceinanorganization								
CO1	_	_	as well as organizational behavior								
CO2	Understand the approa										
CO3	Summarize the Individ					vior					
CO4	Evaluate the personali			othe	ers						
CO5	Describe the key conc		lership <b>Contac</b>								
Unit-	Conte	Content				arnin	g Outco	ome	KL		
No.											
I	Organisational Behavio		10					mentals of			
	Organisation, Classifications of Organisations,				-			our and its			
	Factors Influencing Organisational Behavio	an Organisation, our, Fundamental		S1	gnifican	ce for	manage	ers.	1.2		
	· ·	*							1,2		
	Concepts in Organisational Behaviour, Importance of Organisational Behaviour for										
	Managers.	ionai Benavioai ioi									
II	Approaches and Models	s of Organisational	8	A	nalyze	variou	s appro	oaches and			
	Behaviour: Introduction	_			models of organizational						
	Important Approaches	s, Models of		be	ehaviour	; incl	uding	their inter-	1,2		
	Organisational Behavious	, Inter-Relationship		re	lationsh	ip wi	th per	rsonal and			
	between Personal Life and	Work Life.		w	ork life.						
III	Learning, Perception	s, Values and	8		_		_	of learning,			
	Attitudes: Learning –			pe	erception	n, valu	es, and	attitudes.			
	Process of Perception,	~									
	Perception, Developing	*							1,2		
	Values, Sources of Value	• •									
	Classifications of Values,	·									
	Attitude, Components of A of Attitude.	Attitude, Significance									
IV	Personality, Morale	and Motivation:	10	F	xamine	the	detern	ninants of			
1 1	Introduction, Determinar		10		ersonalit		moral				
	Personality Traits, Typ	•			otivatio	-		-			
	Morale and Motiva	• 1			eories o		_				
	Mechanism of Motivation	· · · · · · · · · · · · · · · · · · ·					•		1,2		
		Maslow's Theory,									
	· ·	wo-Factor Theory,									
	David McClelland's	Theory, Douglas									
	McGregor's Theory.										

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

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							

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO	PO9
		*							8	
22MBCF1201R	ORGANISATIONAL	2	1					1	2	
ZZWIDCF1ZUIK	BEHAVIOUR	3	1					1	2	

	SEMESTE	R-2										
Course Tit	le FINANCIA	L MANA	GEN	1ENT								
Course coo	de 22MBCF1202R Total credits: 3	L	T	P	S	R	O/F	С				
	Total hours: 45	3	0	0	0	0	0	3				
Pre-	Co-requisite				N	il						
requisite												
Programm			•									
Semester	Fall/ II semester of											
Course	•	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1										
Objectives	Flow and other mathematical techniques used in financial management.  To provide adequate knowledge to the students on various components of the financial											
•	To provide adequate knowledge to the students on various components of the financial											
	statements and make interpretations and analyst					-						
	3. To familiarize with the techniques use			-	na Kec	eivable	s Managen	nent.				
	<ul><li>4. To understand the various sources and</li><li>5. To explain the various techniques of e</li></ul>				nandit.	una daai	aiona					
CO1	5. To explain the various techniques of e Understand the concept and scope of finan				penant	ne deci	SIOHS.					
			_			of C						
CO2	Analyze and interpret the cost of raising fu											
CO3	Discover the investment opportunities by a		vario	ous cap	ital bu	agetin	g techniqu	ies.				
CO4	Identify the factors influencing dividend p		!	Llas C	1 44	نمما مما	ai au .u. a1.i.					
CO5	Analyze the determinants of working capit							_				
Unit-	Content	Contac	t	Le	arning	g Outco	ome	KL				
No.	Financial management: Definition of finance,	Hour 10	T T.	dometer	d fina	n ai al m	on o com on t					
1	Scope of finance, Meaning and nature of	10					anagement, decision-					
	financial management, Goals of financial						of finance					
	management, Decision making of financial			anagers		c roic	or imanec	1,2				
	management, Role and function of finance			anagers	•			1,2				
	manager, Financial planning, and Time value											
	of money.											
II	Cost of capital: Long term and short term	10	Aı	nalyze	the	cost	of capital					
	financing - Debenture Capital, equity Capital,		co	mponei	nts	and	estimation					
	preference Capital, retained earnings, Meaning		m	ethods.								
	of cost, Estimation of components of cost of							1,2				
	capital, Methods for calculating Cost of							1,2				
	Equity, Cost of Retained Earnings, Cost of											
	Debt and Cost of Preference Capital, cost of											
***	internally generated funds.	40	-	1	•		1	1				
III	Capital budgeting: Meaning, significance,	10					chniques in					
	nature of investment decision, techniques of		ca	pital bu	agenn	g.		1.2				
	investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital							1,2				
	Rationing.											
IV	<b>Dividend decision:</b> Meaning, Forms of	7	Ex	amine	div	idend	decision					
1 4	dividend, Factors determining dividend	,					influencing					
	policies, Models of dividend policy - Walter's			vidend				1,2				
	model, Gordon's model, Miller-Modigliani				, ,-,			,-				
	model.											
		i .						!				

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

- 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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MDCE1202D	FINANCIAL	1.0	2.2	1.2	1	2	2			2
22MBCF1202R	MANAGEMENT	1.0	1.8   2.3	1.3	1	2	2			

		SEMESTE								
Course Tit		COST AND MANA	GEME	NT A	CCOU	NTING	f	•	•	
Course co		Total credits: 3	L	T	P	S	R	O/F	C	
		Total hours: 45	3	0	0	0	0	0	3	
Pre-		Co-requisite				N	il			
requisite										
Programm	ie Mas	ter of Business Adm			-					
Semester		Fall/ II semester of f								
Course		ost concept and costi	ng techi	niques	applie	d in m	anufact	uring and	service	
Objectives		1		•						
•	_	edge on cost control a					.•			
		e concepts of decision	_				_			
CO1		idents with contempo	<del>-</del>				gement	accounting	·	
CO1	Understand cost related									
CO2	Implement decision-m	•			scena	rios, d	emons	trating pr	actical	
002	application and profici									
CO3	Understand and apply			_: -	a 1	<b>. C:</b> - :	.1 : 1	1	1 - 14	
CO4	Demonstrate comprehe	nsion of costing me	etnodolo	gies	and pro	oficient	tiy idei	ntify and e	exploit	
CO5	cost-saving prospects.  Interpret and apply	stataments simed	ot #00	am ai 1	ina a	at an	d fina	maial aaa	ounta	
COS	showcasing analytical				-	ost and	a IIIIa	nciai acc	ounts,	
Unit-	Conten		Contac			ma	KL			
No.	Conten		Hour		L	earning	z Ouice	, iiic	KL	
I	Essentials of Cost Accoun	sentials of Cost Accountancy – concept of				nd the	fundai	mentals of	;	
	cost accounting, Manag	•	7					uding cost		
	Tools of Cost managemen			ccountii		concep	_	1 1 7		
	Unit and Preparation of Co				management accounting tools.					
II	Elements of Cost – Mar		10					e elements		
	Cost, Overhead Costs.			O	of cost, including material, labou					
	Material: Purchase proce	dure, storage and		aı	nd over	head co	sts.			
	Inventory control, Method	s of Pricing issues,								
	Methods of Inventory contr	ol.							1,2	
	Labour: Classification of	Labour, Principles							1,4	
	and Methods of Remunera	tion, Accounting of								
	Labour cost.									
	Overheads: Meaning,	classification,								
	Accounting of overheads.	1 2 5			1	•		.1 1 1	,	
III	Methods of costing - J	~	8		xplore	vario		ethods of		
	costing, Unit costing,	Contract Costing,			osting,			and their		
IV	Process Costing. Standard Costing, Margi	nal Costing Cost	12		earn		nced	scenarios.	_	
1 4	Volume-Profit Analysis: C		12		earn echnique		nceu	costing		
	Costing - Standard Cost	_		10	~mnqu	J. S.				
	standards - Variance analy									
	Overheads, Sales and Profi							1,2		
	Marginal Costing - Me								-,-	
	variability of cost, Contr									
	Break-Even-analysis, Mar									
	Volume-Profit Analysis	*								
	<u> </u>								1	

	Practical application.			
V	Reconciliation of cost and Financial Accounts	8	earn techniques for reconciling	1.0
	- Accounts, Reasons, needs, Methods		cost and financial accounts	1,2

- 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

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

	SEMESTER – 2											
<b>Course Ti</b>	tle	HUMAN RESOU	RCE M	IANA	GEME	NT						
Course co	de 22MBCF1204R	<b>Total credits: 3</b>	L	T	P	S	R	O/F	C			
		Total hours: 45	3	0	0	0	0	0	3			
Pre-		Co-requisite				N	il					
requisite					4							
Programn	ne Ma	ster of Business Admir										
Semester	1 77 1 11	Fall/ II semester of fin							11			
Course		easic functions of Human			-				dia.			
Objectives	·	portance and applicability		b ana	lysis and	i job ev	valuatio	n.				
•		he various aspects of Sta	Starring. rtance of Compensation Management in managing HR.									
				_			-	_	-			
	5. To learn about t challenges in HI	he importance of Humar	i Kesot	irce L	evelopi	nem an	ia the re	ecent trends	and			
	chanenges in Fi	Kivi giodany.										
CO1	Comprehend the basic	es of Human Resource	e man	gem	ent and	Hum	an Rec	ource Plan	nning			
COI	Comprehend the basic	es of Human Resource	C IIIaii	igem	ciit aiic	Huin	an icos	ource Trai	ming.			
CO2	Understand the implic	ations of Job analysis	and io	b eva	luation							
CO3	Identify and analyze the		_			•						
CO4	1	xplain the concept and need of compensation management										
CO5	_		of recent trends in HRM in different sectors									
Unit-	Conte		Contac				g Outco		KL			
No.			Hour				, 0					
I	Introduction to HRM an	d HRP:	8	U	nderstar	nd the	fundar	nentals of				
	Human Resource Mana	gement - Meaning,		Н	RM a	and ]	HRP,	including				
	scope, objectives, func	tions, policies and		ol	ojectives	s, f	function	ns, and				
	importance of Human Re	source Management,		eı	nerging	trends	in India	an firms.				
	HR Managers - Qua								1,2			
	Challenges. Emerging											
	practices by firms in Ind											
	Planning – Definition,	-										
TT	importance and limitations		0	TT	. 1	1	L1	L! !-1-				
II	Job Analysis and Job Ev Job Analysis – Meaning		8		nderstar			lysis, job sign, along				
	Analysis, Job description						importa	-				
	Job Design - Meaning, M	• •			ethods.		mporta	ince and	1,2			
	Demerits.	victious, ividitis und			ouious.				1,2			
	Job Evaluation – M	leaning, objectives,										
	Importance and Methods I											
III	Staffing:		12	U	nderstai	nd staff	ing pro	cesses.				
	Staffing - Meaning, impor	tance, and process.										
	Recruitment - Meaning											
	importance, process,	factors affecting										
recruitment, sources, Modern methods of									1,2			
recruitment, barriers in effective recruitment.									-,-			
	Selection – Meaning,	-										
	Types of Selection Tests,	barriers in effective										
	selection.											
	Recruitment Vs Selection.											

	Interview - Meaning and Types.			
	Induction – Meaning and importance.			
	Placement - Meaning and objectives.			
IV	Compensation Management:	8	Learn about compensation	
	Compensation Management – Meaning,		management	
	objectives, importance, and limitations. Salary			
	and Wages - Meaning, Factors affecting			
	Salaries and Wages, Types of wages; Wage			
	and salary administration, Meaning and types			1,2
	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.			
V	HRD and Recent Trends in HRM:	9	Examine recent HRM trends like	
	Human Resource Development - Concept and		HRD, performance appraisal,	
	significance of Human Resource Development.		globalization's impact, E-HRM,	
	Employee Training and Development. Career		and international HRM	
	Planning.		challenges.	
	Performance Appraisal – Meaning,			
	importance, methods, and limitations. Concept			
	of Performance Management, Difference			1,2
	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.			

- 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	PO1, PO3
	Human Resource Planning	
2	Understand the implications of Job analysis and job	PO2, PO6
	evaluation	
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	PO9
	HRM in different sectors	

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

		SEMESTER								
Course Ti		DUCTIONS AND O						1 -	1	
Course co		Total credits: 3	L	T	P	S	R	O/F	C	
<b>D</b>		Total hours: 45	3	0	0	0	0	0	3	
Pre-		Co-requisite				N	il			
requisite	M-	-4 <del>C</del> D <b>:</b> A J <b>:</b>		2 (C		4 - TC*	)			
Programn	ne Ma	ster of Business Admi			_					
Semester	1 41:11:4	Fall/ II semester of fi							.1	
Course	•	rstand about Production	n Manaş	gemen	. — intro	aucno	n, conce	ept, princij	oles,	
Objectives	•	he different phases of Operations Management.								
•		re knowledge of produ	_	.10115 IV	ianagei	nent.				
	• •	about production plans	•	desio	n					
	rstand about total qualit	_	_							
	5. Ability to under	istana acout total quan	ty mana	gemen						
CO1	Understand the differe	nt roles of production	n and o	peration	ons ma	nagen	nent.			
CO2	Analyze the knowledg									
CO2	Identify the dimension		_	• •			1311108.			
CO4	Evaluate the product d						edures			
CO5	Understand the concep									
Unit-	Conten		Contac				g Outco	mo	KL	
No.	Conten	ıı.	Hour		LC	ai iiiiiş	z Ouico	mic	KL	
I	PRODUCTION AND	OPERATIONS	Hour		derstar	nding (	of produ	uction and	1	
_	MANAGEMENT – INTE					_	gement		•	
	Introduction To Produc			o _P			801110111	•		
		roduction System,	10							
	* *	tion Management,							1.0	
	Comparison Between	Production And							1,2	
	Operations Management,	5 Ps Of Operations								
	Management, Responsibil	lities Of Operation								
	Managers, Recent Tren	ds In Operations								
	Management.									
II	PRODUCTIVITY, PLA	ANT LOCATION			arn	abou	•	roductivity		
	AND PLANNING				_			planning,		
	•	gement–Productivity	10					ing plant	Į į	
	Measurement: Approach			loc	ation d	ecision	ıs.		1.0	
	• • •	Planning, Plant							1,2	
	Location – Importance	•								
	Controllable And Unco Affecting Plant Location	ontrollable Factors Various Location								
	Models used In Industries,									
III		EMENT AND		Fv	plore	quali	tv m	anagement	-	
	FORECASTING	AIN			-	•	•	nciples of		
	Concept Of Quality, Various Classification						agemei			
	Of Quality, Dimensions		8		1	,	. د د د د			
	Manufactured Products,								1,2	
	Quality For Services									
	Management, Forecasting									
	Types of Forecasting Meth	ods.								

IV	PRODUCT DESIGN, PLANT LAYOUT		Understand product design,	
	AND PROCUREMENT		product life cycle, plant layout	
	Designing Of Product, Product Life Cycle,	9	objectives.	
	Plant Layout: Objectives, Importance,			1.2
	Advantages, Disadvantages.			1,2
	Plant Design: Classifications, Importance.			
	Industrial Purchasing, Purchasing Procedure,			
	Special Purchase System.			
V	MANUFACTURING MANAGEMENT		Delve into manufacturing	
	AND INVENTORY MANAGEMENT		management and inventory	
	Concept Of Manufacturing, Various Types	8	control methods.	
	Of Manufacturing Material			
	Requirement Planning; Just-In-Time, Lean			1,2
	Manufacturing System, Ways of Reduction of			1,4
	Wastages, Six Sigma, Inventory Control-			
	Meaning, Functions, Objectives, Importance,			
	Economic Order Quantity (EOQ), ABC			
	Analysis.			

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								

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

	SEMESTER – 2										
<b>Course Title</b>		TECHNO PROF	ESSI	ONAL	SKIL	L					
Course code	22MBCF1206R	Total credits: 1	L	T	P	S	R	O/F	C		
		Total hours: 15	0	0	2	0	0	0	1		
Pre-		Co-requisite				N:	il				
requisite											
Programme	Master of Business Administration (Corporate Finance)										
Semester		Fall/ II semester of first year of the programme									
Course	1. To distinguish t	To distinguish the concept and definition of professional development and other theories for									
Objectives	he overall improvement of students										
	2. To enable students utilize past knowledge of various programs and policies for effective										
	implementation wherever applicable.										
	<ol> <li>To facilitate stu</li> </ol>	dents for developing an in	ntegra	ted app	roach f	or imp	lementa	ation whic	h is		
	suitably relevant to the s	situations.									
	<ol> <li>To equip studen</li> </ol>	ts with strong commitme	nt and	l social	respon	sibility	in orde	er to bring	about a		
	transformative change in	n communities when they	take	up thei	r respor	nsibilit	y.				
	5. To enhance pro	fessional skill and talent of	of stud	lents to	face ar	nd over	rcome a	ny challen	iges in		
	the business organizatio	n.									
CO1	Understand the tech	no-professional skills	and	their	relev	ance	for m	odern bu	ısiness		
	managers										
CO2	Understand and utilize	e digital knowledge for	busir	ness m	anager	nent.					
CO3	Proficiency in commu	nication skills									
CO4	Apply their knowledg	e in practical business	conte	xts.							
CO5	Apply critical thinking	g and interpersonal skil	ls in 1	negotia	ation a	nd dec	cision r	naking			

	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							

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	2-2								
<b>Course Tit</b>		AL HUMAN VALUES						HICS			
Course cod	de 22UUHV127R	Total credits: 3	L	T	P	S	R	O/F	C		
		Total hours: 45	1	0	2	0	0	0	2		
Pre-		Co-requisite				N	il				
requisite		4 CD 4 A1 4	• 4 4•	(0		4 E.					
Programm	ne Ma	ster of Business Admir			-						
Semester Course	1 To hole the students on	Fall/ II semester of fi			<u> </u>			l and 'CVII	I C! to		
Objectives	1.To help the students ap	-	_		-				LS to		
Objectives	ensure sustained happiness and prosperity, which are the core aspirations of all human beings.  2 To facilitate the development of a Holistic perspective among students towards life and profession.										
•		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						•		•		
	movement towards value			1115 (11	e ousis	or cin	vorsur 1	ionnan van	os ana		
	3.To highlight plausible	ū	•	under	standin	g in ter	ms of e	thical huma	an		
	conduct, trustful and mu	-				-					
	Nature Thus, this course	•				-	_				
	the young enquiring min	ds.					-				
CO1	Acquire a comprehens	ive understanding of	the con	temp	orary r	needs a	and pro	cesses inv	olved		
	in value education.										
CO2	Recognize and compre	•			tinuou	s Happ	piness a	and Prospe	erity.		
CO3	Extract the foundation										
CO4	Recognize the role of l										
CO5	Understand the interc	connectedness in nat	ure an	d de	velop	compe	etence	for a uni	versal		
	human order.						_				
Unit- No.	Conter	nt	Contac Hour	t	Le	earning	g Outco	ome	KL		
I I	Develop a Comprehensiv	a Understanding of	8	I II	nderstai	nd t	he no	ed and			
	Value Education: Unde	_	O		guidelines for Value Education						
	basic guidelines, content			_				alue Education achieve human			
	Value Education; Self Exp	-					ıgh harn				
	it's content and process;	•					6	<i>y</i> .			
	•	lidation- as the									
	mechanism for self-expl	oration; Continuous									
	Happiness and Prospe	erity-Alookat basic									
	Human Aspirations; R	ight understanding,							1,2		
	Relationship, and Physica	l Facilities-the basic									
	requirements for fulfilme	-									
	every human being with t	•									
	Understanding Happines										
	correctly -A critical appr										
	scenario; Method to fulfi										
	aspirations: understanding	ig and living in									
TT	harmony at various levels.		8	C	mnrah	and th	A CO OT	:			
		Comprehend the co-existence of the sentient 'I' and the material									
II	Navigate Self-Exploration		o		_						
	Understanding human bei	ng as a co-existence	o	the	e sentie	ent 'I'	and th	e material			
	Understanding human being of the sentient 'I' and	ng as a co-existence the material body;	8	the bo	e sentie ody, e	ent 'I' nsuring	and th	e material sical and			
	Understanding human bei	ng as a co-existence the material body; of Self ('I') and	8	the bo	e sentie ody, e	ent 'I' nsuring vell-bei	and th	e material			

	D 1			
	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:	8	Understand Trust (Vishwas) and	
	Understanding Harmony in the family-the		Respect (Samman) to foster	
	basic unit of human interaction; Understanding		harmony within the family and	
	values in a human-human relationship; the		society.	
	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			1.2
	Differentiation;			1,2
	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.			
IV	Envision Societal Harmony: Understanding	9	Develop a holistic understanding	
	the harmony in Nature; Interconnectedness and	-	of societal harmony and the	
	mutual fulfilment among the four orders of		interconnectedness of nature.	
	nature-recyclability and self-regulation in			
	nature; Understanding Existence as Co-			
	existence (Sah-astitva) of mutually interacting			1,2
	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.			
V	Integrate Holistic Understanding: Natural	12	Integrate human values and ethics	
,	acceptance of human values; Definitiveness	12	into professional and societal	
	of Ethical Human Conduct; Basis for		contexts for a universal human	
	Humanistic Education, Humanistic		order.	
	Constitution and Humanistic Universal		01401.	
	Order; Competence in professional ethics:			1,2
	Order, Competence in professional eulics:			
	a) Ability to utilize the professional			
	competence for augmenting universal			
	human order.			
				<u> </u>

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 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.	
omiteming montations and organizations.	

- T1. R.RGaur,RSangal,GPBagaria,AfoundationcourseinHumanValuesandprofessionalEthics, Excelbooks,NewDelhi,2010,ISBN978-8-174-46781-2
- T2. "Moral Issues in Business" by William H. Shaw and Vincent Barry

### **REFERENCE BOOKS:**

- R1. BL Bajpai, 2004, Indian *Ethos and Modern Management*, New Royal Book Co., Lucknow.Reprinted2008.
- R2. PL Dhar, RR 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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	UNIVERSAL									
	HUMAN									
22UUHV127R	VALUES (UHV)								3	1
	+									
	PROFESSIONAL									
	ETHICS									

	SEMESTE	R-2					
<b>Course Titl</b>	le RESEARCH METHODOLO	GY AND	STATISTIC	CAL A	NALY	SIS	
Course cod	e 22UMRM121R Total credits: 2	L	T P	S	R	O/F	С
	Total hours: 30	1	0 0	4	0	0	2
Pre-	Co-requisite		•	Ni	l		•
requisite							
Programme	e Master of Business Adm	ninistratio	n (Corpora	te Fina	nce)		
Semester	Fall/ II semester of	first year (	of the progi	ramme			
Course	1. The course aims to enhances the students' a		ū			hodology,	
Objectives	including theory of science and qualitative and	-					
•	2. The course seeks to enhance the students' sk				_	•	
	literature review in different domain. Consequent	-	-	p skills	for pre	paration of	f a
	research proposal for a master' thesis project/N						
	3. To develop Students competency in plannin	g, conduct	ing, evaluati	ing and	presen	ting a rese	arch
001	project.	1 1 1		-	-	,	C :4
CO1	Comprehensive overview of research met	•	_	a deep	unde	rstanding	of the
CO2	theory of qualitative and quantitative resea			*00000	ah ====+	hoda	
CO2	Conduct a comparative analysis of qualitate Conduct literature reviews across different						
CO3	Preparing a research proposal, including			-	_	•	rofting
CO4	research questions, and developing a rese						
	research project.	arcii pian	Sultable I	or a ivi	iasici s	thesis of	11111111-
CO5	Conducting rigorous data collection and	l analysis	evaluatin	o rese	earch o	outcomes	using
	various methods and metrics, and eff	•		_			_
	communication and visual aids		presenting	10000			
Unit-	Content	Contact	Le	KL			
No.		Hour					
I	Introduction to Research Methodology:	4	Understar	nd t	oasic	research	1
	Overview of Research Methodology,		methodol	ogies,		including	5
1	Understanding the Theory of Science,		qualitative	e an	d q	uantitative	1,2
	Distinction between Qualitative and		methods.				1,2
	Quantitative Research Methods, Introduction						
	to Computer Applications in Research						
	Building a Broad Understanding of	4	Explore	both	qualita		
	Research Methods: In-depth Exploration of		quantitati		search	methods	3
	Qualitative Research Methods, In-depth		through p	ractical	case st	udies.	1.0
	Exploration of Quantitative Research Methods,						1,2
	Comparative Analysis of Qualitative and						
	Quantitative Approaches, Practical Applications and Case Studies						
	Developing Critical Thinking through	6	Conduct	thor	ough	literature	
	Literature Review: Importance of Literature		reviews, i		-		
	Review in Research, Critical Thinking Skills		10 views, 1	acminy	roscarc	in gaps.	
	Development, Conducting Literature Reviews						1,2
1 1 2			1				
i	in Different Domains. Identifying Research						
	in Different Domains, Identifying Research Gaps and Synthesizing Knowledge						
	Gaps and Synthesizing Knowledge	6	Develop	skills to	o creat	e research	ı
IV S	Gaps and Synthesizing Knowledge  Skills for Research Proposal Preparation:	6	•		o creat	e research crafting	
IV S	Gaps and Synthesizing Knowledge	6	Develop proposals research	, inc			1,2

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

- 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							

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

	SEMESTER – 2									
<b>Course Title</b>		MC	OCS-	II						
Course code	22MSCE121R	Total credits: 1	L T P S R				O/F	C		
		Total hours: 15	0 0 0 0				0	0	1	
Pre-		Co-requisite Nil								
requisite										
Programme	M	laster of Business Admir	istrat	ion (Co	orpora	te Fina	nce)			
Semester		Fall/ II semester of fi	rst yea	r of th	e prog	ramm	e			
Course	MOOCS is provided th	nrough Coursera Platform	, which	is an o	online o	course	where s	tudents are		
Description	allowed to take courses	s per semester on the basis	s of the	hours	with re	elevanc	e to the	credit, and	the	
	courses are provided fr	courses are provided from the International Universities across the world. During the courses, the								
	students have to submi	t assignments, quizzes etc	<b>:</b> .							

## 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					

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

	SEMESTE	2R-2									
Course Ti	tle COMMUNICATION MASTER	Y (Com	munic	ative E	nglish	& Soft	Skills)				
Course co		L	T	P	S	R	O/F	C			
	Total hours: 30	0	0	4	0	0	0	2			
Pre-	Co-requisite				N	il					
requisite											
Programm			•								
Semester	Fall/ II semester of										
Course		ation of sentences and the appropriate use of									
Objective	<u> </u>	epositions.  To enhance the writing skills in different areas including CV and cover letter writing.									
•	_	g skills in different areas including CV and cover letter writing.  7 reinforcing, substituting for, or contradicting verbal communication.									
		•			•						
CO1	4. Productivity and performance boosting active Practice of grammar will polish their writing the productivity and performance boosting active Practice of grammar will polish their writing active Practice of Grammar will practice of grammar will practice of grammar will be practiced by the practical by the practiced by the practiced by the practiced by the practiced by the p		_	ssionai g	goar aci	mevem	ent.				
				-1-:11							
CO2	It will enhance their communication and in				11	a 41.	. 40 11				
CO3	Introduction to behavioral skills, thought	s, and e	inotic	ons Will	enabl	e tnen	i to behav	e in a			
CO4	conscious and productive way  It will have a positive impact in their thou	aht proc	ACC 01	nd prob	lem or	lving	ckille				
Unit-	Content	Contac		_		onving S Outco		KL			
No.	Content	Hour		L	ai 11111 <u>8</u>	3 Oute	лис	IXL			
I	Grammar: Use of Prepositions, Tag questions	6		se prep	osition	s. tag	questions,				
_	Idioms, Phrases and Clauses , Simple,					_	s, and form				
	complex, compound sentences			arious se			,	1,2			
						• •					
**		0				1					
II	Grammar: Active and Passive Voice, Direct	8		Apply active and passive voice, and convert direct and indirect							
	and Indirect Speech			na conv beech.	ert an	rect an	id marrect	1,2			
			SI.	occcii.							
III	Writing Skills: The Basics of Writing; avoid	8	D	evelop	clear	writing	skills for				
	ambiguity and vagueness, Paragraph Writing,		pa	aragraph	ıs,	précis,	letters,				
	Precis Writing, Letter Writing, Resume, CV		re	esumes,	CVs, a	nd cove	er letters.	1,2			
	and Cover Letter										
IV	<b>Self-Management Skills</b> i. SWOT Analysis ii.	8	Po	erform	a SW	OT an	alysis, set				
	Self-Regulation- Goal Setting iii. Personal			oals, n			iene, and				
	Hygiene Module 5- Non- Verbal			nderstan			non-verbal				
	Communication-Sciences of Body Language i.		co	ommuni	cation	and	d body				
	What is Non-Verbal Communication & Body		la	nguage.							
	Language, ii. Elements of Communication, iii.										
	Types of Body Language, iv. Importance and							1,2			
	Impact of Body Language, v. Types of										
	Communication through Body Language, vi.										
	Introduction to Haptic, Introduction to										
	Kinesics.										
		l						<u> </u>			

- 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). 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 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					

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

Course TitleProject Planning and ManagementCourse code22MBCF211RTotal credits: 4LTP											
Course code   22MBCF211R   Total credits: 4   L   T   P	, , ,										
		R	O/F	C							
Total hours: 60   4   0   0	0	0	0	4							
Pre- Co-requisite	Ni	l									
requisite											
Programme Master of Business Administration (Corporate											
Semester Fall/ III semester of second year of the prog											
	1 1 3										
<b>Objectives</b> 2. To equip the students with evaluation techniques.											
3. To enable and enhance the understanding of students on proje		-	ent and appi	aisal.							
4. To enable students to take decision under project uncertainty		ons.									
CO1 Grasp capital budgeting phases and resource allocation criteria.											
CO2 Analyze market demand, technical aspects, and environmental i	impact	ts									
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 analy	yses.										
Unit- Content Contact Lea	arning	Outco	ome	KL							
No. Hour	Ü										
I Project planning 6 Understand	d the 1	phases	of capital								
	_		riteria for								
capital budgeting. Resource Allocation resource	allocat	tion i	n project								
Framework: Key criteria for allocation of planning a	ind ana	lysis.		1,2							
resource. Generation and screening of project											
ideas											
II Project Analysis 10 Perform r	market,	, tech	nical, and								
Market and demand analysis - Technical environme	ental ar	nalyses	to assess								
analysis – Environment analysis. project fea	sibility	and ir	npacts.								
(Environmental appraisal of projects: types and											
dimensions of a project – meaning and scope				1.2							
of environment – Environment –				1,2							
Environmental resources values –											
environmental impact assessment and											
environmental impact statement).											
	financia	al esti	mates and								
Financial Estimates and Projections-Estimation projections	s, i	ncludii	ng cost								
of cost of project and means of financing – estimation	, sal	es, p	production,								
	capital	, and	financial								
production – working capital requirement and statements	S.			1,2							
its financing – estimates of working results –											
breakeven points – projected cash flow											
statement – projected balance sheet.											
IV Project cash flows 12 Measure at	nd eval	luate p	roject cash								
	_		appraisal	1,2							
			l biases in	1,4							
viewing a project from different points of view cash flow of	estimat	tion.									

	<ul> <li>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.</li> </ul>			
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.	

- 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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBCF211R	Project Planning	2	2	2	2	2				
22NIDCF211K	and Management	3	3	3	3					

SEMESTER – 3									
Course Ti		Corporate and F							
Course co		Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-		Co-requisite				N	il		
requisite	3.6	4 en • 41 •	• • • •	(0		·			
Programn		ster of Business Admi							
Semester		all/ III semester of sec			the pro	gramı	ne		
Course		e various restructuring							
Objectives 2. To understand the financial implications of these changes 3. To understand the regulatory framework									
CO1		os of	marga	<b>r</b> o					
	Understand corporate								
CO2	Analyze motives and s					aches.			
CO3	Learn the dynamics an								
CO4	Evaluate valuation me					tica			
CO5	Assess takeover defens		Contac				0 :		777
	Unit- Content			t	Le	arning	g Outco	me	KL
No.	<u> </u>		Hour	•	1	1 .1	1. 00		
I	Corporate Restructuring		8					nt types of	
	Restructuring, Expans				-			e creation,	
	Management structure and changes.	d Ownership Condor		and	i strate,	gic app	noache	s to M&A.	
	changes.								
	Mergers - in the nature	of acquisitions and							
	amalgamations. types of	•							
	behind mergers – opera	-							
	managerial synergy of	-							1,2
	creation in horizonta	•							
	conglomerate mergers - i	nternal and external							
	change forces contributing	to M & A activities.							
	joint ventures.								
	Strategic approaches to	o M&A- SWOT							
	analysis, BCG matrix, P	Porter's Five forces							
	model								
II	Merger Process		8		_		•	amics and	
	Dynamics of M&A proce			sta	ges of t	the M&	A proc	ess.	
	targets-negotiation-closing	~							1,2
	model, process of mer	-							
organizational and human aspects – managerial									
III	challenges of M & A  Valuation		12	La	arn v	aluatio	n mot	thods for	
1111	Valuation approaches – d	iscounted cash flow	14					synergies,	
	aluation – valuing					l, and L			
operating and financial synergy – valuin					Porate	Conno	ı, unu L	. <b></b> 05.	
	g of LBO. Methods							1,2	
	of financing mergers—	_							
	exchange ratio – merg								
	budgeting decision,	Accounting for							
	<i>6</i> - <i>6</i>	-52		1					

	amalgamation.		
IV	Defences Takeovers, types, hostile takeover approaches, takeover defences – financial defensive measures—Coercive offers and defines – antitakeover 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			

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

	SEMESTE	R-3									
Course Ti	tle Investment Analysi	is & Portf	olio :	Manageme	ent						
Course co	de 22MBCF213R Total credits: 4	L	T	P S	S R	O/F	С				
	Total hours: 60	4	0	0 (	0	0	4				
Pre-	Co-requisite				Nil						
requisite											
Programn		Master of Business Administration (Corporate Finance)									
Semester	Fall/ III semester of se										
Course	1. To acquaint the students in respect to						assets,				
Objectives			•	•			.1 •				
•	2. To acquaint students with the theor				_	•					
	implications for portfolio construction optimization.	on and ma	anage	ement and	issues r	erated to po	пионо				
	3. To be able to apply equity and b	and partfe	olio	manageme	nt strate	gies and no	ortfolio				
	performance evaluation methods	ona porti	0110	manageme	m suate	Sics and po	<i>.</i> 110110				
CO1	Understand the concepts and objectives	s of inve	estm	ent, inclu	ding va	rious inves	stment				
	methods and sources of information.	' •		-,	<i>3</i> . ••						
CO2	Analyze equity valuation models and m	ethods, ii	nclu	ding divid	lend disc	count mode	el 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										
G0.	value and technical indicators.	1.1.									
CO5											
Unit-	Content	Contact		asset pricing theories.							
No.	Content	Contact		Loor	ing Out	nomo	KI				
		Hour		Learn	ing Outo	come	KL				
I	Investment Concepts Introduction - Concepts	Hour 10									
I	Investment Concepts Introduction - Concepts of investment- Financial and non-financial	Hour 10	Uı	nderstand	the	concepts,					
I	Investment Concepts Introduction - Concepts of investment- Financial and non-financial forms of investment - Objectives of financial		Uı ob	nderstand jectives,	the metho	concepts,					
I	of investment- Financial and non-financial		Uı ob ins	nderstand jectives,	the metho	concepts,					
I	of investment- Financial and non-financial forms of investment - Objectives of financial		Uı ob ins	nderstand jectives, struments o	the metho	concepts,					
I	of investment- Financial and non-financial forms of investment - Objectives of financial investment, investment methods - Security and		Uı ob ins	nderstand jectives, struments o	the metho	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	Uı ob ins fir	nderstand jectives, struments ( nancial inve	the metho of financi	concepts, ods, and ial and non-	1,2				
I	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.  Equity Valuation-Equity Valuation: Models —		Un ob institution fire	nderstand jectives, struments of nancial inve	the metho of financi	concepts,	1,2				
	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.  Equity Valuation-Equity Valuation: Models - Valuation methods-dividend discount model,	10	Un ob institution fire	nderstand jectives, struments ( nancial inve	the metho of financi	concepts, ods, and ial and non-	1,2				
	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.  Equity Valuation-Equity Valuation: Models - Valuation methods-dividend discount model, price earnings ratio, price book value ratio,	10	Un ob institution fire	nderstand jectives, struments of nancial inve	the metho of financi	concepts, ods, and ial and non-	1,2				
	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.  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 &	10	Un ob institution fire	nderstand jectives, struments of nancial inve	the metho of financi	concepts, ods, and ial and non-	1,2				
II	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.  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	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				
	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.  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.  Bond Valuation -Bond valuation — Strategic	10	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				
II	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.  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.  Bond Valuation – Bond valuation — Strategic role of bond, Bond terminology, types of	10	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				
II	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.  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.  Bond Valuation — Strategic role of bond, Bond terminology, types of bonds, value of bond, Bond yield measures,	10	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				
II	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.  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.  Bond Valuation — Strategic role of bond, Bond terminology, types of bonds, value of bond, Bond yield measures, bond price analysis, forecasting interest and	10	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				
II	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.  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.  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	10	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				
II	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.  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.  Bond Valuation — Strategic role of bond, Bond terminology, types of bonds, value of bond, Bond yield measures, bond price analysis, forecasting interest and	10	Un obb ins fir	nderstand jectives, struments of nancial inve	the method financial estments	concepts, ods, and ial and non-	1,2				

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

## **TEXTBOOKS:**

- T1. Investments Analysis and Portfolio Management –Pransanna Chandra Tata Mcgraw Hill 3rdedition.
- T2. Investments Bodie, Kane, Marcus and Mohanty– Tata Mcgraw Hill 6thedition.
- 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					

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 Ti	tle	Finan	icial Ser	vices							
Course co	de 22MBCF214R	Total credits: 3	L	T	P	S	R	O/F	C		
		Total hours: 45	3	0	0	0	0	0	3		
Pre-		Co-requisite				N	il				
requisite											
Programn		ster of Business Adm		`							
Semester	I .	cond year of the programme									
Course	1. Overview of fina										
Objectives	<ul><li>2. Overview of vari</li><li>3. To understand th</li></ul>	-									
· CO1	Understand the function	<del>-</del>	f merch	ant h	ankina	dictir	muichi	ng it from	other		
COI	financial services.	ms and guidennes of	i ilicicii	ant o	anking	, uistii	iguisiii	ng it mom	Other		
CO2	Analyze the need an	d importance of i	nsuranc	e ser	vices	includ	ing lit	fe and no	n-life		
002	insurance products.	a importance of it	ing <b>aranc</b>	0 501	<b>V100</b> 5,	merae	g	e una no	in mic		
CO3	Evaluate leasing and	hire purchase decis	ions. co	nside	ering le	gal fr	amewo	orks and f	actors		
	influencing choice.	<b>F</b>			8	8					
CO4	Examine the credit rat	ing process and sec	uritizati	on of	debt, i	includi	ng ber	nefits and	issues		
	involved.										
CO5	Assess mutual funds	Assess mutual funds, including their e					nance	measures	, and		
	advantages.										
Unit-	Conten	t	Contac		Learning Outcome						
No.			Hour								
I	Introduction to Merchant B	· ·	9	Understand the origin, function and services of merchant bank							
	Merchant banking: Origin					nt bankers,					
	by Merchant bankers, I managers, SEBI Guideli			SEBI guidelines							
	bankers. Non-Banking F								1,2		
	Functions, RBI Guidelines	-									
	Differentiating between										
	Banking and Investment Ba	-									
II	Insurance Services	8	10	Comprehend the no							
	Need and importance	Life and non-life			•	ials of life					
	insurance- Players in	life and non-life			_			ontracts.			
	insurance- Essentials of i	nsurance- Essentials of insurance contracts-							1,2		
	Risk appraisal and selection	isk appraisal and selection- Life and non-life									
	insurance products including	-									
III	Leasing Decision and Hire		10		nderstai		_	and hire			
		eps in Leasing		_	ırchase		epts a	and legal			
	• •	of Lease, Legal		fra	frameworks.						
	frameworks, Problems, I	-							1,2		
	Buy or Borrow or Lea										
	Purchasing: Concepts and features, Hire										
	Purchase Agreement, Comparison of Hire Purchase with Credit sale.										
IV	Credit Rating and Securitiz	ration of Debt	8	I I	nderstaı	nd the	e crec	dit rating			
1 4	Depository System-NSI		J		ocess,			ncies and			
	Definition and meaning				curitiza	_	, ugoi	iono and	1,2		
	Process of credit rating, ra	-				- ==-					
L	8, 100	neess of eredit futing, futing agencies, futing									

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

#### **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. Gorden&Nataraju Financial Services HPH
- T6. Indian Financial System Pathak Pearson Education.

#### **REFENCE 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,	PO2,PO3,PO5							
	distinguishing it from other financial services.								
2	Analyze the need and importance of insurance services, including life and	PO2,PO3,PO5							
	non-life insurance products.								
3	Evaluate leasing and hire purchase decisions, considering legal	PO2,PO3,PO5							
	frameworks and factors influencing choice.								
4	Examine the credit rating process and securitization of debt, including	PO2,PO3,PO5							
	benefits and issues involved.								
5	Assess mutual funds, including their evolution, types, performance	PO2,PO3,PO5							
	measures, and advantages.								

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

Course cod Pre-	<del>_</del>	nd Corpor			ance			
Pre-	le 22MBCF215R Total credits: 3	T						
		L	T	P	S	R	O/F	C
	Total hours: 45	3	0	0	0	0	0	3
	Co-requisite				Ni	l		
requisite								
Programm	e Master of Business Adm	ninistratio	n (Co	orpora	te Fina	nce)		
Semester	Fall/ III semester of se	econd year	r of t	he pro	gramn	ie		
Course	To Introduce basic ethical theories.							
Objectives	2. To explain professional ethical standar	rds.						
	3. To describe the role of government reg	gulation to	ward	s ethica	al busin	ess.		
	4. To Integrate the role of directors,	officers,	mana	gers a	nd em	ployees	in the m	nodern
	corporation.							
	5. To relate the significant issues of an			•		ess to n	noral philos	sophy,
	work group influence, corporate cultur			_	-			
	6. To sensitize students to the ethical iss				•		-	
	cases. To provide the student with a t	horough kı	nowl	edge of	f variou	s meth	ods and pra	actices
	of Compensation Management.							
CO1	Understand ethical principles and value	es, and	their	appli	ication	in va	irious bu	siness
~~	contexts.							
CO2	Analyze organizational ethics and the	e develop	omer	it of	ethica	l cult	ure withi	n an
G02	organization.	1 .1 .					111 .	
CO3	Evaluate corporate governance practices	and their	ımpa	act on	organi	zationa	al behavio	or and
004	performance.	•		'1 '1','	C		1	1.
CO4	Assess the social, environmental, and eco	nomic res	spons	SIDIIIII	es of c	orpora	tions, inci	uaing
005	compliance with national guidelines.		1		11. 1114		_	
CO5	Examine the nature and evaluation of corp		ai re					T
Unit-	Content	Contact		Le	earning	Outco	me	KL
No.	0 (771)	Hour	**	1 .	1	.1 1 1		
	Over view of Ethics	10		derstai		thical	values,	
	Understanding ethics, Ethical values, myths				_		s finance,	
	and ambiguity, ethical codes. Managing Ethical Dilemma; Characteristics of ethical			rketing	g, nal bus:	HRM,	and	
	dilemma, ethical decision making, ethical		1110	emano	nai bus	mess.		1,2
	reasoning, characteristics of ethical dilemmas;							1,2
	the dilemma resolution process; ethical							
	dilemmas in different business areas finance,							
	marketing HRM and international business.							
	Ethical Culture in Organization	10	Co	mpreh	end org	anizatio	onal ethics	+
	Overview, Org Ethics Development System						dership	
	(OEDS), Organization culture, Developing			pm	, 011	100	Р	
	codes of Ethics and conduct, Ethical and value							
	based leadership. Ethical Principles in							1,2
	Business; Theories of Ethics, Absolutism							
	verses Relativism, Teleological approach, the							
	Deontological approach, Koholberg's six							
	stages of moral development (CMD)							
			_1					1
	Corporate Governance	10	Un	dersta	nd corp	orate g	overnance	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	8	Understand corporate	
	Responsibility		responsibilities towards social,	
	Social, Environmental and Economic		environmental, and economic	
	Responsibility of corporate, National		aspects	1,2
	Voluntary Guidelines on Social,			
	Environmental and Economic Responsibilities			
	of Business			
V	Corporate Social Responsibility and E-	7	Evaluate CSR projects and	
	governance		investor protection practices in	
	Nature of activities; Evaluation of CSR		India.	
	projects, Corporate Social Reporting,			
	Corporate Governance and the role of Board of			1,2
	Directors, Corporate governance system			
	worldwide, Corporate disclosure and Investor			
	protection in India.			

#### 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							

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

		SEMESTER	R – 4								
Course Ti	tle	Strategic	Mana	gemer	nt						
Course co		Total credits: 4	L	T	P	S	R	O/F	C		
	7	Total hours: 60	4	0	0	0	0	0	4		
Pre-		Co-requisite				Ni	il				
requisite											
Programn		ter of Business Admir		•							
Semester		all/ IV semester of sec				_					
Course		ement is intended to	_								
Objectives		introduce the student t	to dyna	mics ii	n indus	try and	managi	ing those cl	hanges		
•		strategic activities.				_					
	• •	of the course, stud				•			ing of		
		strategic management j	-					_			
		develop advanced an	•			_	_	sive cases–	—to be		
004		entral issues and lead d							-4:4:		
CO1	Understand and apply	tne strategic mai	nagem	ent p	rocess	ior a	icnievi	ng comp	etitive		
CO2	advantage.  Analyze internal and of	vytamal anvisassas	ta ta	dontif	·		otom =:	00 004 40	ducter		
CO2	dynamics.	external environmen	its to i	dentii	y core	comp	etenci	es and m	dustry		
CO3		el strategies and eval	luate tl	eir cu	itahili:	ty in di	fferent	contexts			
CO4		Formulate business-level strategies and evaluate their suitability in diff Develop corporate-level strategies considering industry attractiveness									
CO4	fit	or strategies conside	ing ii	idusti.	y attra	Ctivenc	os anc	CHVIIOIII	iiciitai		
CO5	Implement strategies ef	fectively through or	oanizat	ional	design	and c	ılture				
Unit-	Content	<u> </u>	Contac			earning		ma	KL		
No.	Conten		Hour		L	ai iiiig	Guico	onic .	IXL		
I	Strategic Management	and Strategic	10		ndersta	nd the	strate	gy-making			
	Competitiveness				ocess,	meas		ompetitive			
	Strategy making process,	understand above		_	vantage			1			
	average returns as a measu	re to determine that							1,2		
	firm has competitive adv	antage, benefits of									
	strategy management, proce	ess, strategic vision,									
	mission, goals, long term of	ojectives.									
II	Situation Analysis		14	Aı	nalyze	nd external					
	The Internal Environmen	•		en	vironm	ents					
	Value, importance. D	•									
	development. Match Core	•									
	resources and capabilities.										
	identify and evaluate	resources and									
	capabilities, importance of								1,2		
	competencies. The Exte								,		
	Porters five competitive										
	firm's opportunities, the										
	economic consideration										
	considerations. Offensive										
	strategies, First, and late n	lovers, competitive									
III	dynamics Strategy Formulation Part I		12	T a	arn hi	cinoca 1	aval atm	ategies for			
1111	Business Level Strategies		14			siness-i ve posi		•	1,2		
	concepts for competitive	_			прсии	ve posi	aoming		1,4		
	concepts for competitive	positioning, Cost									

	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	12	Understand corporate-level	
	Corporate Level Strategies: Establishing a		strategies, including market	
	competency agenda, concentration strategies		penetration, integration,	
	by market penetration their risks and benefits.		diversification, and global	
	product or market development, Horizontal		strategies	
	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.			
V	Strategy Implementation	12	Understand the importance of	
	Organizational design, structures and controls.		organizational design, structures,	
	Importance of integrating strategy		and controls in implementing	
	implementation and strategy formulation.		strategies.	
	Organizational structures used to implement		<del>-</del>	
	different business level strategies.			
	Organizational structures used to implement			
	different corporate level strategy. How			
	corporate culture promotes implementation of			
	strategy, types of control systems			
	strategy, types of control systems			

#### **TEXTBOOKS:**

- T1. Strategy and the Business Landscape PankajGhemawat
- 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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
23MBCF221R	STRATEGIC	2	2	2	2				2	2
25NIDCF 221K	MANAGEMENT	3	3	3	5				2	

		SEMESTE	R – 4							
Course Tit			rate Tax						ı	
Course co	de 22MBCF222R	Total credits: 4	L	T	P	S	R	O/F	С	
		Total hours: 60	4	0	0	0	0	0	4	
Pre-		Co-requisite				N	il			
requisite Programn	Mo Mo	ster of Business Adm	inistratio	n (C	nrnoro.	to Fine	maa)			
Semester		Fall/ IV semester of se								
Course		ne tax structure in India		11 01 (	ne pro	grann				
Objectives		nputational procedures								
		ne implications of the s								
CO1		erstand taxation fundamentals and strategies								
CO2	Analyze income from	salary and house pro	perty.							
CO3	Evaluate profits from l									
CO4	Assess capital gains ar	nd other income sour	ces.							
CO5	Apply GST computation	ons and deductions.								
Unit-	Conter	nt	Contact		Le	arning	g Outco	me	KL	
No.			Hour							
I	Basic concepts		10	Un	Understand key tax concepts					
	Assessment year, previ	• •			_		-	ear, gross		
	assesse, Income, charges	-						ial status,		
	total income, capital and revenue receipts,				-	nning,	evas	ion, and	1,2	
	residential status, receip			ma	ınagem	ent.				
	income, connotation of									
	accrue or arise in India, in Planning, Tax Evasion, Ta									
II	Introduction to Heads of in	×	14	Le	arn to	identi	fy and	calculate		
	Salary and House Property	*		Learn to identify and calculate income from salary and house						
	Explanation under variou				perty		•		1.0	
	Income from Salary (Basi								1,2	
	property, Income from Ho	ouse Property (Basic								
	Problems)									
III	Profits or Gains from Busi		12		_		e from b	ousiness or		
	Income under the head	_		pro	ofession	1				
	business or professions a	-								
	basis- method of accord	~								
		llowance- deemed							1.2	
	profits- maintenance of (Both Theory and Problem	_							1,2	
	relating to 44AD, 44AE	_								
	on computation of inco									
	profession. Computation of									
	a firm and partners.									
IV	Capital gain and other Sou	rces	12	Un	derstar	nd and	compi	ıte capital		
	Income under capital gain	in, basis of charge,		gai	ins, inc	ome fr	om othe	er sources.		
	transfer of capital ass	set, inclusion and							1,2	
	exclusion from capital								1,4	
	computation, theory and p	_	lems, slump sale,							
	Exemptions, capital gair	in special cases,								

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

#### **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

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

		SEMESTER	4-4										
Course Ti		International l				1	1	T					
Course co	de 22MBCF223R	Total credits: 4	L	T	P	S	R	O/F	C				
D		Total hours: 60	4	0	0	0	0	0	4				
Pre-		Co-requisite				N	il						
requisite Programn	Ma Ma	ster of Business Admir	nictroti	on (C	rnoro	ta Fins	nca)						
Semester		all/ IV semester of sec											
Course		e concept of internation					110						
Objectives		ow to manage the risk a			_		onal exp	osure					
		cial skills as manage					_		usiness				
	opportunities in	changing international c	conditio	ns tha	t impac	ts the	opportu	nities and 1	risk.				
CO1	Understand the import	ance, risks, and rewar	rds of i	nterna	tional	financ	e.						
CO2	Analyze the flow of	nalyze the flow of funds in the international financial system, including balance of											
	payments and capital f	lows.											
CO3	Evaluate the function	-	financi	al ma	rkets,	incluc	ling fo	reign exc	hange				
~~:	markets and exchange												
CO4	Assess the exposure to												
CO5	Examine interest rate r		_						¥7¥				
Unit- No.	Conten	it (	Contac Hour	t	Le	arning	g Outco	ome	KL				
I	International financial Env	ironment`	10	Ur	derstar	nd t	he i	mportance,					
	Importance, rewards and	risk of international		rev	vards, a	and ris		ternational					
	finance- Goals of MN	C – Exposure to		fin	ance				1,2				
	international risk- Inter	•							1,2				
	•	nancial Institution-											
	Government influence on e International flow of funds		1.4	T.T.	1 4	. 1 1 1 .	C						
II	Balance of payments (dete		14					payments, nd capital					
	account, capital acco				WS	nai ti	auc ai	ia capitai					
	International Trade Flows-	· ·		110	***5								
	Flows-Agencies that fac	•							1,2				
	flows - Equilibrium,	disequilibrium and											
	adjustment of Balance of	payment and Trade											
	deficits – J Curve Effect.												
III	International Financial Ma		12		•			cture and					
	Foreign exchange marke				nctionir Irkets	ng of	toreign	exchange					
	trading - Cash and Spot foreign exchange rates and	•		ma	irkets								
	Markets-Exchange rate	-							1,2				
	Rates-Foreign exchange												
	arbitrage profit in foreign												
	Swift Mechanism.												
IV	Foreign Exchange rate and	its Exposure	14	Ur	derstar	nd int	ernatio	nal parity					
	International Parity Relati	-				_		exchange	:				
	parity, purchasing power			rat	es, exp	osures.			1,2				
	effects Forecasting exchan	-							-,-				
	exposure- Translation ex	_											
	exposure, Foreign Ex	change Exposure											

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

#### **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.	P02, PO3
5	Examine interest rate risk and currency swaps in the international financial context.	PO4

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												
Course Ti	tle	D	erivativo	es									
Course co	de 22MBCF224R	Total credits: 4	L	T	P	S	R	O/F	C				
		Total hours: 60	4	0	0	0	0	0	4				
Pre-requis	site	Co-requisite				N	il						
Programn	ne M	laster of Business Adn	ninistrati	on (C	Corpora	ate Fin	ance)						
Semester		Fall/ IV semester of s	econd ye	ar of	the pr	ogram	me						
Course		I the concept of risk and		_									
Objective	_	sic understanding of ris	_	emen	t tools.								
•	•	rategies to manage risk.											
CO1		ves' features, types, a											
CO2		trading mechanisms			and fut	ures.							
CO3		methods for futures											
CO4		rategies and portfolio											
CO5		ding, pricing models,											
Unit-	Conte	nt	Contact	t	Le	earning	g Outco	ome	KL				
No.			Hour										
I	Introduction to Derivative		10					res, types,					
	Features - types - histo	•			-	major			1,2				
	dealing in derivatives -				regulations of financi derivatives in India								
	management in India - Red derivatives in India.	egulations of financial		de	rivanve	es in in	aia						
II	Forwards & Futures Mark	rota	10	T.	earn	the	nriging	trading					
11	Pricing and trading mech		10				pricing,	fications of					
	futures market - types				tures co		_	ications of	1,2				
	sources futures - function			lu	tures ec	miacis	•		1,2				
	Specifications of futures of												
III	Valuation of Futures		10	De	etermin	e the	prices (	of forward					
	Determination of forward	l and futures prices -		an		1.0							
	currency future - index	and stock futures -							1,2				
	commodity futures.												
IV	Hedging Strategies-Hedg	ging strategies using	10	Le	earn he	edging	strateg	gies using					
	futures – Basic principles	s – Basis risk – Cross		fu	tures, u	ndersta	ınd basi	s risk,					
	hedging- Minimum varian	-											
	index futures - Adjusting	*							1,2				
	Methods in Hedging Por	~											
	one to one hedging, Bet	0 0											
<b>T</b> 7	variance hedge. Rolling th	ŭ .	10	T			. 1'						
V	Options-Option termino	••	12		_		_	strategies,					
	between options and			an	d pricir	ıg moa	eis						
	properties of options,	-							1,2				
	Strategies, Options Pric model Black and Sholes of	~											
	Option Greeks	priority model -											
VI	Swaps-Risk manageme	ent using swaps:	8	T e	earn	the	mechar	nics and					
, <u>, , , , , , , , , , , , , , , , , , </u>	mechanics of interest rate	•	Ü				nterest						
	interest rate swaps-currer	_			rrency								
	of currency swaps.	.,				P							
	J = <b>.</b>			1									

#### **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.	P02, 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

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

		SEMESTEI	R – 4							
<b>Course Title</b>			Thesis							
Course code	22MBCF225R	Total credits: 3	L	T	P	S	R	O/F	C	
		Total hours: 60	0	0	2	0	6	8	3	
Pre- requisite		Co-requisite	Nil							
Programme	M	laster of Business Admi	nistrati	ion (C	orpora	te Fina	ance)			
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		Ir	ternshi	p							
Course code	22MBCF216R	Total credits: 3	L	T	P	S	R	O/F	С		
			0	0	2	0	6	8	3		
Pre-		Co-requisite		•		N	il		•		
requisite											
Programme	M	laster of Business Adm	inistrat	ion (C	orpora	te Fina	nce)				
Semester		Fall/ III semester of	first yea	er of th	e prog	ramm	e				

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/herGuide 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 Methodolgy
- 3.1Title 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.



### 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

Guwahati-2

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

5

- 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, ecofriendly 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
0	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
В	6	Above Average

С	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.

$$SGPA = \frac{\sum_{i=1}^{n} C_{i}G_{i}}{\sum_{i=1}^{n} C_{i}}$$
 (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, Gi is the Grade Point secured in the ith registered Course and Ci 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, Gi is the Grade Point secured in the ith completed Course and Ci is the Credit (weight)of that Course.

CGPA = 
$$\frac{\sum_{i=1}^{N} C_{i}G_{i}}{\sum_{i=1}^{N} C_{i}}$$
 (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		En	gag	em	ent			Maxim	um Mar	ks for	
	5. N.	Course Code	Course Tiue	Category	L	T	P	S	R	O	С	IA*	SEE*	PE*	Total
	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
Semester I	3	22BHMC113R	Foundation in Front Office Operations -I	PC	3	1	2	0	0	0	5	50	50	100	200
Sen	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
		To	tal								26				1100
	S.	Course Code	Course Title	Course		En	gag	em	ent			Maxim	um Mar	ks for	
	No.	Course coue	Course True	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	220111 (61210	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		Foundation in Front Office Operations - II	PC	2	1	2	0	0	0	4	50	50	100	200
П	4	22BHMC124R	Foundation in Accommodation Operation – II	PC	2	1	2	0	0	0	4	50	50	0	100
Semester II	5		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	1 22HBEC121	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		Universal Human Values (UHV) + Professional ethics	UC	1	0	2	0	0	0	2	0	0	100	0
		To								21				1200	
est	S.	G G 1	G THE	Course		En	gag	em	ent	•		Maxim	um Mar	ks for	
Semest er III	No.	Course Code	Course Title	Category	L	T	P	S	R	0	C	IA*	SEE*	PE*	Total

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
	T	otal								26				1600

	S. N.	C C-1-	Commo TM	Course	Course Engagement						Max	imum I	Marks for		
		Course Code	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	22BHMC221R	Food Production (Industry Exposure)	PC	0	0	12	0	0	0	6	0	0	100	100
Semester IV	2	22BHMC222R	Food & Beverage Service (Industry Exposure)	PC	0	0	12	0	0	0	6	0	0	100	100
Ser	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
		Tot	al								24				400
	S. N.	Course Code	Course Title	Course		Eı	ngage	men	t			Max	imum I	Marks for	
		Course Code	Course Title	Category	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
Semester V	3	22BHMC313R	Front Office Operation- II	PC	2	1	2	0	0	0	4	50	50	100	200
Se	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	EXTRACURRICUL		1	0	0	4	0	0	1	50	50	0	100
		220BLC311	ARACTIVITIES	UC	1	U	O	7	U	O	1	30	30	O	100
	9	22BHMC315R													
			Techno Professional												
			Skill-III	PC	0	0	2	0	0	0	1	100	50	50	100
	9	22UCDL101R	D. C. T.								1				
			DIGITAL	ш	0	_	2	0	_	0		100	0	0	100
		T-4	LITERACY	UC	0	0	2	0	0	0	27	100	0	0	100 <b>1500</b>
		Tot	aı								27				1500
	S. N.			Course		E	ngage	men	t			Max	imum N	Aarks for	T
		Course Code	Course Title	Category	L	Т	P	S	R	0	С	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		3	1	2	0	0	0	5	50	50	100	200
			Operation	PC											
	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
ľ	5	22UBCC311													
este			Co-Curricular	UC	0	0	0	4	0	0	1	50	50	0	100
Semester VI		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
		Tot	al								20				1100
													•		
	S.N	Course Code	Course Title	Course	1							Mavi	mum M	/arks	
	J.,	Course coue		Category		E	ngag	emen	t			1,142	for		
					L	T	P	S	R	0	С	IA*	SEE*	PE*	Total
	1		Food & Beverage												
		22BHMC411R	Production (Industry Exposure)	PC	0	0	20	0	0	0	10	0	0	100	100
Semester VII	2	22BHMC412R	Food & Beverage Service (Industry	PC	0	0	20	0	0	0	10	0	0	100	100
este		<b>22</b> 311110 11 <b>2</b> 11	Exposure)								10			100	100
)em	3	22010/04125	Front Office	DC	_	_	20	_	0	_	10			100	100
ړو		22BHMC413R	(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
		7	Total								47				600
	1	1					1	1	-	1	1			<u> </u>	

	S. N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks For			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
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
Semester	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
		T	otal								10				500

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

SEMESTER -	·I								
<b>Course Title</b>	Foundation in Food								
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 M			chnol	ogy				
Semester	Fall/ I semester of fi								
Course		story of cooking, its	modern	devel	opmen	ts and	develo	p brief i	dea of various
Objectives	cuisines;	h	.:	o.f. 1.				ا ماله ا	
	2. Understand t	he professional requ	urements	OI K	atchen	perso	nnei ar	ia the ii	nportance and
		of hygiene; of kitchen organizati	ion dutie	s and	racnoi	ncihilit	ies of l	ritchan et	aff workflow
	and kitchen e	•	ion, dunc	s and	respoi	18101111	ics of r	dichen si	iaii, workilow,
	und kitenen e	quipinent 3,							
CO1	Understand the origin	of culinary history							
		•							
CO2	Analysing, this course	•							ment, outlining
	essential prerequisites	for effective function	ning in a p	orofes	sional o	culinar	y settin	g.	
CO3	Evaluating the duties,	responsibilities, and r	profession	nal sta	ndards	of kite	chen sta	ff.	
		r							
CO4	Remembering variou	_	_		_	_		-	
	cooking techniques ar	nd its effects on food	as well a	s type	es and	use of	equipn	nent's use	ed in a modern
	kitchen								
CO5	Analyzing the importa	nce of sanitation &sa	afety in ho	ospital	lity ind	ustry.			
Unit-No.	Cont	ent	Contac Hour	et	Learn	ing O	ıtcome		KL
I	Introduction to art	of cookery		S	Student	s will	acquii	re	
	Culina mulhi a			k	nowled	dge	C	n	
	Culinary hist     Origin of ma	*				is of	hote	el	
	_	dern cookery , Continental and		k	itchen				
		uisine-Meaning and							
	characteristic	_							
		ejectives of cooking							
	<ul> <li>Attributes</li> </ul>	of culinary	7					1 2 2	1.5
		personal hygiene	/					1,2,3	,4,3
	Kitchen Organizati	on Structure							
	Classical kit	chen Brigade for 5							
	star& 3 star 1	~							
	<ul> <li>Duties of var</li> </ul>								
	Kitchen layo								
	· · · · · · · · · · · · · · · · · · ·	Kitchen with other							
				1					

	department			
П	<ul> <li>Classification of kitchen equipment- by size and mode of use</li> <li>Criteria for selection</li> <li>Care and maintenance</li> </ul> Fuels used in the kitchen	10	Students will able to develop culinary skills in the Vegetables and Meat cutting.	1,2,3,4,5
	<ul> <li>Types of fuels used-Gas, electricity, wood, coal/charcoal, solar energy, diesel</li> <li>Handling Fire, types</li> <li>First Aid</li> <li>Advantages &amp; Disadvantages</li> </ul>			
III	Cooking Techniques	10	Students gain knowledge on preparing and Stocks and Sauces.	1,2,3,4,5
IV	<ul> <li>Vegetable and Fruit cookery</li> <li>Classification</li> <li>Color Pigments</li> <li>Effect of heat on color pigments and texture</li> <li>Methods of cooking</li> <li>Care and precaution while cooking</li> <li>Vegetable cuts</li> <li>Aims of Cooking Veg.</li> <li>Classification of Veg</li> </ul>	8	Students will able to identify ingredients used in kitchen.	1,2,3,4
V	Different Commodities in a kitchen  Introduction to different commodities Colouring Agents; Thickening Agents;	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	<ol> <li>Introduction to various kitchen equipment, tools and their usage. Safety precaution to be taken while handling equipment. Hygiene &amp; Safety practices to be observed in kitchen, introduction to various commodities.</li> <li>Demonstration of Food prepreparation and cooking methods: Preparation Methods —Washing, Peeling, Paring (fruits), Cutting (cuts of vegetables), Grating (Vegetables), Grinding, Mashing, (vegetables &amp; pulses), Sieving (flours), Steeping (cereals, pulses, tamarind, lemonrind), Evaporation (milk &amp; gravies), Marinating (meat, fish, chicken), Sprouting (pulses &amp; legumes), Blanching, Filleting of fish, Deboning &amp; jointing poultry.</li> <li>Methods of Mixing — Beating, Blending, Cutting in, Rubbing in, Creaming, Folding, Kneading, Rolling in, Pressing, Stirring Basic Indian masalas &amp; gravies (Dry &amp; wet).</li> <li>Indian Breakfast/Snack item. Continental menu consisting of appetizer/soup, main course with starch and vegetables and dessert.</li> <li>Basic Indian menu consisting of a Meat, Vegetable, Rice, Dal/ Raita, Bread and Sweet Preparation</li> </ol>	30	Students will gain knowledge on classic French cuisine which includes method of preparation and plating techniques.  Students will acquire knowledge on food safety and personal Hygiene during practical.  Students will hone the skills and innovate and prepare basic dishes with standard recipes.  Students gain knowledge in handling different kitchen equipment.	1.2.3,4,5

- 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

	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

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	<ul> <li>cutlery, service equipment</li> <li>Glassware- capacity &amp; usage</li> <li>Disposables – types, advantage &amp; disadvantage</li> <li>Linen – types &amp; sizes</li> <li>Special equipment- care &amp; maintenance</li> <li>New trends in equipment – sizes, color, and shapes.</li> </ul>		organization	
III	<ul> <li>F &amp; B service organization structure for large hotel</li> <li>Organization structure of individual restaurant- restaurant brigade</li> <li>Attitudes &amp; attributes of F &amp; B personnel, Competencies</li> <li>Basic etiquettes</li> <li>Interdepartmental relationship with – Food Production, HK, Front Office, Stores, HR, Finance, Marketing</li> </ul>	6	Understanding about different food service areas	1,2, 3,4, 5
IV	<ul> <li>Types of service</li> <li>Table Service – Silver/English, American</li> <li>Self Service - Buffet and Cafeteria Service</li> <li>Specialized Service – Gueridon, Lounge, Room</li> <li>Single Point Service- Takeaway, Vending, Kiosks, Food Courts</li> <li>New trends in service – Clientele centric approach.</li> </ul>	8	Develop adequate knowledge of different service equipment	1,2, 3,4, 5
V	Gueridon      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 /		Introduction to the basic of hospitality and catering industry	
	Silver service, American service		Interpret the commitment and obligation of F&B employee and the	
	Receiving a guest, seating and service of water		departmental staffing and organization	
	Carrying a salver or tray  Handling service gear, Carrying plates,	10	Understanding about different food service	1,2, 3,4,
	glasses and other equipment		areas	5
			Develop adequate knowledge of different service equipment	
			Through knowledge about the non-alcoholic beverages	

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

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

		SEMESTER – I							
Course	Foundation in Front C	Office Operations -I							
Title		-							
Course	22BHMC112R	<b>Total credits: 5</b>	L	T	P	S	R	O/F	7
code		Total hours:	3	1	2	0	0	0	
Pre-	Nil	Co-requisite	Nil	ı		1	1		
requisite									
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of firs	Fall/ I semester of first year of the program me							
Course	·	of tourism as well as h		•					
Objectives		ous types guest rooms as							
		rent Front Office person					_		<b>5.</b>
CO1	The course familiarizes	students with different	governi	ng boo	ly of ho	ospital	ity indus	try	
CO2	Understand the election	ation of hotals based on	. voriou	c ootoo	rorios				
CO2	Understand the classific	ation of noters based on	i variou	s categ	gories				
CO3	The students will get to	know the knowledge al	bout the	daily	operati	ions of	f the Froi	nt O	ffice
	department, ownership				•				
CO4	Learn standard operating	g procedure for guest cl	neck-in	and ch	eck ou	t			
CO5	Familiarize with guest a	ccommodation facilities	s as we	ll as or	iest saf	etv pro	ocedures		
CO3	i unimarize with guest a	ceommodation racinities	s as we	11 us ge	iost sur	cty pro	<u> </u>		
Unit-No.	Content		Contac	et Le	earning	g Outo	come		K
			Hour						L
I	Introduction to Tour	ism, Hospitality and					earn abo		
	Hotel Industry					-	ourism a		
	Tourism and it	_			_	-	tor and	ıts	
	Hospitality and	•		ev	olution				
		volution and growth.							1,
		ules and regulations f Tourism, Govt. of							2,
	India (FHRAI		6						3,
	•	etion to hotel core							4
		pecial reference to							•
	Front Office.	pecial reference to							
		International Hotel							
	chains	international Hotel							
	Chams								
II	Classification of Hote	ls		St	udents	unders	stand abo	out	
	<ul> <li>Star classificat</li> </ul>	ion		dit	fferent	types	of hot	tel	
	• Size			ac	commo	datior	ı		1,
	<ul> <li>Location</li> </ul>		8						2,
	<ul> <li>Clientele</li> </ul>		-						3,
	<ul> <li>Ownership bas</li> </ul>	sis							4
	Alternative accommod	ation							

III	Organizational Framework of the Front Office Department  • 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	<ul> <li>Rules of the house (for guest and staff)</li> <li>Bell Desk and Concierge (functions, duties and responsibilities, luggage handling and records)</li> <li>Types of keys and key control</li> <li>Food / Meal plans</li> <li>Types of room rates (Rack, FIT, crew, group, corporate, weekend)</li> <li>Inter departmental co- ordination</li> </ul>	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:      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> <li>Front Desk grooming and essentials such as body language and speech modulations (Videos and Presentations)</li> <li>Telephone etiquettes and standard phrases used at the Front Desk</li> <li>Bell Desk activities such as preparing Errand card, luggage tag, Bell desk register, newspaper distribution record</li> <li>Bell Desk role plays based on rooming of guest, left luggage process, lost luggage, and misplacement of luggage.</li> </ul>	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

Key handling procedures (key card	playing	
<ul> <li>and key jacket)</li> <li>Handling guest common queries about information of the property (Travel Desk, recreational areas)</li> </ul>	Students get to know about key handling and different keys used in front office	

- 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

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	R-I							
Course	Accommodation Operation	n - I						
Title								
Course	22BHMC114R Tot	tal credits: 5	L	T	P	S	R (	O/F
code	Tot	tal hours:	3	1	2	0	0 0	)
Pre-	Nil Co-	-requisite	Nil	<u> </u>		1	1	
requisite								
Programme	Bachelor of Hotel Manage	ement and Catering	Tech	nolog	y			
Semester	Fall/ I semester of first yes	ar of the program n	ne					
Course	1. Know the bas	sic of Housekeeping	Depar	tment				
Objectives	2. Understand d	ifferent cleaning met	hods	of diff	erent su	ırfaces		
	3. Understand d	ifferent cleaning age	nt use	d in d	aily ope	erations		
CO1	The course familiarizes stud	ents with operations	of hou	usekee	eping de	epartme	ent	
CO2	Its various controls and pers	onnel along with its	relatio	nshin	with of	her der	nartments	
CO2	its various controls and pers	officer arong with its	iciatio	лыр	with ot	inci de _l	artificits	
CO3	Classify the cleaning equipm	nent and cleaning ago	ents us	sed in	housek	eeping		
CO4	Describe the cleaning Routing	ne of housekeening o	lenarti	ment				
601	Describe the cleaning Routh	ne or nousekeeping e	icpui ti	incirc				
CO5	Understand the hygiene and	safety factors in clea	aning					
Unit-No.	Content		Conta	act	Lear	ning C	utcome	K
			Hou	r				L
I	Introduction to the	Housekeeping			Studen	ts w	ill lear	n
	Department				about	the m	eaning o	of
	• Introduction:	Meaning and			housek	eeping	andits us	e
	definition				in hote	el opei	ation an	d
	Importance of Ho	ousekeeping and			interde	partme	ntal	1,
	Responsibility of	thedepartment.			coordii	nation	betwee	n 2,
	• Inter de	epartmental	7		differe	nt depa	rtments	3,
	coordination	with more						4,
	emphasis on	Front Office,						5
	Maintenance de	epartment and						
								1
	Food and Beverag	ge Service.						
	Food and Beverag  • Housekeeping are							

	Layout and sections of the housekeeping department			
II	Organizational Framework of the Housekeeping Department  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	<ul> <li>Cleaning Organization and Cleaning</li> <li>Equipment         <ul> <li>Principles of cleaning, hygiene, and safety factors in cleaning</li> <li>Frequency of cleaning (Daily, Weekly, Periodic)</li> <li>Classification of cleaning equipment</li> <li>Selection of cleaning equipment</li> <li>Storage and distribution</li> </ul> </li> <li>Use and care of equipment</li> </ul>	7	Students will learn the various cleaning process and equipment used	1, 2, 3, 4, 5
IV	<ul> <li>Cleaning Agents</li> <li>General criteria for selection of cleaning agents</li> <li>Classification of cleaning agents</li> <li>Use, care, storage and labelling.</li> <li>Distribution and control.</li> </ul>	7	Students get to know about various cleaning agent and their use	1, 2, 3, 4, 5
V	<ul> <li>Guest Rooms</li> <li>Types of guest rooms.</li> <li>Guest supplies and facilities for standard rooms and VIP guest</li> </ul>	6	Through this chapter students will learn about guest room types and the concept of	1, 2, 3, 4,

	roome		ecotels and usefulness	5
	rooms.  Ecotels			ر
	Certifications		of energy and water conservation	
	Energy and water		Conscivation	
	conservation			
	Waste Management			
	• Changing trends in			
	housekeeping			
	Environment friendlyhousekeeping			
Practical	Introduction to Cleaning equipment and		Students will learn	
	agents (familiarization and function) and		about cleaning agents	
	setting up of Chambermaid's trolley		and equipment as well	
	Cleaning of public areas		as cleaning procedure of	
	Brasso and Silvo		different surfaces	
	• Wooden surfaces- polished,			
	painted, laminated.		Through this session	
	Cleaning of glass surfaces Wall cleaning-		students will learn about	
	Dado/skirting		guest room amenities	
			and their placement	
	Guest room Orientation (Single,			
	Double, Twin and Suite room)		Students get to know	1,
	Guest room supplies and placement		about the Use of	2,
	(Standard room and VIP amenities)	10	Mechanical cleaning	3,
	Use of Mechanical cleaning equipment		equipment	4,
	(scrubbing machines, vacuum cleaner- dry		- ~	5
	and wet)		Students will get	
	,		practical knowledge	
	Bed making (identifying of linen and step		abouthow to make a	
	by step procedure for a day bed using		bed in guest room	
	traditional and modern methods)		and different procedure	
			Students will know	
			about the cleaning	
			process of guest	
			bathrooms and	
			bathroom amenities	
			oaumoom amemues	

- 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

	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		

SEMESTEI	R – I								
Course	Foreign Language French								
Title									
Course	22BHMC115R To	tal credits: 2	L	T	P	S	R	O/I	F
code	То	tal hours:	1	0	0	1	0	0	
Pre-	Nil Co	-requisite	Nil				-		
requisite									
Programme	Bachelor of Hotel Manag	ement and Caterin	g Tech	nolog	V				
Semester	Fall/ I semester of first ye								
Course	<del>-</del>	objective of this co		to int	roduce	stude	nts to th	e th	eory
Objectives		mentals, and basic							
Ü	2. To h	elp the students b	oecome	the	indeper	ndent	users o	f Fr	ench
	langu	-			•				
		evelop in them vital	comm	unicat	ion skil	lls whi	ich are in	ntegi	ral to
		itality industry and						Ū	
	4. Stude	ents will become pro	- oficient	in pro	ofession	al con	nmunica	tion	such
	as int	erviews, group disc	ussions	, offic	e envir	onmen	ts etc.		
CO1	Understand the basic know	ledge of French la	ınguage	such	as Alp	habet	, conjug	atio	ns of
	verb, Grammar, and basic co	onversation skills in	persor	al as	well as	profes	sional li	fe	
G04	T 1 . C . T				1. 1				
CO2	Learn to translate from Eng.	Learn to translate from English to French and French to English							
CO3	Develop basic French speak	ing and reading skil	lls						
CO4	Acquire correct pronunciation	on of French termin	ology ι	ısed ir	hotel i	ndustr	y		
G0.	1 . 1 . 1 . 1 . 1	1.11 1.		• ,	1	T	1'. ' 1		
CO5	understand the vital comm	unication skills whi	ich are	ınteg	ral to E	iospita	ility indi	ustry	and
	professional interactions.								
Unit-No.	Content		Conta	ct	Learni	ng Ou	itcome		K
			Hour						${f L}$
I	Introduction to the la	nguage-letter of			Unders	tand		the	1,
	Alphabet-there pronunc	iation-distinction			importa	ance	of Fren	nch	2,
	between vowels and cons	sonant words-the	6		langua	ge in le	earning.		3,
	use of different accents								<i>3</i> ,
									7
II	Greetings- Self Introduct				Develo	•		sic	
		ther person,			reading	•		_	
	Salutation, Greeting, How				skills		essary	to	1,
	Reply to a Greeting, At	-	7				in Fren	ch-	2,
	Desk of a Hotel, In	the restaurant,	7		speakir	ng			3,
	Names, Professions,	Fruits and							4
	Vegetables,								
III	Introduction to the Number	r-1-100			Identify	W	ha	sic	1,
111	indoduction to the Nullibe.		8		pronun				1, 2,
			J		Pronun	ciatiOl	ı ıcatu	103	2, 3,
									٦,

			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

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.

	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

SEMEST	ER – I								
Course	INTRODUCTORY ENGLIS	SH							
Title									
Course co	de 22UBPD113R Total	l credits: 2	L	T	P	S	R	O/F	C
	Total	l hours: 60P	0	0	4	0	0	0	2
Pre-	Nil Co-r	equisite			•	Ni	il	•	•
requisit	e								
Programi	ne Bachelor of Hotel Managen	nent and Cateri	ing Techn	ology	7				
Semeste	r Fall/ I semester of first year	of the Program	nme						
Course	To introduce the stude	ents to the basics	of Englis	h gra	mmar a	nd their	r applic	cation.	
Objective	s 2. To enhance communic	cation skills thro	ough listen	ing a	nd spea	king ex	ercises	•	
	3. To learn and understan	nd the important	ce of pron	uncia	tion of v	words.			
CO1	The application of grammatic	al rules will en	able the st	uden	ts to im	prove	the spe	aking and	d writing
	skills.								
CO2	It enables the learners to use the	ne language effe	ectively.						
CO3	It will strength both listening a	and speaking ski	ills.						
CO4	It will strengthen their vocabu	lary and use of v	words.						
CO5	It will give an introduction on	the concept of c	communic	ation,	its imp	ortance	e, and b	arriers.	
Unit- No.	Content		Contact Hour	t	Le	arning	Outco	ome	KL
Ι	Grammar							out how t	О
			6	WI	rite spee	ch, arti	icles et	c.	1,2,
	<ul> <li>Parts of Speech</li> </ul>								3,4,
	• Articles								5
	Affirmative and Negative Se	ntences							
II	Grammar			De	escribe,	illustra	ate abo	out how t	0
	<ul> <li>Determiners</li> </ul>			WI	rite the s	sentenc	e		1,2,
	Sentence Construction from	iumbled words	6						3,4,
	<ul> <li>Types of Sentences (Asserting</li> </ul>	•							5
	etc.)	, , , , , , , , , , , , , , , , , , ,							
III	Building Vocabulary			De	escribe,	illustra	ate	about ho	W
	• Synonyms				change				1,2,
	<ul><li>Antonyms</li></ul>				-				3,4,
	<b>,</b>		8						5
IV	Speaking Skills			De	escribe,	illustra	ate abo	out how t	0
	<ul> <li>Introduction and greetings</li> </ul>			sp	eaking.				1,2,
	<ul> <li>Pronunciation</li> </ul>		6						3,4,
	<ul> <li>Asking and offering in formation</li> </ul>	ntion							5
	<ul> <li>Video Recording for self-ana</li> </ul>								
	• video Recording for self-alla	11 y 51 5							

V	Communication Skills		Describe, illustrate about how to	
	Introduction to Communication,		communicate	
	• Importance of Communication Skills,			1,2
	Purpose of Communication,	8		3,4
	Types of Communication,			5
	Barriers to Communication,			

- 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 Skills2/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

	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				

R–I								
EXTRA-CURRICU	EXTRA-CURRICULAR							
22UBEC111	Total credits: 1	L	T	P	S	R	O/F	C
	Total hours: 15P	0	0	0	1	0	0	1
COMPULSORY	Co-requisite	Nil	•	•	•		•	•
<b>Bachelor of Hotel M</b>	anagement and Cate	ring '	Techn	ology				
I semester of first ye	ar of the Programme	;						
It is to develop the	social and soft skill	s and	l to p	romot	e a h	olistic	develop	ment of
the learners								
The students will b	e engaged in differ	ent a	activit	ies he	eaded	under	r differer	nt clubs
namely dance, mu	isic, photography,	dran	na, li	iteracy	, etc	. The	e studen	ts will
participate in regul	ar club activities l	ike '	works	hops,	com	petitio	ns as po	er their
interest and hobbies	. The students will b	e trai	ned to	repre	esent .	ADTU	J in vario	us inter
university, state, ar	nd national level co	mpe	tition	s. The	e stud	lents	will be	given a
platform to earn from	m invited experts in	their	respe	ective	fields	. The	students	will get
an exposure of 360	degree learning m	ethod	dology	y cons	siderii	ng the	overall	growth
along with the acade	emics.							
	22UBEC111  COMPULSORY  Bachelor of Hotel M  I semester of first ye It is to develop the the learners  The students will be namely dance, multiparticipate in regulation interest and hobbies university, state, and platform to earn from an exposure of 360	22UBEC111 Total credits: 1 Total hours: 15P  COMPULSORY Co-requisite  Bachelor of Hotel Management and Cate  I semester of first year of the Programme It is to develop the social and soft skill the learners  The students will be engaged in differ namely dance, music, photography, participate in regular club activities 1 interest and hobbies. The students will be university, state, and national level coplatform to earn from invited experts in	22UBEC111 Total credits: 1 Total hours: 15P  COMPULSORY Co-requisite Nil  Bachelor of Hotel Management and Catering I semester of first year of the Programme It is to develop the social and soft skills and the learners  The students will be engaged in different an amely dance, music, photography, dramparticipate in regular club activities like interest and hobbies. The students will be trainuniversity, state, and national level compe platform to earn from invited experts in their an exposure of 360-degree learning method	22UBEC111 Total credits: 1 L T Total hours: 15P 0 0 COMPULSORY Co-requisite Nil  Bachelor of Hotel Management and Catering Technol  I semester of first year of the Programme  It is to develop the social and soft skills and to puthe learners  The students will be engaged in different activity namely dance, music, photography, drama, liparticipate in regular club activities like works interest and hobbies. The students will be trained to university, state, and national level competitions platform to earn from invited experts in their respectant exposure of 360-degree learning methodology.	22UBEC111  Total credits: 1 Total hours: 15P  COMPULSORY  Co-requisite  Nil  Bachelor of Hotel Management and Catering Technology  I semester of first year of the Programme  It is to develop the social and soft skills and to promot the learners  The students will be engaged in different activities he namely dance, music, photography, drama, literacy participate in regular club activities like workshops, interest and hobbies. The students will be trained to represent the students will be trained to represent the students of 360-degree learning methodology constructions.	22UBEC111   Total credits: 1   L   T   P   S     Total hours: 15P   0   0   0   1     COMPULSORY   Co-requisite   Nil     Bachelor of Hotel Management and Catering Technology     I semester of first year of the Programme     It is to develop the social and soft skills and to promote a hother learners     The students will be engaged in different activities headed namely dance, music, photography, drama, literacy, etc. participate in regular club activities like workshops, compinterest and hobbies. The students will be trained to represent university, state, and national level competitions. The students are exposure of 360-degree learning methodology considering the state of the programme in the students will be trained to represent the platform to earn from invited experts in their respective fields an exposure of 360-degree learning methodology considering the state of the programme in the platform to earn from invited experts in the platform to earn from the platform to earn fr	Total credits: 1	22UBEC111  Total credits: 1 Total hours: 15P  COMPULSORY  Total hours: 15P  Total ho

#### **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	R – II							
Course	Foundation in Food P	roduction -II						
Title								
Course	22BHMC121R	Total credits: 5	L	T	P	S	R	O/F
code		Total hours:	2	1	4	0	0	0
Pre-	Nil	Co-requisite	Nil					
requisite								
Programme	<b>Bachelor of Hotel Ma</b>	nagement and Caterin	g Tech	nology	y			
Semester	II semester of first year	r of the program me						
Course	1. This course give							with egg,
Objectives	meat, and fish o	cookery.						
	2. Understanding	vegetable cookery						
	3. This course give	ves basic knowledge abo	out foo	d conta	aminati	ion and	l how to	prevent
	it.							
CO1	Learn basics of Stocks,	Soups & Sauces, and th	eir type	es				
CO2	Learn basic knowledge	of egg						
		~- <b>~</b> 55						
CO3	Learning about fuels an	d Cooking Methods.						
CO4	To familiarize the stude	nts with the basic conce	pts of o	lifferer	nt salad	s and s	andwic	hes
CO5		amination and control m						
Unit-No.	Cont	tent	Conta Hou		Learn	ing Ou	itcome	KL
I	(White, brown  Uses of stocks  Reduction & C  Soup  Aim/principles  Classification examples  Classical ac garnishes	making ks itre of various stocks i, fish and vegetable) Glazes s of soup making	8	1	about	the d and so as n d	l learn lifferent oups as recipes. lifferent	
II	Classification	in food preparation of Sauces (Kitchen y) - Mother, butter,	8	1	Student familia cooking	rise	gets about ment	

	dessert, proprietary, Traditional accompanying sauces  Thickening agents  Mother sauces - recipes and derivatives  Precautions & rectification,  Other Sauces-Pan gravies, Jus-lie, Jus- Roti etc.  Egg Cookery  Composition and structure of egg			
	<ul> <li>Selection criteria for egg</li> <li>Various ways of cooking egg</li> <li>Uses of egg in cookery</li> </ul>			
III	<ul> <li>Cereals &amp; Pulses - Classification and varieties, Catering uses</li> <li>Fats and Oil -Types, varieties, catering uses, hydrogenation and rendering of fat</li> <li>Sweeteners - Types, stages in sugar cooking, catering uses</li> <li>Dairy products: Milk, Cream, Cheese, Curd-types and uses</li> <li>Spices, Herbs, Condiments &amp; Seasonings -used in Western &amp; Indian Cooking, examples and uses</li> <li>Effect of heat on Carbohydrates, Sugar, Protein, Colour pigment, vitamins and minerals pertaining to above mentioned commodities method with examples.</li> </ul>	7	Students will learn about basic cooking techniques	1,2,3 ,4,5
IV	<ul> <li>Salads &amp; Salad Dressings</li> <li>Parts of salad with ingredients used</li> <li>Types of Salads - Green,         Vegetable, Cooked, main course,         Fruit, Gelatin based salad</li> <li>Principles of salad making</li> <li>Guidelines for making salads</li> <li>Salad dressings – Types</li> <li>International Classical Salads –         composition and country of origin</li> <li>Sandwiches</li> </ul>	7	Students get to know about various vegetables and fruits as well as their cuts and methods of cooking	1,2,3 ,4,5

V	<ul> <li>Parts of sandwiches</li> <li>Types of sandwiches – Cold and Hot sandwiches</li> <li>Precautions to take while preparing and storing sandwiches</li> <li>Food Contamination and control measures</li> <li>Food Contamination -Types, reasons&amp; precaution</li> <li>Introduction to HACCP- meaning, importance, Principles</li> <li>Kitchen Stewarding</li> <li>Importance of kitchen stewarding</li> <li>Hierarchy &amp; staffing in kitchen stewarding department</li> <li>Equipment found in kitchen stewarding department</li> </ul>	8	Through this chapter students will learn about the safety and security while working in a kitchen	1,2,3 ,4,5
Practical	Demonstration of Stocks, Soups and Sauces  Egg Cookery (Excluding Breakfast Preparations)  Continental breakfast menu  Types of Sandwiches  Types of Salads with Dressings  Basic Continental menus consisting of Appetizer/soup, Meat preparation with starch & veg. accompaniments &Dessert with plate presentation and appropriate portion sizes	15	Students will learn about different stocks and soups. Salad preparation and their types  Through this session students will learn about different methods of cooking eggs Students will learn about the different types of meal and the preparation  Students will learn about different types of meal and the preparation  Students will learn about different Sandwiches and their types.  Students get familiar about the recipes of salads and the dressing techniques. This practical session will teach students about different basic	1,2,3 ,4,5

	of continental menus	
	or commentar menas	

- 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

	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

SEMESTEI	R – II							
Course	Foundation in Food & Beverage -II							
Title								
Course	22BHMC122R	Total credits: 4	L	T	P	S	R	O/F
code		Total hours:	2	1	2	0	0	0
Pre-	Nil	Co-requisite	Nil					
requisite								
Programme	Bachelor of Hotel Ma	anagement and Cateri	ng Tech	nology	7			
Semester	II semester of first year of the program me							
Course		ns to provide intrinsic k	-		ood and	d Bever	rage me	nus with
Objectives		ecessity in various types						
		ents to apply the knowl	ledge an	d skill	s requii	red to a	advise a	ind serve
		ood service outlets						
	3. Analyse the fo	od service operations of	in room	n dining	g.			
001	T 11.00	C 1 1 1 1 2	. 1	1 1 .				
CO1	Learn different types of	f meals such as breakfas	st, brunc	h, hı-te	ea			
CO2	Gain understanding of types of KOT's, BOT's, Billing methods and feedback mechanism							
CO3	Learn about the classification of non-alcoholic beverages							
004		. 1 1 1 . 1 .						
CO4	Gain knowledge about tobacco and its products							
CO5	Enhance the understand	ding of Room Service/ I	n room	dining	service			
Unit-No.	Content		Conta Hou		Learni	ing Ou	tcome	KL
I	Types of Meals				Student	s wi	ll be	
	<ul><li>Service Metho</li><li>Elevenses and</li><li>Full afternoor</li><li>Lunch /Dinne</li><li>Supper</li></ul>	Brunch  tea and Hi – Tea  r  HMCT snacks / round	8	1	nistory	and ev Food ge	out the olution and service	1,2,3
II	<ul> <li>Menu Plannin constraints</li> <li>Classical Free</li> <li>Classical accompanime</li> <li>Definition of Menu</li> </ul>	Foods & its onts with cover	7	1	Students will get to know about different Menus used in service industry			

	Cyclic, Combination, Poolside, Trendy snacks /Fast Foods.			
III	<ul> <li>Introduction, types</li> <li>Cigar –Parts, manufacturing, sizes, strengths, brands, service procedure</li> <li>Cigarette – Manufacturing, brands, service procedure</li> <li>Non – Alcoholic Beverages</li> <li>Classification</li> <li>Hot Beverages – Types, service, latest trends</li> <li>Cold Beverages – Types, service, latest trends</li> </ul>	8	Students will learn about the types of Tobacco, Cigars and Cigarette. The Manufacturing, brands, service procedure.	1,2,3
IV	<ul> <li>Billing methods &amp; Control methods</li> <li>Importance of control</li> <li>Billing methods – triplicate system, KOT &amp; BOT</li> <li>Types of KOT, Flow chart of KOT</li> <li>List of Software used in billing methods –Micros, IDS, Fidelio, Opera</li> <li>Importance of control</li> </ul>	7	Through this unit students will learn about billing methods and control methods of Food and Beverages.	1,2,3
V	Room Service/ In room dining service  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 IRD Layouts and special equipment, Mini bar	8	This chapter introduce students about the room service and in room dining services.	1,2,3
Practical	Demonstration of Stocks, Soups and Sauces  Egg Cookery (Excluding Breakfast Preparations)	10	Students will learn about basic Briefing and De-briefing and menu planning.  Through this session	1,2,3 ,4,5

C	-444
Continental breakfast menu	students will learn
	about various service
Types of Sandwiches	procedure.
Types of Salads with Dressings	Students set to Imov
	Students get to know
Basic Continental menus consisting of	about the importance
Appetizer/soup, Meat preparation with	of menu planning
starch & veg. accompaniments &Dessert	and service
with plate presentation and appropriate	procedure
	procedure
portion sizes	
	Students get to know
	about the importance
	of menu planning
	and service
	procedure
	Students get familiar
	about different
	trolleys and their
	setups

- 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

	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	R – II							
Course	Foundation in Front Office Operations-II							
Title								
Course	22BHMC123R	Total credits: 4	L	T	P	S	R	O/F
code		<b>Total hours:</b>	2	1	2	0	0	0
Pre-	Nil	Co-requisite	Nil	ı				
requisite		_						
Programme	Bachelor of Hotel Ma	nagement and Cateri	ng Tech	nolog	gy			
Semester	II semester of first yea	or of the program me						
Course	1. The students w	ill comprehend about	guest c	ycle, 1	filling up	of fr	ont offi	ce forms
Objectives	and formats.	-						
	2. Welcoming the	guest, telephone handl	ing, and	lassig	ning gue	st roor	ns.	
	_	nessage and mail handl	_	_				
CO1	Learn about guest cycle							
CO2	Understand various prod	edures carried out at f	ront des	k like	room ch	ange p	rocedur	re
CO3	Learn about Handling G	uest Complaints						
CO4	Understand various prod	cedures carried out at the	he Hosp	itality	Desk			
CO5	Learn about Message an	d Mail Handling						
COS	Learn about Wessage an	d Man Handing						
Unit-No.	Cont	ent	Conta	act	Learning Outcome   H			KL
			Hou	ır				
I	Introduction to guest	cycle			Student	s will	learn	
					about th	ne gues	st cycle	
	Pre arrival				process			
	• Arrival		7					1,2,3
	During guest s	tay						,4
	Departure							
	After departure							
II	Reservation				Student	c 117i11	laarn	1
11	IXCSCI VALIUII				about		ifferent	
	Importance of	reservation			modes			
	Modes of reser				reservat	-	pes of	
		nd sources of			reservat	10118		
		ITs, Travel Agents,						
	Airlines, GITs	~						
		ervations (Tentative,	8					1,2,3
	Confirmed, Gu		J					,4
		equipment (Manual,						
	•	d, fully automated)						
	Cancellation							
	Amendments							
	Overbooking							
	Overbooking							
III	Pre-Arrival Procedur	es			Student	s will	learn	1,2.3
			8					1 1
III	Pre-Arrival Procedur	es	8		Student	s will the	learn arrival	1 ' '

	<ul> <li>Pre arrival activities (Preparing an arrival list, notification)</li> <li>Pre arrival procedure for VIPs</li> <li>Pre arrival procedure for groups (Special arrangements, meal coupons)</li> </ul>		activities of regular and VIP guests	
IV	<ul> <li>Receiving of guests</li> <li>Registration (non- automated and automated)</li> <li>Relevant records for FITs, Groups, Air crews and VIPs</li> <li>Types of registration (Register, Loose Leaf, Registration Cards)</li> <li>Pre-registration</li> <li>Arrival procedure for various categories of guests (Foreigners along with C-forms, its importance FITs walk-in, with confirmed reservation)</li> <li>Notification of guest arrival</li> <li>Criteria for taking advance (Walkins, Scanty Baggage, Groups)</li> </ul>	7	Students get to know about various types of registration process, handling walk-ins and groups	1,2,3
V	<ul> <li>Guest Information services, example - At Your Service, Service Express</li> <li>Message and Mail Handling</li> <li>Hospitality desk and Role of GRE, Rooming a guest (introduction to the hotel facilities, orientation of the room)</li> <li>Complaints handling and Importance of Guest Satisfaction Tracking System (GSTS)</li> <li>Guest History Card</li> <li>Procedure for room change (Live move and dead move)</li> <li>Safe deposit procedure</li> </ul>	8	Through this chapter students will learn to handle hospitality desk, complaints handling and delivering mail & messages	1,2,3
Practical	Preparing Records, lists, books and forms such as:	10	Students will learn about various forms and record keeping procedures  Through this student will learn about	1,2,3

- Fruits & Flowers requisition
- Left luggage register
- Bell boy movement control sheet
- Scanty Baggage Register
- Arrival & Departure errand cards

Expected arrival/ departure list

Telephone handling skills at the reception and taking reservations.

Skills to receive and record mail as well as messages (Hotel staff, Guest - Past, present and future).

Skill to handle guest arrival (FIT and groups) including registering the guests and rooming the guest functions

Role play:

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.

Tackling guest complaints with regards to the guest cycle and preparing and updating a Guest history Card.

Use of PMS and suggested tasks to be carried out:

- Various function keys
- Pre- register a guest

Creating and updating guest profiles

Telephone etiquettes

Students will learn about handling mails & messages, arrival procedures of regular and groups

Students will get practical knowledge about check in procedure with role playing

Students will get practical knowledge about check in procedure with role playing

#### **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

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	R – II													
Course	Foundation in Accom	modation Operation -	- II											
Title		T	L T P S R O/F											
Course	22BHMC124R	Total credits: 4												
code		Total hours:	2	1	2	0	0	0						
Pre-	Nil	Co-requisite				Nil								
requisite														
Programme		nagement and Cateri		nolog	y									
Semester		st year of the program												
Course	1. To know the coordin	ation of Housekeeping	with oth	er hote	el Depa	rtments	\$							
Objectives	<ul><li>2. To know about the d</li><li>3. To understand differ</li></ul>	•		-		notel								
CO1		unce of Co-ordination of					epartme	ents						
	•						•							
CO2	•	ine of the Housekeeping	g Depart	ment										
CO3	Identify various function	ons of control desk												
CO4	Learn basic knowledge	of Fire Prevention and	Fire Fig	hting										
CO5	Learn about Cleaning Routine of different areas													
Unit-No.	Con	tent	Contact Learning Outcome Hour				KL							
I	•	like Food Production, chase, Stores, HRD,	7	;	Students will learn about the coordination between different Departments			1,2,3 ,4,5						
II		•	8	:	Students get familiar about various floor rules as well as different shifts			about various floor rules as well as			about various floorules as well a			1,2,3 ,4,5
III	<ul> <li>Fire Prevention and</li> <li>Safety Manag</li> <li>Hazards in ho</li> <li>Accident Preven</li> <li>Crime Preven</li> <li>First Aid</li> </ul>	ement Programme usekeeping vention	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	Cleaning Routine of Guest Rooms  • Daily cleaning of Occupied,		Students get to know about various	
	Departure, Vacant, Under Repair and VIP rooms  Evening service and Second service procedures.  Spring Cleaning procedures and its importance  Cleaning Routine of Public Areas		cleaning routine and procedures as well as techniques used in cleaning	1,2,3
	Public areas to be maintained Daily, weekly and spring-cleaning	8		,4,5
	<ul> <li>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)</li> </ul>			
V	<ul> <li>Control Desk</li> <li>Introduction and functions of the Control Desk</li> <li>Records maintained at the control desk (Key control register, maintenance register, lost and found, logbook, indent books, gate pass)</li> <li>Lost and Found (Classification of Lost and Found articles - valuable, non - valuable and perishable Procedure for Guest and Hotel articles)</li> </ul>	8	Through this chapter students will learn about housekeeping control desk and lost and found procedures in Housekeeping	1,2,3 ,4,5
Practical	Servicing a guest room and bathroom with chambermaid's trolley (checkout/occupied and vacant room)  Bed making (Day bed, turndown service)  Preparing various records such as:  Room occupancy report Checklist	10	Students will learn about the housekeeping trolley and how to set up a trolley and guest Amenities  Through this session students will learn	1,2,3 ,4,5
	<ul> <li>Floor register</li> <li>Work/ maintenance order</li> <li>Lost and found slips and gate pass</li> <li>Maid's report</li> </ul>		about various records used in housekeeping operation Students get to know	

Housekeeper's report	mini bar	
• Log book	Management and	
Guest special request register	First aid procedures	
Record of special cleaning	This was proceedings	
Call register	Students will learn	
• VIP list	handling guest	
Floor linen book/ register	amenities and	
1 Tool filleli book/ legister		
Mini bar management:	handling of guest complain	
• Issue	Students get familiar	
<ul> <li>Stock taking</li> </ul>	about various	
<ul> <li>Checking expiry date</li> </ul>	111111111111111111111111111111111111111	
	equipment, cleaning	
First Aid and Fire Safety,	agents used in	
Handling guest supplies	cleaning procedures of different areas	
	or different areas	
<ul> <li>Maintaining register/ record</li> </ul>		
<ul> <li>Replenishing floor pantry</li> </ul>		
Stock taking		
Spring cleaning of public areas		

- 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

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

SEMESTER	R – II							
Course	IMPLICATIVE ENG	LISH						
Title								
Course	22UBPD123R	Total credits: 4	L	T	P	S	R	O/F
code		Total hours:	2	1	2	0	0	0
Pre-	Nil	Co-requisite	Nil					
requisite								
Programme				molog	y			
Semester	Fall/ I semester of first year of the program me							
Course	1. To introduce th	1. To introduce the types of sentences and their significance.						
Objectives		the vocabulary of t		_		ance	student'	
	vocabulary	•						
	3. to enhance the	ir speaking and writing	ng skill	s, the	import	tance (	of dress	
	codes in various	s organisations.						
		3P's (Planning, prioritiz						
CO1	This course will enable	students to analysis and	d identi	fy the	differen	t types	of sente	ences
CO2	Learners will be able	to integrate the skills	of re	ading	and cr	eaking	in pro	fessional
CO2	communication.	to integrate the skins	5 OI IC	aumg	and sp	Caking	s in pro	icssionai
	communication.							
CO3	Dress code Etiquette se	ssions will boost their c	onfider	nce and	d moral	S		
CO4	Students will earn abou	t the effective and effic	ient util	izatio	n of tim	e		
CO5	Identify parts of a sente	nce and their significan	ce in a	langua	ige			
Unit-No.	Cont	tent	Cont		Learn	ing O	utcome	KL
			Hou	ır				
I	Grammar						use a	
	i. Interchange	of			rich	and	varied	
	Interrogative				vocabu	•	C	
	Assertive				approp		for	
	Sentences,		7		differen		contexts	1,2,5
	Exclamatory	and			and pu	rposes.	•	,4
	Assertive							
	Sentences							
	ii. Types of Tens							
II	iii. Common Erro	TS			Domo	atrat-	mestar	
II	Vocabulary				of		mastery dvanced	
	i. Synonyms				gramm		avanced	1,2,3
	ii. Antonyms		6		-		d syntax	
	iii. Homonyms						ten and	
					spoken			
III	Reading Skills						interpret	
			7		comple		texts,	1 0 0
	-	Effective Reading	/		identify		implicit	
	ii. Gathering Ide	eas and Information						

	from a Text iii. The SQ3RT technique iv. Interpret the Text	meanings, themes, and nuances.	
IV	<ul> <li>i. Definition</li> <li>ii. Types of Conflict Management</li> <li>iii. Effect of Conflict Management</li> <li>iv. Methods to deal with Conflict (Negative)</li> </ul>	6 Understand and appreciate cultural references and contexts that influence language use.	,3
V	<ul> <li>i. Introduction to Time Management</li> <li>ii. Purpose and Importance of Time Management</li> <li>iii. Basic Tips to maintain time.</li> </ul>	understand implied   1,2	,3

- 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

	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				

Ī	5	Identify parts of a sentence and their significance in a 1,2,3,4,5,6,8,9
		language

SEMESTER	R – II							
Course	UNIVERSAL HUMA	N VALUES(UHV)+P	ROFES	SION	AL ET	HICS		
Title								
Course	22UUHV101R	Total credits: 4	L T P S R O/F					
code		Total hours:	2	1	2	0	0	0
Pre-	Nil	Co-requisite				Nil		
requisite								
Programme	Bachelor of Hotel Ma	anagement and Cateri	ng Tech	nolog	<b>y</b>			
Semester	II semester of first ye	ar of the program me	;					
Course	1. To help the s	tudents appreciate the	essentia	al con	nplemen	tarily	betweer	1
Objectives	'VALUES' and	l 'SKILLS' to ensure	sustaine	d hap	piness a	nd pro	osperity	,
	which are the c	ore aspirations of all hu	ıman be	ings				
	2. To facilitate the	ne development of a I	Holistic	persp	ective a	mong	student	S
	towards life an	nd profession as well a	as towar	ds ha	ppiness	and pr	osperit	y
	based on a co	rrect understanding of	the Hu	ıman	reality a	and the	rest o	f
	Existence. Such	h a holistic perspective	forms th	he bas	is of Un	iversal	Huma	n
		vement towards value-l		-		-		
	0 0 1	plausible implications of					_	
		al human conduct, tru			•	_		
		mutually enriching i						
		ded to provide a much		lorien	tational	input	in valu	e
		e young enquiring mind						
CO1	Understand the core of	human values such as	compas	ssion,	empathy	, justic	e, integ	grity, and
	respect.							
CO2	Analyse the ethical issu	nes from various perspe	ctives					
CO3	Understand the influction	ence of relationship,	decision	n mal	king an	d inte	eraction	s within
CO4	It aims to promote cult	ural sensitivity and broa	ader und	erstan	ding on	human	diversi	ty
CO5	It helps to promote the							
Unit-No.	Con	tent	Conta Hou		Learni	ing Ou	tcome	KL
I	Course Introduc	tion-Need, Basic			Learn 1	he ab	ility to	1
	Guidelines, Conten	ŕ			commu		•	
	Value Education	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2			effectiv	ely.		
	, 4144 244444					·		
	Understanding the ne	eed, basic guidelines,	0					1,2,3
	content, and process fe	or Value Education	8					,4
	Colf Eventonedian - 1	+ in it9 ita						
	_							
	-	-						
		on- as the mechanism						
	for seif-exploration							
	content, and process for Self-Exploration—what and process; 'Natur	or Value Education  t is it? -its content	8					

	Continuous Happiness and Prosperity-A look at 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.			
11	•		Demonstrate	
II	Understanding Harmony in the Human Being-Harmony in Myself!		Demonstrate and explain the history	
	Understanding human being as a co- existence of the sentiment 'I' and the material 'Body'.		taking.	
	Understanding the needs of Self('I') and 'Body'- Sukh and Suvidha.			
	Understanding the Body as an instrument of 'I'(being the doer, seer and enjoyer)			1,2,3
	Understanding the characteristics and activities of 'I' and harmony in 'I'.	7		,4
	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			
	Programs to ensure <i>Sanyam</i> and <i>Swasthya</i> -Practice Exercises and Case Studies will be taken up in Practice Sessions.			
III	Understanding Harmony in the		Describe, illustrate	
	Family and Society Harmony in Human- Human Relationship		the visual acuity.	
	*	7		1,2,3
	Understanding Harmony in the family-the basic unit of human interaction	,		,4
	Understanding values in human-human			

V	Implications of the above Holistic Understanding of Harmony on	8	Describe, illustrate the and demonstrate	1,2,3 ,4
	Understanding Existence as Co- existence ( <i>Sahastitva</i> ) 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.			,4
IV	Understanding Harmony in the Nature and Existence-Whole existence as Coexistence  Understanding the harmony in the Nature  Inter connected ness and mutual fulfilment among the four orders of nature-recyclability and self-regulation in nature	8	Describe, illustrate the type of eye examination.	1,2,3
	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.			
	Understanding the meaning of Samman, difference between respect and differentiation; the other salient values in relationship  Understandingtheharmonyinthesociety(so cietybeinganextensionoffamily):  Samadhan, Samridhi, Abhay, Sah-Astitva as comprehensive Human Goals			
	Respect (Samman)as the foundational values of relationship  Understanding the meaning of Vishwas; Difference between Intention and Competence.			
	relationship; meaning of <i>Nyaya</i> and program for its fulfilment to ensure <i>Ubhay-Tripti</i> ; Trust ( <i>Vishwas</i> ) and			

Profes	sional Ethics	the	ophthalmic	
		instrume	nts.	
Natura	l acceptance of human values			
Definit	tiveness of Ethical Human Conduct			
	for Humanistic Education, nistic Constitution and Humanistic sal Order			
Compe	etence 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 above production systems.			
	studies of typical holistic logies, management models and tion systems			
_	y for transition from the present Universal Human Order:			
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			

- **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:**

- M ccarthy. (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

	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			

SEMESTE	R – II								
Course	EXTRA-CURRICULAR								
Title									
Course	22UBEC121	Total credits: 1	L	T	P	S	R	O/F	С
code		Total hours: 15P	0	0	0	1	0	0	1
Pre-	COMPULSORY	Co-requisite		•		N	il		•
requisite									
Programm	Bachelor of Hotel M	<b>Ianagement and Cate</b>	ring T	'echno	logy				
e									
Semester	Fall/ II semester of	first year of the Progr	amme	)					
Course	It is to develop the	social and soft skill	s and	to pro	omote	a hol	listic d	levelopm	ent of
Objectives	the learners								
CO	The students will be	be engaged in differ	ent a	ctiviti	es hea	ided i	ınder	different	clubs
	namely dance, m	usic, photography,	dram	a, lit	eracy,	etc.	The	students	s will
	participate in regu	lar club activities l	ike w	orksh	ops,	comp	etition	s as per	their
	interest and hobbies	. The students will be	e train	ed to	repres	sent A	DTU i	in variou	s inter
	university, state ar	nd national level co	mpeti	tions.	The	stude	nts w	ill be gi	ven a
	platform to earn fro	m invited experts in	their 1	respec	tive fi	ields.	The st	udents w	ill get
	an exposure of 360	degree learning m	ethod	ology	consi	dering	g the	overall g	growth
	along with the acade	emics.							

# 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									
<b>Course Title</b>	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-	COMPULSORY	Co-requisite	Nil		•	•	•		•
requisite									
Programme	Bachelor of Hotel Ma	nagement and Caterii	ng Tec	hnolog	gy				
Semester	II semester of first year	ar of the programme							
Course	1. Co-curricular Act	ivities are enabled to	supp	lemer	t and	compl	lement	the curr	icular or
Objectives	main syllabi activi	ties.							
	2. These are the pa	rt and parcel of ed	ucatio	nal ir	stituti	ons to	deve	lop the s	students'
	personality as wel	l as to strengthen the	classr	oom le	earnin	g.			
	<ol><li>Co-curricular Act</li></ol>	ivities have wide ho	orizon	to ca	ter to	the cu	ultural	, social,	aesthetic
	development of th	e child.							
СО	Co-curricular activiti	es facilitate in the	develo	pmen	t of v	arious	doma	ains of m	ind and
	personality such as in	tellectual developme	nt, em	otion	al dev	elopme	ent, so	cial devel	lopment,
	moral development a	and aesthetic develo	pment	. Cre	ativity	, Enth	usiasn	n, and E	nergetic,
	Positive thinking are	some of the facets of	f pers	onalit	y deve	elopme	ent and	the outc	omes of
	extracurricular activiti	ies.							

#### **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	R – III							
Course	Bakery & Confectionary							
Title								
Course	22BHMC211R To	tal credits: 5	L	T	P	S	R	O/F
code	To	otal hours:	2	1	4	0	0	0
Pre-	Nil Co	o-requisite				Nil	I	
requisite								
Programme	<b>Bachelor of Hotel Manag</b>	gement and Cateria	ng Tech	nolog	y			
Semester	III semester of first year of	of the program me						
Course	This course provide	es theoretical found	ation in	baking	g practic	es.		
Objectives	2. It includes Selection	n of ingredients, pr	oper mi	xing a	nd bakii	ng tech	niques i	involved
	in preparation of B	reads, Cakes, Flour	Pastry,	Cooki	es, and l	cing.		
	3. Understanding the	science behind ingr	edient ir	nteract	ions.			
CO1	Understand the basics of ba	kery and confection	nery					
CO2	Understanding the Characte	prietice & Functions	of Inan	adianto	nead in	hakar	v	
COZ	Understanding the Characte	eristics & Functions	or mgn	culcilis	useu II	i vakci,	y	
CO3	Apply the Methods of Brea	d Making						
CO4	Apply bakery skills- Merin Pastries & Recipe balancing	-	ecoration	ns, Suş	gar wor	k, Icing	gs and t	oppings
CO5	Evaluate professional skills	and techniques req	uired fo	r Cake	Makin	g		
Unit-No.	Content	;	Conta Hou		Learni	ng Ou	tcome	KL
I								
•	Introduction to Bakery &	& Confectionery			Student	s will		
_	• Definition	_		;	about		learn the	
-	<ul><li>Definition</li><li>Principles of Baki</li></ul>	ng		;	about introduc		the of	
	<ul><li>Definition</li><li>Principles of Baki</li><li>Bakery Equipmen</li></ul>	ng	0	;	about introduc oakery	ction	the	1,2,3
	<ul><li>Definition</li><li>Principles of Baki</li><li>Bakery Equipmen Tools etc.)</li></ul>	ng nt (Small, Large,	9	1	about introduc oakery confecti	ction onery,	the of and	1,2,3 ,4,5
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipmen Tools etc.)</li> <li>Formulas &amp; Meas</li> </ul>	ng nt (Small, Large, urements	9	; ; ;	about introduction oakery confection Differer	onery,	the of and f light	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipmer Tools etc.)</li> <li>Formulas &amp; Meas</li> <li>Physical &amp; Chemical</li> </ul>	ng nt (Small, Large, urements	9	; ; ;	about introduc oakery confecti	onery,	the of and f light	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipmen Tools etc.)</li> <li>Formulas &amp; Meas</li> </ul>	ng nt (Small, Large, urements	9	; ; ;	about introduction oakery confection Differer	onery,	the of and f light	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipmen Tools etc.)</li> <li>Formulas &amp; Meas</li> <li>Physical &amp; Chemical baking</li> </ul>	ng nt (Small, Large, urements changes during	9	1 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	about introduc oakery confecti Differer and hea	etion onery, nces or vy equi	the of and flight	
II	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> </ul>	ng nt (Small, Large, urements changes during  Functions of	9	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	about introduction confection Differention and hear	etion onery, nces or vy equi	the of and flight ipment	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> </ul> Characteristics & Ingredients used in Material	ng nt (Small, Large, urements changes during  Functions of	9	; ; ;	about introduction confection Differentiand hear	onery, onces or vy equi	the of and flight ipment know the	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> </ul>	ng nt (Small, Large, urements changes during  Functions of	9		about introduct oakery confecti Differer and hea Students about characte	onery, aces of vy equi	the of and flight ipment know the &	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> <li>Flour</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,	9		about introduction confection Differentiand hear Studentian about character	onery, aces o vy equi	the of and flight ipment know the & ed in	
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,			about introduction confection Differention and hea Studention character function making	onery, aces of wy equi	the of and flight ipment know the & ed in Bread.	,4,5
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> <li>Sweetening agents</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,	9		about introduction confection Differentiand hear Students about character function making Raising	onery, aces or vy equivalent six will eristics as use of	the of and flight ipment know the & ed in Bread. agents,	1,2,3
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> <li>Sweetening agents</li> <li>Raising agents</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,			about introduction of the confection of the conf	onery, aces of s will eristics as use of	the of and flight ipment know the & ed in Bread. agents, agents,	,4,5
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in Material Cake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> <li>Sweetening agents</li> <li>Raising agents</li> <li>Dairy products</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,			about introduction of the confection of the conf	onery, aces of s will eristics as use of	the of and flight ipment know the & ed in Bread. agents,	1,2,3
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> <li>Sweetening agents</li> <li>Raising agents</li> <li>Dairy products</li> <li>Eggs</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,			about introduction of the confection of the conf	onery, aces of s will eristics as use of	the of and flight ipment know the & ed in Bread. agents, agents,	1,2,3
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in Material Cake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> <li>Sweetening agents</li> <li>Raising agents</li> <li>Dairy products</li> <li>Eggs</li> <li>Sundry materials</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,  Setting Agents,			about introduction of the confection of the conf	onery, aces of s will eristics as use of	the of and flight ipment know the & ed in Bread. agents, agents,	1,2,3
	<ul> <li>Definition</li> <li>Principles of Baki</li> <li>Bakery Equipment Tools etc.)</li> <li>Formulas &amp; Meast Physical &amp; Chemical baking</li> <li>Characteristics &amp; Ingredients used in MacCake and Flour Pastry</li> <li>Flour</li> <li>Shortening agents</li> <li>Sweetening agents</li> <li>Raising agents</li> <li>Dairy products</li> <li>Eggs</li> </ul>	ng nt (Small, Large, urements changes during  Functions of aking of Bread,  Setting Agents, r, Fruits & Nuts,			about introduction of the confection of the conf	onery, aces of s will eristics as use of	the of and flight ipment know the & ed in Bread. agents, agents,	1,2,3

	Emulsions & Alcohol			
III	Yeast Dough's (Fermented Goods)		Students will learn	
	<ul> <li>Types – (Rich / Lean)</li> <li>Stages / Steps in Bread Making</li> <li>Methods of Bread Making (No time Dough, Straight Dough, Ferment &amp; Dough, Sponge and Dough, Salt Delayed, Continuous Bread making process and Chorleywood Bread making process)</li> <li>Bread Disease</li> <li>Bread Improvers</li> </ul>	8	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	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  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  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

	Dropped, Rolled, Moulded /			
	Stamped, Ice box / Refrigerator,			
	Bar, Sheet and Stencil)			
	Panning, Baking & Cooling			
	Cookie Improvers		G. 1	
Practical	Breads		Students will learn	
	(Bread Rolls- Garlic / Herb, Burgers Buns,		about different stocks and soups. Salad	
	Hot Dog Rolls, Bread Loaf, French Bread,		and soups. Salad preparation and their	
	Sweet Dough, Brown Bread, Milk Bun,		types	
	Pizza, Ladi Pav, Bread Sticks)		types	
	Cakes		Through this session students will learn	
	(Vanilla Muffins, Chocolate Layer Cake,		about different	
	Orange Muffins, Banana Bread, Madeira		methods of cooking	
	Cake, Swiss Roll / Roulade Eggless Cake,		eggs	
	Mawa Cake, Devil's Food Cake, Angel			
	Food Cake, Madeleine's, Date and Walnut			
	Cake, Carrot Cake, Pineapple Upside		Students will learn	
	Down Cake, Dry Fruit Cake, Gel Sponge,		about the different	
	Genoese Sponge, Tea Cakes, Petite Four,		types of meal and the	
	Fruit Flan, Dundee Cake, Doughnut)		preparation.	
	Icings and Decorations techniques			
	(Glace Icing, Feather Icing, Butter Cream,		Students will learn	1,2,3
	Ganache, Truffle, Royal Icing, Marzipan,	12	about different	,4,5
	Sugar Paste, Pastillage, Meringue,		Sandwiches and their	, ,,-
	American Frosting, Fresh Cream)		types.	
	Flour Pastry Products and its variations			
	(Tarts- Fresh Fruit / Choc, Profite Rolls,		Students get familiar	
	Meat Pie, Cheese Straw, Croissant, Vol Au		about the recipes of	
	Vent, Eclairs, Eccless Cake, Bouchees,		salads and the	
	Pinwheel, Palmiers, Khari, Cream Rolls		dressing techniques	
	,Cinnamon Twist, Veg Puffs)			
	Cookies			
	(Butter Buttons, Melting Moments,			
	Checkerboard, Shrewsbury, Ginger			
	Cookies, Macroons, Choco Chips, Biscotti,			
	Pinwheel, Nan Khatai, Jeera Cookies,			
	Brownie)			

- 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

	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	R – III							
Course	Bar Operation-I							
Title Course	22BHMC212R	Total credits: 4	L	T	P	S	R	O/F
code		Total hours:	2	1	2	0	0	0
Pre-	Nil	Co-requisite	Nil					
requisite								
Programme	Bachelor of Hotel Ma			nolog	y			
Semester	III semester of first ye	• •						
Course		l give comprehensive		edge o	n vario	us ferm	nented a	alcoholic
Objectives	beverages used	in the Hospitality Indu	ıstry.					
	2. It will also help	in understanding the	classific	ation,	manufa	cturing	proces	s and the
	various styles,	along with technical	and spe	ecializ	ed skills	s in the	e servic	e of the
	same.							
	3. It will familiari	ze students to bar profi	ile					
GO1	TT 1 4 1.41 11.00	1 (CD 1.1		1				
CO1	Understand the different	t layouts of Bar and the	eir consi	derati	ons			
CO2	Remembering the Bar c	ontrol procedures & co	oncerned	l statut	tory req	uiremer	nts	
CO3	Analyse the classification	on of wines						
CO4	Apply the knowledge a beverages	bout the services of di	ifferent	types	of alcol	nolic an	d non-	alcoholic
CO5	Evaluate proficiency i classic and contemporar	•	•		•			ncluding
Unit-No.	Cont	ent	Conta Hou		Learn	ing Ou	tcome	KL
ī	Alcoholic Beverages				Student	s will	learn	
1	Definition				about	the	Bar	
	Classification	of Alcoholic			operation			
	Beverages	or rueonone			types			
	_	verages – Definition			• 1	Non-Ald		1.00
	and Examples	verages Bermition	8		Beverag		conone	1,2,3
	una Examples				Fermen	-	zerages	,4,5
	Bar					finition	•	
	<ul> <li>Types of Bar</li> </ul>				Exampl		una	
	Bar Equipment	nt (Light equipment			Дхатр	.05		
	and Heavy equ	ipment)						
II	Beer				Student	s will	know	
	Introduction as	nd Definition			about 1	the Be	er, the	
	Raw material	s & Manufacturing			raw ma			
	process		8		Beer	proc	duction	1,2,3
	Types of Ales	and Lagers			method	_		1 4 5
		wed Beer and			beers.	, -JF		
	Flavoured Bee							
	I lavoured bee	•						1

III	<ul> <li>Faults in Beer- Common faults and reasons (Sour, Cloudy, Flat and Foreign bodies)</li> <li>Other Fermented and Brewed beverages (Sake, Cider, Perry)</li> <li>Brands Domestic &amp; International</li> <li>Wines         <ul> <li>Introduction and Definition</li> <li>Classification of wines (Colour, Characteristics and General)</li> <li>Types of wines: Still, Sparkling, Fortified, Organic, Aromatized, Low Alcohol Wines, Alcohol free wines, Blush wine.</li> <li>Factors influencing the character of wine</li> <li>Viticulture &amp; Viticulture Methods</li> <li>Vinification of still wines (Red, White and Rose)</li> <li>Naming of wines</li> <li>Fruit wines and examples</li> <li>Vine diseases – Odieum, Mildew, Gray Rot (Noble Rot), Phylloxera vastatrix.</li> <li>Wine faults – Corked, Weeping, Excess Sulphur, Maderisation, Tartare Flakes, Formation of</li> </ul> </li> </ul>	7	Students will learn about classification of wines, Types of wines, factors influencing the character of wines etc	1,2,3 ,4,5
	crystals, Hydrogen sulphide, Cloudiness, Secondary Fermentation, Foreign materials, and sediments.  • Storage of wines Food & Wine Harmony			
IV	<ul> <li>Wine producing Countries</li> <li>France – Regions with Wine examples Champagne – Regions, Manufacture process (Traditional, Cuvee close / Charmat, Transfer, Impregnation/Carbonation), Brands</li> <li>Italy – Regions with Wine examples</li> <li>Fortified wine: Marsala, Types and Brands</li> <li>Sherry – Manufacture process, Types and Brands</li> </ul>	8	Students will learn the wine producing countries and the manufacturing process.	1,2,3 ,4,5

	D . M. C		Г	I
	<ul> <li>Port – Manufacture process, Types,         Brands</li> <li>Madeira – Manufacture process,         Types, Brands</li> <li>International and national Wine         examples</li> </ul>			
V	<ul> <li>Aperitifs</li> <li>Definition</li> <li>Types of Aperitifs</li> <li>Wine based Aperitifs <ul> <li>a. Vermouth Styles and Brands</li> <li>b. Chambery, Chamberyzette, Punt-e-mes, Carpano</li> <li>c. Dubonnet, Lillet, St.Raphael, Byrrh and Cap Corse</li> </ul> </li> <li>Spirit based Aperitifs and Bitters – Amer Picon, Fernet Branca, Pernod, Campari, Angostura, Ouzo and Underberg.</li> </ul>	7	In this unit students will learn about different types of spirits and the brands.	1,2,3 ,4,5
Practical	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  Red wine service- Service temperature, Equipment, Procedure, Decanting process, and Brands  Champagne / Sparkling Wines service-Service temperature, Equipment, Procedure and Brands  • Champagne Bottle sizes with their respective names  Champagne Dosage terms  Fortified wine service - Service Temperature, Equipment, Procedure, Brands  • Sherry  • Port	12	Students will learn about the types of glassware and equipment used in wine production as well as about the services.  Through this session students will learn about Service temperature, Equipment, Procedure, Decanting process, and Brands  Students will learn about the different types sparkling wines and their brands  Students will learn about the services and types of fortified wines  Students will learn about the services and types of fortified wines	1,2,3 ,4,5

Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)	types and the factors of menu planning.
Preparation of	
<ul><li>Beer list</li><li>Wine list</li></ul>	

- 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

	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	R – III							
Course	Front Office Operation	ı-I						
Title								
Course	22BHMC213R	Total credits: 4	L	T	P	S	R	O/F
code		Total hours:	2	1	2	0	0	0
Pre-	Nil	Co-requisite	Nil					
requisite								
Programme	<u> </u>			nolog	y			
Semester	III semester of first year							
Course	· ·	rstand the role and in	nportan	ce of	the from	nt offi	ce in th	e overall
Objectives	operation of a ho							
		Guest Services and Co						
	•	op skills in Front Offic		_				
	<u> </u>	about cash handling						
CO1	Understand to learn vario	ous Checkout procedur	res in F	ront O	ffice			
CO2	Apply the knowledge of	cash and credit handli	ng throi	ıgh fro	ont offic	ce cash	niering	
CO3	Analyse various types of	room rates and method	ds used	to est	ablish r	oom ra	ate	
CO4	Applying the Calcula office	tions of various st	atistical	l data	usinį	g For	mulae	in front
CO5	Evaluating strong custon	ner service skills is cru	icial in t	the fro	nt offic	e role		
Unit-No.	Conto	ent	Conta Hou		Learn	ing O	utcome	KL
I	Checkout				Studen	ts wi	ll learn	
	<ul> <li>Departure notif</li> </ul>	ication			about	the c	checkout	
	• Departure pro	ocedure in Fully			proced	ure.		
	automated syste							1,2,3
	Group Checkou		8					,4
	Express check							, .
	•	te check outs and						
	charges							
TT	•	Courtesy Services			G. 1		1 11	
II	Methods of Payment	\.'11					be able	
	Settlement of B					learn	about	
		nt- Indian & Foreign					s of bill	
	<ul><li>currency</li><li>Travellers'</li></ul>	ahagua Dagamal			settlem	ents	along	
		cheque, Personal did draft, Debit card			with	œ0	foreign	
	•	rrency exchange	8		exchan	ge		1,2,3
	_	and encashment						,-
•	^	and theasinnell						
	certificate							
	certificate  Credit Settlen	nent- Credit card						
	Credit Settlen	nent- Credit card,						
	Credit Settlen	voucher, Bill to						

	Other methods of payment- NEFT/RTGS, charge voucher			
III	Front office Accounting	7	Students will learn about accounting cycle	1,2,3
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	<ul> <li>Front Office Computer Operation</li> <li>Basic of computers</li> <li>P.M.S, G.D.S, C.R.S</li> <li>Front office software application         <ul> <li>Reservation</li> <li>Management software</li> </ul> </li> <li>Room Management Software</li> <li>Guest Accounting Management Software</li> <li>General Management Software</li> </ul>	7	Students will learn about software operations	1,2,3
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

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

- 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

	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	Accommodation Opera	tion-I						
Title								
Course	22BHMC214R	Total credits: 4	L	T	P	S	R	O/F
code		<b>Total hours:</b>	2	1	2	0	0	0
Pre-	Nil	Co-requisite				Nil		
requisite								
Programme		of Hotel Manageme					y	
Semester		I semester of first ye						
Course	1. To know various supe	rvisory positions of H	Iousekeepir	g and	their	role		
Objectives	2. To understand laundry	zand linen operation i	in the Dena	rtment				
	2. To understand laundry	and mich operation i	in the Depa	itiliciit				
	3. To understand vario	ous training methods	s in House	keepir	ng D	epartn	ent as	well as
	recruitment process in th	e Department						
001	**		G1 111					
CO1	Understand the importan	ice of supervision and	Checklist 1	or insp	pectio	n		
CO2	Remember the concept (	Contract Cleaning and	its use in F	Iousek	eepir	ıg Ope	ration	
CO3	Apply the knowledge of	laundry operation in	Housekeepi	ng				
	FF-78			6				
CO4	Evaluating the concept of	of Managing Housekee	eping Perso	nnel				
CO5	Understanding the basic	es of horticulture						_
Unit-No.	Conte	ent	Contact Hour	Le	earni	ng Ou	tcome	KL
I	Housekeeping Superv	ision		Stu	idents	s will	get to	
	Role of Superv	isor		kno	ow		about	
	<ul> <li>Specific Functi</li> </ul>	ons of Supervisors -		hou	useke	eping		
		spection, Inspection		sup	pervis	ion	and	
		Linen Inventory			ious		pection	
	<ul> <li>Checklist for in</li> </ul>	•		che	ecklis	t		
	• Dirty dozen	and Quick six	0					1,2,3
	inspection		8					,4,5
	Contract Cleaning							
	Definition & C	oncept						
	• Jobs given	on contract by						
	Housekeeping	•						
	Advantages & 1	Disadvantages						
	<ul> <li>Pricing a contra</li> </ul>	act						
II	<b>Laundry Operations</b>					-	amiliar	
	• Types of	Laundries- OPL,		abo			aundry	
	Commercial		7	_			remises	1,2,3
	Layout of a typ	· · · · · · · · · · · · · · · · · · ·	,				various	,4,5
	_	quipment& uses		equ	ıipme	ent		
	(Commercial I	Laundry Equipment-						

	calendaring machine, Hydro extractors, Washing machine, Steam press, Suzie, Flat press etc.)  • Laundry Process • Stain Removal • Dry-cleaning Flow Chart of Handling Guest Laundry- Laundry list and Valet Service			
III	<ul> <li>Linen Room</li> <li>Layout of Linen Room</li> <li>Classification &amp; Selection of Linen</li> <li>Classification of Bed, Bath, &amp; Restaurant Linen</li> <li>Sizes of Linen</li> <li>Storage facilities and conditions</li> <li>Par stock, Factors affecting par stock</li> <li>Linen Control – Linen Inventory &amp; Control</li> <li>Discard management</li> <li>Storage of uniforms</li> <li>Issue and exchange of uniforms</li> </ul>	7	Students will learn about classification of linen and storage facilities of linens	1,2,3 ,4,5
IV	Managing Housekeeping Personnel      Recruiting, Selecting, Hiring,     Orientation and Training      Motivating Employees      Performance Appraisal      Teamwork, Leadership Employee welfare, Discipline	7	Students get to know about various recruiting, training processes	1,2,3 ,4,5
V	Horticulture	7	Through this chapter students will learn about importance of landscaping and indoor plants	1,2,3 ,4,5
Practical	Design a Housekeeping checklist for Guest rooms and public areas.  Supervision of Guest room using checklists VIP list, Floor linen book/ register.  Stain Removal -Latest Techniques  Calculation of Room Linen requirement for	10	Students will learn to design checklist for inspection Through this session students will learn about supervision of guest rooms Students get to know	1,2,3 ,4,5

a 100-room proj	perty with an OPL	different	stain
		removal techniq	ues
Stock taking o	f Linen for Housekeeping	Students will	learn
Lab		about calcul	lating
		linen requiremen	nt
		Students get to	know
		about linen	stock
		taking as wel	ll as
		indenting proc	edure
		in housekeeping	

- 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

	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	R – III							
Course	<b>Proficient Communica</b>	tion						
Title								
Course	22UBPD213R	Total credits: 2	L	T	P	S	R	O/F
code		Total hours:		0	4	0	0	0
Pre-	Nil	Co-requisite				Nil		
requisite								
Programme	Bache	elor of Hotel Managen	ient an	d Cate	ring T	echnol	ogy	
Semester		III semester of first y	ear of	the pro	ogram	me		
Course	1. To enable stud	ents to learn and con	npreher	nd abo	ut the	profici	iency o	f the Englis
Objectives	language.							
	2. To improve the	writing skill of the lear	ners an	d enab	le them	to pre	pare CV	and cover
	letter for profess	sional development.						
	3. To evaluate cer	tain at tributes in a can	didate	that ca	n be of	herwis	e diffici	ult for time
	consuming to as							
CO1	Understand preposition	s and tag questions to	analy	se and	correc	t gram	ımatical	structures
	sentences.							
CO2	Analyse active and pass	ive voice and transform	n direct	into in	direct (	sneech		
	a mary so active and pass.	ive voice, and transform	i uncel	. 11110 111	ancet i	speccii.		
CO3	Comprehend the writing	skills through various	techniq	ues of	langua	ge use.		
CO4	Apply SWOT analysis	and goal-setting tech	hniques	s to ev	valuate	perso	nal and	protession
	development strategies	development strategies						
CO5	Assess behaviours, thou	Assess behaviours, thoughts, and emotions in a conscious and productive way.						
Unit-No.	Cont	ent	Conta		Learni	ıng Ou	tcome	KL
T			Hou		Zvnloin	330	o of	
I	Grammar				Explain		e of	1 2 2 4
	i. Use of Prepo	SSILIONS	6	F	preposi	uons.		1,2,3,4
	Tag questions							
II	Grammar				Describ		active,	
		Passive Voice	6	1 ^			e and	1,2,3,4
	Direct and Indirect Spe	eech			lirect		indirect	, ,-,
***					peech.		•,•	
III	Writing Skills				Describ	e	writing	
		2 ***		S	kills.			
		of Writing; avoid	5					1 2 2 4
		na vagaeness	5					1,2,3,4
	ii. Paragraph W							
	Resume, CV and Cove	r Letter						
IV	Colf Monograms Cl.:11			T	Describ	ıe.	and	
1,4	Self-Management Skill	S			explain		self-	
	; CWOT A1	lvoic	6		_	ment s		1,2,3,4
	<ul><li>i. SWOT Anal</li><li>ii. Goal Setting</li></ul>	•		1	munage	mont 8	мию.	

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

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.

CO	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 SAVIN	G SKILLS (BLSS)							
Course code	22UULS202R	Total credits: 3	L	T	P	S	R	0/	C
		Total hours: 45T						F	
			3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme		Bachelor of Hotel Management and Catering Technology							
Semester	III								
Course The aim of the course is to provide the learners with bar						_	•		
Objectives	_	needed in an emergency fire situation, and to provide appropriate basic management and							
G04	treatment for injuries.				• •				
CO1	Able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to the patients to								
CO2	· · ·	sustain tissue viability.  Understand the ability to perform the importance of early CPR on Adult, child and infants							
CO2		to perform the impor	tance of	eariy	CPK 01	n Adul	i, chiid	and 11	nrants
CO3		victims.  Demonstrate the basic steps to relive choking for responsive and unresponsive victims							
CO4	Able to prevent injury					•			og the
	victims from deteriorat		iding 160	., v =1 y,	Tellevil	ig paili	and pro	neciii	ig tile
CO5	Learn about the fire eq		. methods	of or	eration	and oe	tting ou	t alive	<b>.</b>
Unit-No.	Conte		Conta		Learn			KL	
Omt-No.	Conte	iii	Hour		Outco	_		KL	
I	Basic Life Support (BIS	<u> </u>	11001		Students		1, 2		
1	Dasic Life Support (Dis	,, ,			Know	about	1, 2		
	• Introduction of BLS				pasic	life			
	• Chain of survival				support	1110			
	• ABCs Assessment		4		rr				
	CPR and Ventilation	Technique							
	• AED								
	• Choking for adult an	d children							
II	First Aid			,	Students	will	3, 4		
	• Golden rules of First	aid		1	e abl	e to			
	<ul> <li>First aid Kits</li> </ul>		2	1	earn	about			
				1	irst aid				
III	Trauma emergencies				Students	, yz/i11	3, 4		
111	<b>T</b> 1				earn	about	3,4		
		ammaaah in mu				rauma			
	<ul> <li>Priorities of Initial hospital care</li> </ul>	approach in pre-			emergen				
	a) Scene safety			`	mergen	CICS			
		sment c) Bleeding	4						
	control	ment c) biccuing							
		ims and safe transfer							
	,	stabilization and C-							
	collar application	smomzanon and C-							
	f) Splinting of broke	n Limbs							
	1) Spinning of bloke.	<u> </u>							
			<u> </u>						

IV	<ul> <li>Triage system</li> <li>Introduction</li> <li>Flow chart approach of Triage</li> <li>Triage of Single and Multiple Casualties in Pre-Hospital setting</li> </ul>	2	Students will understand the triage system	1, 2, 3
V	<ul> <li>Medical emergencies</li> <li>Introduction</li> <li>Victim centered approach and Management of:- <ul> <li>a) Seizures</li> <li>b) heart attack</li> <li>c) asthma</li> <li>d) diabetic emergencies e) emergency childbirth f) Respiratory distress and failure</li> </ul> </li> </ul>	4		1, 2, 3
VI	<ul> <li>Recognizing and caring for heat related illness such as: Heat stroke, heat cramps, heat exhaustion, dehydration.</li> <li>Recognizing and caring for cold related illness such as frostbite, hypothermia.</li> <li>Poisoning, Snake bite.</li> </ul>	2		1, 2, 3
VII	<ul> <li>Safety of people in the event of fire</li> <li>Recognition of possible fire sources and emergency procedures, construction techniques for eliminating fire.</li> <li>Types of detecting devices and extinguishing agents and systems. Devising procedures in the event of fire and react to fire danger.</li> <li>Safety goals and objectives, Identifying hazards and risks</li> </ul>	2		1, 2, 3

- 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)

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		

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	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-sports of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: Insitu 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

- 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 Stadards, 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, Clanderson 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.

	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	R – III							
Course	Techno Professional S	kills-II						
Title						•		
Course	22BHMC215R	Total credits: 1	L	T	P	S	R	O/F
code		Total hours:	0	0	2	0	0	0
Pre-	Nil	Co-requisite				Nil		
requisite								
Programme	Bachelor of Hotel Ma		ng Tech	nology	7			
Semester	III semester of first y							
Course	_	efine skills in releva	nt techi	nologi	es, too	ls, and	l softwa	are used
Objectives	in the industry				14	لمسم مد	amm14	ا ما ما ما ما
	2. Enhance the alknowledge effe	oility to analyse proble	ems, de	verop s	solution	is, and	appry (	ecnnicai
	Knowledge ente	cuvery.						
	3. Provide insight	s into current industry t	trends, s	tandaro	ls, and	best pr	actices t	o ensure
	relevance in the	e field.						
901	D 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 1	.1 ' 1	. 1				
CO1	Recall industry standard	is, best practices, and e	thical gi	uidelin	es.			
CO2	Identify the key technol	ogies, tools, and softwa	are relev	ant to	the ind	ustry.		
CO2	II. 1	11-11		I C -		41	.1	
CO3	Understanding the fund	lamental concepts and	princip	les of v	various	techno	ologies a	and their
	applications.							
CO4	Understanding the role	of different technical a	nd soft s	skills in	profes	ssional	settings	
CO5	Apply problem-solving	g techniques to real-wor	rld techr	nical ch	allenge	es.		
Unit-No.	Con	tent	Conta Hou		Learn	ing Ou	tcome	KL
I	Identifying the equipm	nent in the lab			Gain p	roficie	ncy in	
					ısing		dustry-	
			4	1	elevan	t	tools,	1,2
				1	echnol	ogies,	and	
				5	softwar	e.		
II	General services relate	ed to F & B			Apply		chnical	
			~				solve	1.0
			5		comple	•	oblems	1,2
					and		mplete	
111	Enout Office 111	also anime (1-:				s effect	•	
III	Front Office and Hous	ekeeping tasks			Develo	•	critical	
			5		hinking analyse	_	lls to chnical	1,2
			·		-		oropose	
						ive solu		
IV	Manual preparation	of different					analyse	
	forms and registers		4		data	to	inform	1,2

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

- 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

	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									
<b>Course Title</b>	CO-CURRICULAR									
Course code	22UBCC311	Total credits: 1	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	<b>Bachelor of Hotel Ma</b>	nagement and Caterin	g Tec	hnolog	gy					
Semester	III semester of second	l year of the Programi	ne							
Course	Co-curricular Activities are enabled to supplement and complement the curricular or main syllabi									
Ü	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.									
	such as intellectual dev and aesthetic developme	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								
<b>Course Title</b>	EXTRA-CURRIC	ULAR							
<b>Course code</b>	22UBEC311	Total credits: 1	L	T	P	S	R	O/F	C
		<b>Total hours:</b>	0	0	0	4	0	0	1
Pre-	Compulsory	Co-requisite	Nil		•			•	
requisite									
Programme	Bachelor of Hotel	Management and Cater	ing Tec	hnolog	gy				
Semester	III semester of second year of the Programme								
Course	It is to develop the s	ocial and soft skills and t	o promo	te a ho	listic d	levelop	ment of	f the learne	ers
Objectives									
	music, photography, workshops, competi ADTU in various in platform to earn from	be engaged in different and the different and the different and the different are the different and differen	e studen t and ho national l r respect	ts will bbies. level co ive fie	partici The strompeti lds. Th	ipate in udents tions. T ne stude	regula will be The stucents wil	r club acti trained to dents will b det an ex	vities like represent be given a

#### **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	Food Production (Indu	stry Exposure)										
Title												
<b>Course code</b>	22BHMC221R	Total credits: 6	L	T	P	S	R	O/F				
		Total hours:		0	12	0	0	0				
Pre-	Nil	Co-requisite		I	·	Nil	ı	ı				
requisite		-										
Programme	Bachelor of Hotel Management and Catering Technology											
Semester	IV semester of first year of the program me											
Course	1. Introduce students to the workflow and organizational structure of food production											
Objectives	facilities.											
		nts' technical skills		prod	uction	techni	ques,	including				
		oking, and presentation		lritah an		mant a	.d +0.010					
		lents with the use of in s on food safety and h										
	4. Educate student	s on rood safety and in	ygiche si	anuaru	is as pe	i iliuus	uy regu	manons.				
CO1	Understanding, food pro	oduction comprehends	sourcing	g raw r	nateria	ls, prod	cessing.	packing.				
	and distribution.	1	`				U,	1 0				
CO2	Remember about the im	portance of food safety	y regulat	ions ar	id stanc	lards.						
CO3	Apply to learn the skills	and cooking methods	of Food	Produc	rtion							
CO3	apply to learn the skins	and cooking methods	01 1 000	Troduc	ction.							
CO4	Analyse recipe formulat	ion, product developm	nent, flav	our pro	ofiling,	and in	novatio	n to meet				
	consumer preferences ar	nd market demands.										
CO5	Understand to learn of	angumar proformage	morte	t tran	da bra	ndina	atratae	riac and				
COS	promotional tactics relev	-		t tien	us, or	mumg	Strates	gies, and				
	promotional tacties rele-	vant to the rood maust	ı y.									
Unit-No.	Cont	ent	Conta		Learn	ing Ou	tcome	KL				
			Hou									
I	The student has to ob	~					acquire	;				
	things during Industria	-			knowle	-		l				
	1. Area & Layout of th				function		cold					
	2. Study of Standard R	ecipes		1	kitchen	•						
	3. Indenting, Receiving	g & Storing										
	4. Preparing of batte	ers, marination and		5	Student	s will	able to	,				
	seasonings			(	develop	) (	culinary	,				
	5. All cuts of meat	and butchery items		5	skills	in	the	;				
	(Mutton, poultry, beef,	fish etc.)	40	(	charcut	ier		1,2,3				
	6. Daily procedure of	handover from shift	40					,4,5				
	to shift				Studen	ts	gain	ı				
	7. Recipes and metho	ds of preparation of		1	knowle	dge	on					
	all sauces	• •			oreparii	•	and					
	8. Quantities of p	preparation, weekly			oresent	-						
	preparations and time s	-		1		<i>U</i>						
	9. Stock preparation	•		9	Student	s will	able to	,				
	involved	6			dentify							
	10. Cutting of all garni	shes			differer		cooking					
	10. Cataling of all gailli	01100				(	JUMIE	,				

11. Temperatures and proper usage of all	equipment	in larder	
equipment	department		
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			
• 21. Réchauffé/ Leftover Cooking			

	CO PO M	<b>Iappin</b> g
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,	1,2,3,4,5,6,7,8,9
	packaging, and distribution.	
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	Food & Beverage Serv	ice (Industry Exposu	re)						
Title									
Course	22BHMC222R	Total credits: 1	L	T	P	S	R	O/F	C
code		Total hours:	0	0	12	0	0	0	6
Pre-	Nil	Co-requisite	Ni	Nil					
requisite									
Programme	Bachelor of Hotel Ma			chnol	logy				
Semester	IV semester of first ye								
Course		ts' technical skills in		_	od and	beverag	ges, in	cluding	g table
Objectives		king, and service techr	•						1 1'
		ts on industry standar				everage	e servi	ce, inc	luding
		, customer service, and	•			<b>1</b>		: :	141
		s into the operational a stems, inventory mana	•			•	•		nuamg
	point-or-sale sy	stems, inventory mana	gemei	n, and	ı worki	ow orga	amzan	011.	
CO1	Understand industry s	tandards, regulations.	and	best	practice	es relat	ed to	food	safety.
	hygiene, and sanitation.	,8,			F				, ,
CO2	Applying the practical		•	ge sei	vice, ir	cluding	g table	setting	g, tray
	service, wine service, ar	id cocktail preparation	•						
CO3	Learn to analyze the pr	rinciples of exceptiona	al cus	tomer	service	, includ	ling co	mmun	ication
	skills, problem-solving,	and handling custome	r com	plaint	s.				
CO4	Remembering the comp	orahansiya knowladga	ahou	ıt diff	arant ty	nas of	maniic	food	itams
	beverages, and their ing				•	•			
				•					
	Evaluate teamwork an						_		•
	environment, including	effective communicati	on wi	th kitc	chen sta	it and o	ther tea	am mer	nbers.
Unit-No.	Cont	ent	Con	tact	Lea	rning (	Outcon	ne	KL
			Ho	ur					
	BANQUETS				To inti	oduce	the stu	dents	1,2,
	1 What is banquating	the need to have				basic (		•	3,4,
	1. What is banqueting banquet facilities, see					perating	g vario	ous F	5
	and price structures	ope purpose, menus			& B O	utlet.			
	and price structures				<b>T</b>	1 .1			
	2. Types of banquet lay	youts				ach th			
	2 T	:				Banquet	is, Ban	quets	
	3. Types of banquet and fixtures	equipment, furniture	10		protoco	JIS.			
1	and fixities				To ma	ke ther	ท ๑เพล	re of	
	4. Types of menus	s and promotional				nt types			
	material maintained					- 5, P 00			
	5 Towns of C				To te	ach th	e stu	dents	
	5. Types of functions a	nd services				Guerido			
	6. To study staffing i.	e. number of service							
					To ec	quip th	ne stu	dents	
[	L					1. L			

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

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

	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		
	ROOM SERVICE/INROOM DINNING		1,2, 3,4
	1. Identifying Room Service Equipment		3,4
	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		
4	6. Pantry Elevator Operations	8	
	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		

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	A – IV										
Course	Front Office (Industry	Exposure)									
Title											
Course	22BHMC223R	Total credits: 1	L	T	P	S	R	O/F	C		
code		Total hours:	0	0	12	0	0	0	6		
Pre-	Nil	Co-requisite				Nil					
requisite											
Programme	Bachelor of Hotel Ma	nagement and Cateri	ng Tec	hnolo	ogy						
Semester	IV semester of first year	ar of the Programme									
Course	Educate student	ts on industry standar	ds for	front	office	operatio	ns, in	cluding	g guest		
Objectives	service, commu	nication, and profession	onal etic	quette							
	2. Enable students	to handle real-world	challen	ges a	nd dev	elop pro	blem-	solving	g skills		
	in front office se	ettings.									
	3. Develop skills i	n managing guest inqu	uiries, l	nandli	ng con	plaints	and e	nsuring	g guest		
	satisfaction.										
CO1	Front office exposure c	ourses aim to provide	studer	ıts wi	th a br	oader u	ndersta	anding	of the		
	hospitality industry.										
CO2	Understanding front off	ice operations in the l	hosnital	lity ir	dustry	includ	ing hat	tel from	nt desk		
CO2	operations, reservations	*		•	•		ing no	101	it desik		
	•										
CO3	Remember to learn h		•		lly and	d effici	ently	with	guests,		
	colleagues, and other de	partments within the o	organiza	ation.							
	Applying problem sol	ving techniques and	strate	gies	to reso	olve iss	sues n	romntl	v and		
	efficiently.	, ing teamiques and	Strate	5103		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, area p	1 0111p t	ij unio		
	•								_		
CO4	Analyzing the importan							n, and	how to		
	coordinate with other de	epartments to provide s	seamles	s gue	st expe	riences.					
Unit-No.	Cont	ent	Conta	act	Lea	rning (	Outcon	ne	KL		
			Hou	ır	S						
	The student has to ol	oserve the following			Perceiv	ing the	front o	office	1,2,		
	things during Industria	1 Exposure:			accoun			stem	3,4,		
	1. Greeting, meeting &	escorting the guest			followe	ed in the	hotel		5		
	2. Total capacity and ta	ariffs of the rooms									
	3. Location and rol	e of status board,			Be acc	quainte	l with	the			
	different types of status	s's maintained			proced	ures	ado	opted			
	4. Special rates and di	scounts applicable to			during	check o	ut				
	groups, business house	es, airlines, VIP's etc.	26								
1	5. Identification of kin	d, mode and type of	36		Initiati	ng t	he	night			
1	reservation					g proces		-			
	6. Filing systems	and follow-up on									
	reservations	-			Ensure	e gue	st s	afety			
	7. Types of plans and p	oackages on offer			measur	es in th		•			
		nats used in the									
	department				Acquir	e kno	wledge	e in			
	9. Meaning of guaran	teed, confirmed and			_	elations					
				l l							

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, prepreparation 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, booking, transfers etc.

Basic FO formulas and closing invoice methods

	CO PO Mapping					
SN	Course Outcome (CO)	<b>Mapped Program Outcome</b>				
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	Housekeeping (Industr	ry Exposure)							
Title									
Course	22BHMC224R	Total credits: 1	L	T	P	S	R	O/F	C
code		Total hours:	0	0	12	0	0	0	6
Pre-	Nil	Co-requisite		I		Nil	I	1	
requisite									
Programme	Bachelor of Hotel Ma	nagement and Cateri	ng Teo	chnolo	ogy				
Semester	IV semester of first yea	ar of the Programme							
Course	1. Introduce stude	ents to sustainable ho	ouseke	eping	practio	ces, incl	uding	eco-fr	iendly
Objectives	cleaning method	ds and resource conser	vation.		_				
	2. Equip students	with techniques for e	fficien	t time	manag	gement a	and pr	oductiv	vity in
	housekeeping ta	isks.							
	3. Develop skills i	n managing guest req	uests, l	nandli	ng con	plaints,	and en	nsuring	guest
	satisfaction.								
CO1	Demonstrate a compreh	ensive understanding	of diff	erent	modes	of trans	sportat	ion and	d their
	roles in the supply cl	hain, including their	advan	itages,	disad	lvantage	s, and	l appro	priate
	applications.								
CO2	Identify and manage ris	les associated with tran	aanorta	tion i	naludii	ag daval	onina	atratag	ios for
COZ	mitigating those risks ar		•			•	oping	strateg.	168 101
	intigating those risks at	id clisuring the securit	y or go	ous III	transit	••			
CO3	Implement sustainable	transportation practice	es to n	ninimi	ize env	ironmer	ntal in	npact, 1	reduce
	carbon footprints, and p	romote corporate socia	al respo	nsibil	ity.				
	Understand transportati	on management eyete	ame (T	(2MC)	and of	than tacl	molog	rical to	ole to
	enhance transportation	•					_		
	emerging technologies.	planning, tracking, a	ana m	anage	ment,	meraam	guic	adopti	on or
	emerging teemlologies.								
CO4	Analyse the financial	aspects of transporta	tion m	nanage	ement,	includi	ng bu	dgeting	, cost
	control, and financial de	ecision-making.							
Unit-No.	Cont	ent	Cont	act	Lea	rning O	utcon	ne	KL
Cint 110.	Cont	CIII	Hou		Lea		utcon		IXL
	ROOMS		1100		Demor	strate st	en hv	sten	1,2,
	1. Number of rooms cl	eaned in a shift				ng and			3,4
	2. Time taken in makin				process	-	_	uring	٠,٠
		erve the cleaning			•	nt, effect		uring	
	equipment and deter	•				conomic		ration	
	cleaning supplies used	Some any other			of	Front		office	
	4. Observe all gues	t supplies kept in			departi			,,,,,,,	
	guestroom bathroom		10		purti	110111.			
1	~	procurement and			Unders	stand ar	nd an	alvse	
	replenishment of guest	•				eeping		dards	
	5. Study the system	* *				er with			
	cleaning a room and	* *			-	y aspects	-	unu	
	various checks made				sccurit,	, aspect	٠.		
	e.g. telephone, channe								
	c.g. telephone, challie	i music, A/C, 1.V.							

	Τ.,		T	
	etc. 6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency 7. Observe how woodwork, brass work are kept spotlessly clean and polished 8. Observe procedure for handling soiled linen & Procurement of fresh linen 9. Observe the procedure for Freshen up and Turn down service 10. Observe room layout, color themes and furnishings used in various categories and types 11. Carpet brushing and vacuum cleaning procedure 12. Windowpanes and glass cleaning procedure and frequency 13. Observe maintenance of cleaning procedure and frequency 14. Understand policy and procedure for day-to-day cleaning 15. Observe methods of stain removal 16. Understand the room attendant's checklist and other formats used 17. Observe handling of guest laundry & other service (like shoe shine etc.)			
2	THE CONTROL DESK  1. Maintenance of Log Book  2. Understand the functions in different shifts  3. Observe the coordination with other departments  4. Observe the area & span of control  5. Observe the handing of work during peak hours  6. Observe the formats used by department and study various records maintained	10		1,2, 3,4
3	PUBLIC AREA  1. Observe the duty and staff allocation, scheduling of work and daily briefing  2. What to look for while inspecting and checking Public Area  3. Importance of Banquets function prospectus  4. Observes tasks carried out by the carpet	8		1,2, 3,4

crew, window cleaners and polishers 5. Note Maintenance Order procedure 6. Study the fire prevention and safety	
_	
6 Study the fire prevention and safety	
o. Study the the prevention and surety	
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	

	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	e of India							
Course code	22BHMC311R	Total credits: 5	L	T	P	S	R	O/F	С
		Total hours:	2	1	4	0	0	0	5
Pre-requisite	Nil	Co-requisite	Nil						
Programme		tel & Catering Techn	ology						
Semester	5								
Course Objectives	<ol> <li>The course aims to provide knowledge of different cuisines prevailing in India.</li> <li>Provide knowledge about other foods like Jain food, Parsi food etc</li> <li>Understanding the sourcing, selection, and seasonal availability of regiona ingredients.</li> </ol>								
CO1	Understanding th	ne distinct regional c st Indian, West Indian,					_	North	Indian,
CO2	Understand the	cultural significance ryday dining practices	of fo					gions, ir	ncluding ritual
CO3	Understanding procrucial in any cul	roper hygiene practice inary field.	es, san	itatio	n proc	edures,	and fo	od safe	y regulations
CO4	Applying knowle	dge of flavour combin	ations,	port	ioning,	, and ga	rnishin	g techni	ques
CO5		nd practical expertises to appreciate, preser							
Unit-No.	C	ontent	Cont		Le	earning	Outco	ome	KL
	Cuisines of Ka	shmir, Himachal &			Stude	ents wil	l learn	about	1,2,3,4,5
	Uttarakhand					cuisine		-	
	a Introduc	otion Goographical				chal&			
	Introduction  Perspect	0 1				ingredi			
	_	istorical Background			regio		and	the	
	<ul><li>Character</li><li>Features</li><li>Key In</li></ul>	•			-	raphical egion .	locati	ons of	
1	Specialties during Festivals and Other Occasions  3								
	Cuisines of Po Delhi	unjab, Haryana &							
	<ul><li>Introduction</li><li>Perspection</li><li>Brief Hi</li></ul>	• •							

	Foods, Seasonal Foods			
	*			
	Specialties during Festivals  and Other Occasions			
	and Other Occasions			10015
	Cuisines of Rajasthan & Gujarat		Students will know about	1,2,3,4,5
	Introduction, Geographical		the cuisine of Rajasthan,	
	Perspectives		Gujarat, Maharashtra, and	
	D'ATT' ID 1		Goa. The specialty dishes	
	G1 0 G 11		of each region,	
	Characteristics & Salient     Features of Cuisine		ingredients and the local	
			names of the ingredients	
	Key Ingredients, Popular  Foods Second Foods		used.	
	Foods, Seasonal Foods			
	Specialties during Festivals			
2	and Other Occasions	3		
2	Cuisines of Maharashtra & Goa	3		
	Cuisines of Manarasitra & Goa			
	• Introduction, Geographical			
	Perspectives			
	Brief Historical Background			
	Characteristics & Salient			
	Features of Cuisine			
	Key Ingredients, Popular			
	Foods, Seasonal Foods			
	Specialties during Festivals			
	and Other Occasions Gin			
	Cuisines of Andhra Pradesh &		Students will learn about	1,2,3,4,5
	Kerala		the cuisine of Andhra	
			Pradesh, Kerala, Awadh	
	Introduction, Geographical		and Bengali cuisine.	
	Perspectives		Specialties of each	
	Brief Historical Background		cuisine and the	
	Characteristics & Salient		ingredients that are used	
	Features of Cuisine		in their foods	
	• Key Ingredients, Popular			
	Foods, Seasonal Foods			
	• Specialties during Festivals			
3	and Other Occasions	3		
	Cuisines of Awadh & Bengal			
	Introduction, Geographical			
	Perspectives			
	Brief Historical Background			
	Characteristics & Salient			
	Features of Cuisine			
	Key Ingredients, Popular			
	Foods, Seasonal Foods			
Í .			1	

	Specialties during Festivals and Other Occasions			
4	<ul> <li>Indian Sweets &amp; Desserts</li> <li>Introduction</li> <li>Brief Historical Background</li> <li>Characteristics &amp; Salient Features of Cuisine</li> <li>Key Ingredients, Popular Foods, Seasonal Foods</li> <li>Specialties during Festivals and Other Occasions</li> </ul>	3	Students will learn about the different sweets and desserts along with the origin	1,2,3,4,5
5	Food of India      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

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

	CO PO Mapping					
SN	Course Outcome (CO)	<b>Mapped Program Outcome</b>				
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	Bar Operation-II								
Title	22DIN (C212D	7D 4 1 114 4	T _T	/ID		- C		0/5	
Course code	22BHMC312R	Total credits: 4 Total hours:	L	T 1	P	S	R	0/F 0	C
Pre-	Nil	Co-requisite	2 Nil		2	0	0	U	4
requisite	1411	Co-requisite	1111						
Programme	Bachelor of Hotel & C	Catering Technology							
Semester	5	0 00							
Course	1. Th	e course will give c	omprel	hensi	ve knov	vledge	on va	rious c	distilled alcoholic
Objectives		verages used in the Ho	•	•	•				
		vill also help in under		_					<b>.</b>
		ious styles, along wi	th tech	nnıcal	and sp	ecialize	d skil	ls in t	he service of the
	san 3 It y	ne. vill familiarize student	ts to ha	r nroi	file				
CO1	In-depth understanding					-alcoho	lic be	verages	s including their
	origins, production meth	<b>₽</b> 1						_	-,
~~									
CO2	Understand the legal an	0 1						cluding	g age restrictions,
	responsible serving prac	and compitance	with it	ocai i	aws and	reguiau	ions.		
CO3	Acquire practical skills	in setting up and org	anizing	g bar	stations	, mainta	aining	cleanli	ness and hygiene
	standards, and ensuring	smooth operation duri	ing pea	k hou	ırs.				
CO4	Apply skills in financial	analysis, budgeting, a	and pro	fitabi	lity asse	ssment	specifi	ic to ba	ar operations.
	***		•				•		
CO5	Remembering the various	us styles of service &	technic	jues u	ised whi	le servii	ng and	makin	g of cocktails and
	distilled beverages.								
Unit-No.	Cont	ent	Cont	act	Lea	rning O	utcon	ne	KL
			Hot	ur					
	Introduction to Spirit	• •			Student				1,2,3,4
	Definition of s  Alachalia Stra	-			the diff				
	and American)	ength: Proof (British			non –al It will			_	
	• Classification	of Distilled	4		the p	_		spirit	
1	Beverages and their ex				product			~ <b>F</b>	
	Distillation pro	ocess:			•				
	Pot Still								
	Patent Still								
	Spirits				Student				1,2,3,4
	• Whisky				Differe	• •			
	• Definition				Brandy and Ted		JIII, V	ouka	
2		and Manufacturing	5		and 100	14114.			
	process: Scotch Whisk								
		es- American (Corn,							
	Rye, Bourbon), Canad	dian, Irish Whiskey,							

	Tennessee Whisky and Japanese			
	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			
	Other Spirits (Aquavit, Arrack, Absinthe,			
	Grappa, Calvados, Marc, Toddy, Feni/			
	Fenny)		C( 1(	1 2 2 4
3	<ul><li>Liqueurs</li><li>Definition</li></ul>	5	Students will learn about Different types of	1,2,3,4
	- Definition		Different types of	

	Raw material and Method of		Liqueurs	
	production – Pressing, Maceration,		Liqueurs	
	Infusion & Percolation			
	• Types of Liqueurs - Base, Flavour,			
	Colour and Country of Origin			
	Brands – National and International.		0.1.1.1.1.1	1001
	Cocktails		Students will learn about	1,2,3,4
	<ul> <li>History and definition</li> </ul>		cocktails, their brand	
	<ul> <li>Methods of making cocktails:</li> </ul>		names, and the origin.	
	Stirred, Shaken, Built- up, Layered		Students will also	
	and Blended		familiarize with Cocktail	
	<ul> <li>Traditional mixes preferred with</li> </ul>		bar equipment.	
4	Alcoholic beverages	6		
	• Golden rules for making			
	cocktails			
	Cocktail Bar equipment and			
	their uses			
	Light and heavy equipment			
	Garnishes, decorative accessories			
	Banquets		Students will learn about	1,2,3,4
	Definition		the different styles of	, , ,
			banquet functions,	
	• Types of Banquet functions:		decorations and the	
	Formal & Informal		differences of Off	
5	• Hierarchy and Duties &	6	premise / out –door	
	Responsibilities of Banquet Staff		catering services.	
	Banquet booking procedure			
	Banquet Function Prospectus (Lay			
	out only)			
	Off Premise / Out-door catering			
	Whisky – Service Temperature, Equipment		Students will learn to do	1,2,3,4
	required, Procedure for various styles		the Services of spirits,	
	(Neat, On the rocks and Mixed) at the bar		storage temperature ,	
	and at the table, Brands National&		equipment names and the	
	International.		glassware that are used	
	Brandy - Service Temperature, Equipment		for servicing . Mise-en –	
	required, Procedure for various styles (Neat		place and Mise-en- scene	
	& warm) at the bar and at the table, Brands		and the Services of Gin	
Practical	National & International.	12	,Vodka and Tequila, the	
	Rum - Service Temperature, Equipment		storage temperature ,	
	required, Procedure for various styles(Neat,		equipment names and the	
	On the rocks and Mixed) at the bar and at		glassware that are used	
	the table Brands National &International.		for servicing . Service of	
	Gin - Service Temperature, Equipment		Liqueur, menu planning	
	required, Procedure for various styles		for alcoholic beverages	
	(Neat, on the rocks and Mixed) at the bar		etc.	
	and at the table, Brands National			

&International.		
Vodka - Service Temperature, Equipment required, Procedure for various states (Neat, On the rocks and Mixed) at the and at the table, Brands Nation International.	yles bar	
Tequila - Service Temperature, Equipr required, Procedure, at the bar and at table Brands –International.		
Service of Liqueur - Service Temperar Equipment required, Procedure. Service of Cocktail / Mocktail - Mocktail - Mocktail - Mocktail obe conducted Menu planning and Service of food alcoholic beverages- (Five	lock	
International and one Indian menu to planned)	b be	

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

	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	R – V								
Course	Front Office Operation- I	I							
Title									
Course	22BHMC313R To	tal credits: 4	L	T	P	S	R	O/F	С
code	To	tal hours:	2	1	2	0	0	0	4
Pre-	Nil Co	-requisite	Nil			1		1	I
requisite		-							
Programme	Bachelor of Hotel & Cate	ring Technology	7						
Semester	5								
Course	1. The course far	miliarizes studen	s with o	differe	ent sale	s techn	iques;	room	ariff used
Objectives	front office.								
	2. It also aims to	teach basics of ni	ght audi	ting.					
	3. Learn about re	servation systems	, room a	assign	ment, a	nd hanc	lling gi	uest in	quiries.
CO1	Remembering the different	sales techniques;	room ta	riff us	sed in fi	ront offi	ice		
CO2	Understand the basic of nig	ht auditing.							
CO3	Understand the role and including its functions and	_	ne front	offic	e depa	rtment	in hos	spitality	y operatio
CO4	Identify the effective community providing information about			_	elephor	ne inqui	ries, ta	king n	nessages, a
CO5	Understand administrative occupancy, revenue, and gu		ing, rec	ord-k	eeping,	and pr	eparin	g repo	rts related
Unit-No.	Content		Cont		Lea	rning (	Outcon	ne	KL
	Night Auditing				Studen	ts will	be ta	aught	1,2,3,4,5
					about 1	Night A	udit pr	ocess	
	Introduction to Nig	•							
	Role of a Night Au								
	Night Auditing Pro								
1	Errors during Night								
1	errors, Transposition	on error, Out of	•						
	balance	gement- Credit							
	Credit Balance Mana								
	Monitoring, High balance	;							
	Privileges  Salar Trakeiron for	E4 Off			Ctudon	40::11	la a a la	1. 4.	1 2 2 4 5
	Sales Techniques for	Front Office	;			ts will			1,2,3,4,5
	Department				learn	abo		sales	
	Introduction to Ho	tels Products				jues to	maxi	ımıze	
	• Various Sales		,		revenue				
	(Increasing occupancies,								
2									
2	,							l	
2	,	reasing average	;						
2	overbooking, inc room rates)								
2	overbooking, inc room rates)  Suggestive selling, up	selling, down	ı						
2	overbooking, inc room rates)	selling, down	ı						

	Avenues for Sales Promotion		Students will learn about	1,2,3,4,5
	Introduction to leisure Activities		sales promotional tools	±,=,∪,¬,∪
	and services for guests in a hotel		bares promotional tools	
	<ul> <li>Various Sales Tools (Brochure,</li> </ul>			
	posters, e-display, tent cards,			
3	websites)	5		
	• Sales Promotion (Advertising,			
	Relationship marketing)			
	Direct sales - travel agents, tour operators,			
	hotel booking agencies, Internet, tourist			
	information centre, direct mail, personal			
	calls, and telephone selling, letters / emails			
	Room Tariff		Students get to know	1,2,3,4,5
	<ul> <li>Factors affecting room tariff</li> </ul>		about room tariff fixation,	
	• Establishing the end of the day		tax structures	
	(Check – in / check– out basis,			
	twenty-four-hour basis and night			
	basis)			
	• Room Tariff Fixation:			
	• Cost- based pricing (Rule			
	of thumb approach,			
	Overview of Hubbart			
4	formula)	5		
	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			
	Taxes applicable on rooms			
	Handling various types of Guests		Students get to know	1,2,3,4,5
	• Timid		about room tariff fixation,	±,=,∪,¬,∪
	• Fussy		tax structures	
5	• Drunkard	3	tur structures	
	• Irate			
	<ul><li> frate</li><li> Differently abled</li></ul>			
	• Differently abled		Students will learn about	1 2 2 4 5
	Preparation of reports during Night Audit-		Students will learn about	1,2,3,4,5
	Night Auditors Report, High Balance		different types of night	
	Report, Occupancy Report, and		audit reports, learn to	
Practical	Discrepancy Report.		enhance guest stays, learn	
11000000	Role play on enhancing guest stay		techniques of suggestive	
	(welcome call, courtesy call etc.)		selling through role plays,	
	Videos & Presentation on suggestive		learn about various	
	selling.		situation handlings, learn	
L	O.	j .	1	

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

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

	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

	R – V										
Course	Accommodation Operat	tion - II									
Title											
Course	22BHMC314R	Total credits: 4	L	T	P	S	R	O/F	С		
code		Total hours:	2	1	2	0	0	0	4		
Pre-	Nil (	Co-requisite	Nil				•	•			
requisite											
Programme	Bachelor of Hotel & Ca	tering Technology									
Semester	5										
Course	1. To know about the inte	rnal environment of	the hot	tel							
Objectives	O. T		1 ! 1	l 4 . 1							
	2. To understand the impo	ortance of pest contr	ol in a	notei							
	3. To understand interior	decoration and rede	coration	n proc	ess						
				- F							
CO1											
	Understand the role and i	-		_		within	the ho	ospitali	ty industry		
	including the various dep	artments involved a	nd their	funct	ions.						
CO2											
CO2	Remember the housekeep	oing procedures and	standar	ds							
	1										
CO3											
	Execute the guest room setup to meet guest expectations, including bed-making								techniques		
	1 1		•			_		_	•		
	amenities placement, and		•			_		_	•		
CO4	amenities placement, and		•			_		_	•		
CO4	amenities placement, and Understand inventory ma	ensuring rooms are	properl	y stoc	eked and	prepar	red for	guest a	nrrival		
CO4	•	ensuring rooms are	properles speci	y stoc	eked and	prepar	red for	guest a	nrrival		
	Understand inventory ma	ensuring rooms are	properles speci	y stoc	eked and	prepar	red for	guest a	nrrival		
CO4	Understand inventory mastock control, ordering pr	ensuring rooms are anagement principle ocedures, and minin	properles speci	y stoc	eked and accom	prepar	on ope	guest a	nrrival		
	Understand inventory mastock control, ordering pr	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp	properles specific to	fic to vastag	accom	prepar	on ope	guest a	nrrival ,		
	Understand inventory mastock control, ordering pr	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp	properles specific to	fic to vastag	accom	prepar	on ope	guest a	nrrival ,		
	Understand inventory mastock control, ordering pr	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific possible consuring	fic to account to acco	accome ge	prepar	on ope	guest a	nrrival ,		
CO5	Understand inventory mastock control, ordering pr Classify the safety and s safety, emergency respon	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific to ensuring Cont Hou	fic to vastage to accept the second	accome ge commod ecurity	modation of gues	on ope	guest a grations ons, incompany,	s, including		
CO5	Understand inventory mastock control, ordering processify the safety and stafety, emergency responsible.  Contents  Internal Environment	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific possible consuring	fic to vastage to accept the second to accept the s	accoming accoming accommod accurity of the Lean	modation of gues	peration below	guest a erations ons, incomingings.	nrrival,		
CO5	Understand inventory mastock control, ordering processify the safety and stafety, emergency responsible.  Content  Internal Environment  Noise	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific to ensuring Cont Hou	offic to accept the second of	caccoming accoming accommod according to the accommod according to the acc	modation of gues rning (	peration  Dutcon  get to 1  puseke	guest a grations practions, income know eping	s, including		
CO5 Unit-No.	Understand inventory mastock control, ordering processor Classify the safety and stafety, emergency responsible Contest Internal Environment  Noise Air Conditioning	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific to ensuring Cont Hou	fic to vastage to accept the section	accommod ecurity of Lean Student about supervise	modation of gues  rning (	peratic t belon Qutcon get to bousekee	guest a grations practions, income know eping	s, including		
CO5	Understand inventory mastock control, ordering processify the safety and stafety, emergency responsible.  Content  Internal Environment  Noise	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific to ensuring Cont Hou	fic to vastage to accept the section	caccoming accoming accommod according to the accommod according to the acc	modation of gues  rning (	peratic t belon Qutcon get to bousekee	guest a grations practions, income know eping	s, including		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of the Classify the safety and stafety, emergency responsible Contest of the Contest	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific to ensuring Cont Hou	fic to vastage to accept the second to accept the second to accept the second to accept the second	commod ecurity of Lear Student about supervisinspecti	modation of gues rning ( s will a ho sion a on chec	peration butcome per to busekeend value butcome per to busekeend value busekee	guest a grations practions, income know eping prious	s, including cluding fire		
CO5 Unit-No.	Understand inventory mastock control, ordering processor Classify the safety and stafety, emergency responsible Contest Contest Noise  Noise Air Conditioning Light  Accounts	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e	properles specific to ensuring Cont Hou	fic to vastage to accept the second of the s	cked and accoming accommod ecurity of Lean Student about supervisinspections	modation of gues  rning (  s will s  ho  sion a  on checks	peration peration butcome peration putcome peration putco	guest a grations ons, incompanies.  Remains one of the companies of the co	s, including		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of the control of the co	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt	properles specific tensuring  Cont Hot	fic to vastage to accept the second to accept the s	commod ecurity of Lear Student about supervisinspecti	modation of gues  rning (  s will a  ho  sion a  on check  s al  tion o	peration per	guest a grations practions, income know eping prious	s, including cluding fire  KL  1,2,3,4		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of the control of the co	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt	properles specific to ensuring Cont Hou	fic to vastage to accept the second to accept the s	cked and accoming accoming accommod ecurity of Lean Student about supervisionspection Student prepara stateme	ation of gues  rning (  s will g  ho  sion a  on check  ation of	peration below to be be below to be	guest a grations practions practions properties and properties are also properties are	s, including cluding fire		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of the control of the co	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt  g	properles specific tensuring  Cont Hot	fic to vastage to accept the second to accept the s	accommod ecurity of Lear Student about supervisionspections	ation of gues  rning (  s will g  ho  sion a  on check  ation of	peration below to be be below to be	guest a grations practions practions properties and properties are also properties are	s, including cluding fire		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of the control of the co	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt  g	properles specific tensuring  Cont Hot	fic to vastage to accept the second to accept the s	cked and accoming accoming accommod ecurity of Lean Student about supervisionspection Student prepara stateme	ation of gues  rning (  s will g  ho  sion a  on check  ation of	peration below to be be below to be	guest a grations practions practions properties and properties are also properties are	s, including cluding fire		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of the control of the co	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt  g  diffication ents it.	properles specific positions of the specific o	fic to vastage to accept the second to accept the s	cked and accoming accoming accommod ecurity of Lean Student about supervisionspection Student prepara stateme	ation of gues rning ( s will g ho sion a on check s al tion on a hotel	peration per	guest a grations practions practions practions practions practically practical	s, including cluding fire		
Unit-No.  1 2	Understand inventory mastock control, ordering processor of the control of the co	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt  g  diffication ents it.	properles specific positions of the specific o	fic to vastage to accept the second of the s	commod ecurity of Lear Student about supervisionspection Student prepara stateme sheet in	modation of gues  rning (  s will s  ho  sion a  on check  a hotel  s will	peratice to be	guest a grations ons, incompanies.  The know eping trious the come lance about	s, including cluding fire KL 1,2,3,4		
CO5 Unit-No.	Understand inventory mastock control, ordering processor of Contests and Stafety, emergency responsions and Contests and Environment  Noise Air Conditioning Light  Accounts Definition, class Debit and credit Format of accounts accounts Rules of Debit and Credit Complaint Handling	ensuring rooms are anagement principle ocedures, and minin ecurity measures sp se procedures, and e  nt  g  diffication ents it. in Housekeeping	properles specific positions of the specific o	fic to vastage to accept the second to accept the s	sked and accoming accommod ecurity of Lear Student about supervisionspecti Student prepara stateme sheet in Student	ation of gues  rning (  s will g  ho  sion a  on check  a hotel  s will  cation o	peration per	guest a grations practions practions practions practions practically practical	s, including cluding fire KL 1,2,3,4		

	Housekeeping department			
4	<ul> <li>Changing Trends in Housekeeping</li> <li>Hygiene, not just cleanliness</li> <li>New scientific Techniques</li> <li>IT savvy housekeeping</li> <li>Eco- friendly Amenities, Products,</li> <li>Processes</li> </ul>	3	Students get to know about various recruiting, training processes	1,2,3,4
5	Interior Designing  Objectives of Interior Designing Elements of Interior Designing Principles of interior Designing  Refurbishing & Redecoration 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	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

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

	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	R – V								
Course	CAMPUS TO CORPOR	ATE (Communicat	ive En	glish	& Sof	t Skills)			
Title									
Course	22UBPD223R T	otal credits: 2	L	T	P	S	R	O/F	C
code	T	otal hours:	0	0	4	0	0	0	2
Pre-	Nil C	o-requisite	Nil						
requisite									
Programme	Bachelor of Hotel & Catering Technology								
Semester	5								
Course	1. To acquaint students with the various tools of effective presentation.								
Objectives	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								
	-	self-promotion and		•	-	•		_	oro vide
		ltrainthestudentsfo							70
	4. Toprepareano	ia ammestudentsio	n uicc	шри	isuIIV	sxwal	rmgm	ici viev	75.
CO1									
	Recall fundamental theorie	es and principles of	effecti	ve co	mmun	ication.			
GO.									
CO2	Understand different com	umunication etyles	and th	oir o	nnron	riota 110	a in w	orione 1	rofessional
	contexts.	illiumeation styles	and u	icii a	ipprop.	iraic us	C III V	arious j	noiessionai
	contexts.								
CO3									
	Understand the importar	nce of key soft	skills	such	as to	eamwor	k, lead	dership,	and time
	management.								
COA									
CO4	Apply effective verbal and non-verbal communication techniques in simulated workplace								
	Apply effective verbal and non-verbal communication techniques in simulated workplace scenarios.						Workplace		
	Section 103.								
CO5									
	Analyse workplace scenarios to identify potential communication barriers and suggest solu						solutions.		
Unit-No.	Conten	<u> </u>	Cont	act	T a	arning	Outco	mo	KL
01111-110.	Conten	•	Ho		L	arming	Outco	ШС	IXL
	Presentation Skills		3		Enun	nerate	rules	and	1,2
	1 i eschianon skins					ards for			
	Introduction					ette and	_		
	muoduction				behav		,, 011		
	Essential characteristic	s of a good							
1									
	Preparation of a good pre	sentation							
	D III CI III				Produ	100	profes	gional	1.2
2	Public Skills		5		docui		such	sional	1,2
			3					_	
					email	s, re	ports,	and	

5	Interview Skills & Dress code Ethics	3	Utilize appropriate non- verbal communication	1,2
	Doubt Clearing Session	2	T1011	1.2
	Mock/Practice Session,			
	How to be an Effective Leader			
4	Manager vs Leader		presentations, and interviews.	
	Leadership Styles		including meetings,	
	Concepts of Leadership		skills in various professional contexts,	
	Leadership & Management Skills	3	Demonstrate effective verbal communication	1,2
	How to utilize it			
	Creating profile in LinkedIn			
	Practical session on cover letter screening session			
3	Preparation, submission& screening of Resume.		contexts.	
	Practical session on Resume, Curriculum Vitae, Writing cover letter & LinkedIn Profile	3	Evaluate the effectiveness of different communication strategies in various professional	1,2
	Doubt Clearing and Summary of Main Points			
	Delivering Presentations Successfully,			
	Process for Preparing and Creating Presentations,			
	Tips for Using Visual Aids in Presentations,			
	Tips for Presentations and Public Speaking,			
	Physiology and Stress-Control/Process,			
	Confidence and Control,			
	Understanding and Overcoming Fear of Public Speaking			
	Fear of Public Speaking,		presentations with clarity and correctness.	

	Types of 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	cues, such as body language, eye contact, and facial expressions, to enhance interpersonal interactions.	
6	Mock Interview  Practical Mock Interview, Feedback-Receiving Feedback, Giving Feedback, Advantages of Effective Feedback How to deal with negative feedback		1,2

- 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

	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	$\mathbf{V} - \mathbf{V}$										
Course Title	Techno Professional S	Skills-III									
Course	22BHMC315R	Total credits: 1	L	T	P	S	R	O/F	C		
code	N701	Total hours:	0	0	2	0	0	0	1		
Pre- requisite	Nil	Co-requisite				Ι	Nil				
Programm	Bachelor of Hotel &	⊥ Catering Technology									
e											
Semester	5										
	Enhance programming and scripting abilities for automation and efficiency.										
Objectives	Utilize project manager	Itilize project management tools to plan, execute, and monitor projects effectively.									
	T		4 1 9	•	<b>C</b>	c :	-144				
	Improve verbal and nor	n-verbai communicano	on techni	iques	tor pro	ression	ai seui	ngs.			
CO1	Develop advanced sk	ills in industry-speci	fic soft	ware,	tools,	and te	chnolo	ogies.			
	Apply advanced proje	, 1									
CO3	Davalan nunfassiana	1 weiting abilla for	orostin	g ala	or or d	1 0000	00 #25	norts	amaila a		
	Develop professional presentations.	i witting skills for	creatin	g cie	ai anc	i conci	se rej	ports, (	zmans, ar		
CO4	Apply creative proble	em-solving technique	es to de	velop	innov	ative s	olutio	ns.			
CO5	Understand and apply ethical standards and professional behaviour in the workplace.										
Unit-No.	Con	tent	Conta		Lea	rning (	Outco	me	KL		
Unit-No.	Con Advanced Hospitalit			ır	Improv	ve verb	al and	non-	KL 1,2,3,4		
Unit-No.	Advanced Hospitalit Advanced feature	y Technology es of Property	Hou	ır	Improv verbal technic	ve verbo	al and nmunic	non- cation for			
Unit-No.	Advanced Hospitalit	y Technology es of Property	Hou	ır	Improv verbal technic	ve verb	al and nmunic	non- cation for			
Unit-No.	Advanced Hospitalit Advanced feature Management System	y Technology es of Property s (PMS) like Opera	Hou	ır	Improv verbal technic	ve verbo	al and nmunic	non- cation for			
	Advanced Hospitalit Advanced feature Management System and Fidelio. Integration of POS	y Technology es of Property s (PMS) like Opera systems and CRM	Hou	ır	Improv verbal technic	ve verbo	al and nmunic	non- cation for			
	Advanced Hospitalit Advanced feature Management System and Fidelio.  Integration of POS tools.	y Technology es of Property s (PMS) like Opera systems and CRM keting strategies.	6	ır	Improv verbal technic	ve verbo	al and nmunic	non- cation for			
	Advanced Hospitality Advanced feature Management System and Fidelio.  Integration of POS tools.  Advanced digital mark	y Technology  es of Property s (PMS) like Opera  systems and CRM  keting strategies.  egement and online	6	ır	Improv verbal technic	ve verbo	al and nmunic	non- cation for			
	Advanced Hospitalit Advanced feature Management System and Fidelio.  Integration of POS tools.  Advanced digital mark Social media mana	y Technology  es of Property s (PMS) like Opera  systems and CRM  keting strategies.  gement and online nt tools.	6	ır	Improv verbal technic profess	ve verb com ques sional so	al and nmunic ettings	non-cation for .			
	Advanced Hospitalit Advanced feature Management System and Fidelio.  Integration of POS tools.  Advanced digital mark Social media mana reputation management Guest Experience an	y Technology  es of Property s (PMS) like Opera  systems and CRM  keting strategies.  egement and online nt tools. ed Service Excellence	6	ır	Improverbal technic profess  Cultiva skills t	ve verbecom ques sional so ate	al and nmunic ettings	non-cation for .	1,2,3,4		
1	Advanced Hospitality Advanced feature Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark Social media mana reputation management Guest Experience and Advanced CRM	y Technology  es of Property s (PMS) like Opera  systems and CRM  keting strategies.  egement and online nt tools.  ed Service Excellence  techniques for	6	ır	Improverbal technic profess  Cultiva skills t	ve verb com ques sional so	al and nmunic ettings	non-cation for .	1,2,3,4		
	Advanced Hospitalit Advanced feature Management System and Fidelio.  Integration of POS tools.  Advanced digital mark Social media mana reputation management Guest Experience an	y Technology  es of Property s (PMS) like Opera  systems and CRM  keting strategies.  egement and online nt tools.  ed Service Excellence  techniques for	6	ır	Improverbal technic profess  Cultiva skills t	ve verbecom ques sional so ate	al and nmunic ettings	non-cation for .	1,2,3,4		
1	Advanced Hospitality Advanced feature Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark Social media mana reputation management Guest Experience and Advanced CRM	y Technology  es of Property s (PMS) like Opera  systems and CRM  keting strategies.  egement and online nt tools.  d Service Excellence  techniques for periences.	6	ır	Improverbal technic profess  Cultiva skills t	ve verbecom ques sional so ate	al and nmunic ettings	non-cation for .	1,2,3,4		

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

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

Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA

### **REFERENCE BOOKS:**

 $Hotel\ Housekeeping-G\ U\ Raghubalan$ 

	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					

<b>SEMESTER</b>	– V								
<b>Course Title</b>	CO-CURRICULAR								
<b>Course code</b>	22UBCC311	Total credits: 1	L	T	P	S	R	O/F	С
		<b>Total hours:</b>	0	0	0	4	0	0	1
Pre-	COMPULSORY	Co-requisite	NII	,	•		•	•	•
requisite									
Programme	Bachelor of Hotel Ma	nagement and Cateri	ing Tec	hnolog	gy				
Semester	V semester of third ye	ear of the Programme	e						
Course	Co-curricular Activitie	s are enabled to supp	lement	and co	mplem	ent the	curric	ular or ma	in syllabi
Objectives	activities. These are	the part and parcel	of educ	cationa	l insti	tutions	to de	velop the	students'
	personality as well as	to strengthen the cla	assroom	learni	ing. Co	o-currio	cular A	activities h	ave wide
	horizon to cater to the c	ultural, social, aestheti	c devel	opmen	t of the	child.			
Course	Co-curricular activities	facilitate in the deve	lopmen	t of va	arious	domair	ns of m	nind and p	ersonality
Outcome	such as intellectual dev	velopment, emotional	develop	ment,	social	develo	pment,	moral dev	elopment
	and aesthetic developm	ent. Creativity, Enthus	siasm, a	nd Ene	ergetic,	Positi	ve thinl	king are so	me of the
	facets of personality de	velopment and the outo	comes c	f extra	curricu	ılar acti	ivities.		
Contont									

#### **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	$-\mathbf{V}$								
<b>Course Title</b>	EXTRA-CURRICU	LAR							
<b>Course code</b>	22UBEC311	L	LT	P	S	R	O/F	C	
		Total hours:	0	0	0	4	0	0	1
Pre-	COMPULSORY	Co-requisite	NII	Ĺ				•	
requisite									
Programme	Bachelor of Hotel M	Ianagement and Cater	ing Tec	hnolog	gy				
Semester	V semester of third	year of the Programm	ie						
Course	It is to develop the so	cial and soft skills and t	o promo	te a ho	olistic d	levelop	ment o	f the learne	ers
<b>Objectives</b>									
Course	The students will be	engaged in different	activitie	s head	ed und	der diff	erent o	clubs name	ely dance
Outcome	music, photography,	drama, literacy, etc. Th	e studen	ts will	partic	ipate in	regula	ır club acti	vities like
	workshops, competiti	ons as per their interest	and ho	bbies.	The st	udents	will be	trained to	represen
	ADTU in various inte	r university, state and r	ational	level c	ompeti	tions. T	The stu	dents will l	be given a
	platform to earn from	invited experts in their	respect	ive fie	lds. Th	ne stude	ents wil	ll get an ex	xposure o
	Γ	nethodology considering	_					-	-
			-	J		J			
Content	l								

#### 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	R – VI									
Course	Food and Beverage Ope	ration								
Title										
Course	22BHMC321R T	Cotal credits: 1	L	T	P	S	R	O/F	C	
code	T	Total hours:	3	1	2	0	0	0	5	
Pre-	Nil C	Co-requisite	Nil	l						
requisite										
Programme		tering Technology	7							
Semester	6									
Course		ion to the special					-			
Objectives		ned at developing the		_	of the	classica	l Europ	ean C	uisine &	
	<ul><li>imparting the concept of Nouvelle cuisine.</li><li>It deals with other prerequisite skills and knowledge to pursue career in culinary</li></ul>									
	art.				<b>.</b>		.4	40 of f		
		a comprehensive u rations and control		_		•	•		ood and	
	beverage ope	rations and control	nng cha	iracie	risues o	i service	e ouner	S.		
CO1	understanding the buffet	and function cat	ering (	of for	nd and	hevera	ne sect	or wi	thin the	
COI	hospitality industry	and function car	cring (	1100	od and	oc veraş	ge seei	OI WI	tilli tile	
	nospitanty maastry									
•	Understanding the high-quality service standards, including table service etiquette, orde									
CO2	Understanding the high-	quality service sta	ındards,	IIICI	uding t	dore ser	VICC C	uqueu	e, order	
CO2	Understanding the high-taking, serving technique	•			•			•		
CO2		•			•			•		
	taking, serving technique experience.	es, and handling	custome	er fee	edback	to ensu	re a p	ositive	e dining	
CO2	taking, serving technique experience.  Understanding of invent	ory management t	custome	er fee	edback tock co	ntrol, p	ortion	ositive	e dining	
	taking, serving technique experience.	ory management t	custome	er fee	edback tock co	ntrol, p	ortion	ositive	e dining	
	taking, serving technique experience.  Understanding of invent	ory management tinancial analysis re	echniqu lated to	er fee	edback tock co and bev	ntrol, p	ortion	ositive	e dining	
CO3	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analysis.	ory management tinancial analysis related to food	echnique lated to	er fee	tock co and bev	ntrol, p verage o	ortion ortion	ositive contro ns	e dining	
CO3	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analyse Demonstrate the licensing technique.	ory management to inancial analysis related to fooding requirements,	echnique lated to	er fee	tock co and bev	ntrol, p verage o	ortion ortion	ositive contro ns	e dining	
CO3	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analysis.	ory management to inancial analysis related to fooding requirements,	echnique lated to	er fee	tock co and bev	ntrol, p verage o	ortion ortion	ositive contro ns	e dining	
CO3	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analyse Demonstrate the licensing technique.	ory management to inancial analysis related to food any requirements, ons.	echnique lated to	nes, s food verage	tock co and bev e operat	ntrol, p verage o	ortion ortion ortion	ositive contro ns	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the distribution of the distribut	ory management to inancial analysis related to food the requirements, ons.	eechnique lated to and befood h	les, s food veragy	tock co and bev e operat e stand	ntrol, p verage o ions. lards, a	ortion of peration and correction tecome	contro	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strategies, and for the strategies and for the strategies are strategies.  Demonstrate the licensing industry laws and regulation to the strategies.  Contental European / Continental	ory management to inancial analysis related to food any requirements, ons.	echniquelated to	er fee	tock co and bev e operat e stand  Lear	ntrol, p verage o ions. lards, a ning Ou	ortion or	contro ns nplian ut	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strategies, and for the strategies and for the strategies are strategies.  Demonstrate the licensing industry laws and regulation to the strategies.  Content to the strategies are strategies are strategies.	ory management to inancial analysis related to food the requirements, ons.  t Cuisine o influences of	echniquelated to	er fee  les, s food  verage  ygien	tock co and bev e operat e stand  Lear  Student differen	ntrol, p verage o ions. lards, a ning Ou s will le t dis	ortion of peration of correction of correction of correction of the correction of th	contro ns  mplian  ut 1 of	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the distribution of the distribut	ory management to inancial analysis related to food any requirements, ons.  t Cuisine o influences of ons	echniquelated to	er fee	tock co and bev e operat e stand  Lear  Student differen Europea	ntrol, poverage of ions.  lards, a  ning Out  s will lead to discuss the control of the control	ortion of peration of come arn about the southern of the south	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the distribution of the distribut	ory management to inancial analysis related to food the requirements, ons.  t Cuisine o influences of	echniquelated to	er fee	tock co and bev e operat e stand  Lear  Student differen	ntrol, poverage of ions.  lards, a  ning Out  s will lead to discuss the control of the control	ortion of peration of correction of correction of correction of the correction of th	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analyst Demonstrate the licensing industry laws and regulation of the Contental Introduction to cultures on region Special features	ory management to inancial analysis related to food any requirements, ons.  t Cuisine o influences of ons	echniquelated to	nes, s food verage ygien	tock co and bev e operat e stand  Lear  Student differen Europea	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the southern of the south	contro ns nplian ut of cal	e dining	
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CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strategies, and for the strategies and for the strategies and for the strategies and regulation to the strategies are strategies as th	ory management to inancial analysis related to food any requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries —	echniquelated to	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strategies, and for the strategies and for the styles in the following techniques.  Understanding of invent reduction strategies, and for the styles in the following experience.  Understanding of invent reduction strategies, and for the styles in the following experience.	ory management to inancial analysis related to food any requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries — Germany, Spain,	echniquelated to	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strategies, and for the strategies and for the styles in the following techniques.  Understanding of invent reduction strategies, and for the styles in the following experience.  Understanding of invent reduction strategies, and for the styles in the following experience.	ory management to inancial analysis related to food any requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries —	eechnique lated to and be food h	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5 Unit-No.	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analyst Demonstrate the licensing industry laws and regulation of the Content Introduction to cultures on region of Special features ingredients, method styles in the follow France, Italy, Portugal, Eas Switzerland.	ory management to inancial analysis related to food any requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries — Germany, Spain,	eechnique lated to and be food h	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5 Unit-No.	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strat	ory management to inancial analysis related to food any requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries — Germany, Spain, astern Europe,	eechnique lated to and be food h	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5 Unit-No.	taking, serving technique experience.  Understanding of invent reduction strategies, and for the strat	ory management to inancial analysis related to food any requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries — Germany, Spain, astern Europe,	eechnique lated to and be food h	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5 Unit-No.	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analyst Demonstrate the licensing industry laws and regulation of the Content of European / Continental    European / Continental    Introduction to cultures on region    Special features ingredients, methods a styles in the following portugal, Ear Switzerland.  Nouvelle Cuisine    Evolution & hist    Salient features	ory management to inancial analysis related to food and requirements, ons.  t  Cuisine o influences of ons with respect to hods, presentation owing countries — Germany, Spain, astern Europe,	eechnique lated to and be food h	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	
CO3 CO4 CO5 Unit-No.	taking, serving technique experience.  Understanding of invent reduction strategies, and for Identify the financial analyst Demonstrate the licensing industry laws and regulation of the Content of European / Continental    European / Continental    Introduction to cultures on region    Special features ingredients, methods a styles in the following portugal, Ear Switzerland.  Nouvelle Cuisine    Evolution & hist    Salient features	ory management to inancial analysis related to food any requirements, ons.  t Cuisine o influences of ons with respect to hods, presentation owing countries — Germany, Spain, astern Europe, ory een Haute Cuisine	eechnique lated to and be food h	nes, s food verage ygien	tock co and beve e operate Estanda Lear Student differen Europea cuisine	ntrol, p verage o ions. lards, a ning Ou s will leat t dist un / Co	ortion of peration of come arn about the continent of the	contro ns nplian ut of cal	e dining	

	Service Style – Types, Guidelines			
	Modern plating techniques.			
2	Appetizers (Hot & Cold)  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	3	Students will know about different Hot and Cold appetizers. The points to be considered while preparing the dishes.	1,2,3,4
	Convenience Foods			
3	Advantages & Disadvantages.  Fish Mongery  Introduction to fish monger  Classification of fish with examples (local names also)  Selection & storage of fish & shell fish  Cuts of fish  Cooking of fish  Preservation & processing of fish	5	Students will learn about the types of Fishes, different cut of fishes and the selection process.	1,2,3,4
4	<ul> <li>Buffet</li> <li>Introduction &amp; Definition</li> <li>Types of Buffet</li> <li>Buffet equipment</li> <li>Points to be considered while arranging buffet</li> </ul>	6	Students will learn about different setup of buffets and the equipment used for servicing .	1,2,3,4
5	<ul> <li>Types of functions - Formal and Informal</li> <li>Function organization - Banquet Function Prospectus (BFP), Space specification, Layout, Banquet equipment, Staffing</li> <li>Order of service for formal functions</li> <li>Wedding Function</li> <li>BFP with menu planning for Conference, Meeting, Cocktail party, Sit down dinner, Themes</li> <li>Concept and F &amp; B operations in MICE</li> </ul>	6	Students will learn about the event management and function catering. Arrangement methods and theme base parities and the menu planning.	1,2,3,4

	Fish preparations using various		Students will learn to	1,2,3,4
	cuts/Joints of Chicken		make different cuts of	
	• Nouvelle 4 course menus		fish and chicken used in	
	based on basket		the industry, learn to	
	<ul> <li>Variety of Appetizers</li> </ul>		develop 4 courses of	
	Preparation of European Menus		menu and the	
	(Starter or Salad, Soup, Main		preparation of Canapés,	
	Course with starch & veg		learn to prepare different	
Practical	accompaniment & Dessert)	10	foods of Continental /	
Tractical	Banquet Function Prospectus with menu,	10	European / Oriental in	
	space specification, equipment, staffing –		this session, know about	
			different types of	
	Cocktail dinner		dinners and theme	
	Sit-down dinner		events.	
	<ul> <li>Formal Banquet</li> </ul>			
	<ul> <li>Conference</li> </ul>			
	<ul> <li>Wedding reception</li> </ul>			
	Theme Event			

- 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).

	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	Accommodation Operation	ation								
Title						1	I	ı	,	
Course	22BHMC322R	Total credits: 5	L		T	P	S	R	O/F	C
code		Total hours:	3		1	2	0	0	0	5
Pre-	Nil	Co-requisite					Nil			
requisite	D 1 1 077 1 1 0 6									
Programme	Bachelor of Hotel & C	Catering Technology								
Semester Course	6 1. To know about the text	utilas usad in Hausalsa	onin a							
Objectives	1. TO KNOW about the te.	xilles used ill nouseke	eping							
	2. To understand the sto	Γo understand the stock taking in Housekeeping								
	3. To understand Softwa	. To understand Software used in Hotels and their systems								
CO1										
	Understand the organ accommodation services		and t	the	rol	les ar	nd resp	onsibi	lities	within
CO2										
	Understand the principle procedures, inventory co	-		eep	oing	manaş	gement,	includ	ling cl	eaning
	Understand budgeting, services.	forecasting, and finan	ncial r	nar	nage	ment 1	elevant	to acc	commo	dation
	Understand the legal a employment laws, guest					mmoda	ation op	eratio	ns, inc	luding
CO5	Gain comprehensive kn their operational proced	•	s type	es c	of ac	comm	odation	establ	ishmen	nts and
Unit-No.	Cont	ent	Con	tact	t	Lea	arning O	utcom	e	KL
			Ho							
1	Linen • Store requisit	system-Principles, Procedures about blies, Guest Supplies, tion, Issuing from and Public areas	5		г	bout	ts will g purchasi sekeepir	ing sy	vstem	1,2,3
	Textiles		4		5	Studen	ts get	fan	niliar	1,2,3
2	textile fibers						various lepartme		used	
L	Defection and	and of territor iii								

	hotels			
3	<ul> <li>Uniforms</li> <li>Selection and Design of Uniforms</li> <li>Establishing Par Levels for Uniforms</li> <li>Storage of Uniforms</li> <li>Issuing and Exchange of Uniforms</li> <li>Advantages of providing Staff Uniforms</li> <li>Protective clothing in different departments</li> </ul>	4	Students will learn about issuing and exchanging of uniforms as well to establish Par levels	1,2,3
4	Concierge      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	<ul> <li>Property Management Systems in Front office</li> <li>Concept &amp; Importance of PMS</li> <li>Selecting a Property Management System</li> <li>Modules involved in Front office System- Reservations, Front desk, Rooms, Cashier, Night Audit, Setup</li> <li>PMS interface with Stand-alone Systems-POS, Call Accounting, Electronic locking system</li> <li>Software used in Hotels and their systems – Fidelio, Micros, Opera, IDS</li> <li>Reports generated at Front desk (Room status Report, Sales Mix, Revenue Report, Guest History)</li> <li>Advantages &amp; Limitations</li> </ul>	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

- 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

	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	2,3,4,5,7,8
	industry	
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	Food and Nutrition								
Title			-	1			,	1	ı
Course		Total credits: 2	L	T	P	S	R	O/F	C
code		Total hours:	2	0	0	0	0	0	2
Pre-	Nil	Co-requisite	Nil						
requisite	Daabalan ef Hadal Mar		- Tr1-	1					
Programme	Bachelor of Hotel Ma	nagement & Catering	g 1ecn	nolog	<u> </u>				
Semester Course	Gain a thorough underst	anding of the besic pri	incinlo	c of n	utrition	and tha	coiono	na hahin	d it
Objectives	Gain a morough underst	anding of the basic pri	пстріс	S 01 11	uuiiioii	and the	SCICIL	e beiiii	u II.
	Understand the physiol nutrients.	ogical processes of d	igestio	n, ab	sorption	, metab	olism,	and ex	cretion of
	Identify various food so	urces of essential nutri	ents.						
CO1	Demonstrate a compreh nutrients in the human b	•	of the	princi	iples of 1	nutritio	n and t	the role	of various
CO2	Identify and list the micronutrients.	fundamental princip	oles o	f nut	trition,	includiı	ng ma	acronutr	rients and
CO3	Recall the primary funct	ions and sources of es	sential	nutri	ents.				
CO4	Apply methods to ass clinical data.	ess nutritional status	using	dieta	ary, ant	hropom	etric,	biocher	nical, and
CO5	Explain dietary reference	e intakes and nutrition	al guio	deline	s for dif	ferent p	opulat	ions.	
Unit-No.	Cont	ent	Cont Ho		Lea	rning O	utcom	e	KL
1	INTRODUCTION To Definition of Nutritic scope; the various nutremarks food and our dietary intakes (RDI) food; The five Food groups;	on; Importance and rients.  ODY: life; recommended	3		Enumer guidelir recomm differen populat	nes and nendation at age	nutrit ons	tional for	1,2,3,4
2	ROLE OF NUTR BODY-I: a. Carbohydrates: functions, Deficie carbohydrates, sour b. Fats: Classification deficiency & exces	Classification, ncy and excess of rces.	3		Describ of food and san	l safety	_	_	1,2,3,4

	Proteins: essential amino acids,			•
	classification of protein, functions of			
	proteins, systems of			
	Protein Deficiency, Protein energy			
	malnutrition (P.E.M.), Sources of			
	protein.			
	ROLE OF NUTRIENTS IN OUR	3	Apply methods to assess	1,2,3,4
	BODY-II:		an individual's nutritional	
	Vitamins: Classification of vitamins		status, including dietary,	
	function deficiency & excess and sources		anthropometric,	
	of all vitamins		biochemical, and clinical	
	ROLE OF NUTRIENTS IN OUR		techniques.	
3	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.	3	A 1 1' / 1 /	1224
	BALANCED DIET:	3	Analyse and interpret data from nutritional research	1,2,3,4
	Concept of balanced diet		studies to understand their	
	Menu planning-Definition, aim &			
	importance Menu planning for specific		implications for dietary recommendations.	
	requirements viz. infants, children, adolescent, adult man & women;		recommendations.	
4				
	nutritional requirements during specific conditions viz, pregnancy, lactation & old			
	age			
	·			
	EFFECT ON NUTRIENTS WHILE:	3	Recall the names,	1,2,3,4
	A. Storage.		functions, and sources of	
	B. Pre-preparation.		essential nutrients	
5	C. Cooking.		(carbohydrates, proteins,	
	Measures to be taken to prevent nutrient		fats, vitamins, and	
1	loss during cooking		minerals).	
	loss during cooking		mmerais).	

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

	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	Techno Professional Sl	kills-IV							
Title	22D111 (C224D	7D 4 1 194 4	T = 1	700		a		0/15	
Course code	22BHMC324R	Total credits: 1 Total hours:	<b>L</b> 0	T 0	P 2	S 0	R	0/F 0	C 1
Pre-	Nil	Co-requisite	U	U	<u> </u>	_	U Nil	U	1
requisite	1411	Co-requisite				1	<b>1</b> 11		
Programm	Bachelor of Hotel & C	Catering Technology							
e									
Semester	6								
Course	Enhance programming and scripting abilities for automation and efficiency.								
Objectives	Utilize project managem	nent tools to plan, exec	cute, an	d mon	itor pr	ojects e	ffective	ely.	
		•			•	·		•	
	Improve verbal and non-	-verbal communicatio	n techn	iques	for pro	fession	al settii	ngs.	
CO1	Develop advanced ski	lls in industry-speci	fic soft	ware	tools	and te	chnole	ogies	
CO2	Apply advanced proje	, , , , , , , , , , , , , , , , , , ,						25100.	
	-PP-1 au anova proje	Bornout billi	12.00		22100	5100	-		
CO3	Develop professional	writing skills for	creatin	g cle	ar and	conci	se rep	oorts,	emails, and
	presentations.								
CO4	Apply creative proble	m solving tochnique	s to do	volon	innov	otivo s	olutio	na	
CO4	Appry creative problem	in-sorving technique	is to de	velop	IIIIOV	auve s	oiutioi	115.	
CO5	Understand and apply ethical standards and professional behaviour in the workplace.								
CO3	e nacistana ana appry cancar standards and professionar senaviour in the workplace.								olace.
	11.0		-						
Unit-No.	Cont		Con	tact		rning			KL
	11.0	ent	-	tact		rning			KL
	Cont	ent	Con	tact	Lea	rning	Outco	ome	
	Cont	ent Technology	Con	tact	Lea Impr	ove v	<b>Outco</b> erbal	ome	KL
	Cont  Advanced Hospitality  Advanced features  Management Systems	ent Technology  of Property	Con	tact	Lea Impronon-v	rning ove v	<b>Outco</b> erbal	ome	KL
	Cont  Advanced Hospitality  Advanced features	ent Technology  of Property	Con	tact	Impronon-vectors technic	ove verbal	Outco erbal ion	and for	KL
	Advanced Hospitality  Advanced features  Management Systems  and Fidelio.	ent  Technology  of Property (PMS) like Opera	Con Ho	tact ur	Impronon-vectors technic	ove verbal nunicatiques	Outco erbal ion	and for	KL
Unit-No.	Cont  Advanced Hospitality  Advanced features  Management Systems  and Fidelio.  Integration of POS	ent  Technology  of Property (PMS) like Opera	Con	tact ur	Impronon-vectors technic	ove verbal nunicatiques	Outco erbal ion	and for	KL
	Advanced Hospitality  Advanced features  Management Systems  and Fidelio.	ent  Technology  of Property (PMS) like Opera	Con Ho	tact ur	Impronon-vectors technic	ove verbal nunicatiques	Outco erbal ion	and for	KL
Unit-No.	Cont  Advanced Hospitality  Advanced features  Management Systems  and Fidelio.  Integration of POS	ent  Technology  of Property (PMS) like Opera  systems and CRM	Con Ho	tact ur	Impronon-vectors technic	ove verbal nunicatiques	Outco erbal ion	and for	KL
Unit-No.	Advanced Hospitality  Advanced features  Management Systems and Fidelio.  Integration of POS tools.	ent  Technology  of Property (PMS) like Opera  systems and CRM	Con Ho	tact ur	Impronon-vectors technic	ove verbal nunicatiques	Outco erbal ion	and for	KL
Unit-No.	Advanced Hospitality  Advanced features  Management Systems and Fidelio.  Integration of POS tools.	ent  Technology  of Property (PMS) like Opera  systems and CRM eting strategies.	Con Ho	tact ur	Impronon-vectors technic	ove verbal nunicatiques	Outco erbal ion	and for	KL
Unit-No.	Cont  Advanced Hospitality  Advanced features  Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark  Social media management	ent Technology  of Property (PMS) like Opera  systems and CRM eting strategies. gement and online tools.	Con Ho	tact ur	Impronon-voorm techniprofe	ove verbal nunicatiques	Outco erbal ion setting	and for gs.	KL
Unit-No.	Cont  Advanced Hospitality  Advanced features  Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark  Social media management	ent Technology  of Property (PMS) like Opera  systems and CRM eting strategies. gement and online tools.	Con Ho	tact ur	Lea Impr non-v comr techr profe	ove v verbal nunicat iiques ssional	Outco erbal ion setting	ome and for gs.	KL
Unit-No.	Advanced Hospitality  Advanced features  Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark  Social media management  Guest Experience and	ent Technology  of Property (PMS) like Opera  systems and CRM eting strategies. gement and online tools.  I Service Excellence	Con Ho	tact ur	Lea Impronon- commitechming profe  Cultiskills	ove verbal nunication iques ssional vate to m	Outco erbal ion setting leade	and for gs.	KL 1,2,3,4
Unit-No.	Advanced Hospitality  Advanced features Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark  Social media management Guest Experience and Advanced CRM	ent Technology  of Property (PMS) like Opera  systems and CRM eting strategies. gement and online tools.  I Service Excellence techniques for	Con Ho	tact ur	Lea Impronon- commitechming profe  Cultiskills	ove v verbal nunicat iiques ssional	Outco erbal ion setting leade	and for gs.	KL 1,2,3,4
Unit-No.	Advanced Hospitality  Advanced features  Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark  Social media management  Guest Experience and	ent Technology  of Property (PMS) like Opera  systems and CRM eting strategies. gement and online tools.  I Service Excellence techniques for	Con Ho	tact ur	Lea Impronon- commitechming profe  Cultiskills	ove verbal nunication iques ssional vate to m	Outco erbal ion setting leade	and for gs.	KL 1,2,3,4
Unit-No.	Advanced Hospitality  Advanced features Management Systems and Fidelio.  Integration of POS tools.  Advanced digital mark  Social media management Guest Experience and Advanced CRM	ent Technology  of Property (PMS) like Opera  systems and CRM eting strategies. gement and online t tools. I Service Excellence techniques for eriences.	Con Ho	tact ur	Lea Impronon- commitechming profe  Cultiskills	ove verbal nunication iques ssional vate to m	Outco erbal ion setting leade	and for gs.	KL 1,2,3,4

	programs.			
	Understanding cultural differences in guest service.			
	Strategies for delivering culturally competent service.			
	Project Management and Operations  Project management principles tailored to hospitality projects.		Foster teamwork and collaboration in diverse and dynamic professional environments.	1,2,3,4
3	Tools and techniques for effective project planning and execution.	12		
	Planning and executing large-scale events and conferences.			
	Coordination of logistics, vendors, and guest services.			
	Financial Management and Revenue Optimization  Financial statements and performance metrics for hospitality.		Enhance analytical and critical thinking skills to address complex problems.	1,2,3,4
4	Budgeting and forecasting techniques.	12		
	Techniques for cost control and expense management.			
	Strategies for maximizing profitability.  Communication and Professional		Foster a mindset of	1234
5	Development  Effective communication with diverse stakeholders.  Public speaking and presentation skills for hospitality professionals.	12	continuous learning and adaptability to keep up with industry trends and technological advancements.	1,2,3,4

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

### **REFERENCE BOOKS:**

Hotel Housekeeping – G U Raghubalan

	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	Fundamental of Tour	ism							
Title Course	22BHMC325R	Total credits: 2	L	Т	P	S	R	O/F	C
code	ZZDIIWICJZSK	Total hours:	2	0	0	0	0	0	2
Pre-	Nil	Co-requisite	Ni				U		
requisite	1,11			_					
Programm	Bachelor of Hotel &	Catering Technology	l.						
e									
Semester	6								
Course	To describe the fundam	nental principles of tour	rism Ir	dustr	y.				
Objectives	To explain tourism indu	ustry and its componen	ts fron	n a teo	chnical 1	ooint of	view.		
									_
	To analyse Role of gov	ernment, national and i	ınterna	itional	organiz	zations i	n touri	sm dev	elopment.
CO1	This paper aims to acc	quaint learners with th	e tour	ism r	henome	enon, fo	stering	a dee	ener
	understanding of the su	bject.		_					-
CO2	Understanding the role	of tourism as an econo	mic in	itervei	ntion an	d its sign	nifican	ce in th	ne economy
CO3	To analyse socio-econo	omic, and ecological im	pacts	of tou	rism.				
CO4	Understanding the global nature of tourism and government support for it								
	To evaluate the future tourism scenario contributing to the growth and development of Tourism								
CO5	To evaluate the future							opment	of Tourism
CO5	To evaluate the future Industry.							opment	t of Tourisr
	Industry.	tourism scenario cont	ributir	ng to	the grov	wth and	develo	•	
		tourism scenario cont	ributir	ng to	the grov		develo	•	t of Tourisr
	Industry.	tourism scenario cont	ributir	ng to	the grov	wth and	develo	me	KL
	Industry.  Con	tourism scenario cont	ributir	ng to	the grov  Lea  Evalua	wth and	develo	me lated	
	Industry.  Con Introduction: Tourism concepts, def Types on different Bas	tourism scenario cont  tent  finition and history, sis; Types of tourists:	ributir	ng to	the grov  Lea  Evalua	wth and	develo	me lated	KL
	Industry.  Con Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and 6	tent  finition and history, sis; Types of tourists: excursionist etc.;	ributir	ng to	the grov  Lea  Evalua	wth and	develo	me lated	KL
	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot	tent  finition and history, sis; Types of tourists: excursionist etc.; civators of tourism	Con Ho	tact	the grov  Lea  Evalua	wth and	develo	me lated	KL
	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu	tourism scenario cont  tent  finition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and	ributir	tact	the grov  Lea  Evalua	wth and	develo	me lated	KL
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo	tent  Einition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism	Con Ho	tact	the grov  Lea  Evalua	wth and	develo	me lated	KL
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo industry, Sociology-cu	tent  Einition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural,	Con Ho	tact	the grov  Lea  Evalua	wth and	develo	me lated	KL
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Composindustry, Sociology-cu Environmental & Econ	tent  Einition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural, nomic impacts of	Con Ho	tact	the grov  Lea  Evalua	wth and	develo	me lated	KL
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo industry, Sociology-cu	tent  finition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural, nomic impacts of cion.	Con Ho	tact	Lea  Evalua concep	wth and	Dutcon- rism-re	me lated lata	KL 1,2,3,4,5
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo industry, Sociology-cu Environmental & Ecos tourism at the destinat Travel Trade: Travel Types, Functions, Imp	tent  Einition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural, nomic impacts of cion. Agency- Definition , cortance;	Con Ho	tact	Lea  Evalua concep	rning (	Dutcor Fism-res and d	me lated lata	KL
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo- industry, Sociology-cu Environmental & Eco- tourism at the destinat Travel Trade: Travel Types, Functions, Imp Tour Operator - Defin	tent  finition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural, nomic impacts of cion.  Agency- Definition , cortance; ition, Types,	Con Ho	ag to	Lea  Evalua concep	rning ( ate tour ots, ideas	Dutcor Fism-res and d	ne lated lata and ional	KL 1,2,3,4,5
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo industry, Sociology-cu Environmental & Eco tourism at the destinat Travel Trade: Travel Types, Functions, Imp Tour Operator - Defin Functions, Importance	tent  finition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural, nomic impacts of cion.  Agency- Definition , cortance; ition, Types,	Con Ho	ag to	Lea  Evalua concep  Descri structu	rning (  Intertour  In	Dutcon- rism-re s and d	ne lated lata and ional	KL 1,2,3,4,5
Unit-No.	Industry.  Con  Introduction: Tourism concepts, def Types on different Bas Tourist, traveler, and e Determinants and mot demand; Tourism indu characteristics, Compo- industry, Sociology-cu Environmental & Eco- tourism at the destinat Travel Trade: Travel Types, Functions, Imp Tour Operator - Defin	tent  finition and history, sis; Types of tourists: excursionist etc.; civators of tourism ustry: Nature and onents of tourism ultural, nomic impacts of cion.  Agency- Definition , cortance; ition, Types,	Con Ho	ag to	Lea  Evalua concep  Descri structu travel	rning (  Intertour  In	Dutcon- rism-re s and d	ne lated lata and ional	KL 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

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

	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.	

SEMESTER	R – VI								
Course Title	<b>Hotel Accountancy</b>								
Course	22BHMC326R	Total credits: 2	L	T	P	S	R	O/F	С
code		<b>Total hours:</b>	2	0	0	0	0	0	2
Pre-	Nil	Co-requisite	Nil		I.	•	ı		1
requisite									
Programm	Bachelor of Hotel	& Catering Technology							
e									
Semester	6								
Course	To equip students wi	th the knowledge of acco	ounting	as pr	racticed	in hotel	S		
<b>Objectives</b>	Haln tham to utilize	this knowledge in day-to	dovon	oroti	one une	lantalzan	in tha	voriona	danartman
	in hotels.	uns knowledge in day-to	-uay op	crati	ons unc	icitakcii	III tile	various	departmen
	Enumerate the key	financial statements use	ed in h	otel	accoun	ting, inc	luding	the ba	lance shee
	*	nd cash flow statement.				6,			
	, , ,								
CO1	Recall fundament hospitality industry	al accounting princi	ples a	nd	concep	ots app	licable	e to	the
CO2	Understanding the	processes involved in	record	ling,	summ	arizing,	and 1	eporti	ng financia
	transactions in a ho	otel setting.							
CO3		erent categories of recommendates of rec			-	-			-
CO4	Apply accounting p	principles to prepare ac	curate	fina	ncial st	atemen	ts for a	a hotel.	
CO5	Implement budgeti in a hotel.	ng and forecasting tech	nniques	to p	olan an	d manaş	ge fina	ncial p	erformanc
Unit-No.	C	ontent	Con		Lea	arning (	Outco	me	KL
	Allowances, Disco	unt and Visitors Paid			Demo	nstrate	a	clear	1,2,3,4
	Out				under	standing	5	of	
	3.6	1.77			funda	mental	accou	inting	
	Meaning an			_	ples an		_		
		Allowance and VPO	6		speci	fic to the	e hospi	itality	
1	Vouchers	1 , 411 0			indus	try.			
		between Allowance &							
	Discount	D: 0 XIDO							
	Difference between	Discount & VPO							

2	<ul> <li>Visitors Tabular Ledger</li> <li>Format and Use of Visitors Tabular Ledger</li> <li>Practical Problems on Visitors Tabular Ledger</li> </ul>	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	<ul> <li>Guest Weekly Bill</li> <li>Format and Use of Guest Weekly Bill</li> <li>Practical Problems on Guest Weekly Bill</li> <li>Difference between VTL and GWB</li> </ul>	12	Prepare accurate financial statements and reports for a hotel, including balance sheets, income statements, and cash flow statements.	1,2,3,4
4	<ul> <li>Uniform System of Accounting</li> <li>Introduction to Uniform System of Accounting</li> <li>Practical problems on preparation of Income Statement as per Uniform System of Accounting</li> <li>Schedules showing Departmental incomes</li> <li>-Rooms, Food &amp; Beverage, Telephone Gift shop, Garage and Parking, Laundry only</li> </ul>	12	Develop and manage budgets and financial forecasts to plan and control financial performance in a hotel setting.	1,2,3,4
5	<ul> <li>Budget and Budgetary Control</li> <li>Definition and Types of Budget</li> <li>Practical problems on Cash Budget and Flexible Budget</li> <li>Meaning and Advantages of Budgetary</li> <li>Control</li> </ul>	12	Analyse financial statements and performance metrics to assess the financial health and profitability of a hotel.	1,2,3,4

- 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.

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

<b>SEMESTER</b>	– VI								
<b>Course Title</b>	CO-CURRICULAR								
<b>Course code</b>	22UBCC311	Total credits: 1	L T P S R O/F						
		<b>Total hours:</b>	0	0	0	4	0	0	1
Pre-	COMPULSORY	Co-requisite	NII	L			II.	•	
requisite									
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VI semester of third year of the Programme								
Course	Co-curricular Activities are enabled to supplement and complement the curricular or main syllabi								
<b>Objectives</b>	activities. These are	the part and parcel	of educ	cationa	l insti	tutions	to de	velop the	students'
	personality as well as	to strengthen the cl	assroom	learn	ing. C	o-curri	cular A	Activities h	ave wide
	horizon to cater to the	cultural, social, aesthet	ic devel	opmen	t of the	child.			
Course	Co-curricular activities	s facilitate in the deve	elopmen	t of va	arious	domair	ns of n	nind and p	ersonality
Outcome	such as intellectual de	velopment, emotional	develop	ment,	social	develo	pment,	moral dev	elopment
	and aesthetic developn	nent. Creativity, Enthu	siasm, a	nd Ene	ergetic,	Positi	ve thin	king are so	me of the
	facets of personality de	•			•			•	
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								
<b>Course Title</b>	EXTRA-CURRICUI	LAR							
Course code	22UBEC311	Total credits: 1	L	T	P	S	R	O/F	C
		<b>Total hours:</b>	0	0	0	4	0	0	1
Pre-	COMPULSORY	Co-requisite	NII		ı	III		•	
requisite									
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	VI semester of third year of the Programme								
Course	It is to develop the soci	al and soft skills and t	o promo	te a ho	listic d	evelop	ment of	f the learne	ers
Objectives									
Course	The students will be	engaged in different	activities	s head	ed und	ler diff	erent c	lubs name	ely dance,
Outcome	music, photography, d	rama, literacy, etc. Th	e studen	ts will	partici	ipate in	regula	r club acti	vities like
	workshops, competitio	•			_	_	_		
	ADTU in various inter	university, state and r	national 1	level c	ompeti	tions. T	The stud	dents will	be given a
	platform to earn from	· · · · · · · · · · · · · · · · · · ·			_				_
	360 degree learning me	ethodology considering	g the ove	erall gr	owth a	long wi	ith the a	academics.	
				_		C			
C44									

### 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	Food Production (Ind	ustry Exposure)						
Title				1				
Course code	22BHMC221R	Total credits: 6	L	T	P	S	R	O/F
		Total hours:	0	0	12	0	0	0
Pre-	Nil	Co-requisite	Nil					
requisite								
Programme	Bachelor of Hotel Ma	anagement and Cateri	ng Tec	hnolog	gy			
Semester	VII semester of first	year of the program m	ie					
Course	1. Introduce	students to the work	flow a	nd org	ganizatio	nal str	ucture	of food
Objectives	production	n facilities.						
		students' technical				ductio	n tecl	nniques,
		preparation, cooking,						
		e students with the use of			-			
		tudents on food safet	y and	hygie	ene stanc	dards a	is per	ındustry
	regulations	•						
CO1	Understanding, food pr	oduction comprehends	sourcii	no rau	material	s proc	essing	nacking
COI	and distribution.	oduction comprehends	sourch	ng raw	material	is, proc	cssing,	packing,
	and distribution.							
CO2	Remember about the in	nportance of food safety	y regula	ations	and stand	lards.		
CO3	Apply to learn the skill	s and cooking methods	of Foo	d Prod	uction.			
CO4	Analyse recipe formula	ition product developm	ent fla	vour r	rofiling	and inr	ovation	n to meet
CO4	consumer preferences a	• •	iciit, iiu	rour p	nonning,	and m	io vatioi	i to meet
	consumer preferences t	and market demands.						
CO5	Understand to learn	consumer preferences	, mark	et tre	ends, bra	ınding	strateg	ies, and
	promotional tactics rele	evant to the food industr	ry.					
Unit-No.	Content		Conta		Learnii	ac Out	20222	KL
Umt-No.	Content		Hour		Leariii	ig Out	come	KL
I	The student has to o	hearve the following	Hour		Student	e will a	acquire	1
1	things during Industria	•			knowled		on	
	1. Area & Layout of the	*			function	_	cold	
	2. Study of Standard F				kitchen.		colu	
	3. Indenting, Receiving	•			AICHCII.	•		
	4. Preparing of bat	-			Student	s will	able to	1,2,3
	seasonings	cos, marmanon and	38		develop		ulinary	,4,5
	5. All cuts of meat	and hutchery items			skills	in	the	,¬,,,
	(Mutton, poultry, beef	*			charcuti		uie	
		f handover from shift			Charcuti	<b>101</b>		
	to shift	Handovei Holli sillit			Studen	te	gain	
		ade of preparation of			knowled		Ū	
	7. Recipes and method	ods of preparation of			KHOWIE	uge	on	

all sauces	preparing and
8. Quantities of preparation, weekly	presenting cold cuts
preparations and time scheduling	
9. Stock preparation and cooking time	Students will able to
involved	identify and use
10. Cutting of all garnishes	different cooking
11. Temperatures and proper usage of all	equipment in larder
equipment	department
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> <li>21. Réchauffé/ Leftover Cooking</li> </ul>	

	CO PO M	lapping
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.

SEMESTER	-VII								
	Food & Beverage Ser	vice (Industry Exposu	re)						
Title									
Course	22BHMC222R	Total credits: 1	$\mathbf{L}$	T	P	S	R	O/F	C
code		Total hours:	0	0	12	0	0	0	6
Pre-	Nil	Co-requisite	Ni	l					
requisite									
Programme	Bachelor of Hotel Ma	nagement and Cateri	ng Te	chno	logy				
Semester	VII semester of first	year of the Programm	ie						
Course	1. Enhance stude	nts' technical skills in	servi	ng fo	od and	beverag	ges, in	cluding	g table
Objectives	setting, order ta	aking, and service techn	niques						
_	2. Educate studer	nts on industry standa	rds fo	r foo	d and b	everage	e servi	ce, inc	luding
	proper etiquette	e, customer service, and	d prese	entatio	on.				
	3. Provide insight	s into the operational a	spects	s of fo	od and	beverag	e servi	ice, inc	luding
	point-of-sale sy	stems, inventory mana	geme	nt, and	d workfl	ow orga	anizatio	on.	
CO1	Understand industry s	standards, regulations,	and	best	practice	s relat	ed to	food	safety,
	hygiene, and sanitation	•							
CO2	A1	-1-111 - 1- C- 4 - 4 1				.115	4 - 1-1 -	445	
CO2	Applying the practical		•	ge sei	rvice, in	cluding	table	setting	g, tray
	service, wine service, a	nd cocktail preparation	l <b>.</b>						
CO3	Learn to analyze the p	rinciples of exceptions	al cus	tomer	service	, includ	ing co	mmuni	cation
	skills, problem-solving	and handling custome	r com	plaint	s.				
CO4	D		-1	4 1:00		C		C 1	
CO4	Remembering the com	-			-	-			
	beverages, and their ing	gredients, as well as the	aomi	y to r	ecomme	na item	s to cu	stomer	s.
CO5	Evaluate teamwork a	and collaboration ski	lls es	ssentia	al for	working	g in	a fast	-paced
	environment, including	effective communicati	on wi	th kito	chen staf	f and of	ther tea	am mer	nbers.
TI '4 NI	C C	4 4		4 4		• (	<u> </u>		TZT
Unit-No.	Con	tent	Con		Lea	rning (	Jutcon	ne	KL
	DANOLIEE		Ho	ur	TD : 4	1 ,	1 ,	1 4	1.0
	BANQUETS				To intr				1,2,
	1. What is banqueting	g — the need to have			to the			_	3,4
	banquet facilities, sc				and O		vario	ous F	
	and price structures	opt purpose, menus			& B O	itlet.			
	price survey		10		Tr - 4	14	_	1	
1	2. Types of banquet layouts				To te				
_	2 5			about I	_	s, Ban	quets		
	3. Types of banquet	equipment, furniture			protoco	ols.			
	and fixtures				<b></b>				
	4. Types of menu	s and promotional			To ma	ke then	n awa	re of	
	Types of menu	is and promotional	<u> </u>						

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

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

	the same before the bar opens		
	15. To know the different brands of imported and local alcoholic and non-alcoholic beverages		
	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		
	ROOM SERVICE/INROOM DINNING		1,2,
	I. Identifying Room Service Equipment		3,4
	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		
4	6. Pantry Elevator Operations	10	
	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		

	CO PO Mapping					
SN	Course Outcome (CO)	Mapped Program Outcome				
1	Understand industry standards, regulations,	1,2,3,4,5,6,7,8,9				
	and best practices related to food safety,					
	hygiene, and sanitation.					
2	Applying the practical skills in food and	1,2,3,4,5,6,7,8,9				
	beverage service, including table setting,					
	tray service, wine service, and cocktail					
_	preparation.					
3	Learn to analyze the principles of	1,2,3,4,5,6,7,8,9				
	exceptional customer service, including					
	communication skills, problem-solving,					
4	and handling customer complaints.	12245(500				
4	Remembering the comprehensive	1,2,3,4,5,6,7,8,9				
	knowledge about different types of menus, food items, beverages, and their					
	, , , , , , , , , , , , , , , , , , ,					
	ingredients, as well as the ability to recommend items to customers.					
5	Evaluate teamwork and collaboration skills	1,2,3,4,5,6,7,8,9				
3	essential for working in a fast-paced	1,2,3,4,3,0,7,0,9				
	environment, including effective					
	communication with kitchen staff and other					
	team members.					

R O/F 0 0	C 6							
0 0	6							
Bachelor of Hotel Management and Catering Technology								
ester VII semester of first year of the Programme								
including	guest							
service, communication, and professional etiquette.								
2. Enable students to handle real-world challenges and develop problem-solving skills								
in front office settings.								
d ensuring	gues							
Front office exposure courses aim to provide students with a broader understanding of the								
hospitality industry.								
Understanding front office operations in the hospitality industry, including hotel front deal								
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								
prompti	, 3110							
am, and h	ow to							
come	KL							
	_							
nt office	1,2,							
	3,4							
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vith the								
adopted								
·								
night								
-								
in front office settings.  3. Develop skills in managing guest inquiries, handling complaints, and ensuri satisfaction.  Front office exposure courses aim to provide students with a broader understandin hospitality industry.  Understanding front office operations in the hospitality industry, including hotel froperations, reservations, guest services and communication techniques.  Remember to learn how to communicate professionally and efficiently with colleagues, and other departments within the organization.  Applying problem solving techniques and strategies to resolve issues prompefficiently.  Analyzing the importance of team work, effective communication within a team, and coordinate with other departments to provide seamless guest experiences.  Content  Contact Hour  Perceiving the front office accounting system followed in the hotel  2. Total capacity and tariffs of the rooms  3. Location and role of status board, different types of status's maintained  4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc.								

reservations

- 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, prepreparation 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,

Ensure guest safety measures in the hotel

Acquire knowledge in guest relations

Basic FO formulas and closing invoice methods

booking, transfers etc.		

ng
<b>Mapped Program Outcome</b>
1,2,3,4,5,6,7,8,9
1,2,3,4,5,6,7,8,9
1,2,3,4,5,6,7,8,9
1,2,3,4,5,6,7,8,9
1,2,3,4,5,6,7,8,9

SEMESTER – VII									
Course	Housekeeping (Industr	ry Exposure)							
Title									
Course	22BHMC224R	Total credits: 1	L	T	Γ P S R O/F C				
code		Total hours:	0	0	12	0	0	0	6
Pre-	Nil	Co-requisite				Nil		•	•
requisite									
Programme	Bachelor of Hotel Ma	nagement and Cateri	ng Tec	hnolo	gy				
Semester	VII semester of first ye	ear of the Programm	e						
Course	1. Introduce stude	ents to sustainable ho	ousekee	eping	praction	es, inc	luding	eco-fr	iendly
Objectives	cleaning method	ds and resource conser	vation.						
	2. Equip students	with techniques for e	fficient	t time	manag	gement	and pr	oducti	vity in
	housekeeping ta								
	_	n managing guest req	uests, l	nandlii	ng com	ıplaints,	and er	nsuring	guest
	satisfaction.								
CO1	Demonstrate a compreh	· ·							
	roles in the supply cl	hain, including their	advan	tages,	disad	vantage	s, and	appro	priate
	applications.								
CO2	Identify and manage ris	ks associated with trai	ısporta	tion, i	ncludii	ıg devel	oping	strateg	ies for
	mitigating those risks ar		•			•	1 8		
									_
CO3	Implement sustainable	• •				rironme	ntal im	ipact, 1	educe
	carbon footprints, and p	romote corporate socia	al respo	nsıbıl	ıty.				
	Understand transportati	on management syste	ems (T	MS)	and of	her tec	hnolog	ical to	ols to
	enhance transportation						_		
	emerging technologies.							_	
COA	Analma the fire at 1	annesta of the training t	4:			:1 J'	1	14:	
CO4	Analyse the financial control, and financial de	•	uon m	ıanage	ment,	mciudi	ng buc	igeting	, cost
	control, and illiancial de	cision-making.							
Unit-No.	Cont	ent	Cont	act	Lea	rning C	Outcom	ne	KL
			Hou	ır					
	ROOMS				Demon	strate s	tep by	step	1,2,
	1. Number of rooms cl			]	olannir	ng and	organi	izing	3,4
	2. Time taken in makin	-		]	process	s for	ensı	ıring	
	3. Thoroughly obse	•				nt, effect			
	equipment and deter	egents / any other	10	;	and e	conomic	opera	ation	
1	cleaning supplies used			(	of	Front	0	ffice	
	4. Observe all gues	t supplies kept in		(	departr	nent.			
	guestroom bathroom	. Understand the							
	procedure for	procurement and		1	Unders	tand a	nd ana	alyse	

	ronlanishment of guest supplies		housekeeping standards	
	replenishment of guest supplies.			
	5. Study the systematic approach in		together with safety and	
	cleaning a room and bathroom and the		security aspects.	
	various checks made of all guest facilities			
	e.g. telephone, channel music, A/C, T.V.			
	etc.			
	6. Study the Housekeeping cart and all			
	items stocked in it. Note your ideas on its			
	usefulness and efficiency			
	7. Observe how woodwork, brass work are			
	kept spotlessly clean and polished			
	8. Observe procedure for handling soiled			
	linen & Procurement of fresh linen			
	9. Observe the procedure for Freshen up			
	and Turn down service			
	10. Observe room layout, color themes and			
	furnishings used in various categories and			
	types			
	11. Carpet brushing and vacuum cleaning			
	procedure			
	1 -			
	12. Windowpanes and glass cleaning			
	procedure and frequency			
	13. Observe maintenance of cleaning			
	procedure and frequency			
	14. Understand policy and procedure for			
	day-to-day cleaning			
	15. Observe methods of stain removal			
	16. Understand the room attendant's			
	checklist and other formats used			
	17. Observe handling of guest laundry &			
	other service (like shoe shine etc.)			
	THE CONTROL DESK			1,2,
	1. Maintenance of Log Book			3,4
	2. Understand the functions in different			
	shifts			
	3. Observe the coordination with other			
	departments			
2	4. Observe the area & span of control	10		
	5. Observe the handing of work during			
	peak hours			
	6. Observe the formats used by department			
	and study various records maintained			
	DUDI IC ADE A			1.2
	PUBLIC AREA	0		1,2,
3	1. Observe the duty and staff allocation,	8		3,4
	scheduling of work and daily briefing			

2. What to look for while inspecting and	
checking Public Area	
3. Importance of Banquets function	
prospectus	
4. Observes tasks carried out by the carpet	
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	

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

SEMESTER Course	Legal Aspects in Hospital	ity Industry								
Title	Legal Aspects in Hospitanty industry									
Course	22BHMC421R To	L	Т	P	S	R	O/F			
code	To	tal hours:	3	0	0	0	0	0		
Pre-	Nil Co	-requisite				Nil				
requisite		•								
Programme	Bachelor of Hotel Manag	ement and Cateri	ng Tech	nolog	y					
Semester	VIII semester of first year	of the program n	ne							
Course	1. Understanding the	correlation between	1 Future	Mana	gers and	d Legal I	Enviro	nment		
Objectives	2. Understanding the	Indian Hospitality l	Industry							
	3. Overview of the Le	gal requirements ir	n hotel o	peratio	ons					
	4. International Laws	for Food Safety, Q	uality &	Secui	rity					
CO1	Understand and apply legal	principles relevant	to the h	ospita	lity indu	ustry.				
CO2	Analyse and draft common	contracts and acres	amonto :	n tha l	oonitoli	ity goots	<b>r</b>			
CU2	Analyse and draft common	contracts and agree	ements 1	n me f	iospitali	ny secio	1.			
CO3	Apply legal concepts to rea	l-world scenarios in	n hospita	ality m	nanagen	nent.				
				~ -						
CO4	Understand labour and employment laws with confidence, ensuring compliance							ice wit		
				regulations related to hiring, managing, and terminating employees in the						
	regulations related to hiri		d termin	ating	employ	_	_			
			d termin	nating	employ	_	_			
CO5	regulations related to hiri industry.	ng, managing, and		_		yees in	the ho	ospitalit		
CO5	regulations related to hiri- industry.  Understand strategies to p	rotect guest and en	mployee	priva	ıcy, ens	yees in	the ho	ospitalit		
CO5	regulations related to hiri industry.	rotect guest and en	mployee	priva	ıcy, ens	yees in	the ho	ospitalit		
	regulations related to hirindustry.  Understand strategies to produce and many data protection laws and many data protection.	rotect guest and en	mployee ks assoc	priva iated	ncy, ens	uring co	the ho	ospitalit nce wit sensitiv		
CO5 Unit-No.	regulations related to hiri- industry.  Understand strategies to particular data protection laws and n	rotect guest and en	mployee ks assoc	priva	ncy, ens	yees in	the ho	ospitalit		
Unit-No.	regulations related to hirindustry.  Understand strategies to produce data protection laws and minformation.  Content	rotect guest and entitigating legal risk	mployee ks assoc	priva iated  act	cy, enswith the	uring coe handli	the ho	ospitalit nce wit		
	regulations related to hirindustry.  Understand strategies to produce and many data protection laws and many data protection.	rotect guest and entitigating legal risk	mployee ks assoc	priva iated  act	Learn  It provi	uring coe handli ing Out	ompliang of come	ospitalit nce wit sensitiv		
Unit-No.	regulations related to hirindustry.  Understand strategies to produce data protection laws and minformation.  Content	rotect guest and entitigating legal risk	mployee ks assoc	priva iated  act	Learn  It provi	uring coe handli ing Out	ompliang of come	ospitalit nce wit		
Unit-No.	regulations related to hirindustry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalia	rotect guest and entitigating legal risk	mployee ks assoc	priva iated  act	Learn  It provistudent capacity	uring coe handli  ing Out  des the with the	ompliang of come	ospitalit nce wit sensitiv		
Unit-No.	regulations related to hirinal industry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalian  Overview of legal	rotect guest and entitigating legal risk	mployee ks assoc Conta Hou	priva iated  act	Learn  It provi student capacity issues a	uring coe handli  ing Out  des the with the y to iden	ompliang of come	ospitalit nce wit sensitiv		
Unit-No.	regulations related to hirindustry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalian hospitality industry	rotect guest and entitigating legal risk  ty Law  principles in the yourt systems, and	mployee ks assoc	priva iated  act r	Learn  It provistudent capacity issues a relating	uring come handling Out des the with the year to iden and probing to the	ompliang of come	nce wit sensitiv		
Unit-No.	regulations related to hirinal industry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalian of the content of the	rotect guest and entitigating legal risk  ty Law  principles in the yourt systems, and hods	mployee ks assoc Conta Hou	priva iated	Learn  It provistudent capacity issues a relating realizat	uring coe handli  ing Out  des the with the y to iden	ompliang of come	spitalit nce wit sensitiv		
Unit-No.	regulations related to hirinal industry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalian hospitality industration - Sources of law, con legal research met Contracts and Agreement	ty Law  principles in the yourt systems, and hods	mployee ks assoc Conta Hou	priva iated	Learn  It provistudent capacity issues a relating	uring come handling Out des the with the year to iden and probing to the	ompliang of come	rice with sensitive KL		
Unit-No.	regulations related to hirindustry.  Understand strategies to produce and minformation.  Content  Introduction to Hospitalian of the spitality industres are search met Contracts and Agreement.  Types of contracts	ty Law principles in the yourt systems, and hods	mployee ks assoc Conta Hou	priva iated	Learn  It provistudent capacity issues a relating realizat	uring come handling Out des the with the year to iden and probing to the	ompliang of  come  entify lems	rice with sensitive KL		
Unit-No.	regulations related to hirindustry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalit  Overview of legal hospitality industre Sources of law, con legal research met Contracts and Agreement Types of contracts Contract drafting a	ty Law  principles in the y  ourt systems, and hods  its  in hospitality and negotiation	mployee ks assoc Conta Hou	priva iated act r	Learn  It provistudent capacity issues a relating realizat rights	uring coe handli  ing Out  des the with the y to iden and prob g to the ion of ha	ompliang of come	rice with sensitive KL		
Unit-No.	regulations related to hirindustry.  Understand strategies to produce and minformation.  Content  Introduction to Hospitalian of the spitality industres are search met Contracts and Agreement.  Types of contracts	ty Law  principles in the y  ourt systems, and hods  its  in hospitality and negotiation	mployee ks assoc Conta Hou	priva iated  act r	Learn  It provistudent capacity issues a relating realizat rights	uring coe handli  ing Out des the with the y to iden and prob g to the ion of ha	come entify lems uman	nce with sensitive KL		
Unit-No.	regulations related to hirindustry.  Understand strategies to predata protection laws and minformation.  Content  Introduction to Hospitalian of the spitality industres of law, content of the spitality industres of the spitality industres of the spitality industres of the spitality industres of the spitality industrial the	rotect guest and entitigating legal risk  ty Law  principles in the yourt systems, and hods  its  in hospitality and negotiation gement	mployee ks assoc Conta Hou	priva iated act r	Learn  It provistudent capacity issues a relating realizat rights  It helps differer	des the with the y to iden and probing to the ident at aspect	come entify lems uman	spitalit nce wit sensitiv KL		
Unit-No.	regulations related to hirindustry.  Understand strategies to product a protection laws and minformation.  Content  Introduction to Hospitalian  Overview of legal hospitality industre  Sources of law, con legal research met  Contracts and Agreement  Types of contracts  Contract drafting a Liability and Risk Mana  Guest injuries, p	ty Law  principles in the yourt systems, and hods  its  in hospitality and negotiation  gement  property damage,	mployee ks assoc Conta Hou	priva iated	Learn  It provistudent capacity issues a relating realizat rights  It helps differer human	uring coe handli  ing Out  des the with the y to iden and prob g to the ion of ha  to ident at aspect right of	come entify lems uman	rice with sensitive KL 1,2,3 ,4		
Unit-No.	regulations related to hirindustry.  Understand strategies to produce and protection laws and minformation.  Content  Introduction to Hospitali  Overview of legal hospitality industre Sources of law, con legal research met Contracts and Agreement Types of contracts Contract drafting at Liability and Risk Mana  Guest injuries, pand risk mitigation	ty Law  principles in the yourt systems, and hods  its  in hospitality and negotiation  gement  property damage,	mployeeks assoc	priva iated	Learn  It provistudent capacity issues a relating realizat rights  It helps differer human	des the with the y to iden and probing to the ident at aspect	come entify lems uman	spitalit nce wit sensitiv KL		

	Labor and Employment Laws			
	<ul> <li>Employment contracts and agreements</li> <li>Wage and hour laws, discrimination, and termination issues</li> </ul>			
III	<ul> <li>Intellectual Property in Hospitality</li> <li>Trademarks, copyrights, and trade secrets</li> <li>Protecting intellectual property rights in the hospitality sector</li> <li>Regulatory Compliance</li> <li>Health and safety regulations</li> <li>Food handling and alcohol service laws</li> </ul>	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
IV	Privacy and Data Protection  • Guest and employee privacy  • Data protection laws in the digital hospitality environment	5	It also develops investigative and analytical skills.	1,2,3
V	Ethical Considerations and Application	5	Describe, and explain Non-Verbal Communication-Sciences of Body Language.	1,2,3

#### **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.

	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	Entrepreneurship Dev	elopment							
Title									
Course	22BHMC422R	<b>Total credits: 3</b>	L	T	P	S	R	O/F	C
code		<b>Total hours:</b>	3	0	0	0	0	0	3
Pre-	Nil	Co-requisite	Nil						
requisite									
Programme	Bachelor of Hotel Mar	nagement and Cateri	ng Teo	chnolo	ogy				
Semester	VIII semester of first								
Course	1. Encouraging in	dividuals to develop	an	entrep	reneuri	al mino	dset c	haracte	rized by
Objectives		-taking, creativity, and							
		cipants with practical			ious are	eas such	as bu	siness	planning,
	marketing, finar	nce, operations, and lea	dershi	p.					
	3. Empowering in them into success	dividuals to identify ssful ventures.	viable	busii	ness op	portuni	ties an	d turn	
	4. Providing strate grow their busing	egies and tools to help	entre	eprene	eurs effe	ectively	mana	ge and	
		unities for entreprene	urs to	netwo	ork col	llaborate	e and	access	
	0 11	as mentors, investors, a						400000	
CO1	Understanding of entrepthe economy.							d impo	ortance in
	•								
CO2	Identify potential busin starting a new venture.	ess opportunities, eva	luate	marke	et dema	and, and	l asses	s feasi	bility for
CO3	Understand the Role of	Communities in Promo	oting E	Intrep	reneursl	hip in In	dia.		
	Identify key characteris				•		ustries,	inclu	ding role,
	factors such as investme	nt, employment, techn	ology,	and r	narket r	each.			
CO5	Understand the key el	ements of a business	plan	incl	uding t	he busi	ness o	concept	t, market
	analysis, financial projec		•		_				,
Unit-No.	Cont	ent	Cont		Lea	rning O	utcom	ie	KL
	Entrepreneur: Meaning	g, Functions, Types			Develo	p, pre	sent,	and	1,2,3
	of Entrepreneurs, Er	ntrepreneur, Factors				a com		nsive	, ,
	influencing the	development of			-	s plan	_		
	entrepreneurs. Entrepr	•				erprise t	_		
	meaning, definition		6			essiona			
1		Development of			and pra				
	Entrepreneurship,	Stages in			•				
		rocess, Functions,							
	Classification.	·							
1	1			I .					

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.

	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	DISASTER MANAGE	CMENT							
Title									
Course	22BHMC423R	<b>Total credits: 3</b>	L	T	T P S R O/F				C
code		<b>Total hours:</b>	3	0	0	0	0	0	3
Pre-	Nil	Co-requisite				Nil			
requisite									
Programme	Bachelor of Hotel Mar	nagement and Cateri	ng Tec	hnolo	gy				
Semester	VIII semester of first	year of the Programn	ne						
Course	1. Identify and an	alyse various hazards	and vu	ılneral	oilities	that co	ntribute	e to	
Objectives	disasters.								
	2. Develop strateg	gies and measures fo	or risk	reduc	ction a	and mit	igation	to	
	minimize the im	pact of disasters.							
	3. Learn how to d	evelop and implemen	t comp	rehen	sive ei	nergenc	y plans	s at	
		and national levels.	•			-			
CO1	Understanding Disaster	Types and Impacts							
CO2	Understand the four pha	ses of disaster manage	ement:	mitiga	ation, j	orepared	lness, r	espons	se, and
	recovery.								
200	** 1 1 1 1								20
CO3	Understand the role of to	echnology and innovat	ion in (	enhan	cing di	saster m	nanager	nent ef	fforts.
CO4	Analyse case studies of	past disasters to under	stand b	est pra	actices	and less	sons lea	arned	
CO5	Apply theoretical knowl	edge to real-world sce	narios	throug	gh proj	ects and	l assign	ment	
Unit-No.	Cont	ent	Conta Hou		Lea	rning (	Outcom	ie	KL
	Definition and types	of disaster Hazards		]	Identif	y and o	differen	tiate	1,2,
	and Disasters, Risk a	nd Vulnerability in		1	oetwee	n vario	us type	es of	3,4
	Disasters, Natural and	Man-made disasters,		1	natural	and	man-n	nade	
	earthquakes, floods dro	ought, landside, land		(	disaste	rs and	unders	stand	
	subsidence, cyclones,	volcanoes, tsunami,	6	t	heir	impa	acts	on	
1	avalanches, global clir			(	commu	ınities,			
	made disasters: Te					ructure,	and	the	
	radiations leaks, toxic	waste disposal, oil		6	enviro	nment.			
	spills, forest fires.								
	Study of Important d	isasters Earthquakes			Condu		npreher		1,2,
	and its types magnitude and intensity								
2	seismic zones of India,	•	5		evaluat		lnerabil		
	of India plate, flo	•	5			azards i	ın diffe	erent	
	•	t types and its		(	context	ts.			
	management, land	* *							
			1	ı				1	

3	managements case studies of disasters in Sikkim (e.g) Earthquakes, Landside). Social Economics and Environmental impact of disasters.  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 Warming 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 Longterm 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

	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	INDIAN HISTORY &	CULTURE							
Title									
Course	22BHMC424R	Total credits: 2	L	T	P	S	R	O/F	C
code		Total hours:	2	0	0	0	0	0	2
Pre-	Nil	Co-requisite	Nil						
requisite									
Programme	Bachelor of Hotel Ma			chno	logy				
Semester	VIII semester of first	year of the Programn	ne						
Course	I •	nalyse the contribution		_	gnificant	histo	rical fi	gures,	
Objectives	dynasties, and n	novements that shaped	India.						
	2. Understand the	diverse cultural trac	ditions	, pr	actices,	and b	peliefs a	across	
	different regions	s and communities in I	ndia.						
	3. Study the evolu	ution and significance	of In	dian	art, arc	hitectı	ıre, litei	ature,	
	music, and danc	ee.							
CO1	Recall significant events	s, figures, and periods i	in Indi	an h	istory.				
CO2	Explain the historical of	contexts and significan	nce of	maj	or even	ts and	moven	nents in	n Indian
	history.	C		3					
CO3	Describe the diverse cul	tural traditions, langua	ges, ai	nd re	ligious p	oractic	es in Inc	lia.	
CO4	Apply techniques to analyse historical documents, inscriptions, and other primary sources.								
CO5	Analyse the evolution o	f social structures, inc	luding	cast	e and ge	ender i	oles, an	d their	impacts
	on Indian society.								
Unit-No.	Cont	ont	Cont	act	Ιρο	rnina	Outcor	no	KL
Cint-140.	Cont	CIIt	Hou		LC	ıı ınıng	Outcor	iic	KL
			1100	41	Identif	v and	differe	ntiate	1,2,3
	Ancient History						ious typ		1,2,0
	12202017				natural	made			
	Prehistoric cul	tures in India					d under		
	Indus Civiliza	tion – Origins- the			their	im	pacts	on	
		es- society, economy,			commi	unities	,		
	-	Contacts with other			infrast	ructure	e, and	the	
		rs lead to the decline.	5		enviro	nment			
1	Geographical	distribution and	3						
characteristics of pastoral and									
	farming society.								
		Vedic texts- change							
	phases.	ic to later Vedic							
	•	T 11							
1	Vadia againte	Religion- Upanishad			I				

	thought-Political and social organization, the evolution of the Varna system and monarchy.  • 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	<ul> <li>Medieval India</li> <li>Early Medieval India. Major dynasties; Political and Agrarian organization. Status of women, Extent of social mobility. The Arabs in Sind and the Ghaznavids.</li> <li>Cultural trends, Religious circumstances: the significance of temples and monastic institutions; Sankaracharya; Islam; Sufism. Art and architecture. Literature and Science.</li> </ul>	5	Conduct comprehensive risk assessments to evaluate vulnerabilities and hazards in different contexts.	1,2,3

- Ghorian invasions reasons and consequences. Delhi Sultanate under the Slave Rulers. Aladdin Khalji: invasion; administrative, agrarian and economic measures. Muhammad Tughlug'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.
- Mughal Empire, Akbar: The 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 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.

	Modern India		Develop and implement	1,2,3
			effective emergency	
	British extension: The Carnatic		response plans, including	
	Wars, invasion of Bengal. Mysore		resource allocation and	
	and its confrontation to		coordination with	
	British expansion: The three		stakeholders.	
	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			
3	effects: the rise of modern	8		
	literature in Indian languages.	O		
	• Confrontation to British rule: Early			
	uprisings; The 1857 Revolt-			
	reasons, character, course and			
	result.			
	<ul> <li>Indian Freedom struggle the first</li> </ul>			
	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			
				L

	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.

	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	R – VIII								
Course	Research Based Project								
Title									
Course	22BHMC424R To	tal credits: 2	L	T	P	S	R	O/F	C
code	To	tal hours:	0	0	4	0	0	0	2
Pre-	Nil Co	-requisite	Ni	l					
requisite									
Programme				chno	ology				
Semester	VIII semester of first yea	r of the Program	ıme						
Course	1. Understand the si	gnificance of res	search						
Objectives	2. Understand the in	nportance of con	ductin	g a l	iterature	review	•		
	<ol><li>Understand resear</li></ol>	ch gaps and for	mulate	rese	earch pro	blems			
	4. Demonstrate prof	iciency in citatio	on and	refe	rencing	sources.			
	5. Analyzing an org	ganized overview	w of t	he r	elevant	literatuı	e for	a se	lected
	research topic.								
CO1	Comprehensive understand	ing of the fundan	nentals	of re	esearch,	including	g its m	neanin	ıg, significanc
	purpose, and various types								
COA	TT 1 1 1 1 C 1:	1	1 4	1.				1	
CO2	Understand the definition a	nd purpose of con	ducting	g a lii	terature r	eview in	resea	rch	
CO3	Identify research gaps in th	e context of adva	ncing	know	ledge an	d addres	ssing u	ınansv	wered question
	within a particular field or t		υ		C		υ		1
	-								
CO4	Apply various citation and	referencing style	es, acco	rdin	g to the	guidelin	es and	conv	entions of each
	style.								
CO5	Apply knowledge and sk	ills acquired in	prepar	ng 1	iterature	reviews	s and	writi	ng citations
	effectively support research		FF						6
	7 11								
Unit-No.	Content		Cont		Lear	ning Ou	tcome		KL
			Hou	ır					
	Introduction to Research				•	out a su			1,2,3,4,5
	Meaning of Research,	•			research	ı-based p	roject		
1	Research, Purpose of Res	• •	8						
1	Research (Quantitative								
	Experimental, Exploratory  Literature Review in Res				Domono	strata ass	anoits:	to 1	12215
	Literature Keview in Res	searcii			improve	strate ca	stude		1,2,3,4,5
	Definition and Purpose of	_			achieve		stude	/11t	
2	Literature Review, Step		7		engager	•	a.	nd	
	Conducting a Litera	·	'		retention		a	114	
Searching for Relevant Sources.				••					
	Identifying Research	Gaps and			Demons	strate ca	pacity	to 1	1,2,3,4,5
3	Formulating Research Q	-	8			l manag			
		·	l	l					

	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 Intext 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.

	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		



# 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 semesterend 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 answerscript.
- (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				
О	10	Outstanding				
A+	9	Excellent				
A	8	Very Good				
B+	7	Good				
В	6	Above Average				
С	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.

$$SGPA = \frac{\sum_{i=1}^{n} C_{i}G_{i}}{\sum_{i=1}^{n} C_{i}}$$
 (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, Gi is the Grade Point secured in the ith registered Course and Ci 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, Gi is the Grade Point secured in the ith completed Course and Ci is the Credit (weight)of that Course.

$$CGPA = \frac{\sum_{i=1}^{N} c_i G_i}{\sum_{i=1}^{N} c_i}$$
 (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	20%					
lectures						
Student-centric Approach, Students present and deliver lectures in the	60%					
presence of teacher and supervised by teacher						
Students visit fields or perform experiments or teachers perform	05%					
demonstration						
Flipped Classroom approach						
Cooperative learning approach						

#### 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.	C C 1	Course Title	Course Category		En	gag	em	ent		Maximum Marks for					
	N.	Course Code			L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
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	
em	7	22MBAH117R	Viva / Practical	PC	0	0	6	0	0	0	3	40	60	0	100	
S	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	
		To	otal		22	0	12	4	4	8	31	320	580	400	1300	
	S.	G G 1	Course Title	Course	Engagement							Maximum Marks for				
	No.	Course Code		Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
	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	
Semester II	4	22MBAH124R	Human Resource Management	PC	3	0	0	0	0	0	3	0	0	100	100	
Seme	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	22UUHV101R	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
		Te	otal		20	0	14	16	8	0	35	200	500	600	1400
	S.			Course		En	gag	em	ent			Maxim	num Mai	rks for	
	No.	Course Code	Course Title	Category	L	Т	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
Semester III	6	22MBAH216R	CRM Processes And Systems In Healthcare Industry	PC	3	0	0	0	0	0	3	40	60	0	100
Sei	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	22UUFL213R	Personal Financial Planning	UC	0	2	0	0	0	0	1	0	100	0	100
		Te	otal		17	2	16	4	0	16	31	240	760	300	1400

nest	<b>^</b>	S.	Course Code	Course Title	Course		Eng	agen	nen	t		Maxim	um Mar	ks for	
Sen	er	N.	Course Code	Course Title	Category	L	T P	S	R	О	C	IA*	SEE*	PE*	Total

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	10
6	22MBAH226R	Viva / Practical – IV	PC	0	0	0	0	0	8	1	0	0	100	10
7	22MSCE227R	MOOCS	FE	1	0	0	0	0	0	2	0	100	0	10
	T	otal		13	0	0	4	6	8	17	160	340	200	70

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

			SEMESTER -	- I						
Course	Title		HOSPITA	L SE	ERVICI	ES				
Course	code	22MBAH111R	Total credits: 3	L	T	P	S	R	O/F	C
			Total hours: 45	3	0	0	0	0	0	3
Pre-rec	quisite	Nil	Co-requisite				Nil			
Progra	mme	MASTER OF BU	ISINESS ADMINISTRA					E MA	NAGEME	NT
Semest			I semester of first							
Course			d the perspective of health	ı serv	vices in	India ir	relati	on to p	public and	private
Object		section			1 1.1					
(Minin	num 3)		t the effects of globalization					1	6	
			t hospital services, variou ctivities, OPD, IPD, basic				_			
		and death.	divides, Of D, II D, basic	me s	upport	uischarg	e, om	ing, iac	ilidiy, cilici	gency,
			d the importance of nutri	tion :	and die	etics an	d fund	etioning	g of nutriti	on and
		dietary service	-						6	
		•	t the importance of medic	al rec	ord and	underst	and th	e funct	tioning of r	nedical
		record departr	nent, E-records, legal aspe	ects, i	its safet	y, preser	vation	, and s	torage.	
C	01	Understand and expe	erience various departm	ent o	operatio	ons and	funct	ioning	of a hosp	ital.
CO		*	e the array of support an	d cli	nical se	rvices e	essentia	al for o	effective he	ospital
		functioning.							. 1	. 1.
CO	)3	<u> </u>	types of hospitals, includent	ling (	corporat	e, govei	nment	, trust,	, single spe	ecialty,
CO	<u> </u>	and multi-specialty ho	ding of teaching basic life	cunn	ort and	gain nra	ctical	inciaht	·c	
	<i>)</i>	Appry their understand	ding of teaching basic inc	supp	ort and	gam pra	cticai	msigm	.s.	
CO	)5	Synthesize their know	ledge by understanding a	nd co	ordinati	ng amor	ıg vari	ous sui	pport service	es
						U	C	•		
Unit-		Cont	tent		Contac	t I	Learni	ng Ou	tcome	KL
No.					Hour					
I		<del>-</del>	rvices: Meaning & scope						meaning	
	_		cance of patient care- role				_	_	atient care	
		•	re Perspective of Hea		8			Recog		1,2
		es in India, Healthcar s of Globalization in H	re of the Community, a	na		_		_	atient care industry.	
	Effects	s of Giodalization in fi	eann care services.			III tili	e nean	ncare i	maustry.	
II	Health	ncare industry: Public	healthcare infrastructure	of	8	Iden	tify t	he co	omponents	
	India,	Private hospitals, diagr	nostic labs, medical			and	funct	ions	of public	
	equipn	nent industry, Wellness	s and Preventive Health.			healt	hcare	infrast	tructure in	
						India				1,2
							erentia		between	1,2
						publ		and	private	
						_			eir roles in	
***	TF.	e II	· (° ) (° ) (° )		0			deliver		
III		=	ssification of hospita		8		-	itteren	t types of	
	_	-	ite, Government, Tru			_	itals,	0.0	including	1,2
	Single	•	spitals, Multi-special	-		_	orate,	_	overnment, cialty, and	
	hospit	als: Introduction by	host hospital on medic	al		uust	, singi	e spec	rancy, and	

	& administrative functions, Report to be prepared		multi-specialty hospitals.	
	by students on each visit.		Conduct and report on	
	by students on each visit.		hospital visits,	
			understanding their medical	
			and administrative	
			functions.	
IV	Introduction to Clinical Services: Outpatient	11	Differentiate between	
1 4	*	11		
	services- Inpatient services- Accident & Emergency		outpatient and inpatient services.	
	services, Intensive Care Unit, Blood bank,			
	Diagnostics services- Radiology and Laboratory		Understand the functioning	
	services, Teaching of Basic Life Support		and significance of accident	
			and emergency services,	
			intensive care units, blood	1,2
			banks, and diagnostic	
			services (radiology and	
			laboratory).	
			Learn and demonstrate	
			basic life support	
			techniques.	
V	Introduction to Support Services: Medical Record	10	Understand the roles of the	
	Department, CSSD, Housekeeping, Security and		medical record department,	
	Ambulance, Mortuary. Nutrition and Dietary services-		Central Sterile Services	
	Pharmacy services, Biomedical Engineering and		Department (CSSD),	
	Maintenance.		housekeeping, security,	
			ambulance, and mortuary	
			services.	1,2
			Explore the significance of	,-
			nutrition and dietary	
			services, pharmacy	
			services, and biomedical	
			engineering and	
			maintenance in hospitals.	

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.

	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

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

		SEMESTE	R – I							
Course Ti	tle EFFECTIVE	ENGLISH (COMMU	UNICAT	IVE I	ENGLIS	SH & S	OFT	SKILLS)		
Course co	de 22MPD111R	Total credits: 2	L	T	P	S	R	O/F		C
		Total hours: 30	0	0	4	0	0	0		2
Pre-requi		Co-requisite				Nil				
Programm	ne MASTER OF BUS	SINESS ADMINISTE					E MA	NAGEMI	ENT	Γ
Semester		I semester of firs	st year of	f the p	progran	ıme				
Course	1. To introduce the	types of sentences and the	heir signit	ficance	e.					
Objective	S To atmospeth on the	e students' vocabulary to	•			nd writi	ng skil	1s		
(Minimun	u <i>3)</i>	e students with the impo		_			_			
		3 P's (Planning, prioritiz					-			
			• •		•		•			
	5. To give misight if	nto English pronunciation	n and into	Cenua	псопсер	is in pric	metics.	•		
CO1	This course will enab	ole students to analys	is and id	lentif	v the di	fferent	types	s of sente	nces	S
	This course will chao	To students to unutys	.is and ic		j tile til	1101011	. cy pos	of some	1000	٠.
CO2	Learners will be abl	le to integrate the	skills o	f rea	iding ar	nd spe	aking	in profe	ssio	onal
	communication.	C			C	•	C	•		
CO3	Dress code Etiquette se	essions will boost their	confiden	ce an	d morals	١.				
CO4	Students will learn about	ut the effective and eff	icient uti	lizatio	on of tim	e.				
CO5	Introduction to Phonetic	cs and its importance v	will impr	ove th	ne learne	rs' pro	nuncia	tion		
IInit_	Conten	of I	Contact	+	Ιρο	rning	Outco	mo	14	KT
Unit- No.	Conten	at	Contact	t	Lea	rning	Outco	ome	K	KL
No.		nt .	Contact						k	KL
	Conten	nt .		Ur	nderstand	d and a	pply th	ne rules	k	KL
No.	Grammar Interchange of Interroga	tive and Assertive		Ur		d and a	pply the	ne rules	k	KL
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory	tive and Assertive and Assertive		Ur for ser	nderstand r convert	d and aging into	pply the	ne rules		<b>KL</b> 1,2
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor	tive and Assertive and Assertive es, Common Errors,	Hour	Ur for ser and	nderstand r convert ntences t	d and aging into	pply therrogative se	ne rules	1	
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory	tive and Assertive and Assertive es, Common Errors,	Hour	Ur for ser and En ski	nderstand r convert ntences t d vice ven hance ills and	d and a ring into so asser ersa. senter	pply therrogative se	ne rules tive entences	1	
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Honoryms,	tive and Assertive and Assertive es, Common Errors,	Hour 6	Ur for ser and En ski	nderstand r convert ntences t d vice ve nhance ills and mmunic	d and a ring into o asser ersa. senter I impration.	pply the properties of the pro	ne rules tive entences structuring clarity in	1	
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Hornard Reading Skills	tive and Assertive and Assertive es, Common Errors, monyms	Hour	Ur for ser and En ski	nderstand r convert ntences t d vice ve nhance ills and mmunica	d and a ting into o asser ersa. senter l impration. niques	pply the errogative section in the errogative section in the error	ne rules tive entences structuring clarity in	1	
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tense Synonyms, Antonyms, Horomatory Reading Skills  Techniques of Effective	tive and Assertive and Assertive es, Common Errors, monyms	Hour 6	Ur for ser and En skir	nderstand r convert ntences t d vice ven hance ills and mmunication arn tech y ideas a	d and a ing into o asser ersa. senter l impo- ation. niques	pply the errogative section in the errogative section in the error	ne rules tive entences structuring clarity in	1	1,2
No.	Grammar  Interchange of Interrogat Sentences, Exclamatory Sentences, Types of Tenso Synonyms, Antonyms, Hon  Reading Skills Techniques of Effective ideas and information from	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R	Hour 6	Ur for ser and En skir cor	nderstand r convert ntences t d vice ve nhance ills and mmunica earn tech y ideas a rious tex	d and a ring into a sser ersa. senter l importation. niques and inforts.	pply therrogative sence store	ne rules tive entences structuring clarity in tracting on from	1 1 1	
No.	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tense Synonyms, Antonyms, Horomatory Reading Skills  Techniques of Effective	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R	Hour 6	Ur for ser and En skir cor.  Le key van	nderstand r convert d vice ven thance ills and mmunication arn tech y ideas a rious tex	d and a ring into a sser ersa. senter l importation. niques and inforts. critic	pply therrogative sence store	ne rules tive entences structuring clarity in	1 1 1	1,2
No. I	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Honor Reading Skills  Techniques of Effective ideas and information from TechniqueInterpret the text	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R	<b>6</b>	Ur for ser and En skir cor	nderstand r convert ntences t d vice ve nhance ills and mmunica earn tech y ideas a rious tex rengthen alytical s	d and a ring into a sserersa. senter l impration. niques and informatics. critics skills.	opply the errogative section section in the error extends of the error extends all thin all thin in the error error extends all thin in the error error extends all thin in the error error extends all thin in the error erro	ne rules tive entences structuring clarity in tracting on from	1 1 1	1,2
No.	Grammar  Interchange of Interrogal Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Honor Reading Skills  Techniques of Effective ideas and information from TechniqueInterpret the text	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R	Hour 6	Ur for ser and skir con Le key van Str and Re	nderstand r convert ntences t d vice ven nhance ills and mmunica earn tech y ideas a rious tex rengthen alytical se ecognize	d and a ting into to asser ersa. senter l importation. niques and info tts. critic skills.	pply therrogative sence store for extormation that h	ne rules tive entences structuring clarity in tracting on from nking and	1 1 1	1,2
No. I	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Honor Reading Skills  Techniques of Effective ideas and information from TechniqueInterpret the text Listening Skills  What is listening? The Programmar Progr	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R t  rocess of Listening,	<b>6</b>	Ur for ser and skir cor.  Le ke van Str and Re eff	nderstand r convert d vice ver hance ills and mmunica earn tech y ideas a rious tex rengthen alytical se ecognize fective li	d and a ring into a sserersa. senter l impration. niques and informatic skills. factors stening	pply therrogative sectors for extormation that here	ne rules tive entences structuring clarity in tracting on from nking and	1 1 1	1,2
No. I	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Hone Reading Skills  Techniques of Effective ideas and information from TechniqueInterpret the text Listening Skills  What is listening? The Propagation of Proceedings of the Proceeding Skills  What is listening? The Proceeding Skills	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R t  rocess of Listening, affect Listening,	<b>6</b>	Ur for ser and En skir cor.  Le key var Str and Re eff str	nderstand r convert d vice ver hance ills and mmunica earn tech y ideas a rious tex rengthen alytical secognize fective li	d and a ring into a sseriersa. senter l importation. niques and information. critics skills. factors stening o overce	pply therrogative sectors for externational thin that he come the come to the	ne rules tive entences structuring clarity in tracting on from nking and inder elop hese		1,2
No. I	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Honor Synonyms, Antonyms, Honor Synonyms, Antonyms, Honor Skills  Techniques of Effective ideas and information from TechniqueInterpret the text Listening Skills  What is listening? The Property of Property of the Property of th	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R t  rocess of Listening, affect Listening, ening and Hearing,	<b>6</b>	Ur for ser and skir con Le key van Re eff str bar	nderstand r convert d vice ver alhance iills and mmunicater tech y ideas a rious tex rengthen alytical se ecognize fective li- rategies t rriers. U	d and a ing into a sseriersa. senter l impration. niques and inforts. critic skills. factors stening o overcondersta	pply therrogative sectors for extended that he come that he come the come t	ne rules tive entences structuring clarity in tracting on from nking and inder elop hese e distinct		1,2
No. I	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Hone Reading Skills  Techniques of Effective ideas and information from TechniqueInterpret the text Listening Skills  What is listening? The Propose and Importance of Sentence	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R t  rocess of Listening, affect Listening, ening and Hearing, Effective Listening,	<b>6</b>	Ur for ser and En skir cor.  Le ker van Stu and Ree eff str ban diff	nderstand r convert d vice ver shance ills and mmunicater earn tech y ideas a rious tex rengthen alytical secognize fective li- rategies t rriers. U	d and a ing into a sseriersa. senter l impration. niques and inforts. critic skills. factors stening o overcondersta	pply therrogative sectors for extended that he come that he come the come t	ne rules tive entences structuring clarity in tracting on from nking and inder elop hese		1,2
No. I	Grammar  Interchange of Interrogal Sentences, Exclamatory Sentences, Types of Tense Synonyms, Antonyms, Horseld Synonyms, Antonyms, Horseld Synonyms, Antonyms, Horseld Skills  Techniques of Effective ideas and information from TechniqueInterpret the text Listening Skills  What is listening? The Practors that adversely Difference between Listen Purpose and Importance of How to Improve Listening	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering m a text The SQ3R t  rocess of Listening, affect Listening, ening and Hearing, Effective Listening,	<b>6</b>	Urr for ser and skir cor.  Le ker van Str and efff str ban diff her	nderstand r convert d vice ver alhance iills and mmunicater tech y ideas a rious tex rengthen alytical se ecognize fective li- rategies t rriers. U	d and a ring into a seriersa. senter l impration. niques and inforts. critics skills. factors stening o overondersta	pply the errogative sectors for externation that his come the en lister	ne rules tive entences structuring clarity in tracting on from nking and inder elop hese e distinct		1,2
No. I	Grammar  Interchange of Interrogate Sentences, Exclamatory Sentences, Types of Tensor Synonyms, Antonyms, Hone Reading Skills  Techniques of Effective ideas and information from TechniqueInterpret the text Listening Skills  What is listening? The Propose and Importance of Sentence	tive and Assertive and Assertive es, Common Errors, monyms  Reading, gathering matext The SQ3R to rocess of Listening, affect Listening, ening and Hearing, Effective Listening, Process,	<b>6</b> 6	Ur for ser and skir cor.  Le key van Str and eff str bar diff hear Le	nderstand r convert d vice ven shance ills and mmunicated arn tech y ideas a rious tex rengthen alytical se ecognize fective li- rategies t rriers. U	d and a ring into a sseriersa. senter l impration. niques and information. critic skills. factors stening o overconderstate between the constant control of the	pply therrogative sectors for externation that he come the come th	ne rules tive entences structuring clarity in tracting on from nking and inder elop hese e distinct		1,2

	deal with Conflicts (Negative)		Apply appropriate methods to different conflict scenarios.	
V	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 totell us how to handle the situation or solve the problem.	6	Understand the basic principles and significance of time management.  Recognize the benefits of effective time management in personal and professional life.	1,2

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

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

	SEMEST	SEMESTER – I e FINANCIAL ACCOUNTING AND REPORTING					
Course Ti	tle FINANCIAL ACC	OUNTIN	G AN	D REPORT	ING		
Course co		L	T	P S	R	O/F	C
	Total hours: 45	3	0	0 0	0	0	3
Pre-requis					Nil		
Programn						NAGEME	NT
Semester	I semester of	irst year (	of the	programme			
Course	To introduce the fundamental conce	pts and rul	es of f	financial acco	ounting, gr	uiding stud	lents
Objectives (Minimum	through the processes firms and in	-				_	
	2. To prepare essential financial state	ments, incl	uding	balance shee	ets, income	e statement	ts, and
	cash flow statements, and develop		_				·
	familiarize the students with the impo	rtance of dr	ess co	des in various	organizatio	ons.	
	3. The course emphasizes how finance	ial account	ting in	formation is	communic	cated to ex	ternal
	parties such as stockholders, inves	ors, credit	ors, su	ippliers, and	regulatory	agencies,	
	providing a clear picture of an enti	y's financi	al per	formance.			
CO1	Understand the basic principles of financia	l accountin	ıg.				
CO2	Droficionay in proporing and analyzing fin	1 0000000000					
CO2	Proficiency in preparing and analyzing final Explain the causes of depreciation and met			on			
CO4	Analyze key financial ratios to make information and median and the causes of depreciation and median and medi						
CO5	Discuss budget and budgetary control to su				T.		
Unit-	Content	Contac			ng Outcoi	me	KL
No.	Content	Hour		Learm	ing Outcom	inc	
I	Principles of Accounting Meaning an	1	U	nderstand the	purpose a	and	
I	<b>Principles of Accounting Meaning an</b> objectives of accounting, accountin			nderstand the gnificance of		and	
I		g	si; ac	gnificance of ecounting.	financial		1.2
I	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and trial		si; ac Id	gnificance of counting.	financial key obje	ectives of	1,2
I	objectives of accounting, accounting standards- GAAP and accounting process	1	si ac Id fir	gnificance of ecounting. lentify the nancial acco	financial key obje	ectives of	1,2
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.	12	si ac Id fii op	gnificance of ecounting. entify the nancial acco perations.	financial key obje unting in	ectives of business	1,2
I	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of	g 1 12	si, ac Id fir op Le	gnificance of ecounting. lentify the nancial accordance overations.	financial key obje unting in	ectives of business	1,2
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance.	g	signate according to the state of the state	gnificance of ecounting. lentify the nancial accordance operations. learn the steps reparing tradi	financial key objection unting in sinvolved ng account	ectives of business in hts, profit	1,2
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning	g	signate action of the signature of the s	gnificance of ecounting. The entify the nancial according erations.  The earn the steps reparing traditions accounting traditions accounting traditions.	financial key objection unting in sinvolved ng account	ectives of business in hts, profit	
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance.	g	si, ac Id fin op Lac pr ar sh	gnificance of ecounting. The entify the nancial accordance operations. The earn the steps reparing traditional loss accounts.	key objection with the second	in nts, profit alance	1,2
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning	g	si, ac Id fin op La pr ar sh	gnificance of ecounting. The entify the nancial according erations. The earn the steps reparing traditional loss accounteets.	key objection with the sinvolved of accounting accounting accounting and based one significants.	in hts, profit alance	
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning	g	si, according to the state of t	gnificance of ecounting. The entify the nancial accordance operations. The earn the steps reparing traditional loss accounts.	key objection with the sinvolved of account of the significant in assetting the significant in asteroidated as a significant in assetting the significant in asse	in nts, profit alance icance of essing the	
	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning	g	si, ac Id fin op La pr ar sh	gnificance of ecounting. dentify the nancial accorderations. dearn the steps reparing traditional loss accounting the steps according to	key objection with the sinvolved of account of a busin	in nts, profit alance of essing the iness.	
II	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.	g	si, ac Id fin op La pr ar sh U ea fin U	gnificance of ecounting. The entify the nancial according erations. The earn the steps reparing traditional loss accounts according to the entitle eration of th	key objection with the signal of a businat deprecial	in nts, profit alance of essing the iness.	1,2
II	objectives of accounting, accounting standards- GAAP and accounting process.  Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.  Accounts of non-profit organization Meaning of not-for-profit organizations preparation of Receipts and Payment accounting	g	si, ac Id fin op La pr ar sh U ea fin U ar La	gnificance of ecounting. The entify the nancial according error of the steps reparing traditional loss accounts and loss accounts and the component of the entitle error of the earn the imperson of the earn the	key objection with a country and based of a businat caused act of de	business in in its, profit alance icance of essing the iness. iation is e it. epreciation	
II	objectives of accounting, accounting standards- GAAP and accounting process Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.  Accounts of non-profit organization Meaning of not-for-profit organizations	g	si, ac Id fin op La pr ar sh U ea fin U ar La	gnificance of ecounting. Interest of ecounting the nancial according errations. In the steps of the ecounting tradition of the ecounting tradition of the ecompone nancial health and the factors according to the ecounting tradition of the ecompone nancial health and the factors according to the ecounting tradition of the economic tradition of the ecounting tradition of the economic tradition of the ecounting tradition of the ecounting tradition of the ecounting tradition of the economic tradition of the	key objection with a country and based of a businat caused act of de	business in in its, profit alance icance of essing the iness. iation is e it. epreciation	1,2
II	objectives of accounting, accounting standards- GAAP and accounting process.  Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.  Accounts of non-profit organization Meaning of not-for-profit organizations preparation of Receipts and Payment accounting	9 12 f e e e e e e e e e e e e e e e e e e	si, ac Id fin op La pr ar sh U ea fin La cor	gnificance of ecounting. The entify the nancial according error of the steps reparing traditional loss accounts and loss accounts and the component of the entitle error of the earn the imperson of the earn the	key objection with a sinvolved and account of a businat deprecipant of decays of the cause of account of decays of d	bectives of a business in the business icance of the essing the eness. In the preciation is the energy icance of the essing the eness. In the energy ican is the energy ican is the energy ican is the energy ican is the energy ican ican ican ican ican ican ican ican	1,2
III	objectives of accounting, accounting standards- GAAP and accounting process. Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.  Accounts of non-profit organization Meaning of not-for-profit organizations preparation of Receipts and Payment account and Income and Expenditure statement.	9 12 f e e e e e e e e e e e e e e e e e e	si, according to the state of t	gnificance of accounting. The second accounting account	key objection with a country and based of a businat deprecipate of decays and sales and assets over allysis and	in nts, profit alance icance of essing the iness. iation is e it. preciation er time.	1,2
III	objectives of accounting, accounting standards- GAAP and accounting process.  Journal, ledger, subsidiary books, and trial balance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.  Accounts of non-profit organizations Meaning of not-for-profit organizations preparation of Receipts and Payment account and Income and Expenditure statement.  Depreciation Accounting Meaning and	9 12 f e e e e e e e e e e e e e e e e e e	si, according to the state of t	gnificance of ecounting. Jentify the nancial according according traditions. Jean the steps reparing traditional loss accounting traditional loss accounting traditional from the component and the factors that is allysis.	key objection with a sinvolved and account of a businat deprecipated of decreased and the same of a businat deprecipation of a businat deprecipation of a businat deprecipation of a businat deprecipation of decreased of decreas	in nts, profit alance icance of essing the iness. iation is e it. preciation er time.	1,2
III	objectives of accounting, accounting standards- GAAP and accounting process. Journal, ledger, subsidiary books, and triabalance.  Company Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information — meaning users of accounting information.  Accounts of non-profit organizations preparation of Receipts and Payment account and Income and Expenditure statement.  Depreciation Accounting Meaning an causes of depreciation, methods of chargin	9 12 f e e e e e e e e e e e e e e e e e e	si, according to the state of t	gnificance of ecounting. Jentify the nancial according according according traditions according traditions according traditions according traditions according traditions according to the component and the factors that the value of the value of the ratio are derived at the ratio at the ratio are derived at the ratio at the ratio are derived at the ratio at the r	key objection with a country and based of a businat deprecipate of decays and sales and assets over allysis and	in nts, profit alance icance of essing the iness. iation is e it. preciation er time.	1,2

			limitations of using ratio analysis.			
V	Bank Reconciliation Statement Concept,		Identify the essential features that			
	Advantages, Reasons for difference between		make budgetary control effective.			
	bank balance as per cash book and bank	Understand the advantages and	1.0			
	passbook, Preparation of Bank Reconciliation	potential drawbacks of budgetary				
	Statement.	O	control in organizational			
			management.			

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						

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

		SEMESTE	R – I									
Course Ti		ARKETIN	G MAN	<b>AGE</b> I	MENT							
Course co			L	T	P	S	R	O/F	C			
	Total hou		3	0	0	0	0	0	3			
Pre-	Nil Co-r	equisite				N	il					
requisite												
Programn							E MA	NAGEME	INT			
Semester	1 sem	ester of firs	t year of	the p	rogran	nme						
Course	To develop an understanding	of the under	lving conc	epts. s	strategie	s.						
Objectives	2 To understand issues involve			•	_		acts and	services of				
(Minimun	business organizations			Ü		•						
3)	3. To make observant of curren	t marketing ti	rends and	adapt	accordin	ngly						
		_		-								
CO1	Understand the concept, scope and	opportunitie	es of mar	keting	ζ.							
CO2	Interpret buying behavior for strate	gic marketii	ng planni	ng								
CO3	Develop new product and pricing s	trategies for	evolving	mark	cet need	ls						
CO4	Understand and utilize the con	cepts of c	hannels	of d	istributi	ion an	d inte	grated ma	rketing			
	communication											
CO5	Identify the new trends in the field	of marketin	g									
Unit-	Content	Contact	t	Le	arning	g Outco	ome	KL				
No.			Hour	our								
I	Introduction	8	De	efine	marke	eting	and its	8				
	Maning Consent Importance of 1		im	portanc	rtance in business.							
	Meaning, Concept Importance of I environment Market Segmentation,							1,2				
	Positioning, Marketing Planning	rargeting,	45'									
II		tina Mix	9	Fx	plain	the	proc	ess and	1			
11	Marketing Mix Concept Market Concept, Product Strategy, Product	_		significance of market								
	Brand, Product Life Cycle, Digital 1				gmenta		O1	marke				
	Value Chain, Concept of Consumer	•			5				1,2			
	New Product Development Framewo	*										
	Tvew Trouble Beveropment Tunne we	111.										
III	<b>Concept of Advertising</b>		8	Uı	nderstar	nd th	e ele	ments of	f			
	<del>-</del>	of Sales		co	mmuni	cation	and	corporate				
	Promotions, Elements of Comm	nunication,		co	mmuni	cation.		-	1.2			
	Corporate Communication, D	istribution							1,2			
	Strategy Retailing Marketing	Channels,										
	Physical distribution, Concept of Ad	vertising.										
IV	Marketing Organization	Marketing	12		entify		•	•				
	Organization: Identification of SBU	-						using tools	1 1 2 1			
	of SBU- BCG Growth Share Matrix							SWOT, and	1   -,-			
	and Porter's Five Forces Framewo				rter's F							
V		nagement	8					using the				
	Customer Relationship Management				aps Mod			e	1,2			
	definition, factors affecting customer			M	arketing	g Trian	gie.					
	CRM strategy, barriers of effects	ve CRM,										

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

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							

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

			SEMESTER -	- I										
Course	Title	PRINCIPI	LES OF MANAGEMEN	T Al	ND BU	SINES	S ORG	GANIS.	ATION					
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-rec		Nil	Co-requisite				N							
Progra		MASTER OF BU	ISINESS ADMINISTRA					RE MA	NAGEME	NT				
Semest			I semester of first	year	ar of the programme									
Course Object		To understand 1	basics of Principles of Mana	geme	ent									
(Minin		2. To know the va	rious theories of manageme	nt &	their im	plicatio	ns.							
(14111111	iuiii 3)	3. To learn about	the various functions of mar	agen	nent									
CO	<b>D1</b>	Understand the concep	ot and evolution of manag	emer	ment thoughts and practices.									
CC			principal functions of ma											
CC			e of MBO and effective co					organiz	zations.					
CC			anization and understand				ents							
CC	)5		d challenges in global bus				_	• 0		TZT				
Unit- No.		Cont	tent		Contac Hour		Learr	nng Oi	ıtcome	KL				
I I	Mana	gamant thaught man	ment thought, management:				derstar	nd the d	efinition					
_	-	_	_	'n			derstar		Cimilion					
	Management thought, management: its definition meaning, nature and features; contributions of F.						nagem	-						
		•	s and principles; emergen		10		_	the n	ature and	1,2				
	_	uman relations movement; differences between				fea	tures o	of mana	agement as					
	manag	ement and administrati	ion.			a d	isciplir	ne and p	oractice					
II	Manag	gement functions:			10	Re	Recognize the emergence							
	Monoo	romant functions: Play	nning, organizing, staffir				_		e of the					
	_		decision-making proces	-					movement					
		0	ectives, types, important				manage		1 .					
			techniques, advantages a				fferenti		between	1,2				
	•	antages, differences		nd			nagem ninistra		and					
	forecas	sting, Line and Staff re	elationship, span of contro	ol,					eir distinct					
	Delega	ntion and Decentraliza	tion, Formal and Inform	al				function						
	organiz													
III	,	gement by objectives:			8				efinition					
	_	•	es: definition and meanir	_			l mean	•	1					
		•	and drawback. Concept				_	ent by o	objectives.	1,2				
		ve Communication	es. Communication proces	55,			cognize cess,	bene						
	Litetive Communication					_		s of MI	· ·					
IV	Introd	n:		8		derstar								
	Introdu	luction to organization action to organiza		cs.	-			stics an	ıd					
	advantages, classification of organization, theories of			· ·		advantages of								
		-	classical and modern; typ			_			earn about	1,2				
		anizations: line, line, ar						ication	of					
						org	anizati	ons.						

			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

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							

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	Т	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 BUS	SINESS ADMINISTR	ATION	IN HE	EALTH	ICAR	E MAI	NAGEMI	ENT			
Semester	I semester of first	year of the programm	ne .									

CO PC	) 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

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 7		MAN BIOLOGY, M	EDIC	CINE A	ND H	EALT1	H		
Course c		tal credits: 3	L	T	P	S	R	O/F	C
	То	tal hours: 45	3	0	0	0	0	0	3
Pre-	Nil	Co-requisite				Ni	l		
requisite		_							
Program	me MASTER OF BUSIN	ESS ADMINISTRAT	TION	IN HI	EALTI	HCAR	E MAN	NAGEMEN	NT
Semester	•	I semester of first y	ear o	f the p	rogran	ıme			
Course	To understand the hur	man body-its anatomy a	nd nh	veiolog	.,				
Objectiv	2 To loom the besic fun	nction and importance of	_	-		ıman he	ndv		
(Minimu	m i	nedical terminologies as		•			•	edical specia	ltv
3)		uson for using various m			-	anscases	and m	earear specia	ity
CO1	Understand the basic Hum					inctions	s of m	aior human	body
	systems.			6,7					
CO2	Comprehend and explain me	and a	abbrevi	ations.					
CO3	Explain various abbreviation					es relate	ed to g	general heal	thcare
	and medicine.								
CO4 Apply anatomy knowledge to define health, illnes				d classi	fy disea	ases.			
CO5	O5 Understand various causes and sources of infection				vention	contro	ol meas	sures.	
Unit-	Content		C	ontact	]	Learni	ng Out	tcome	KL
No.			I	Hour					
I	<b>Human Anatomy and Physiol</b>	man Anatomy and Physiology				ents w	ill be	e able to	
	Basic Functions and important	ce of various systems	;			-		erstand the	
	in Human Body-Digestive	System- Respiratory							
	System, Cardio-vascular System	em, Central Nervous	;	6	of hu	man or	gan sys	stems	1,2
	System, Muscular Skeletal S	•		U					
	System, Excretory System-End	locrine Glands-Special	l						
	senses. Blood grouping.								
II	Medical Terminology:			4		erstandi	•		
	Reasons for using medical	terms- Glossary of					rminol	ogies and	
	medical terms: Major dis	•			uses.				1,2
	specialities								
III	Common abbreviations & dep	partments		6	Stude	ents w	ill be	able to	
	-	Abbreviations, and			ident	ify	the	common	
	symbols- Common roots: eleme	ents referring to usage	:		abbre	eviation	ıs	and	
	and definition- Common pr	refixes and suffixes-			depar	rtments			1,2
	Common abbreviations: depart	tments, time, general	1						
	healthcare, routes of medication and laboratory								
	symbols								
IV	Health and Illness			8				erstand the	
	Illness, Defining health and illn		;				pts of	health and	1,2
	causes: classification and descri	iption of disease.			illnes				
V	Infection control:			6		erstandi		the	1,2
	Infection control: Nosocom	ial infection-asepsis-	•		impo	rtance	of	infection	1,2

Reservoir, carrier, and mode of transmission of	control,	various	aseptic	
communicable diseases-Infection control measures-	techniques	<b>.</b>		
Disinfection-Sterilization and aseptic techniques-				
Infection control committee-purpose, composition,				
and duties				

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						

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	e code	22MBAH116R	Total credits: 3	L	T	P	S	R	O/F	C		
			Total hours: 45	3	0	0	0	0	0	3		
Pre-		Nil	Co-requisite				N	il				
requisi												
Progra		MASTER OF BUS		TION IN HEALTHCARE MANAGEMENT								
Semest			I semester of first y	ear o	f the p	rogran	nme					
Course		1. To understand an	d learn public health care sy	stem i	in India							
Object			vironment that enables stude				ırn nuaı	nces of H	Hospital			
(Minin 3)	lulli	Management from	n their collective learning ex	kperie	nces.				-			
3)		3. To offer opportun	ities to develop the ability to	thinl	k analyt	ically a	nd build	d capaci	ty for indepe	endent		
		learning.										
CO	)1	Understanding historical	evolution, current trends	, and	changi	ng scer	narios i	n health	n services ii	n India		
~ ~				-		•				-		
CO		-	und, present status of de	velop	ments	in gov	ernmer	it healtl	h services	and its		
00		comparison with private		££~:	on of	ma 4! -	o1 4a-i	hn 01 0 r -	v and !4-	forter		
CO			Describe the innovation, development and diffusion of medical technology and its future									
CO			ensideration lentify the employment trends in the healthcare industry and discuss the evolving role of hospital									
		administrators.	t dends in the neutricate	muu	ouy and	. 41004	.oo tiic	♥ 1 01 VIII	.5 1010 OI II	ospitai		
CO			of epidemiology and bio	statist	ics in t	he heal	thcare	system				
Unit-		Conte			ontact			ing Out		KL		
No.					Hour							
I	Over	view of Health service	ces in India (Urban &	;		Stude	ents v	vill be	able to			
	Rura	d): Historical evolution	on, overview of Health	ı		unde	rstand	the	historical			
		•	of perspective of health		8	evolu		of	healthcare			
			psychological bases of		O	-		health	scenario in			
	healt		eking care: Lifestyle			India.			1,2			
		•	ic dimensions, current									
			very systems, changing tudy on Urban & Rural									
		hcare scenario.	iday on Orban & Kura									
II			vices: Background and	[	9	Stude	ents	will k	know the			
			s in public health care		-		ground					
	_	ery systems	-				-		re delivery			
	Priva	te Health services- E	Background and Presen	t		syste	m			1.2		
			of corporate philosophy							1,2		
	comp	parison between health c	are systems in public and	1								
	priva	te sector.										
III		<b>.</b>	assessment, innovation		8				have basic			
		•	on, appropriate use of					-	medical			
		nologies, organizin				techr	ologie	s.		1,2		
		ssment, methods of	f assessment, future	;								
	cons	iderations										

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

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							

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

			SEMESTER	<u> </u>									
Course			FUNDAMENTA	AL OF	STAT	TISTIC	S						
Course	e code	22UMFS111R	Total credits: 3	L	T	P	S	R	O/F	C			
			Total hours:	2	0	2	0	0	0	3			
Pre-		Nil	Co-requisite			Nil							
requisi	ite		oo requisite				11						
Progra		MASTER OF BU	SINESS ADMINISTRA	ATION	IN H	EALT	HCAR	E MA	NAGEMEN	NT T			
Semest			I semester of first	year o	f the p	rogran	nme						
Course	e	1.The course aims to eq	uip students with a funda	amenta	l unde	rstandir	ng of st	atistics,	,				
Object		2. Able to analyze data,	make data-driven decisi	ons.									
(Minin	num	3. Able to lay the ground	dwork for advanced statis	stical s	tudies.								
3)													
CC	)1	Students will have basic	c knowledge of Statistica	l metho	ods.								
~~													
CO	)2	Students will gain the k	Students will gain the knowledge of organizing & Cleaning of Data										
CO	13	tudents will be able to gain the Analytical Skill concept											
	,,	tudents will be able to gain the Analytical Skill concept											
CO	)4	Students will be able to	acquire the knowledge of	of basic	data A	Analysi	s Proce	dure fo	r day-to-day	y use			
	1			ı						1			
Unit-		Conte	nt	Cont		L	earnin	g Outc	ome	KL			
No.	Stati	stical Methods:		Hou		Difforor	ntinto b	otvyoon					
1			Statistics, concepts of			Differentiate between quantitative and qualitative data.							
		_	nple. Data: quantitative		Identify and classify data as								
			variables, scales of	8		attribute		•		1,2			
		surement nominal, ordinal, interval and ratio.			τ	Understand the scales of							
				r	measurement: nominal, ordinal,								
						nterval							
II	Drog	entation: tabular and	graphical including	8		Present		_					
		gram and ogives. I						_	graphical				
		lency: mathematical and				epreser nistogra							
		Dispersion: range, qua	-			_		-	different	1,2			
	devia	ation, standard devia	ation, coefficient of			oresenta							
	varia	tion, skewness and kurt	osis		1								
777	D.	-1-4- 14 D C ''	1'	8		<b>7</b> -6" 1	· · ·	. 1 .	1				
1111	III Bivariate data: Definition, scatter diagram					Define l			and of scatter				
	cim-	la partial and multimla		i	1 L	muersta	ши ше	concer		1			
	_	le, partial and multiple						concep	n or scatter				
	only	, rank correlation. Sir	nple linear regression,		C	liagram	ıs.	_					
	only	•	nple linear regression,		(	liagram Calcula	is. te and i	nterpre	t simple,				
	only	, rank correlation. Sir	nple linear regression,		( (	liagram Calcula	is. te and i and mu	nterpre ltiple c	t simple, orrelations	1,2			
	only	, rank correlation. Sir	nple linear regression,		() ()	liagram Calcula partial,	is. te and i and mu variab	nterpre ltiple c	t simple, orrelations				
	only	, rank correlation. Sir	nple linear regression,		( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	liagram Calcular partial, (up to 3 correlat	is. te and i and mu variab ion.	nterpre ltiple c les) and	t simple, orrelations	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

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

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

			SEMESTER	- I										
Course	e Title	M	INI RESEARCH (REV	IEW (	OF LI	ΓERA	TURE-	RI)						
Course	e code	22MBAH118R	Total credits: 2	L	T	P	S	R	O/F		C			
			Total hours:	2	0	0	0	4	8		1			
Pre-		Nil	Co-requisite				N	il						
requisi														
Progra		MASTER OF BUS			ON IN HEALTHCARE MANAGEMENT									
Semest			I semester of first	year o	r of the programme									
Course		<b>1.</b> To understand the	he significance of research	ch										
Objecti (Minin		<b>2</b> To understand the	he importance of conduc	ting a	literatu	re revi	lew.							
3)	iiuiii		-	_										
,			esearch gaps and formul		•									
		<b>4.</b> To demonstrate	proficiency in citation a	nd refe	erencing	g sourc	ces.							
		5. To present an or	ganized overview of the	releva	ant liter	ature f	for a sele	ected re	search t	opic				
CO	)1	Differentiate between o	uantitative, qualitative, e	xperin	nental :	and ex	plorator	v reseat	ch type	S.				
		q				and on	rioimoi	, robeat	Jii type					
CO	2	Evaluate the suitability	of different research type	s for s	specific	resear	ch ques	tions						
CO	)3	Evaluate the relevance of	of different sources in the	conte	ext of a	literat	ure revi	ew.						
CO			ntifying research gaps to											
CO	)5	Create accurate reference	es and bibliographies us	ing spe	ecified	citatio	n styles	•						
Unit-		Con	tent		Cont		Lear	rning O	utcome	2	KL			
No.	<b>.</b>				Ho	ur	- OI							
I		oduction to Research	"					researc	h and					
		ning of Research, Signitesearch, Types of Resear		_	6		signific	tand its						
		erimental, Exploratory).	cii (Quantitative, Quanti	auve,			_	y the va	rious					
	Дире	Amientai, Exploratory).						es of res						
								ng expl						
								tion, ex			1.2			
								plication	1.		1,2			
							Differe		betwe					
							types	of	resear	ch:				
							Quanti							
							Qualita	· ·		1				
							Experi	mental,	2	ınd				
II	Lite	rature Review in Resea	rch		6		_	the pur	pose an	d				
		nition and Purpose o		ature				ance of	r un	_				
		-					_		iterature					
	Revi	ew, Steps Involved is	n Conducting a Liter	atare		I	• • • • • • • • • • • • • • • • • • • •	mig u n						
		ew, Steps Involved in ew, Searching for Releva		atare			review	-						
		•		atare			review	-			1,2			
		•		atare			review Outline involve	the ste	ps nductin	g a	1,2			
		•		acaro			review Outline involve literatu	the steed in contract	ps nductin w.		1,2			
		•		acaro			review Outline involve	the steed in contractions in the steed in contraction in the steed in	ps nductin w. ills	g a for and	1,2			

III	Identifying Research Gaps and Formulating Research	6	identifying relevant sources for a literature review.  Comprehend the	
	Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.		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

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	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

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

		SEMES	TER-I									
Course Title	e MOOCs-I											
Course code	22MACE111R	Total credits:	L	Т	P	S	R	O/F	С			
		Total hours:	2	0	0	0	0	0	2			
Pre-requisite	Nil	Co-requisite	Nil									
Programme		Bachelor of	Business	Admi	nistra	tion						
Semester		I semester of F	irst year	of the	progr	amme						
Course	MOOCS is provide	ed through Coursera Pla	atform, wł	nich is	an onl	ine cou	irse wh	ere studer	nts are			
Objectives	allowed to take cou	rses per semester on th	e basis of	the ho	ours wi	th rele	vance t	to the cred	it, and			
(Minimum 3)	the courses are prov the students have to	vided from the Internat o submit assignments, o	ional Univ quizzes, et	versitie c.	es acro	ss the v	world.	During the	e courses,			
CO1	Demonstrate profic healthcare manager	iency in acquiring and	applying	global	ly reco	gnized	certifi	cations in				
CO2	Showcasing a comp frameworks	orehensive understandi	ng of inte	rnation	nal hea	lthcare	praction	ces and reg	gulatory			

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.	

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

22MACE11 1R	MOOCs-I					

		SEMESTER	– II									
Course Ti	tle	HOSPITAL	SER	VICES	- II							
Course co	de 22MBAH121R	Total credits: 3	L	T	P	S	R	O/F		C		
		Total hours: 45	3	0	0		0	0	3			
Pre-	Nil	Co-requisite				N	il					
requisite												
Programn	ne MASTER OF BUS		STRATION IN HEALTHCARE MANAGEMENT									
Semester			first year of the programme									
Course		-	ory services, Blood Bank services, Radiology &									
Objectives		s, Telemedicine, Rehabi					•. •	or to a				
(Minimun		ne functioning of Operat						Hospital				
3)	-	on, sterilization, Nursin	-			-		lv. Madie	1 C	100		
		ntenance of civil assets ing & sanitation, Air Co						-		jas		
	_	lous disaster managemen						-	5.			
		ogical Hazard, Outsourc		•			us, Liig	gineering				
	Tuzurus, Rudioi	ogicai Hazara, Oatsoure	mg or	Suppo	it sei viv							
CO1	To understand the functi	oning of Operation The	atre, In	ntensive	e care u	nits, H	ospital	Acquired	ļ			
	Infection, sterilization, N	_	_									
CO2	To learn the maintenan								ıl Ga	as		
	Pipeline, Plumbing & sa	nitation, Air Conditioni	ng Sys	tem, Co	ommun	ication	systen	ns.				
CO3	To learn the various di	saster management tec	hniaue	es for t	fire Ha	zards.	Engine	eering Ha	zard	is.		
	Radiological Hazard, Ou	•	•			,				,		
CO4	Articulate the functional	*		•								
CO5	Analysing the key conce											
Unit-	Conte	nt (	Contact   Learning Outcome   K									
No.			Hour		1 .	1 .1		. ,•	1			
I	Management of Clinical	Services: Outpatient					•	ization a		1/2		
	services- Inpatient ser	vices- Accident &	12		anagem oatient s		_	atient a	10	1/2		
	Emergency services, Ir			1111	Janen s	sei vice	S.					
	Operation Theatre, Nurs	sing Services- Ward										
	Management											
II	Management of Clinical	al Services: Blood	10	M	anage		hospit	al-acquir	ed			
	bank, Laboratory servi		10		fections	effecti	_	ar acquir				
	Imaging services, Telemed						, J			2/3		
	Services, Hospital A	cquired Infection,										
	Infection Control measure	s and sterilization.										
III	Management of S	upport Services:	10	Ar	nalyze	the	manag	gement	of			
	Ambulance Services,	•			nbulanc		mortua	•	nd			
	Hospital security service	*		ho	spital s	ecurity	servic	es.				
	Housekeeping Services, C	SSD, Outsourcing of								2,3		
	Support services											
	Hospital Waste Manag	gement; Collection,										
	segregation, disposal.											

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, Erecords, 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					

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

		SEMESTER	- II								
Course Ti	tle	FINANCIAL	MANA	GEN	1ENT						
Course co	de 22MBAH122R	Total credits: 3	L	T	P	S	R	O/F	C		
		Total hours: 45	3	0	0	0	0	0	3		
Pre-	Nil	Co-requisite				N	il				
requisite	15.1.0	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT									
Programn	ne MASTER OF BUS						E MAI	NAGEME	NT		
Semester	1 To	II semester of first					C	l. Cl F	1		
Course Objectives	•	students with various to nathematical techniques			•			n How, Fun	as		
(Minimun		uate knowledge to the s				_		he financia	1		
3)		nake interpretations and				_					
		ith the techniques used	-					-			
		e various sources and u			-			C			
	5. To explain the va	arious techniques of eva	aluation	of cap	oital exp	enditu	re deci	sions			
CO1	Understand the concept a	and scope of financial m	nanagem	nent.							
CO2	Analyze and interpret the	cost of raising funds f	rom diff	erent	SOUTCES	of fine	ance				
CO2	•							anes			
CO4	1	Discover the investment opportunities by applying various capital budgeting techniques.  dentify the factors influencing dividend policies.									
CO5	Analyze the determinant			ables	for bette	er decis	sion ma	king.			
Unit-	Conten		Contact								
No.			Hour				,	-	KL		
I	Financial management:			De	escribe	the me	aning,	nature and			
	Definition of finance,	Scope of finance.	12	goals of financial manage				-			
	Meaning and nature of fi	_	12	_	_			value of	1/2		
	Goals of financial ma	_			-	ın fin	ancial	decision-			
	making of financial man	nagement, Role and		ma	aking						
	function of finance manage	er, financial planning,									
	and Time value of money.										
II	Cost of capital:		10	De	escribe	the diff	ferentia	te between	+		
	Long term and short-	term financing –	10		ng-term		nd	short-term			
	Debenture Capital, equity	-			nancing			Debenture			
	Capital, retained earnings				pital,	•	uity	Capital,			
	Estimation of components	-			eference	-	ipital,	Retained	2/3		
	Methods for calculating (			Ea	rning						
	of Retained Earnings, Cost										
	Preference Capital, cost of	internally generated									
	funds.		4.0			•	1				
III	Capital budgeting:		10	Describe capital budgeting an explain its significance; appl							
	Meaning, significance, na				_	_					
	decision, techniques of inv Pay-back period, AR			various techniques of investment evaluation including Pay-back							
	Profitability Index, and Ca				aiuatioi riod,	ARR,	_	•			
	Trontaonity mack, and Ca	prair Ranoning.		_				od Capital			
				ri	omabili	ity IIIC	ica, al	ia Capital			

			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

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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO6	PO7	PO8	PO9
22MBAH122R	Financial	1					2		2
22NIDAH122K	Management	1					2		3

	SEMESTER – II											
Course			TING OF HEALTH		PROL		AND S	ERV	/ICI	ES		
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-		Nil	Co-requisite				N	il				
requisi												
Progra		MASTER OF BUS	SINESS ADMINISTE					RE M	ANA	AGEM	EN	T
Semest			II semester of firs				mme					
Course		To study meaning and c			narke	ting						
Object		To understand concept of										
(Minin 3)		To study promotional M		_	<b></b>	mlas to		, to on			:41	h
3)		To Provide knowledge a special reference to phan		nageriai	princ	ipies to	corpora	ate en	IVIIO	mmem	WIU	II
CO		Understand and explain		ne of se	rvica	s marks	ting a	nd ni	*0001	nt abou	nt t1	hic in
		a professional and eng		pe or se	IVICC	5 IIIai KC	ung a	nu pi	CSCI	11 4001	աւ ա	1115 111
CO		• •		• 000000	<b></b> ~ ~		aufa ma			***	22.42.0	
		Provide a theoretical a	•		_	-			us1	ng coi	пра	ıny
CO		examples and report o								41s s		J
		Identify and discuss cl	naracteristics and cha	menges	oi m	anaginş	g servi	ce III	rms	ın ıne	mo	dern
CO		world.	1 1.	1 41	1 '	C		• ,	1			
CO		Discuss key linkages b	_			ness tu	nction	s in t	ne c	ontext	IOI	
		designing and operatir										
CO	5	Work effectively and e										
Init	nit- Content					Learning Outcome F						
		Content		Conta		L	earnin	g Ou	tcon	IC		KL
No.	M			Hour	•						nd	KL
		ning and concept	of product		·	ifferent	iate be	tweeı	n pro	oduct a		
No.			of product			oifferent ervice m	iate be	tweei	n pro	oduct a		1/2
No.	mar Mear	ning and concept keting and service ma	of product arketing: roduct marketing and	Hour		ifferent	iate be	tweei	n pro	oduct a		
No.	mar Mear servi	ning and concept keting and service maning and concept of proceed marketing; characteris	of product arketing: roduct marketing and teristics of product	Hour 12		oifferent ervice m	iate be	tweei	n pro	oduct a		
No.	mar Mear service mark	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing and service marketin	of product arketing: roduct marketing and teristics of product	Hour 12		oifferent ervice m	iate be	tweei	n pro	oduct a		
No.	mar Mear service mark	ning and concept keting and service maning and concept of proceed marketing; characteris	of product arketing: roduct marketing and teristics of product	Hour 12		oifferent ervice m	iate be	tweei	n pro	oduct a		
No.	mar Mear servic mark mark	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.	of product arketing: roduct marketing and teristics of product keting; 7P of service	Hour 12	E Si tl	oifferent ervice m	iate be arketii f servi	tween	n pro ith a irket	oduct a focus ing.	on	
No.	Mear service mark mark	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.	of product arketing: roduct marketing and teristics of product keting; 7P of service a service:	Hour 12	E E	different ervice m ne 7Ps o	iate be arketing f servious	tween	n proith a arket	oduct a focus ing.	on	
No.	Mear service mark mark	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.	of product arketing: roduct marketing and teristics of product keting; 7P of service a service: service; marketing of	Hour 12	E h	pifferent ervice m ne 7Ps o xplain	iate be arketing f servious the u e man	tweeng, worke ma	n proith a arket	oduct a focus ing.	on of ng	
No.	Mear servide mark mark	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  cept of health care as a sept of	of product arketing: roduct marketing and teristics of product keting; 7P of service a service: service; marketing of als: product mix of	Hour 12	E h	vifferent ervice m ne 7Ps o xplain ealthcar	the u	tweeng, worke ma	n proith a arket	oduct a focus ing.	on of ng	
No.	Mear service mark mark Conc health hospin	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  cept of health care as a sept of health care as a sept care service — hospital	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix,	Hour 12	E h	rifferent ervice m ne 7Ps o xplain ealthcar	the u	tweeng, worke ma	n proith a arket	oduct a focus ing.	on of ng	
No.	Mear service mark mark Conc health hospin	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  cept of health care as the ept of health care as a service — hospitaltals, promotion mix, proceeding of diagnostic service.	of product arketing: roduct marketing and teristics of product keting; 7P of service a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance,	Hour 12	E h	rifferent ervice m ne 7Ps o xplain ealthcar	the u	tweeng, worke ma	n proith a arket	oduct a focus ing.	on of ng	1/2
No.	Mear service mark mark Conc health hospi mark TPA, health	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  cept of health care as a service — hospital tals, promotion mix, proceeding of diagnostic service, distribution channels heare services, pharmanical concepts.	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution	Hour 12	E h	rifferent ervice m ne 7Ps o xplain ealthcar	the u	tweeng, worke ma	n proith a arket	oduct a focus ing.	on of ng	1/2
No.	mark Mear service mark mark  Conc health hospi mark TPA, health syste	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  cept of health care as a service of health care as a service of health care as a service of diagnostic service, distribution channels the care services, pharmatic, role of doctors in maning the care of the concept of the care services.	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution	Hour 12	E h	rifferent ervice m ne 7Ps o xplain ealthcar	the u	tweeng, worke ma	n proith a arket	oduct a focus ing.	on of ng	1/2
II	Mear service mark mark Conce health hospit mark TPA, health syste service	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  The company of the content	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution arketing of healthcare	12 10	E h p p	ervice man a roluct, lace mix	the ue man	nique ketin	a as g, i	pects includi	on of ng nd	1/2
No.	mark Mear service mark mark Conc health hospi mark TPA, health syste service Pror	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  The company of the content	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution arketing of healthcare	Hour 12	E h p p	xplain ealthcar roduct, lace mix	the ue man promotes.	nique ketin	n proith a arket:	pects includi	on of ng nd	1/2
II	Mear service mark mark mark Conce health hospit mark TPA, health systems service Prorumari	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  The company of the content	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution arketing of healthcare  healthcare	12 10	E h p p	ervice many replacement of the service many replacement of the	the upromotes.	tive	a as as proper	pects includice, a	on  of ng nd	2/3
II	mark Mear service mark mark Conc health hospi mark TPA, health syste service Pror mark	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  cept of health care as a service of health care as a service of health care as a service of diagnostic service, distribution channels the care services, pharmatic, role of doctors in manages.  motional mix in health care as a service of diagnostic services, distribution channels are services, pharmatices.  motional mix in health care as a service of diagnostic services, distribution channels are services.	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution arketing of healthcare  healthcare althcare marketing-	12 10	E h p p	ervice man a roduct, lace mixes for a cluding	the ue man promotes.	tive	a as as proper	pects includice, a	on  of ng nd	1/2
II	Mear service mark mark mark Conce health hospit mark TPA, health system service Prores mark Promincul	ning and concept keting and service maning and concept of proceed marketing; charactering and service marketing.  The company of the content	of product arketing: roduct marketing and teristics of product keting; 7P of service  a service: service; marketing of als: product mix of rice mix, place mix, ces; health insurance, els in marketing accutical distribution arketing of healthcare  healthcare  althcare marketing- as, medical camps,	12 10	E h p p	ervice many replacement of the service many replacement of the	the ue man promotes.	tive	a as as proper	pects includice, a	on  of ng nd	2/3

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

# **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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH123R	MARKETING OF	3				1			2	
	HEALTHCARE									
	PRODUCTS AND									
	SERVICES									

		SEMESTER	R – II						
Course		HUMAN RESOUR			EMEN'				
Course	e code 22MBAH124R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours:	3	0	0	0	0	0	3
Pre-	Nil	Co-requisite				N	il		
requisi									
Progra		SINESS ADMINISTR					E MAN	NAGEME	NT
Semest		II semester of firs							
Course		pasic functions of Huma			_			. •	
Object		rious theories of Human			_				0
(Minimum 3. To learn about the various functions of Human Resource Development, Career Plannin						ng &			
3)									
		-	_					iaanaa	
CO		about healthcare profess				-			
CO		of Human Resource ma				i Nesol	iice Pia	mmig	
CO	_	tions of Job analysis and	•	uatio	n				
CO	, ,	e various elements of sta							
CO	1	l need of compensation			mv.	1:00	-4 - 1		
CO		and applicability of rec							T
Unit-	Conten	t	Contact	t Learning Outcome				me	KL
No.			Hour 6	-	escribe	**	man	Resource	
1	Introduction: Meaning, functions, policies and role Human Resource Managen India.	-	U	Maits fur im	anagem mean nctions, portanc	ent (Hing, s	RM) and cope, of policies	nd explain objectives, , and HR trends	1,
II	objectives, process and i	ss, Job analysis, job	7	Describe job analysis and ider its elements; objectives of evaluation and its importance, methods			nd identify es of job	23	
III	description, job specification and job evaluation.  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.			•				process; process,	
IV	Human Resource Development: Concept, comparative analysis of HRM and HRI Employee training & Development, Caree Planning and Development. Performance Management-Performance appraisal.			Describe compensation management and explain it meaning, objectives, importance and limitations; salary and wages HR mobility					2,3
V	Job compensation: very administration, incentive benefits, promotions, transferemployee welfare, Job satisfied Quality of work Life.		10	De its	conc	nent (H ept a	nd sig	Resource nd explain gnificance; on HRM	

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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HUMAN	3				1			2	
22MBAH124R	RESOURCE									
	MANAGEMENT									

		SEM	1ESTER	I – II								
Course Tit		LEGAL ENVIRO	NMENT	IN HEAD	LTHCAR	E BUS	INESS					
Course co	ode 22MBAH125R	Total credits: 3	L	T	P	S	R	O/F	C			
		Total hours: 45	3	0	0	0	0	0	3			
Pre-requis		Co-requisite				Nil						
Programm	ne MASTER OF B			ION IN HEALTHCARE MANAGEMENT								
Semester				RST year of the programme								
Course		*		guiding healthcare practices.								
<b>Objectives</b>		2. Examine the legal processes involved in forming societies, trusts, and adherence to										
(Minimum		health policies for the establishment of hospitals.  3. Analyze the Central Birth and Deaths Registration Act 1969 and its recent amendments.										
				_								
	_	<ul><li>4. Explore the provisions of The Pharmacy Act 1948 regulating drug manufacture and sale.</li><li>5. Develop skills in ethical decision-making for various healthcare dilemmas.</li></ul>										
CO1		Laws pertains to esta				artifeare	unciiii	nas.				
CO2		pertaining to the Hea										
CO2	*	s relevant to the oper			althcare o	roanizat	ions					
CO4		atory frameworks gov										
CO5		related to medical ne					or drugs	<u>'•</u>				
Unit-	Content			Contact	Learnin		me		KL			
No.	Content			Hour	2cui iiii	5 Oute	, inc					
I	Introduction:			8	Understa	nd the l	egal rec	uirements				
		establishment of Ho	spital:				•	or trust to				
	_	of Trust, Health Police	_		establish a hospital.							
					Learn th	e proce	ess of r	egistration				
					and con	mplianc	e with	relevant	1,2			
					laws and	regulat	ions.					
					Recogniz		_					
					governar		structu					
					healthcar							
II	Laws Pertaining to			8			_	sions and				
	_	Health – Central Bir						the Births				
	Deaths Registration		Recent		and Deat	_						
		fedical Termination	n of		Learn		procedu					
	Pregnancy Act 1971				compliar	-		deaths in	1,2			
					_			Framework				
							_	ination of				
					pregnanc	-	cai terri	imation of				
					Programe							
III	Laws pertaining to l	Hospitals:		12	Understa	nd the	regulati	ons aimed				
		ics Techniques (Regu	ulation				_	nisuse of				
		isuse) Act 1994 – M			prenatal	_						
	Negligence -Medic	co legal case, Bio m	nedical		Understa	nd th	ie coi	ncept of	1,2			
	waste (Manageme	nt & Handling),	Rules,		medical	neglige	nce and	d its legal				
	Transportation of H	uman Organs Act 19	6, The		implicati	ons.	Underst	and the				
	Transplantation of I	Human Organ Act (Tl	HOA):		provision	ns of	THOA	and its				

	ROTTO, SOTTO, National Organ		amendments. Learn about the	
	Transplantation Program, Epidemic Disease		roles of ROTTO, SOTTO, and the	
	Act 1987		National Organ Transplantation	
			Program.	
IV	Laws pertaining to manufacture and sale of	8	Understand the legal framework	
	drugs; The pharmacy Act 1948, Legislation		for the manufacture and sale of	
	relating to Tobacco control.		drugs.	1,2
			Learn the requirements for	
			licensing and compliance.	
V	Laws relating to medical negligence and	9	Understand the legal definitions	
	medical malpractice; steps to curtail medical		and implications of medical	
	negligence and malpractice at the hospital		negligence and malpractice.	1.2
	level. Ethics and ethical decision making.		Learn the steps to prevent and	1,2
			manage medical negligence at the	
			hospital level.	

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	CO PO Mapping							
SN	Course Outcome (CO)	Mapped Program Outcome						
		0 550001110						
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						

Course code	Course Name	PO1	PO	PO3	PO4	PO5	PO6	PO	PO8	PO9
		*	2					7		
22MBAH125R	LEGAL ENVIRONMENT IN HEALTHCARE BUSINESS		1					3		2

	SEMESTER – II											
<b>Course Title</b>		VIVA /PRACTICAL – II										
Course code	22MBAH126R	Total credits:	L	T	P	S	R	O/F	С			
		Total hours:	1	0	2	4	0	0	3			
<b>Pre-requisite</b>	Nil	Co-requisite	Nil				•		•			
Programme	MASTER OF BUSIN	ESS ADMINISTRATI	ON I	N HE	ALTH	CARI	E MAN	AGEME	T			
Semester	II semester of first ye	ear of the programme										

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

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH126R	VIVA	2	2	1	3	3		1	1.5	
22W1D111112UK	/PRACTICAL – II	2	2	1	3	J		-	1.5	

		SEMESTER -	– II										
Course Ti	tle UNIVERSA	L HUMAN VALUES	(UHV	) + <b>PI</b>	ROFES	SION	AL ETI	HICS					
Course co		Total credits: 2	L	T	P	S	R	O/F	C				
		Total hours:	1	0	2	0	0	0	2				
Pre-	Nil	Co-requisite				N	il						
requisite													
Programn	ne MASTER OF BUSI	NESS ADMINISTRA					E MAN	NAGEMEN	NT				
Semester	1 7 1 1 4 4 1	II semester of first					17.7A	TIEG 1					
Course Objectives	•	nts appreciate the essen		•	•				. £ . 11				
(Minimun		re sustained happiness a	and pro	spern	y, wille	n are u	ie core a	aspirations	oi aii				
3)		evelopment of a Holisti	ic ners	nectiv	e amon	o stude	nts tow	ards life and	d				
	profession as well												
	the Human reality												
	Universal Human		•	•									
		usible implications of				-		-	ethical				
	human conduct,	trustful and mutually f	fulfilliı	ng hui	man be	haviou	r and n	nutually en	riching				
	interaction with N			•	vide a	much-r	needed orie	ntation					
	•	input in value education to the young enquiring minds											
CO1	Acquire a comprehensive	understanding of the c	ontem	orary	needs	and pro	ocesses	involved in	value				
CO2	education.	. 1 (1 (1	C C	. 4	II	. •	1 D						
CO2	Recognize and comprehen	id the path of learning i	ior Coi	ıtınuo	us Hapj	piness a	ana Pro	sperity					
CO3	Extract the foundational v	values in human relation	nchine										
003	Extract the foundational v	arues in numan relation	isinps.										
CO4	Recognize the role of harr	Recognize the role of harmony in the family and society											
CO5	Understand the interconne	Understand the interconnectedness in nature and develop competence for a universal human order.											
Unit-	Content		Contac	.+	To	arning	g Outco	mo	KL				
No.	Content		Hour	٠.	L	ai iiiiig	Guico	onic	KL				
I	<b>D</b> 1 C 1 1	Y 1 1 6	8	De	escribe	the p	rocess	for value					
_	Develop a Comprehensive		Ü			_		for self-					
	Value Education: Under	-						to fulfil					
	basic guidelines, content, an Education; Self Exploration	-		hu	man a	spiratio	ons by	living in					
	content and process; 'Natu			ha	rmony	at vario	ous leve	els.					
	Experiential Validation- as												
	self-exploration; Continuo								1.2				
	Prosperity-Allocate basic								1,2,				
	Right understanding, Relati	_							3				
	Facilities-the basic requires	ments for fulfilment											
	of aspirations of every hun	-											
	correct priority; Understan												
	Prosperity correctly -A crit												
	current scenario; Method												
	human aspirations: understa	anding and living in											

	harmony at various levels.			
П	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, 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.	8	Describe human beings as a co- existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity	2,3
	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(society beinganextensionoffamily):Samadhan,Samridh i,Abhay,SahastitvaascomprehensiveHumanGoals; 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	Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	2.3
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 Coexistence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies	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	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 Universal Human Order:  a) At the level of the individual: as socially and ecologically responsible engineers,	12	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3
	technologists, and managers. b) At the level of society: as mutually enriching institutions and organizations.			

T1:R.RGaur,RSangal,GPBagaria,AfoundationcourseinHumanValuesandprofessionalEthics,Excelbook s,NewDelhi,2010,ISBN978-8-174-46781-2T2: Organisation Behaviour – A Modern Approach by Arun Kumar and Meenakshi, Vikash Publishing

#### **REFERENCE BOOKS:**

R1: BL Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow.Reprinted2008.

R2: Dhar, RR 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.	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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	UNIVERSAL									
	HUMAN									
22UUHV101R	VALUES (UHV)							3		2
220011 V 101K	+							3		<u> </u>
	PROFESSIONAL									
	ETHICS									

		SEMESTER	R – II									
<b>Course Title</b>	RESEAR	CH METHODOLOG	Y AND	STA	TISTIC	CAL A	NAL	YSIS				
Course code	22UMRM121R	<b>Total credits: 2</b>	L	Т	P	S	R	O/F	C			
		Total hours: 30	1	0	0	4	0	0	2			
Pre-	Nil	Co-requisite				N	il					
requisite	74 CEPED OF DAY		A ETT CAL		T 1 T 1 T 1	T C 1 D						
Programme	MASTER OF BUS	SINESS ADMINISTR					E MA	ANAGEME	CNT			
Semester Course	1. The course aims to	II semester of firs					£	141-				
Objectives	including theory of scien					_		earch metho	odology,			
(Minimum	including theory of scien	ice and quantative and	quantitat	ive iii	cuious	iii iese	arcii.					
3)	2. The course seeks to e	nhance the students' sl	kills for o	level	oping ci	itical	thinki	ing through	research			
	literature review in diff	erent domain. Consequ	iently, it	aims	to dev	elop s	kills	for preparat	ion of a			
	research proposal for a master' thesis project/Mini research.  3. To develop Students competency in planning, conducting, evaluating and presenting a research project.											
CO1	Comprehensive overview	w of research methodol	ogy, incl	uding	a deen	under	stand	ing of the th	neory of			
001	qualitative and quantitati				,r	00.0-						
CO2	•	nduct a comparative analysis of qualitative and quantitative research methods										
CO3	Conduct literature review	ws across different dom	ains and	ident	ify resea	arch ga	aps.					
CO4	Preparing a research pr questions, and developing	•	_	-				_				
CO5	Conducting rigorous da	<u> </u>										
	methods and metrics, a visual aids.		•		•			•				
Unit-	Conter	nt	Contact	: [	Le	arning	g Out	come	KL			
No.			Hour				_					
I I	ntroduction to Resea	arch Methodology:	4	De	escribe	the	Э	fundamenta	.1			
	Overview of Research				ncepts		of	researcl	h			
U	Inderstanding the Th	neory of Science,		me	ethodolo	ogy.						
	Distinction between	Qualitative and							1			
	Quantitative Research Me	thods, Introduction to										
C	Computer Applications in	Research										
II B	Building a Broad	Understanding of	4	De	escribe	Q1	ualitat	tive and	1			
	Research Methods: In-d	Ŭ	-			•		es in depth				
	Qualitative Research	• •		1				F				
	Exploration of Quantitativ	•							2			
	Comparative Analysis											
	Quantitative Approa	ches, Practical										
	applications and Case Stu											
	• •	Thinking through	6		escribe	the	_		f			
	iterature Review: Impo							in research				
R	Review in Research, Crit	ical Thinking Skills		cri	tical th	ınking	skill	s relevant to	О			

	Development, Conducting Literature Reviews		research.	
	in Different Domains, Identifying Research			
	Gaps and Synthesizing Knowledge			
IV	Skills for Research Proposal Preparation:	4	Describe research proposal and	
	Components of a Research Proposal, Crafting		research plan	
	Research Questions, Methodology Definition			2,3
	and Justification, Developing a Research Plan			
	for Master's Thesis/Mini-Research			
V	Competency in Planning, Conducting,	6	Describe the planning of research	
	<b>Evaluating, and Presenting Research:</b>		projects; effectively using	
	Planning Research Projects: From Concept to		communication and visual aids.	
	Execution, Conducting Rigorous Data			
	Collection and Analysis, Evaluating Research			2.3
	Outcomes: Methods and Metrics, Effective			2.5
	Presentation of Research Findings:			
	Communication and Visual Aids			

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMRM121R	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS				3		2			2

		SEMESTI	ER-II									
Course Title		I	MOOC	L's								
Course code	22MSCE121R	Total credits: 3	L	Т	P	S	R	O/F	C			
		Total hours:45	0	0	0	0	0	0	3			
Pre-requisite	Nil	Nil Co-requisite Nil										
Programme	MASTER OF BUS	MASTER OF BUSINESS ADMINISTRATION IN HEALTH CARE MANAGEMENT										
Semester		II semester of First year of the programme										
Course	MOOCS is provided to	MOOCS is provided through Coursera Platform, which is an online course where students are										
Objectives	allowed to take course	allowed to take courses per semester on the basis of the hours with relevance to the credit, and										
(Minimum 3)	the courses are provid	ed from the Internation	al Univ	ersitie	s acros	ss the v	world.	During the	e courses,			
	the students have to su	ıbmit assignments, qui	zzes, etc	c.								
CO1	Demonstrate proficien	cy in acquiring and ap	plying g	globall	y reco	gnized	certifi	cations in				
	healthcare managemer	nt										
CO2	Showcasing a compre	hensive understanding	of heal	thcare	practio	es and	l regula	tory fram	eworks			
CO3	Apply advanced analy	tical skills to solve cor	nplex h	ealthca	are ser	vice pr	oblems	S.				
CO4	Exhibit the ability to c	collaborate effectively	in virtua	al learn	ing en	vironn	nents.					
CO5	Critically assess the in	npact of online learnin	g on per	rsonal	and pr	ofessio	nal de	velopmen	t within			
	the healthcare manage	ment field.										

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE121R	MOOCs			2	2	1	1			

		SEMESTER	- II									
Course Ti	tle COMMUN	NICATION MASTERY	(Comr	nunic	ative En	nglish	& Soft	Skills)				
Course co	de 22UMPD121R	Total credits: 2	L	T	P	S	R	O/F	C			
		Total hours: 30	0	0	4	0	0	0	2			
Pre-requis	site Nil	Co-requisite				Ni	1					
Programn	ne MASTER OF BU	SINESS ADMINISTR	ATION	IN H	IEALTH	<b>ICAR</b>	E MA	NAGEME	NT			
Semester		II semester of firs	t year o	f the	progran	nme						
Course		idents with the transfo	rmation	of s	sentences	s and	the ap	ppropriate	use of			
Objectives	r -											
(Minimun	13) To onhonos the surit	ing skills in different are	ne inclu	idina (	CV and a	oover 1	lottor w	witin a				
	2. To enhance the writ	ing skins in different are	as men	idilig (	C v and c	cover	iellei w	ming.				
	3. To convey meaning	g by reinforcing, substitu	uting fo	r, or o	contradic	cting v	erbal c	communicat	tion. 4.			
	Productivity and perfo	rmance boosting activiti	es for p	rofess	ional go	al achi	ieveme	nt.				
CO1	Practice of grammar w	Practice of grammar will polish their writing skills.										
CO2	T4 111 11 41 1		4 - 4 !	-1-111-								
CO2		ommunication and interp				a.u.a.la.1	. 41					
COS		ntroduction to behavioural skills, thoughts, and emotions will enable them to behave in a onscious and productive way.										
	conscious and product											
CO4	It will have a positive	impact in their thought p	rocess a	and pr	oblem-se	olving	skills.					
CO5	It will impart in them	techniques to solve crit	tical pro	blems	s in an i	ntervie	ew, dev	velop strate	giesto			
	crack interviews, impr	ove their communication	n skills,	boost	their co	nfiden	ce					
Unit-	Conte	nt	Contac	t	Lea	rning	me	KL				
No.			Hour									
I	Grammar: Use of Prepos		6			s, phrases,						
	Idioms, Phrases and Claus	ses, Simple, complex,			and clauses; C							
	compound sentences				mplex,	an		compound	1,3			
				sei	ntences e	effectiv	ve					
II	<b>Grammar:</b> Active and F	Passive Voice, Direct	8				•	sive voice;	1.5			
	and Indirect Speech						•	eech into	1,2,			
				inc	direct spe	eech a	nd vice	versa	3			
III	Writing Skills: The Basi	ics of Writing avoid	8	De	escribe	conci	selv	to avoid				
	ambiguity and vagueness		5		biguity	an	•	agueness.;				
	Precis Writing, Letter W				~ .			l resume,	1,2,			
	and Cover Letter	5,			•	•		tailored to	3			
					applica							
IV	Self-Management Skills	7	8					analysis;				
	Self-Regulation- Goal S	-						e personal	1,2,			
	Hygiene Module 5	Non- Verbal		an	d nrofe	ecions	al acon	vice complex	3			
	Communication-Sciences				-		_	als; apply aygiene for				

What is Non-Verbal Communication & Body	well-being.	
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,		

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). 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 Pranami Bania Breez Mohan Hazarika, January 2019. Other Learning Resources:  $\Box$  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 strategiesto crack interviews, improve their communication skills, boost their confidence	PO5

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMPD121R	COMMUNICATION MASTERY (Communicative English & Soft Skills)					5				

		SEMESTER –	II									
<b>Course Title</b>		Techno Pro	fessio	nal S	kills							
Course code	22MBAH127R	Total credits: 2	L	T	P	S	R	O/F	C			
<b>D</b>	N. 101	Total hours:	0	0	4	0	0	0	2			
Pre-requisit		Co-requisite	TION	TINT	TEAT	N		NACEME	NIT			
Programme Semester	MASIER OF BU	SINESS ADMINISTRA					KE MA	NAGENIE	NI			
Course	1. To distinguish	II semester of first y					nment	and other t	heories			
Objectives	for the overall improve	•	011 01	profe	33101141	de vero	pinent	and other t	ncorres			
(Minimum	3)											
`	2. To enable stu	udents, utilize past know	wledge	e of	various	progr	ammes	and polic	ies for			
	effective implementati	on wherever applicable.										
	3. To facilitate s	tudents for developing an	inte	grated	approa	ch for	impler	nentation w	hich is			
	suitably relevant to the				11.50		T	• • • • • • • • • • • • • • • • • • • •	0			
		To equip students with strong commitment and social responsibility in order to bring about transformative change in communities when they take up their responsibility.										
	a transformative chang	e in communities when th	icy tal	ke up	men res	sponsit	mity.					
	5. To enhance pr	ofessional skill and talent	of stu	idents	to face	and ov	ercome	e any challe	nges in			
	the business organizati	on.										
CO1	Understand the techno		eir rel	levanc	e for m	odern l	nisines	s managers				
COI	onderstand the teenno	professionar skins and ar	cii ici	ic varie	C 101 III	ouciii	Justines	s managers	•			
CO2	Understand and utilize	digital knowledge for bus	siness	mana	gement							
CO3	Proficiency in commun	nication skills.										
CO4	Apply their knowledge	in practical business con	toyta									
CO4	Apply their knowledge	in practical business con	iexis.									
CO5	Apply critical thinking	and interpersonal skills in	n nego	otiatio	n and d	ecision	makin	g				
		-										
Unit-	Conte	ent	Con	tact	I	_earni	ng Out	come	KL			
No.			Ho									
I In	roduction to Techi	no-Professional Skills,	1	5	•							
U	nderstanding the relevance	ce of techno-professional										
		ss landscape, Identifying			_							
	•							•				
	• •	· ·				•			1,2			
	-				_		.access					
	*	·										
		•										
	blic speaking, and into	-	1	5				effective				
	•	feedback mechanisms,						chieving				
l Pr	oblem-Solving and Critic	cal Thinking, analysing			busine	ss obje	ctives.		1			
	.1 1								I I			
bu	siness scenarios and ap chniques, Decision-mal				-		impac on on	_				
CO3  CO4  CO5  Unit-No.  I In Unit-Sk the Se de im co On  II Pu	Apply their knowledge Apply critical thinking  Conte	n and d  Comprand resprofess curren Identification digital .  Discuss communications	ecision  rehend levance sional st busin by the eed for seera.	makin  the imple of tecs skills in ess lane ssentia success ole of e	g come portance hno- n the dscape. l skills in the	1,2						

solving and idea generation, Handling ambiguity		
and uncertainty in decision-making	İ	
	ı	

	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

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
	Techno									2
22MBAH127R	Professional									
	Skills									

		SEMESTE	R –II									
Course Ti	itle MINI	RESEARCH (RES	SEARCI	H GAI	P ANAI	YSIS	- <b>R2</b> )					
Course co	ode 22MBAH128R T	Total credits: 2	L	T	P	S	R	O/F	C			
	T	Total hours: 30	0	0	0	4	8	0	2			
Pre-	Nil	Co-requisite				N	il					
requisite												
Programn	me MASTER OF BUSI						E MAI	NAGEME	NT			
Semester		II semester of FIRS	ST year	of the	progra	mme						
Course	Course Objectives:											
Objectives		Vith this course, stu	dents w	ill kno	ow the	area t	o focus	s on chose	en topic			
(Minimun		r study										
3)	2. The learning objective enables the selection of outco											
		measurements so that the activity's success can be measured.  3. Students will learn to analyse the Research Gap.										
CO1	3. Sometime and explain the con						<b>).</b>					
COI	Define and explain the col	ncept and importance	or resea	iicii ga	p anary:	818.						
CO2	Identify various dimension	ns of research gan ar	nalveie ai	nd mtili	ize annr	onriat	e tools	including	TOWZ			
CO2	analysis.	ns of research gap ar	iaiysis ai	ia utii	ize appi	ортан	. 10015,	merading	5 W O I			
CO3	Apply different tools effect	ctively to conduct res	earch ga	n anal	veis							
CO4	Develop and implement a	*				in rese	earch d	esion or h	usiness			
004	planning.	a systematic approac	on to un	ary ziiig	5 8 <b>u</b> ps	in rest	ouren a	esign of e	domess			
CO5	Ability to develop the rese	earch framework										
Unit-	Content		Contac	et	Lea	arning	g Outco	ome	KL			
No.			Hour				,					
I	Introduction, Meaning	& definitions of	7		nderstan	d the	e mea	ning and	1			
	Research Gap Analysis			sig	gnificano	ce o	f rese	earch gap	, ,			
				an	alysis ir	acad	emic ar	nd business	1,2			
				co	ntexts.							
II	Dimensions of Research Ga	ap Analysis, Tools	5	Re	cognize	and e	xplore	the various	3			
	for Research gap analysis, S	WOT analysis		diı	nension	s and	d tools	s used in	1 2 2			
		-		res	search g	gap ai	nalysis,	including	$\begin{bmatrix} 2,3 \end{bmatrix}$			
			SV	VOT an	alysis.							
III	III Introduction to tools of Research gap analysis		12	Ef	fectivel	y appl	y tools	to identify	2,3			
				an	d analyz	ze rese	arch ga	ıps.	2,3			
IV			6	De	esign	and	imple	ement a	ì			
	work or in business							analyzing	113			
						resea	rch or	business	3 1,5			
				pro	ojects.							

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/. 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.studylecturenotes.com/ so ci al - re s e a r c h-m e tho d ol o g y / selection-o f-re sear ch-p roblem . Accessed on September 1, 2015.

### RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO	PO Mapping		
SN	Course Outcome (CO)	Mapped Outcome	Program
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	

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO 7	PO8	PO9
22MBAH128R	MINI RESEARCH (RESEARCH GAP ANALYSIS- R2)		2		5					

		SEMESTE	R – II							
<b>Course Tit</b>	le COMPUTATIONAL SYST	EM AND DIGITA	AL WOR	LD						
Course cod		al credits: 1	L	T	P	S	R	O/I	F	C
		al hours: 30	0	0	2	0	0	0		1
Pre-	Nil	Co-requisite				N	il			
requisite										
Programm	ne MASTER OF BUSINE			E MA	NAGE	MEN	NT			
Semester		Semester of y	ear of th	e pro	gramn	1e				
Course										_
Objectives			lamentals	of co	mputer	system	s and l	nternet	searc	ch
(Minimum								_		
3)	<ol> <li>Students will be able to lea</li> <li>Students will be able to us other utility software.</li> </ol>	•			•				ems,	and
CO2	Students will have basic und Students will be able to solve products.	*						asing M	S-Of	ffice
	producto.									
CO ₃	Students will be able to effic	iently and ethical	ly use Soc	cial M	1edia ai	nd e-coi	nmerc	e sites.		
CO4	Students will have introducti management.		ity softwa	ire use	ed in re	search a	and inf	ormatio	n	1/1
CO4 Unit-	Students will have introducti		ity softwa	ire use	ed in re		and inf	ormatio	n	KL
Unit-	Students will have introducti management. Content	on to various utili	Contac	re use	ed in re	search a	and inf	ormatio ome		KL
Unit- No.	Students will have introduction management.  Content  Unit 1- Fundamentals of Content	on to various utili	ity softwa	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio		KL
Unit- No.	Students will have introducti management. Content	on to various utili	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		KL
Unit- No.	Students will have introduction management.  Content  Unit 1- Fundamentals of Control Systems, Office Automation at Search	on to various utili nputer and Internet	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		KL
Unit- No. I	Students will have introduction management.  Content  Unit 1- Fundamentals of Control Systems, Office Automation and the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the students of the stude	on to various utili nputer and Internet	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		KL
Unit- No.	Students will have introduction management.  Content  Unit 1- Fundamentals of Consystems, Office Automation a Search  i. Components of a Computer a	on to various utiling the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		
Unit- No. I	Students will have introduction management.  Content  Unit 1- Fundamentals of Content Systems, Office Automation at Search  i. Components of a Computer at functions.	on to various utiling the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		1/2
Unit- No.	Content  Content  Content  Unit 1- Fundamentals of Content  Systems, Office Automation as Search i. Components of a Computer a functions. ii. Office Automation using MS Excel, and MS-PowerPoint. iii. Data management, Statistic	on to various utiling the stand internet and their S-Word, MS-al Data Analysis	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		
Unit- No. I	Content  Content  Unit 1- Fundamentals of Consystems, Office Automation a Search i. Components of a Computer a functions. ii. Office Automation using Management, and MS-PowerPoint. iii. Data management, Statistic and Data Visualization with Management.	on to various utiling the puter and Internet and their S-Word, MS-al Data Analysis S-Excel.	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		
Unit- No.	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utiling the puter and Internet and their S-Word, MS-al Data Analysis S-Excel.	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		
Unit- No.	Content  Content  Unit 1- Fundamentals of Consystems, Office Automation a Search i. Components of a Computer a functions. ii. Office Automation using Management, and MS-PowerPoint. iii. Data management, Statistic and Data Visualization with Management.	on to various utiling the puter and Internet and their S-Word, MS-al Data Analysis S-Excel.	Contac	et U	ed in re L Indersta	search a	and inf  g Outco	ormatio ome		
Unit- No.	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utiling inputer and Internet and their S-Word, MS- al Data Analysis S-Excel. c Charts in MS-	Contac Hour 7	U ar	ed in re L Indersta	earning and com function	g Outc	ormatio ome	ents	
Unit- No. I	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utiling inputer and Internet and their S-Word, MS-al Data Analysis S-Excel. Charts in MS-orld	Contac	U ar	Landerstand their	earning  nd com  function	g Outcomputer cons.	ormatio ome compone	ents	
Unit- No. I	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utiling inputer and Internet and their S-Word, MS- al Data Analysis S-Excel. c Charts in MS- orld etworks, Internet	Contac Hour 7	U ar	Landerstand their	earning  nd com  function	g Outcomputer cons.	ormatio ome	ents	
Unit-No. I	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utiling inputer and Internet and their S-Word, MS- al Data Analysis S-Excel. c Charts in MS- orld etworks, Internet	Contac Hour 7	U ar	Landerstand their	earning  nd com  function	g Outcomputer cons.	ormatio ome compone	ents	1/2
Unit-No. I	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utilinputer and Internet and their S-Word, MS- al Data Analysis S-Excel. c Charts in MS- orld etworks, Internet es and Web	Contac Hour 7	U ar	Landerstand their	earning  nd com  function	g Outcomputer cons.	ormatio ome compone	ents	
Unit-No. I	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utiling inputer and Internet and their S-Word, MS- al Data Analysis S-Excel. c Charts in MS- orld etworks, Internet es and Web	Contac Hour 7	U ar	Landerstand their	earning  nd com  function	g Outcomputer cons.	ormatio ome compone	ents	1/2
Unit-No. I	Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Content  Con	on to various utilinputer and Internet and their S-Word, MS- al Data Analysis S-Excel. c Charts in MS- orld etworks, Internet es and Web accounts. ning, Different	Contac Hour 7	U ar	Landerstand their	earning  nd com  function	g Outcomputer cons.	ormatio ome compone	ents	1/2

	iv. Study of different Search Engines like Google, Microsoft Bing, Yahoo, Yandex, DuckDuckGo, Ask.com etc. v. Cyber Crimes, Cyber Laws and IT Act 2000, India.			
III	Unit 3- Introduction to Social Media and E-Commerce  i. Relevance of social media in present scenario. Posting different types of contents in social media.  ii. Creating accounts and using some popular social media portals and Apps like WhatsApp, Facebook, etc. Social Media Etiquettes & Crimes.  iii. Definition of E-Commerce; E-Commerce versus traditional Commerce.  iv. Case studies of popular E-Commerce portals like Amazon.  v. E-commerce Etiquettes & Crimes.	10	Analyze the role and impact of social media today.	2/3
IV	Unit 4- Digital Payments and Digital Transactions  i. Introduction to Digital Payment Systems.  ii. Creating accounts and using Digital Payment Systems like Credit Cards, Debit Cards, Netbanking, UPI.  iii. Digital payments Etiquettes & Crimes.	10	Understand digital payment systems and their applications.	1/3
V	Unit 5- Basic Accounting and Utility Software  i. Introduction to Basic accounting concepts, Introduction to an Accounting Software like Gnu Cash or Tally.  ii. Introduction to Technical Document writing using LaTex. iii. Introduction to Data Visualization software – Sigma, Google Charts, Tableau	8	Grasp basic accounting concepts and use accounting software like Gnu Cash or Tally.	1/3

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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	COMPUTATIONAL	1				1				3
22UUDL103R	SYSTEM AND									
	DIGITAL WORLD									

SEMESTER – III										
<b>Course Title</b>	e HOS	PITAL OPERAT	ΓIONS	-MAN	NAGEN	MENT				
Course code	e 22MBAH215R Total	credits: 3	L	T	P	S	R	O/F	C	
	Total	hours: 45	3	0	0	0	0	0	3	
Pre-	Nil (	Co-requisite				Ni	il			
requisite										
Programme	MASTER OF BUSINES	S ADMINISTRA	TION	IN H	EALTI	HCAR	E MAN	NAGEME	NT	
Semester		semester of Secon								
Course	1. To learn about the hosp	pital operations a	and the	role	and d	lecision	of he	ospital ope	erations	
Objectives	management.									
(Minimum	2.To learn and understand the	•	•			•			_	
3)	billing, average length of stay						•			
	report, medical officers report	rt, casualty repor	t, med	ico-le	gal cas	es, IC	U/ICCI	J report, s	ecurity	
	report, OT list.									
	3.To learn about developing op		for tec	hnolo	gy secti	ion, pro	ocess de	evelopment	and as	
	a competitive tool and element				c		C			
	4.To learn about hospital co	mmittee, its role,	, comp	ositio	n, ireq	uency	or me	eting, min	utes of	
	meeting, follow up actions.	nonco monocomo	.nt ita	o <b>hi</b> o	tirras	trunca	of mo	intononos	arvatam	
	5.To learn about the mainte equipment maintenance.	nance manageme	int, its	objec	cuves,	types	oi illai	intenance	system,	
CO1	Understand the Hospital Opera	tions Managaman	t exetor	ne ond	l tho im	norton	on of he	onital stati	otion	
COI	Onderstand the Hospital Opera	tions Managemen	i sysici	iis aiic	i tile iii	фогтан	ce of ne	ospitai stati	stics.	
CO2	Describe the composition, roles	s and responsibilit	ies of l	osnita	1 comn	nittees				
CO3	Explain the types of maintenan	*					nment i	managemer	nf	
CO4	Evaluate and devise effective	<u> </u>	•							
	management plan.	e erroro riminagen			, 4116	· impi		. 100000 0	2545001	
CO5	Appraise the health insurance	administration pro	ocedur	es. ens	suring o	complia	ance wi	ith patient-	related	
	schemes.	1		,	υ	1		1		
Unit-	Content	(	Contac	t	Le	arning	Outco	me	KL	
No.			Hour				,			
I (	Overview- Hospital operations	s management,	10	Ca	lculate	and int	erpret	Average		
1	role and decisions, productive	systems in a		Le	ngth of	Stay (	ALS), I	Bed		
1	nospital. Routine Admis	ssion/Discharge		Oc	cupanc	y Rate	, Turno	ver		
	Procedures/Discharge Summ	ary, Billing		Int	erval, a	and Hos	spital C	lensus.		
S	services, Hospital Utilization Sta	tistics. Average		Un	derstar	nd the s	ignifica	ance and		
	Length of Stay (ALS), Bed Oc	-			_			latron's	1,2	
	Гurn over Interval, Hospital Ce				_			's Report,	1,2	
	Report, Medical Officer's Re	-			-	_		o-Legal		
	Report, Medico-Legal Cases, Re	-			•		•	ts from		
	CCU/NICU/PICU, Security Rep	ort, OT List.					J/ <b>PIC</b> U			
					_		e secui	rity report		
TT ,	T4-1 C '44 P 1	Camanasiri	0		d OT li		-1-		1	
	Hospital Committees: Role,	•	8					mposition,		
	Frequency of Meetings, Mir				_		ies of v	arious	1,2	
	Meetings, Follow up Action	i, Operations			spital c					
	strategy as a competitive tool.			Le	arn tne	ргосеа	ures fo	ľ		

			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, Ayushmann 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, Ayushmann Bharat, and Atal Amrit Abhiyan. Recognize the role and functions of Third-Party Administrators (TPA) and the private insurance sector.	1,2

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:** 

	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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HOSPITAL									
22MBAH215R	OPERATIONS-	3	2	3			2		3	
	MANAGEMENT									

SEMESTER – III											
Course Ti	tle		HOSPITAL PROJEC	T PLAN	NIN	G AND	DESI	GN			
Course co	de 22	MBAH212R	Total credits: 3	L	T	P	S	R	O/F	C	
			Total hours: 45	3	0	0	0	0	0	3	
Pre-requis		Nil	Co-requisite				N				
Programn	ne M	IASTER OF BU	USINESS ADMINISTI						NAGEME	NT	
Semester			III semester of Sec								
Course	1.		demand for hospital and	d learn a	bout v	arious 1	need as	sessme	nt survey fo	r	
Objectives		building a hospital.									
(Minimun	<b>a 3</b> )   2.		To learn how to do site selection, hospital size, number of beds, legal requirement, lands								
coping, project cost and future consideration.  3 To learn various guiding principles for planning hos							.1	1			
3. To learn various guiding principles for planning has preliminary survey, financial planning, equipmen										1	
		-	olan and planning for pr		_	_	g, opera	uonai a	ina function	lai	
	4.		to design a hospital bui	•	•		esion te	eam hii	ilding contr	racts	
	7,		documents, furnishing a	_			_		-	acts	
	5.		lesigning of clinical and			-			_		
			oblems and consideration			1	,	1	,		
		•									
CO1	Unde	rstand key eleme	ents required to plan a h	ospital e	stablis	shment.					
CO2			principles for planning	-	oital,	coverin	g surv	eys, fi	nancial pla	nning,	
			al plans, and injury prev								
CO3	_	gn various departments of the hospital according to requirements and emerging trends in									
604	_	tal architecture.		*. 1		1 1			. 1 (	1	
CO4		_	ortance of planning hos	spital zo	nes a	nd dem	onstrat	e a ma	aster plan i	or the	
CO5		tal project.	e of disaster managem	ont plan	nina	and co	noonts	of mo	dornization	for a	
COS	hospi	_	e of disaster managem	ieni piai	ıııııg	and co	ncepts	OI IIIO	uemizanon	101 a	
Unit-	позрт	Conte	ent	Contac	t	Le	arning	g Outco	)me	KL	
No.		Conti		Hour		L	<i>a</i> 111116	Guice	me	IXL	
I	Assessing	g demand for ho	spital, need assessment	8	St	udents	will be	able t	to do need		
	survey, s	ite selection, ar	nd hospital size, no. of		as	sessmei	nt and o	conduct	surveys	1.0	
	beds, leg	gal requirements	s, landscaping, project							1,2	
	cost, and	future considera	tions.								
II	•	principles in		8	St	udents	will	under	stand the		
			preliminary survey,		_		orincipl	es of j	planning a		
	financial planning, equipment planning,				ho	spital.				1,2	
	operational & functional plan, master plan,										
***	_	for preventing in	-			1 :	'11 1	. 11	1 - C		
III			ent: Design teams,	8					to form,		
	design developmental stage, general principles and features for building design, building				_		teams	requ			
			ments, furnishing and		an		_		d also have mentations	1,2	
			dy to operate stage,			quired		before	final		
		_	hospital and future			quirea mmissi			111141		
	Commissi	oning of new	nospital and luture				Jinng S	ruge.			

	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

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:

	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

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
	HOSPITAL									
	PROJECT									
22MBAH212R	PLANNING	3	3	3	2		3			3
	AND									
	DESIGN									

	SEMESTEI	R – III									
Course Ti	tle PURCHASE AND IN	VENTO	RY	MANAG	EMEN	ΙΤ					
Course co	de 22MBAH211R Total credits: 3	L	T	P	S	R	O/F	C			
	Total hours: 45	3	0	0	0	0	0	3			
Pre-	Nil Co-requisite				Ni	l					
requisite											
Programn						E MAI	NAGEMEN	NT			
Semester	III semester of Sec										
Course	1. To gain a comprehensive understanding			•	• •						
Objectives	management and planning, including logistic management functions, vendor selection,										
(Minimun	<ul><li>and inventory control methods.</li><li>To Learn and apply various inventory control techniques such as ABC analysis, VED</li></ul>										
3)				_							
	analysis, and others to optimize stock	levels, re	duce	costs, and	d enha	nce ove	erall supply				
	chain efficiency.	a a vanina	~ f	ationa la	aatian	10210114	and				
	3. To acquire skills in store management material accounting, enabling effective		_								
	storage environment.	Organiza	ation	and utiliz	Lation	or reso	urces in a				
	4. To develop expertise in the unique	aspects	of	drug stoi	re mai	nageme	ent, includi	ng the			
	organization of drug stores, types o	_		-		-		-			
	inventory control specific to pharmace				•	•	•				
CO1	Understand the principles of material mana	agement	& e	ncompass	sing th	ne fund	ctions of lo	ogistic			
	management.										
CO2	Proficiency in various inventory control method	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 procureme	ent of equ	iipme	ent.							
CO5	Understand and explain the recent trends in ma	storial an	dann	nly choin	mono	ramant					
COS	Onderstand and explain the recent trends in the	aterrar am	u sup	ppry cham	mana	gemem					
Unit-	Content	Contac	t	Lea	arning	Outco	ome	KL			
No.		Hour									
I	Principles of material management &						knowledge				
	<b>Planning</b> - Definition & functions of logistic			-	_	_	f material	1,2			
	management- Vendor selection, vendor			_		endor a	assessment	,			
	development & rating	0		nd apprai		1	. 1 .1				
II	Inventory Control: Definition, objectives,	8		Students	will	under					
	types of inventory cost, types of inventory			ontrol.	metno	as or	inventory				
	control- Pareto's law, ABC, VED, SDE, GOLF, SOS analysis. Lead time-Buffer Stock-			onuoi.				1,2			
	Re-order level-Economic order Quantity										
	(EOQ).										
III	Store management- Store function, location	9	S	Students v	vill un	derstan	d the store				
	and layout, Standardization, codification &	<b>_</b>		nanageme		store	function,				
	classification of materials, Material accounting			ocation ar							
	& physical distribution, disposal of scrap,				<b>,</b>			1,2			
	surplus & obsolete materials. Drug Store										
	Management and Inventory Control -										

	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

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	PURCHASE	2	3	2			2		3	2
22MBAH211R	AND									
22NIBAH211K	INVENTORY									
	MANAGEMENT									

		SEMESTER	– III								
Course Ti	tle	HOSPITAL INF	ORMA	TION	SYST	EM					
Course co	de 22MBAH214R	Total credits: 3	L	T	P	S	R	O/F	C		
		Total hours:	3	0	0	0	0	0	3		
Pre-requis		Co-requisite				N					
Programn	me MASTER OF BUS	SINESS ADMINISTR						NAGEME	NT		
Semester	4 41.11	III semester of Seco							• •		
Course	-	1. Ability to understand about healthcare technology – introduction, concept, principles, functions, and practices.									
Objectives		2. Ability to study the different functions of health record.									
(Minimun		<ul><li>2. Ability to study the different functions of health record.</li><li>3. Ability to acquire knowledge of securing the information over the internet.</li></ul>									
	_	<ul><li>3. Ability to acquire knowledge of securing the information over the internet.</li><li>4. Ability to learn about methods and techniques of communication technology</li></ul>									
	_	earn about methods and althcare organizations.	ı teciiii	ques o	or comm	iuiiicai	ion teen	mology			
	used in fice	used in neutricure organizations.									
CO1	Understanding the imp	ortance of information	, its im	pact of	n socie	ty, and	its spec	cific releva	nce to		
	healthcare.			•		<b>.</b>	1				
CO2	Analyze the challenges	and roadblocks to EHF	Rimple	mentat	ion and	l propo	se solut	ions			
CO3	Apply knowledge of th										
CO4	Understand cyber crime	e and ensure the role of	health	care pi	ofessio	nals in	maintai	ining inforr	nation		
	security.										
CO5	Synthesize information				ring glo	balizat	ion.				
Unit-	Conten	nt	Contac		Le	earning	g Outco	me	KL		
No.	T-4		Hour		1 4	. 1 /1		C			
I	<b>Introduction</b> : Information Impact on society –Impact	^	8				mportar its impa				
	future of healthcare techniques				ciety ar		_	ict on			
	healthcare record – Prepa				-		re trend	s in			
	Summary Functions of the	•					ology ar		1,2		
	Swiiming T who troug of the				althcare				1,2		
					Prepa		or the	e future			
				de	velopm		in	healthcare			
				inf	formation	on syste	ems.				
II	Functions of the health		8	De	escribe	the fun	ctions o	f health			
	functions of the patients r	-					they are	e			
	of the paper record – D	· ·			anging.						
	paper record – Optically so			Pa	-			ecords:			
	electronic health record	-					and the				
	paper record – Advantag					_	ges and	fnonce	1.2		
	Disadvantages of the EHR or-care systems – Human	_				isaavar ealth re	ntages of	ı paper	1,2		
	<ul><li>r-care systems – Human</li><li>Roadblocks and ch</li></ul>							e benefits			
	implementation – The futu	-				_	vbacks o				
	implementation The futu	10 Summary						n records			
						EHR).					
					_	,-					
									1		

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 telehealth 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 telehealth and informatics.	1,2

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

	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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HOSPITAL	1	3	3						2
22MBAH214R	INFORMATION									
	SYSTEM									

	SEMESTE	R – I									
Course Tit	le PERSONAL FI	NANCIA	L PI	ANNII	<b>VG</b>						
Course coo	le 22UUFL213R Total credits: 1	L	T	P	S	R	O/F	C			
	Total hours: 15	0	0	1	0	0	0	1			
Pre-requis	_	Nil									
Programm		ION IN H	IEAI	LTHCA	RE M	IANAG	EMENT				
Semester	I semester of first year of the programme										
Course	1. The course would offer an inclusive ap	_					ncepts of 1	noney,			
Objectives		borrowing, lending, taxes and their application to financial planning.  2 Assess the personal financial planning process, the life cycle of financial plans, and methods									
(Minimum		process, t	ne III	e cycle	of fina	ıncıai pi	ans, and m	ietnoas			
	of goal achievement  3 Formulate a budget, record-keeping sy	stom and	tov r	Jonnino	ctroto	ov boco	d on ourro	nt.			
	financial goals.	stem, and	tax _I	ланниц	strate	gy base	u on currer	It			
CO1	Comprehend the fundamentals of financial pla	nnino									
CO2	Understand and utilize the basic aspects of inco		nd C	СТ							
CO ₂	Understand the concept, scope and prerequisite										
CO3	Analyze and interpret the different dimensions		•								
CO5	Evaluate the aspects of retirement planning to					financia	l nlane				
Unit-	Content	Contact				g Outco	_	KL			
No.	Content	Hour		LC	ai iiiii ş	z Ouico	onic	KL			
I	Fundamentals of Financial Planning –	11001	U	nderstar	nd the 1	orimary	functions				
	Functions of money; Inflation- Meaning,			money	-						
	causes, how it can be controlled; process	4		change,							
	official planning, Time value of money-simple		ste	ore of va	alue, a	nd a sta	ndard of	1,2			
	and compound interest; Net Present Value and		de	ferred p	aymer	ıt.					
	Future value, Power of Compounding;										
	Doubling period and Rule of 72.										
II	Income Tax Planning—	2					derstand				
	Meaning of Income, Direct & Indirect Taxes,						nd-pull				
	Taxable Income, various heads of Income for			d cost-p				1,2			
	tax Calculation, Non-taxable Income, Tax			entify n							
	evasion and tax avoidance, GST, Tax Planning			flation,		•	•				
III	Strategies.  Entrepreneurial planning –	3		olicy and			various				
111	Meaning of Entrepreneurship, prerequisites for	3		•			t systems				
	becoming an entrepreneur, Entrepreneurship			India.	cursing	suppoi	t systems				
	Support Systems in India, Institutional support			earn abo	ut inst	itutiona	l and				
	systems for entrepreneurs, financial support			nancial s				1,2			
	systems for entrepreneurs; Venture Capital,					•	l, business				
	Business Angels, Assistant of Government,			gels, go		_					
	Commercial Bank Loans and Overdraft			d comn							
IV	Planning for investing in securities market –	3	U	nderstar	nd the 1	neaning	g, features,				
	Investment avenues offered by Securities			d functi	ions of	the NS	E and				
	Markets, Primary Market and Secondary			SE.				1,2			
	Market, Stock market- meaning, features,			earn abo			_	1,4			
	functions of NSE, BSE DEMAT trading			counts,		-	itories,				
	account, Security repository, stock brokers,		an	d stock	brokei	S.					

	Operational aspects of securities markets:		Grasp the operational aspects of	
	•		securities markets: order	
	placement of orders, contract note, pay-in and			
	pay-out, trading and settlement cycle, Various		placement, contract notes, pay-in	
	risks involved in investing in securities		and pay-out, trading, and	
	markets; Role of Financial Intermediaries;		settlement cycles.	
	Stock indices. Mutual Funds- meaning		Identify various risks involved in	
	concept, definition, types, importance and		investing in securities markets.	
	drawbacks of mutual funds, mutual funds in		Understand the role of financial	
	India, investing in mutual funds, Systematic		intermediaries.	
	Investment Plan (SIP) and its advantages.			
V	Planning for debts and Retirement	3	Introduction to consumer credit	
	Consumer credit - Introduction to consumer		and the factors to consider when	
	credit; choosing a source of credit, the cost of		choosing a source of credit.	
	credit; choosing a source of credit, the cost of credit alternatives, Consumer Legal Protection;		choosing a source of credit. Understand the cost of credit	
				1.2
	credit alternatives, Consumer Legal Protection;		Understand the cost of credit	1,2
	credit alternatives, Consumer Legal Protection; Housing Decision: Factors and Finance;		Understand the cost of credit alternatives. Learn about	1,2
	credit alternatives, Consumer Legal Protection; Housing Decision: Factors and Finance; Vehicle Decisions. Retirement planning -		Understand the cost of credit alternatives. Learn about	1,2
	credit alternatives, Consumer Legal Protection; Housing Decision: Factors and Finance; Vehicle Decisions. Retirement planning - Meaning of cost of living; retirement need		Understand the cost of credit alternatives. Learn about	1,2

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	PO3
	investment.	
5	Evaluate the aspects of retirement planning to formulate effective	PO1, PO3
	strategic financial plans.	

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
	Personal									
22UUFL213R	Financial									
	Planning	1								3

Course code   Cambard   Course code   Cambard   Course code   Cambard   Course code   Cambard   Course code   Cambard   Course					SEMESTE	R – III									
Pre-requisite Nil Co-requisite Nil STER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT  Semester III semester of Second year of the programme  Course 1. Ability to understand about Customer Relationship Management – introduction, concept, principles, functions and practices.  (Minimum 3) 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 learn about methods and techniques of organizational appraisal.  6. Ability to learn about methods and techniques of organizational appraisal.  6. Ability to learn about methods and techniques of organizational appraisal.  6. Ability to learn about methods and techniques of organizational appraisal.  7. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Ability to learn about methods and techniques of organizational appraisal.  8. Learning Outcome KL  8. Define key concepts and terminologies in CRM. Explain the historical evolution of CRM and the shift from transactional to relationship hased approaches.  8. Define key concepts and the shift from transactional to relationship management appraisal.  9. Define key concepts and terminologies in CRM. Explain the historical evolution of CRM and the shift from transactional to relationsh	Course Ti	itle		CRM PRO	OCESSES AND SYS	TEMS IN	N HI	EALTH	CARE	INDU	STRY				
Pre-requisite   Nil   Co-requisite   Nil   NaSTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT	Course co	de	22MBA	H216R			T	P	S	R	O/F	C			
Semester						3	0	0			0	3			
Semester   III semester of Second year of the programme					_										
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 sequire 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		ne	MAST												
Objectives (Minimum 3) 2. Ability to study the different approaches of marketing. 3. 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 acquisition, retention, and prevention of defection.  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.  I Definitions - Concepts and Context of relationship Management - Evolution Transactional Vs Relationship Approach - CRM as a strategic marketing tool - CRM significance to the stakeholders  II Customer information Database - Customer Aprofile 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.  III Elements of CRM - CRM Process - Strategies for Customer acquisition, retention, and prevention of defection of Profitable customer segments.  Evaluate customer behavior in relationship management and expectations to enhance relationship management strategies. Analyze customer behavior to develop targeted relationship management approaches.  Fival the content of the concepts and context of relationship management approaches.  CO6 Evaluate customer perceptions and expectations to enhance relationship management approaches.  Evaluate customer perceptions and expectations to enhance relationship management strategies. Analyze customer behavior to develop targeted relationship management approaches.  Fival the concepts and context of relationship management approaches.  Collect and analyze customer behavior to develop targeted relationship management of an effective CRM system.  Describe the step-by-step proc															
CO1			1.	•								1,			
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.  I Definitions - Concepts and Context of relationship Management - Evolution - Transactional Vs Relationship Approach - CRM as a strategic marketing tool - CRM the shift from transactional to relationship-based approaches.  Discuss the strategic importance of CRM in marketing and its benefits to stakeholders.  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.  III Elements of CRM - CRM Process - Strategies for Customer acquisition - Retention and Prevention of defection - Models of CRM - CRM implementation. Explore different models of CRM and their practical applications in various industries.  IV Strategic CRM planning process - 9 Understand the strategic planning 1.2	•		2		•	-		.14							
4. Ability to learn about methods and techniques of organizational appraisal. 5. Ability to understand about the role of CRM managers.  CO2	(Minimun	n 3)													
CO1 Understanding of the concepts and context of relationship management.  CO2 Apply the knowledge in creating and managing a customer information database.  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.  I Definitions - Concepts and Context of relationship Management - Evolution - Transactional Vs Relationship Approach - CRM as a strategic marketing tool - CRM significance to the stakeholders  II Customer information Database - Customer Profile Analysis - Customer perception, Expectation's 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.  III Elements of CRM - CRM Process - Strategies for customer beneavior in relationship anal process of CRM and the relationship management approaches.  III Elements of CRM - CRM Process - Strategies of CRM in planning process of CRM implementation. Explore different models of CRM and their practical applications in various industries.  IV Strategic CRM planning process - 9 Understand the strategic planning 12															
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CO4												ntion of			
CO4   Analyze the significance of CRM as a strategic marketing tool.							.011101	acquisi			, and prove	muon Ul			
Cost	CO4						ting t	ool.							
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Expectation's analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.  III Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  IV Strategic CRM planning process – 9 Understand the strategic planning 1,3  Evaluate customer perceptions and expectations to enhance relationship management approaches.  It is a customer perceptions and expectations to enhance relationship management strategies. Analyze customer behavior to develop targeted relationship management approaches.  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.	11					_				•		'			
relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.  III Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  IV Strategic CRM planning process – 9 Understand the strategic planning 1,3  and expectations to enhance relationship management strategies. Analyze customer behavior to develop targeted relationship management approaches.  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.			•		• •				•		•	,			
customer's - Customer life time value - Selection of Profitable customer segments.  III Elements of CRM - CRM Process - Strategies for Customer acquisition - Retention and Prevention of defection - Models of CRM - CRM road map for business applications.  IV Strategic CRM planning process -  Selection of Profitable customer value - strategies. Analyze customer behavior to develop targeted relationship management approaches.  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.  IV Strategic CRM planning process -  9 Understand the strategic planning		_		•											
behavior to develop targeted relationship management approaches.  III Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  IV Strategic CRM planning process – 9 Understand the strategic planning				-				•			nanagemen	1,3			
relationship management approaches.  III Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  IV Strategic CRM planning process – 9 Understand the strategic planning 1.2		Sele	ection of Pr	ofitable cus	stomer segments.		st	rategies	. An	alyze	customer				
### Time   ### Time   ### Time   ### Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  ### CRM road map for business applications.  ### CRM road map for business applications.  #### Time   ###						be	ehavior	to (	develop	targeted	1				
III Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  IV Strategic CRM planning process – Strategies 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.  IV Strategic CRM planning process – 9 Understand the strategic planning 1.2									•	m	nanagemen	t			
for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.  IV Strategic CRM planning process –  generally gradient for CRM system. Describe the step-by-step process of CRM implementation. Explore different models of CRM and their practical applications in various industries.  Understand the strategic planning 1.2							_ ^	_							
Prevention of defection – Models of CRM – CRM road map for business applications.  Describe the step-by-step process of CRM implementation. Explore different models of CRM and their practical applications in various industries.  IV Strategic CRM planning process – 9 Understand the strategic planning	III				•										
CRM road map for business applications.  of CRM implementation. Explore different models of CRM and their practical applications in various industries.  IV Strategic CRM planning process – 9 Understand the strategic planning				_							•				
different models of CRM and their practical applications in various industries.  IV Strategic CRM planning process – 9 Understand the strategic planning 1.2															
their practical applications in various industries.  IV Strategic CRM planning process – 9 Understand the strategic planning 1.2		CK.	wi ioau iiiaļ	o for busine	ss applications.				_		_				
various industries.  IV Strategic CRM planning process – 9 Understand the strategic planning 12															
IV Strategic CRM planning process – 9 Understand the strategic planning								_			- 2010 II				
	IV	Stra	ntegic Cl	RM plar	nning process –	9					ic planning	5 1.2			
			_	-						_		1 1 7			

	Analytical CRM – Operational CRM – Call		Identify potential challenges and	
	centre management – Role of CRM Managers.		issues in implementing CRM	
	Case studies on CRM in healthcare industry.		systems. Utilize analytical CRM	
	Mass casualties, Political agitation, Prisoners	tools to gain insights from		
			customer data.	
V	CRM in Services: Status of Customer	12	Understand the current status and	
	Relationship Management in service industry		trends of CRM in the service	
	in India; Relevance of CRM for Hospital		industry in India. Recognize the	
	Services; Customer Relationship Management		importance of CRM in hospital	1.2
	in Banking and Financial Services; CRM in		services and develop relevant	1,2
	Insurance Sector, Supply-Demand Mismatches		strategies. Explore the application	
	and their impact on CRM; The Past, Present		of CRM in the banking and	
	and Future of CRM;		financial services sector.	

- 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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	CRM	2	3	3			2		3	3
	PROCESSES									
22MBAH216R	AND									
ZZIVIDAHZTOK	SYSTEMS IN									
	HEALTHCARE									
	INDUSTRY									

		SEMESTER -	- III							
<b>Course Title</b>		SUMM	IER P	ROJE	CT					
Course code	22MBAH213R	Total credits: 3	L	T	P	S	R	O/F	С	
		Total hours:	0	0	2	4	6	0	3	
Pre-requisite	Nil	Co-requisite	Nil							
Programme		MBA In Hea	lthcar	e Man	ageme	nt				
Semester		Fall/ III semester of the	e secor	ıd year	of the	progr	amme			
Course	<b>DURATION: 4 TO</b>	O 6WEEKS.								
Objectives	Each student under	takes a project under an	organi	zation f	for 4 to	6 wee	ks dura	tion.		
(Minimum 3)										
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 difficu wider sector.	lties and potential oppor	tunitie	s for bo	oth the	interns	hip org	anization a	nd the	
CO3		ability to effectively app gned tasks throughout th			knowle	edge to	real-w	orld setting	gs by	
CO4		Illustrate proficiency in applying soft skills such as time management, maintaining a positive attitude, and effective communication while undertaking tasks within the internship								
CO5	Examine the operate for process improve	cional aspects of the interement.	nship	organiz	ation a	nd sug	gest rec	commendat	tions	

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH213R	SUMMER				5					
22MBAH213K	PROJECT/EXP				3					

ERIMENTAL					
REPORT					

SEMESTER – III  Course Title CORPORATE PROFICIENCY (Communicative English & Soft Skills)												
Course Ti	tle CORPORA	TE PROFICIENCY	Y (Comm	unica	tive En	glish &	Soft Sk	xills)				
Course co	de 22UMPD211R T	otal credits: 2	L	T	P	S	R	O/F	C			
	T	otal hours: 45	0	0	4	0	0	0	2			
Pre-	Nil	Co-requisite				N	il					
requisite												
Programn								IAGEME	T			
Semester		III semester of Seco										
Course	•		rious tools of an effective presentation.									
Objectives	•	speaking skill, instr	uct, influe	ence,	engage	, educa	te, or ap	pease the				
(Minimun												
3)	_	oficiency, presentabi				ume an	d provid	de guidance	e for			
	•	n and self-evaluation										
		l train the students for		_								
CO1	It will prepare the learners	to speak with greate	r control a	and cl	narisma	in froi	nt of oth	iers.				
002	Te vvill harra a maritima	at in their the 1.	#0.05.25 T	d 1	10	1	1,:11 ~					
CO2	It will have a positive impa	• •		•		_		1	T1			
CO3	It will arm the students wi will learn to highlight and	•			ets to p	repare j	professi	onairesume	e. They			
CO4	It will impart in them tec				in on	intorvio	wy dow	alon strata	rios to			
CO4	crack interviews, improve	•	_					erop strateg	gies to			
	crack interviews, improve		1 SKIIIS, UC	ost u	ien coi	muenc	<u> </u>					
Unit-	Contont		Camtaat	. 1	Т.		· O400		17.1			
No.	Content		Contact Hour	,	Lŧ	earning	g Outco	me	KL			
I	Presentation Skills: Intro	duction Essential	2	Un	derstar	nd	the	essential				
1		ood presentation,	2		aracteri		_	a good				
	Preparation of a good presen	•			esentati		Recogn	•				
	Treparation of a good present			_	portano		_	ration in	1,2			
					livering			successful				
					esentati							
II	Public Skills: Fear of	Public Speaking,	4	Re	cogniz	e c	common	fears				
	Understanding and Overcom	ing Fear of Public		ass	sociated	d with p	oublic sp	oeaking.				
	Speaking, Confidence and C	ontrol, Physiology		Un	dersta	nd the	physiol	ogical and				
	and Stress - Control/Pr	ocess, Tips for		psy	of public							
	Presentations and Public S	peaking, Tips for		spe	eaking	anxiety	<b>'.</b>		1,2			
	Using Visual Aids in Present											
	Preparing and Creating											
	Delivering Presentations Su	•										
	Clearing and Summary of M											
III	Practical session on Resume,		4		_		_	ofessional				
	Vitae, Writing cover letter &						culum v					
	Preparation, submission & so	~			_	_		l sessions				
	Resume, Practical session on				resu			ver letter	1,2			
	screening session, creating a	profile on			eening		Create					
	LinkedIn, how to utilize it				_			n profile.				
						strategi						
				L11	nkedIn	ei	ffectivel	ly for				

			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

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

	CO PO Mapping	
SN	Course Outcome (CO)	Mapped Program
		Outcome
1	It will prepare the learners to speak with greater control and charisma	PO1, PO5
	in front of others.	
2	It will have a positive impact in their thought process and problem-	PO1, PO5
	solving skills	
3	It will arm the students with all the necessary tools and skillsets to	PO1, PO5
	prepare professionalresume. They will learn to highlight and assess	
	themselves in social media.	
4	It will impart in them techniques to solve critical problems in an	PO1, PO5
	interview, develop strategies to crack interviews, improve their	
	communication skills, boost their confidence	

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	CORPORATE	1				3				
	PROFICIENCY									
22UMPD211R	(COMMUNICATIVE									
	ENGLISH AND									
	SOFT SKILLS)									

	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 BUSIN	ESS ADMINISTRAT	ION I	N HE	ALTH	CARE	E MAN	AGEMEN	<b>IT</b>			
Semester	III semester of SECC	OND year of the progra	amme	;								

	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

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 Ti	itle		Techno Pr	ofessio	nal S	kills							
Course co	ode	22MBAH21	Total credits: 2	L	T	P	S	R	O/F	С			
		8R	Total hours: 45	0	0	4	0	0	0	2			
Pre-requi	site	Nil	Co-requisite	l		<u> </u>	N	il					
Programm	ne	MASTER OF BU	SINESS ADMINISTR	ATION	INI	HEALT	HCAF	RE MA	NAGEME	NT			
Semester			III semester of Seco	nd year	r of th	he prog	ramme	9					
Course		1. To disting	guish the concept and	definit	ion o	f profe	ssional	develo	opment and	d other			
Objective	S	theories fo	or the overall improveme	nt of st	udent	S							
(Minimun	n 3)	2. To enable	students, utilize past k	knowled	dge of	f variou	ıs prog	ramme	s and polic	cies for			
		2. To enable students, utilize past knowledge of various programmes and policies for effective implementation wherever applicable.											
		<ol><li>To facilita</li></ol>	te students for developin	ng an i	ntegra	ted app	roach f	or imp	lementatior	n which			
		is suitably	relevant to the situation	s.									
			students with strong cor				_	-		_			
			insformative change in c				•	•	•	•			
			in the business organiza										
CO1		Understand the techno	-professional skills and t	heir rel	levanc	e for m	odern l	ousines	s managers				
CO2		Understand and utilize	digital knowledge for b	usiness	mana	gement							
CO3		Proficiency in commun	nication skills										
CO4		Apply the knowledge i	in practical business con	texts.									
CO5		Apply critical thinking	and inter personal skills	s in neg	otiatio	on and c	lecision	n-makir	ng				
Unit- No.		Conte	ent	Conta Hou		L	earnin	g Outc	ome	KL			
I	Bus	siness Software Applic	cations and Technology	15	]	Master of	data en	try, for	mulas, and				
	Too	ols, Microsoft Office S	uite (Excel, PowerPoint,		1	function	s for	data	analysis.				
	Wo	rd), Data analysis a	nd visualization tools,		]	g and							
	Pro	ject management sof	tware, Introduction to		1	professi	onal	pre	sentations.				
	bus	iness intelligence	and analytics tools,		1	Utilize t	emplat	es and	formatting	1,2			
			lership Development,		t	tools	for	-	rofessional	1,2			
		-	namics of effective			docume		Unders					
			leading diverse teams,						a analysis.				
	Mo	tivating and inspiring t	eam members			Plan, 6		e, and	monitor				
						projects							
II		•	Organizational Skills,	8				•	ioritizing				
		* *	g tasks and managing				_		r Matrix).				
		_	and time tracking			Develop			•	1.2			
		hods, Ethics and	*					-	Learn the	1,2			
		ponsibility, Ethica	Č			concepts		R and					
		-	ocial responsibility and		5	sustaina	bility.						
***		tainability practices.	1 1 1			ΓŢ 1 ·	1 /1	1	- <b>C</b>				
III			business leadership,	7		Underst							
			Conflict Resolution,			negotiat	_			1,2			
		~	otiation, Negotiation			Learn the key principles of effective negotiation.							
	stra	tegies and tactics,	Conflict resolution		(	errective	e negot	iation.					

techniques in business settings	Recognize different negotiation	
	styles and their applications.	

	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							

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
	Techno	2			2		4	1	1	1
22MBAH218R	Professional									
	Skills									

		SEMEST	TER-III									
Course Title			MOOC	S								
Course code	22MSCE211R,	Total credits:	L	T	P	S	R	O/F	C			
	22MSCE212R	Total hours:	2	0	0	0	0	0	2			
Pre-requisite	Nil	Nil Co-requisite Nil										
Programme		MBA IN HEALTHCARE MANAGEMENT										
Semester		III semester of SECOND year of the programme										
Course	MOOCS is provided	l through Coursera Pla	tform, wh	ich is a	n onli	ne cou	rse whe	re students	s are			
Objectives	allowed to take cour	ses per semester on th	e basis of	the ho	ırs wit	h relev	ance to	the credit	, and			
(Minimum 3)	the courses are prov	ided from the Internati	ional Univ	ersities	sacros	s the w	orld. D	uring the	courses,			
	the students have to	submit assignments, q	juizzes, etc	<b>:</b> .								
CO1	Demonstrate profici	ency in acquiring and	applying g	loball	y recog	nized	certifica	ations in b	usiness			
	management											
	Showcasing a comp	rehensive understanding	ng of busir	ness pr	actices	and re	gulator	y framewo	orks			
CO3	Apply advanced ana	lytical skills to solve o	complex but	usiness	proble	ems.						
CO4	Exhibit the ability to	collaborate effectivel	y in virtua	l learn	ing env	vironm	ents.					
CO5	Critically assess the	impact of online learn	ing on per	sonal a	and pro	fession	nal deve	elopment v	within			
	the business manage	ement field.										

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				

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE211 R	MOOCs		1	1		3				

		SEMESTER -	– III								
Course 7	<b>Fitle</b>	Researc	h Ethic	cs							
Course of	code 22UMRE214R	Total credits: 3	L	T	P	S	R	O/I	F	C	
		Total hours: 45	0	0	2	0	0	0		1	
Pre-	Nil	Co-requisite				N	il				
requisite	<b>;</b>										
Program		SINESS ADMINISTRA					E MA	NAGE	MEN	<b>VT</b>	
Semester		semester of yea		`		e					
Course	-	erstanding of ethical theo		d cond	cepts.						
Objectiv	-	tion for empirical research									
(Minimu		ts aware of relevant guid		_					earcl	1.	
3)	4. To make studen	ts understand codes of co	onduct	relatir	ng to eth	ical re	search	ι,			
001	O1 Will be able to describe and apply ethics in social science research.										
CO1	Will be able to describe	and apply ethics in socia	al scien	ice res	earch.						
CO2	Will acquire an overvior	w of important issues in	recento	h athi	og lika «	ecnon	cibilita	, for			
CO2	•	•		n cunc	28, IIKC I	espon	Sibility	/ 101			
	research, enhear vetting	research, ethical vetting, and scientific misconduct.									
CO3	results	of ethi	ical inqu	iries							
CO4		esenting arguments and a on publication ethics an									
	1	r									
CO5	Shall be able to utilize c	orrect tools for research									
Unit-	Conten	ıt (	Contac	et	Le	arnin	g Outo	come		KL	
No.			Hour								
I	ETHICS:		7	De	efine an	d expl	ain the	importa	nce		
	Introduction to Research	`					esearch	n, includ	ling		
	Importance), Philosophy a				eoretica	l ası	pects	in so	cial		
	definition and types of			sc	iences.					1/2	
	aspects of ethics in Socia									1, 2	
	Ethical treatment of partici										
	towards sponsors, research	ners, team members									
	and society. (4 Lectures)		10	7.1			1 C		. 1		
II	SCIENTIFIC CONDUCT		10		• •	•		intellec			
	Ethics with respect to so				-			tegrity,	ana		
	Intellectual honesty and Principles of Intellectual P			111	tellectua	п ргор	erry m	giits			
	copyright, Scientific misco									2/3	
	Fabrication, and Plagiarisa										
	publications: duplicate	and overlapping									
	publications. Selective	reporting and									
	publications. Selective	reporting and									

	misrepresentation of data. (4 Lectures)			
III	PUBLICATION ETHICS:	10	Explain the importance of	
	Definition, introduction, and importance.		publication ethics and identify	
	Best practices / standards setting initiatives and		best practices and guidelines.	
	guidelines: COPE, WAME, etc. Conflicts of			
	interest. Publication misconduct: definition,			
	concept, problems that lead to unethical			- /-
	behaviour, types of publication misconduct.			2/3
	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			
IV	OPEN ACCESS PUBLISHING:	10	Understand open access initiatives	
	Open access publications and initiatives,		and tools for checking publisher	
	SHERPA/RoME0 online/e data resources to		copyright policies.	
	check publisher copyright & self-archiving			
	policies. Software tools; Use of plagiarism			
	software like Turnitin, Urkund and other open			1/3
	source. Tool to identify predatory publications			
	developed by SPPU. viz. JANE, Elsevier Journal			
	Finder, Springer Journal Suggester, etc. (3			
	Lectures)			

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMRE214R	Research Ethics				5			1		3

	SEMESTER	R – IV									
Course Ti	tle ORGANIZAT	TIONAL	BEH	AVIOR	R						
Course co		L	T	P	S	R	O/F	C			
	Total hours: 45	3	0	0	0	0	0	3			
Pre-	Nil Co-requisite				Ni	I					
requisite											
Programn	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT  IV semester of first year of the programme										
Semester											
Course	1. To learn about the basic concept of organization, its classification and organizational										
Objectives	behaviour										
(Minimun	**				_						
3)	3. To learn about various terms like Learn		_								
	<b>4.</b> To learn about personality, morale and	motivati	on and	i leader	ship an	d its in	nportance in	an			
CO1	organization  Describe the concepts of organization as well a	o Organi	zation	al Daha	wier						
CO2	Understand the approaches and models of the				r						
Summarize the Individual-level factors of organizational behavior											
CO4	Explain the concept and need of compensation management Describe the key concepts and style of leadership										
CO5	• • • • • • • • • • • • • • • • • • • •	•	. 1			<u> </u>					
Unit-	Content	Contac	t	Le	arning	Outco	ome	KL			
No.	Ouganizational Daharianan Introduction to	Hour 7	D	escribe	41	£.	ındamental				
I	Organizational Behaviour: Introduction to	/			the of						
	Organization, Classifications of Organizations, Factors Influencing an Organization,			ncepts haviour		_	anisational				
	Organizational Behaviour, Fundamental		De	navioui	and ns	mpor	tance	1/2			
	Concepts in Organizational Behaviour,							1/2			
	Importance of Organizational Behaviour for										
	Managers.										
II	Approaches and Models of Organizational	10	De	escribe	key	appro	paches to				
	<b>Behaviour:</b> Introduction, Some of the				•		ur, various				
	Important Approaches, Models of			odels	of		anisational				
	Organizational Behaviour, Inter-Relationship					_	elationship	2/3			
	between Personal Life and Work Life.						and work				
			lif	e.	_						
III	Learning, Perceptions, Values and Attitudes	10	De	escribe	the sou	ırces,	types, and				
	Learning - meaning, theories, Process of		cla	assificat	ions of	value	s, theories,				
	Perception, Factors Affecting Perception,		co	mponer	nts, and	l signi	ificance of				
	Developing Perceptual Skills, Values, Sources		att	itude, n	norale a	nd mo	tivation.				
	of Values, Types of Values, Classifications of							2/3			
	Values, Attitude, Theories of Attitude,										
	Components of Attitude, Significance of										
	Attitude										

IV	Personality, Morale and Motivation:	10	Describe the determinants and	
	Introduction, Determinants of Personality,		traits of personality, explain their	
	Personality Traits, Types of Personality,		mechanisms with different	
	Morale and Motivation, Motivation,		theories.	
	Mechanism of Motivation, Basic Theories of			1/3
	Motivation, Abraham Maslow's Theory,			
	Fredrick Herzberg's Two Factor Theory,			
	David McClelland's Theory, Douglas			
	McGregor's Theory.			
V	Leadership: definition, concept and	8	Describe the evolution of	
	characteristics, Importance of Leadership,		leadership theories.	
	Leadership in Business Organizations,			
	Evolution of Leadership, Traits Theory,			
	Contingency Theory, Situational Theory, Path			1/3
	Goal Theory, Charismatic Leaders,			
	Transformational Leaders, Peter Drucker's			
	approach to leadership, Stephen Covey's			
	Principles, The SERVE model of Leadership.			

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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAH221R	ORGANIZATION	2						2		1
	AL BEHAVIOR	3						2		1

	SEMESTE	R – IV						
Course Ti	tle QUALITY AND SAFETY	MANA	GEM	ENT IN	HOS	PITAL		
Course co	de 23MBAH222R Total credits: 3	L	T	P	S	R	O/F	C
	Total hours:	3	0	0	0	0	0	3
Pre-	Nil Co-requisite				N	il		
requisite								
Programn							NAGEME:	NT
Semester	IV semester of Sec			1 0				
Course	1. To learn about quality in healthc		•	•	; Total	Quality	y Manager	nent
Objectives		•		•	~			
(Minimun	_	•						
3)	appreciation, drill down, Ishika	wa diagi	am,	FMEA,	Pareto	analy	sis, Fault	tree
	analysis.	4:41		4 - 1 - 7	S1'4			
	3. To learn the process managemen				•		•	_
	and lean six and about National providers (NABH), its Chapters, S					•	& Health	care
	4. To learn about National Accredit			·			n Laborate	ories
	(NABL), its standards, Intern			-				
	9001:2008) & ISO 1400, its st		_					•
	guidelines, Biomedical Waste M			_		-	-	
	events.	C		,,,				
CO1	Understand the fundamental concepts of quali	ty manag	emen	in heal	thcare.			
CO2	Understand the principles and apply the tools	of quality	mana	agement	in hea	lthcare (	organizatio	ns.
CO3	Explain the importance and scope of NABH a							
CO4	Implement the knowledge of quality theories a	and conce	pts in	laborate	ory acc	reditation	on.	
CO5	Demonstrate the patient safety strategy by eva	luating q	uality	guidelir	es and	standaı	ds	
Unit-	Content	Contac	et	Le	arning	g Outco	me	KL
No.		Hour						
I	Introduction to Quality: Quality definition						sights on	
	history, Quality in Healthcare, Quality Pionee			ıalityand		•		
	(viz. Walter A Shewhart, Edward Deming			ealthcare		hist	•	
	Joseph M Juran, Kaoru Ishikawa), Top		co	ontributi	ons of	pioneer	S.	1,2
	Management Commitment and involvement							
	Designing and controlling Production processes	,						
ŢŢ	PDCA Cycle. <b>Root cause analysis:</b> Techniques of root cause	8	C.	ndonto	xv;11	ho ohi	o to 1100	+
II	analysis [viz.5 whys, Causal tree, decision	8					e to use oot cause	
	table, appreciation, drill down, Ishikawa			nalysis o			ooi cause	
	diagram (Fishbone diagram), FMEA, Pareto		"	iai y 515 O	ı u pio	010111.		
	analysis, Fault tree analysis]. Process							
	Management –Tools for Process Management,							1,2
	Theories, and principles of Quality Assurance:							
	Principles, Juran, Trilogy, Kaizen, Philip							
	Krosby's Principles, Six Sigma, Lean Six							
	sigma.							
III	Accreditation:	8	St	udents	will	apprel	hend the	1,2
	National Accreditation Board for Hospitals &		in	nportanc	e of	accred	itation in	1,4

	Healthcare providers (NABH) - Chapters,		hospital and health organizations	
	Standards & Objective & elements, Joint		and know the various	
	Commission International.		accreditation agencies.	
137		9		
IV	National Accreditation Board for Testing &	9	Students will apprehend the	
	Calibration Laboratories (NABL) – standards		importance of accreditation in	
	and NABL Radiology, International		laboratories.	1,2
	Organization for Standardization (ISO			
	9001:2008) & ISO 1400 - standards			
V	Patient safety-NABH guideline for patient	12	Students will be able to	
	safety, Plan for management of hazardous		understand the importance of	
	materials, Biomedical Waste Management		patient safety and guidelines for	
	(BMW), Code Blue, Code Yellow, Code Red		safety. They will also be able to	
	& Code Pink. Total quality management		identify and thereby minimize	
	(TQM), continuous quality improvement in		different errors.	
	Healthcare Industry. The nature and frequency			
	of medical errors and adverse events.			1.2
	Types of Medical Errors - Medication errors,			1,2
	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			

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	PO2, PO3, PO4, PO6, PO8,							
	healthcare.	PO9							
2	Understand the principles and apply the tools of quality	PO2, PO3, PO4, PO6, PO8,							
	management in healthcare organizations.	PO9							
3	Explain the importance and scope of NABH accreditation for a	PO1, PO2, PO3, PO4, PO8,							
	hospital.	PO9							
4	Implement the knowledge of quality theories and concepts in	PO1, PO2, PO3, PO4, PO6,							
	laboratory accreditation.	PO8, PO9							
5	Demonstrate the patient safety strategy by evaluating quality	PO1, PO2, PO3, PO4, PO6,							
	guidelines and standards	PO8							

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							
THESIS									
22MBAH223R	Total credits:3	L	T	P	S	R	O/F	C	
	Total hours:	0	0	0	4	12	0	3	
Nil	Co-requisite	Nil	•	•		•			
Programme MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT									
IV semester of Second year of the programme									
	Clas	s/ hot	ırs						
OURATION: 20 WE	EKS.								
Each student undertakes a thesis under the supervision of the Faculty of the Institute of Management for 20 weeks duration.									
	2MBAH223R  Nil  MASTER OF BUS  DURATION: 20 WEI  Each student undertake	2MBAH223R Total credits:3 Total hours: Sil Co-requisite MASTER OF BUSINESS ADMINISTRA IV semester of Secon Class DURATION: 20 WEEKS. Each student undertakes a thesis under the super	2MBAH223R Total credits:3 Total hours: 0 Nil Co-requisite Nil MASTER OF BUSINESS ADMINISTRATION IV semester of Second yea Class/ hou DURATION: 20 WEEKS. Each student undertakes a thesis under the supervision	2MBAH223R Total credits:3 L T Total hours: 0 0 Nil Co-requisite Nil MASTER OF BUSINESS ADMINISTRATION IN F IV semester of Second year of th Class/ hours  DURATION: 20 WEEKS.  Each student undertakes a thesis under the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supe	2MBAH223R Total credits:3 L T P Total hours: 0 0 0 0 Nil Co-requisite Nil MASTER OF BUSINESS ADMINISTRATION IN HEALT IV semester of Second year of the programmer Class/ hours  DURATION: 20 WEEKS.  Each student undertakes a thesis under the supervision of the Faculty of the programmer contents and the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the Faculty of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision of the supervision o	2MBAH223R Total credits:3 L T P S Total hours: 0 0 0 0 4  Nil Co-requisite Nil  MASTER OF BUSINESS ADMINISTRATION IN HEALTHCA  IV semester of Second year of the programm  Class/ hours  OURATION: 20 WEEKS.  Each student undertakes a thesis under the supervision of the Faculty of	2MBAH223R Total credits:3 L T P S R Total hours: 0 0 0 4 12  Nil Co-requisite Nil  MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MA  IV semester of Second year of the programme  Class/ hours  OURATION: 20 WEEKS.  Each student undertakes a thesis under the supervision of the Faculty of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Institute of the Ins	2MBAH223R Total credits:3 L T P S R O/F Total hours: 0 0 0 4 12 0  Nil Co-requisite Nil  MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEM IV semester of Second year of the programme  Class/ hours  OURATION: 20 WEEKS.  Each student undertakes a thesis under the supervision of the Faculty of the Institute of	

	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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO223R	THESIS				3					

	SEMI	ESTER –	· IV							
Course Ti	tle EPIDEMIOLOGY AN	D PUBL	IC HI	EALT	H SYST	EM I	N IND	IA		
Course co			L	T	P	S	R	O/F	C	
	Total hours: 4		2	0	0	0	0	0	2	
Pre-	Nil Co-requi	site				Ni	il			
requisite										
Programm								IAGEME	NT .	
Semester	/ IV semester									
Course	1. To learn about the government's plans and initiatives to improve healthcare system,									
Objective	various National Health Policy, National Five-year plans, and understand the basic									
(Minimum	concepts and methods of Epidemiology and the different level of healthcare system in India.									
3)	2. To know the various Nation	nal Health	n Prog	ramme	e related	to co	mmuni	rable disea	ses and	
	understand about alcoholis		_							
	addiction and rehabilitation	_	ue us c	una	arag at	pena	oney an	ia semig	up ut	
	3. To learn about the Environ		d Occ	upatio	nal Haza	ards, S	Steriliza	tions, Auto	claves,	
	Waste disposal management (Solids and Liquids), Incinerators.									
	4. To understand about the various Safety systems, Immunization							Isolation sy	stems,	
	Communication systems, Public Health Service Systems, Health and Popular								policy	
	and Strategies, District Hea	and Strategies, District Health Organization, Regionalization of health care.								
001										
CO1	Understanding the Foundations of P	ublic He	alth a	nd in	ıtıatıves	of C	iovernn	nent to in	nprove	
CO2	healthcare system in India	h Dua anan								
CO2	Comprehend the various National Healt	n Progran	nmes							
CO3	Assessing the needs of the Rural Health	care syste	m and	brida	ing the c	ra <b>n</b>				
CO4	Analyzing the Strategies for Environme					<u>,α</u> ρ.				
CO5	Identify the scope of International Healt		•			he bas	ics of h	ealth econd	mics.	
Unit-	Content		Contac						KL	
No.			Hour				,			
I	Government's plans and initiatives to in	nprove	8	At	ole to	und	erstand	various		
	healthcare system, improvements in	ı life		go	vernmen	t sch	emes a	and plans		
	expectancy, lower mortality and mor	bidity,		rel	ated to h	ealth.				
	National Health Policy & Co-ordination									
	different sectors, Population Control in									
	Global scenario and neighbouring cou								1,2	
								1,2		
	National Health and Population polic	-							1,2	
	Strategies, Five-year plans. Ayushmann l	-							1,2	
TT	Strategies, Five-year plans. Ayushmann l Atal Amrit Abhiyan.	Sharat,	Q	Co	nin la	nowle	dae	regarding		
II	Strategies, Five-year plans. Ayushmann l Atal Amrit Abhiyan. Related to Communicable diseases: Ma	Sharat,	8	Ga		nowle	•	regarding		
п	Strategies, Five-year plans. Ayushmann l Atal Amrit Abhiyan. Related to Communicable diseases: Ma Filarial, Tuberculosis, Leprosy, AIDS,	Bharat, laria, and	8	va	rious co	mmui	nicable	and non-		
II	Strategies, Five-year plans. Ayushmann I Atal Amrit Abhiyan. Related to Communicable diseases: Ma Filarial, Tuberculosis, Leprosy, AIDS, STD Related to Non-Communicable dise	Bharat, laria, and eases:	8	va	rious co mmunica	mmui able o	nicable			
II	Strategies, Five-year plans. Ayushmann l Atal Amrit Abhiyan. Related to Communicable diseases: Ma Filarial, Tuberculosis, Leprosy, AIDS,	Bharat, laria, and eases:	8	va	rious co	mmui able o	nicable	and non-		
II	Strategies, Five-year plans. Ayushmann I Atal Amrit Abhiyan.  Related to Communicable diseases: Ma Filarial, Tuberculosis, Leprosy, AIDS, STD Related to Non-Communicable diseases: Cancer, Blindness, Diabetes, and M Health.	Bharat, laria, and eases:	8	va	rious co mmunica	mmui able o	nicable	and non-		
П	Strategies, Five-year plans. Ayushmann I Atal Amrit Abhiyan.  Related to Communicable diseases: Ma Filarial, Tuberculosis, Leprosy, AIDS, STD Related to Non-Communicable diseases. Cancer, Blindness, Diabetes, and M	Bharat, laria, and asses: cental	8	va	rious co mmunica	mmui able o	nicable	and non-		

	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

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

	CO PO Mapping								
SN	Course Outcome (CO)	Mapped Program							
		Outcome							
1	Understanding the Foundations of Public Health and initiatives of Government	PO4, PO9							
	to improve healthcare system in India								
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	PO9							
	of health economics.								

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	<b>EPIDEMIOLOGY</b>									
	AND PUBLIC									
22MBAH224R	HEALTH				3					2
	SYSTEM IN									
	INDIA									

		SEMESTER :	– IV								
Course Ti	tle S'	FRATEGIC MANA	GEMEN	T IN	HOSP	ITAL	S				
Course co		otal credits: 3	L	T	P	S	R	O/F	C		
		otal hours: 45	3	0	0	0	0	0	3		
Pre-	Nil	Co-requisite				Ni	il				
requisite	1510										
Programm		NESS ADMINISTRA					E MAI	NAGEMEN	NT		
Semester		IV semester of Secon					4				
Course Objectives		1. Ability to understand about Strategic Management – introduction, concept, principles, functions, and practices.									
(Minimun	· · ·	2. Ability to study the different phases of Strategic Management.									
3)	•	3. Ability to acquire knowledge of external and internal environment.									
	-	arn about methods a						appraisal	and to		
		out corporate level stra		•		C		**			
		_									
CO1	Understanding of the defir	nition, nature, and valu	ie of strat	tegic	manage	ement					
CO2 Evaluate the environment in healthcare organize											
CO3	Assessing the needs of the	<u>*</u>				~ .					
CO4	_	Understand the expansion strategies, stability strategies, retrenchment strategies, and combination trategies.									
CO5	Apply the strategic manag	amant process includi	ing the et	rotoo	io mon	ngamai	at mode	<b>.</b> 1			
				Taleg					TZT		
Unit- No.	Content	'	Contact Hour	Learning Outcome					KL		
I	Strategic management:		8	Un	and scope						
	Definition, Nature, and	value of strategic		of	•						
	management. Vision st	atements: Nature,		Le	arn the	import	ance a	nd benefits			
	,	ission statements:		of		_	manage				
	Definition, Characteris	0				_		ns. Learn			
	management process: stra	-						g a clear	1,2		
	model – various compone						-	ective for			
	• •	OT analysis. Value		hea	althcare	organ	ızatıons	S.			
	chain analysis: primary acactivities. Need for strates										
	hospitals. Situational analysi	-									
II	Environmental Appraisal:		12	Un	derstan	ıd	the	different			
	Competitive strength and	alysis – Internal			vironme		sector				
		and Weaknesses.						itical, and			
	External environment:	Opportunity and		tec	hnolog	ical fa	ctors. I	Learn how			
		of environmental		the		actors	influ		1,2		
	sectors: Legal, Economic,							t. Analyze			
	Technological factors in en				•	_		nment in			
	driving the competitions an	-			_		elop c	ompetitive			
TTT	Operating environment in th	e nospitais	9		ategies.		0 00	noont of			
III	<b>Strategy formulation:</b> Concept of environment	in Health care	9		derstan			ncept of how to			
								OP for a			
	organizations, internal					u use	աո Ե1	O1 101 a			

	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

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)	<b>Mapped Program Outcome</b>					
1	Understanding the Foundations of Public Health and initiatives of	PO1, PO2, PO3, PO6, PO8					
	Government to improve healthcare system in India						
2	Comprehend the various National Health Programmes	PO1, PO2, PO3, PO6, PO8					
3	Assessing the needs of the Rural Healthcare system and bridging the	PO1, PO2, PO6, PO8					
	gap.						
4	Analyzing the Strategies for Environmental and Occupational Health	PO1, PO3, PO6, PO8					
5	Identify the scope of International Health Agencies and comprehend	PO1, PO2, PO3, PO6					
	the basics of health economics.						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	STRATEGIC									
22MBAH225R	MANAGEMENT	3	2	2			3		2	
	IN HOSPITALS									

		SEMES	TER-IV						
Course Title	de MOOCs								
Course code	22MSCE227R	Total credits: L T P S R O/F C							C
		Total hours:	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil	•	•	•	•	•	1
Programme		MBA IN HEAI	LTHCAI	RE MA	NAG	EMEN	T		
Semester		Fall/ IV semester of	of second	year o	of the p	progra	mme		
Course	MOOCS is provided through Course era Platform, which is an online course where students are								
Objectives	allowed to take cou	rses per semester on th	e basis of	the ho	ours wi	th rele	vance t	o the cred	it and the
(Minimum 3)	courses are provide	d from the Internationa	l Univers	sities ac	cross tl	ne wor	ld. Duri	ing the co	urses, the
	students have to su	bmit assignments, quizz	zes etc.						
CO1	Demonstrate profic	iency in acquiring and	applying	globall	ly reco	gnized	certific	cations in	business
	management								
CO2	Showcasing a comp	orehensive understandi	ng of bus	iness p	ractice	s and r	egulato	ry framev	vorks
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	e impact of online learn	ing on pe	rsonal	and pr	ofessio	onal de	velopmen	t within the
	business manageme	ent field.							

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			

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MSCE22 7R	MOOCs		2	1				1		3

	SEMESTER – IV									
<b>Course Title</b>		VIVA / PRACTICAL – IV								
Course code	22MBAH217R	PMBAH217R Total credits: L T P S R O/F C								
		Total hours:						8	1	
<b>Pre-requisite</b>	Nil	Co-requisite	Nil		•	•	•			
Programme MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT										
Semester	IV semester of SECC	OND year of the progra	amm	e						

COPO	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				

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	



# 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 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:**Adtu 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.
- 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,
2	Understand	discuss, etc.
3	Apply	Predict, apply, solve, illustrate, determine, examine,
3	Apply	modify
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate,
4	Allaryze	infer, etc.
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify,
3	Lvaiuaie	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 examinationroom 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
0	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
В	6	Above Average
С	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.

$$SGPA = \frac{\sum_{i=1}^{n} c_{i} G_{i}}{\sum_{i=1}^{n} c_{i}}$$
 (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, Gi is the Grade Point secured in the ith registered Course and Ci 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, Gi is the Grade Point secured in the ith completed Course and Ci is the Credit (weight)of that Course.

$$CGPA = \frac{\sum_{i=1}^{N} C_i G_i}{\sum_{i=1}^{N} C_i}$$
 (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 visitthe 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	<b>Category</b>	<b>Credits</b>	<mark>%</mark>
1	Science Science	<mark>92</mark>	<mark>92%</mark>
2	Engineering	1	<mark>1%</mark>
3	Humanities and Management	<mark>7</mark>	<mark>7%</mark>
	<b>Total</b>	100	100%

## SEMESTER WISE COURSE DISTRIBUTION

				Course	Engagement							Maxim	Maximum Marks for		
	S. N.	Course Code	Course Title	Category	L	Т	P	S	R	O	C	IA*	SEE*	PE*	Total
		22MBAO111R	Business	PC	3	0	0	0	0	0	3	40	60	0	100
	1.		Communication												
				PC	3	0	0	0	0	0	3	40	60	0	100
	2.	22MBAO112R	Financial Accounting and Reporting	10						J	J	10			100
		221 (D. ) 01 12 D		D.C.	2	0	0			0		40		0	100
	3.	22MBAO113R	Marketing Management	PC	3	0	0	0	0	0	3	40	60	0	100
		22MBAO114R	Principles	PC	3	0	0	0	0	0	3	40	60	0	100
		221111111111111111111111111111111111111	OfManagementAnd	10							3	10			100
	4.		Business												
			Organization												
Semester I	5.	22MBAO115R	Managerial	PC	3	0	0	0	0	0	3	40	60	0	100
mes		221 (7) 1 (2) 1 (7)	Economics	D.C.		_	0		_	0		40		0	100
Se	6.	22MBAO116R	Ethics, Law, and Business	PC	3	0	0	0	0	0	3	40	60	0	100
		22MBAO118R	Mini	UC	0	0	0	4	6	0	2	0	0	100	100
	7.	22WIDAOTTOK	Research(Review of	oc .		U	U	7	0	U	2	U		100	100
	, ,		Literature- RI)												
	0	22UMFS111 R	Fundamental Of	UC	2	0	2	0	0	0	3	0	0	100	100
	8.		Statistics												
	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	FC	3	0	0	0	0	0	3	40	60	0	100
	11.	22WIDAO11/K	Management												
	12.	22UBEC111	Extra Curricular	UC	0	0	0	4	0	0	1	0	0	100	100
		To	Activity		24	0	6	8	6	0	32	320	480	400	1200
		10			27	<b>Engagement</b>					32	Maximum Marks for			1200
	S.	Course Code	Course Title	Course			<b>5"</b> E	,0111				IA*	SEE*		Total
	No.	Course Coue	Course Title	Category	L	T	P	S	R	o	Č	111	SLL	PE *	Total
		22MBAO121R	Economic	PC	3	0	0	0	0	0	3	40	60	0	100
	1.		environment of	10		Ů				Ü					100
			Business												
	2	22MBAO122R	Financial		3	0	0	0	0	0	3	40	60	0	100
			Management	PC											
		22MBAO123R	Cost and		3	0	0	0	0	0	3	40	60	0	100
ter	3		Management	PC											
Semester II		22MBAO124R	Accounting Human Resource		3	0	0	0	0	0	3	40	60	0	100
Sei	4	22WIDAO124K	Management Management			U	U			U	3	40			100
			174magement	PC											
		22MBAO126R	Productions and									40	60		
	5		OperationsManageme	PC	3	0	0	0	0	0	3			0	100
			nt												
	6	22MBAO127R	Techno	D.C.	0	4	0	0	0	0	2	0	0	100	100
			ProfessionalSkills Universal Human	PC	1										
	7		Value(UHV) +	UC											
		22UUHV101R	Value(011 V) ⊤		1	0	2	0	0	0	2	0	0	100	100
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Research   Methodology   Methodology   Methodology   Methodology   Methodology   Mosery (PDP)				Professional Ethics		1										
B   22UMRM121R   Methodology And Statistical Analysis   UC   1   0   0   4   0   0   2   0   0   0   100   100																
No.   Course Code   Course Title   Course Category   Li   Ti   Pi   Ri   Ri   Qi   Qi   Qi   Qi   Qi   Q			2211MDM121D													
No.   Course Code   Course Title   Course Category   L   T   P   S   R   O   C   LA*   SEE*   PE*   Total		8	22UMRM121R		UC	1	0	0	4	0	0	2	0	0	100	100
Page   22MSCE121R   MOOCS-II   UE   0   0   0   0   0   0   3   0   0   0																
Total				·												
Total		9	22MSCE121R		UE	0	0	0	0	0	0	3		0	100	100
Total			22UMPD121R	Communication									40	60		
Total		10	22011112111	Mastery (PDP)		0	0	4	0	0	0	2			0	100
Total					UC											
Total			22MD 40125D	Quantitative	PC								40	60		
Total		11	22MBA0125K	-								2				100
Total   20   4   6   4   0   0   29   280   420   400   1100				-		3	U	U	U	U	U	3			0	100
S.   Course Code   Course Title   Course Category   L   T   P   S   R   O   0   29   280   420   400   1100				5												
S.   Course Code   Course Title   Course Category   L   T   P   S   R   O   C   IA*   SEE*   PE*   Total			To	tal												
No.   Course Code   Course Title   Category   L   T   P   S   R   O   C   IA*   SEE*   PE*   Total			T			20	4	6	4	0	0	29	280	420	400	1100
No.   Category   L   T   P   S   R   O   C   IA*   SEE*   PE*   Total		S.	C C- 1-	C T24-	Course		En	gag	em	ent			Maxim	ıum Maı	ks for	
Lag		No.	Course Code	Course Title	Category	L	Т	P	S	R	O	С	IA*	SEE*	PE*	Total
1.			22MBAO211R	Strategic Management	PC	3	0	0	0	0	0	3	40	60	0	100
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The large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the large of the																
Table   PE		2	22MBAO213R	Summer Project	PC	0	0	2	4	6	0	3	0	0	100	100
Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Table   Tabl																
Behaviour			22MBAO214R	MKT-I-	PE	3	0	0	0	0	0	3	40	60	0	100
Hamber   Pe   3   0   0   0   0   3   40   60   0   100		3		Consumer												
Hand				Behaviour												
Hamiltonian   Pe   3   0   0   0   0   3     0   0   0			22MBAO215R	MKT-II-Sales and									40	60		
Table   State   Stat		4		Distribution												
Training and Development   PE   3 0 0 0 0 0 3				Management	PE	3	0	0	0	0	0	3			0	100
Training and Development   PE   3   0   0   0   0   0   3   0   0   0			22MBAO216R	_									40	60		
Development		5			PE	3	0	0	0	0	0	3			0	100
The large of the large of Banking and Insurance   PE   10   PE   PRINCIPLE   PE   PE   PE   PE   PE   PE   PE				_												100
PE			22MBAO217R	•									40	60		
The large of Banking And Insurance   22MBAO211R   B&I - II   Legal Aspects of Banking And Insurance   11   22MBAO211R   Techno Professional Skills   Day State			ZZIVIDI IOZI / K		ÞF								40	00		
Management   PE   3 0 0 0 0 0 3 40 60 0 100		6		-	1 L	3	٥	0	0	٥	0	3			0	100
22MBAO219R   FIN-II   Security Analysis And Portfolio Management   PE   3   0   0   0   0   3   0   100	ter					)	0	U	U	0	U	3			U	100
22MBAO219R   FIN-II   Security Analysis And Portfolio Management   PE   3   0   0   0   0   3   0   100	nes		22MD A ()219D	, and the second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second second	DE	2	0	Λ	Λ	0	Λ	2	40	60	0	100
22MBAO219R   FIN-II   Security Analysis And Portfolio Management   PE   3   0   0   0   0   3   0   100	Ser	7	22NIDAU210K		ΓĽ	3	0	U	U	U	U	ی	40	00	U	100
Security Analysis And Portfolio Management   PE   3 0 0 0 0 0 3			22MP (0210P			<u> </u>							40	60		
Portfolio Management   PE   3   0   0   0   0   3   0   0   100		Q											40	00		
9         22MBAO2110R         B&I-I Principles of Banking and Insurance         PE         3 0 0 0 0 0 0 3         40 60 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		0			DE	2	0	Δ	0	Λ	0	2			0	100
9         Principles of Banking and Insurance         PE         3         0         0         0         0         3         0         0         100           10         22MBAO2111R B&I –II Legal Aspects of Banking And Insurance         PE         3         0         0         0         0         0         3         0         0         0         0         100           11         22MBAO2112R Techno Professional Skills         PC         0         4         0         0         0         0         100         100           12         22MSCE211R MOOCS-III         UE         1         0         0         0         0         0         1         0         0         100         100           22UMPD211R Corporate Proficiency         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0<			22MP 4 02110P		ГE	3	U	U	U	U	U	3	40	60	U	100
Banking and   Insurance   Banking and   Insurance   Banking and   Insurance   Banking   PE   3 0 0 0 0 0 0 3   40 60   Banking   And Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Insurance   Ins			ZZIVIDAUZI IUR										40	00		
Insurance		9		_	PE	3	0	0	0	0	0	3			0	100
10   22MBAO2111R   B&I -II   Legal Aspects of Banking And Insurance   PE   3   0   0   0   0   0   3   0   0   0				_												
10         Legal Aspects of Banking And Insurance         PE         3         0         0         0         0         3         0         0         100           11         22MBAO2112R Techno Professional Skills         PC         0         4         0         0         0         0         0         100         100           12         22MSCE211R MOOCS-III         UE         1         0         0         0         0         0         1         0         0         100         100           22UMPD211R Corporate Proficiency         UE         1         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0         0			22MD 4 02111P			-							40	<i>(</i> 0		
Banking   And Insurance   Banking   And Insurance   And Insurance   Banking   Banking   And Insurance   Banking   Banking   Banking   And Insurance   Banking   Banking   Banking   And Insurance   Banking		ZZIVIDAUZITIK										40	00			
And Insurance		10			PE	3	0	0	0	0	0	3			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 0 100       22UMPD211R Corporate Proficiency     40 60				_												
11   Skills		<u> </u>	22MD 4 02112D		DC		1	0	0	0	0	2	0	0	100	100
12         22MSCE211R         MOOCS-III         UE         1         0         0         0         0         1         0         0         100         100           22UMPD211R         Corporate Proficiency         40         60         60         60		11	ZZMBAO2112R		PC	U	4	U	U	U	U	2	U	U	100	100
22UMPD211R Corporate Proficiency 40 60		10	22149055115		T 177	-	_	0	0	0	0	1	0		100	100
		12			UE	1	U	U	U	U	U	1			100	100
13     (PDP)   UC   0   0   4   0   0   0   2     0   100			22UMPD211R	-	**~							_	40	60	_	400
		13		(PDP)	UC	0	0	4	0	0	U	2			0	100

		22MBAO2113R	Research Ethics		1	0	2	0	0	0	3	0	0	100	100
	14														
-	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.		G THE	Course		E	nga	gen	nen	t		Maxim	num Mar	ks for	
	N.	Course Code	Course Title	Category	L	T	P	S	R	0	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
Semester IV	6	22MBAO227R	HRD-IV- Compensation Management	PE	3	0	0	0	0	0	3	40	60	0	100
Seme	7	22MBAO228R	FIN-III- Strategic Financial Management	PE	3	0	0	0	0	0	3	40	60	0	100
	8	22MBAO229R	FIN-1V-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

			SEM	ESTER	– I									
Course T				NESS C										
Course co	de	22MBAO111R	Total credits:	3	L	T	P	S	R	O/F	С			
D .	•,	% T03	Total hours:	• 4	3	0	0	0	0	0	3			
Pre-requi		Nil	Co-requis		MDA			N	il					
Programi	ne		E-11/ I		MBA		41							
Semester Course		To intendes on	Fall/ I semeste											
Objective	C		the students to											
(Minimur			students unders			•		a gioba	ıı ırade.					
(1VIIIIIIIIII	n <i>3)</i>	• To impart kr	nowledge on cor	porate so	Ciai i	esponsi	omity.							
CO1		Proficiency in verbal	and written con	nmunicat	ion ta	ilored t	o vario	us busi	ness co	ntexts.				
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	ı	Mastery of creating of	clear and persuas	sive busir	ness d	locumei	nts							
CO5		Proficiency in using	modern commu	nication t	ools l	ike soc	ial med	ia and	video c	onferencing	g.			
Unit- No.		Content		Contac Hour			Lear	ning C	Outcom	itcome I				
1100	Theo	ry of Communica	ation: Nature,	11041		Unders	tand the	e funda	amental	principles				
I		rtance and Role of C	6			mmuni			iding its					
	Type	s of Communication	, Principles of			nature, types, and significance in								
	Effec	tive Communication	n, Barriers of			various	y common							
	Com	munication						ctive c	ommun	ication.				
	Wri	itings Skills: CV, Bu	isiness	6		Develo		oficienc	-	creating				
II		ers, Report Writing,				•				nts such as				
	min	utes of meeting, Adv	ertisement,						_	s, meeting	1,2			
	Pres	ss release, Newsletter	'S			minutes	•		ements					
						releases and pre	•	newsie	mers w	ith clarity				
III	_							commi	ınicatio	n skills to	+			
111		d Communication:		6						speaking,				
	_	nking, Group Discuss		J		group	•	cussion	•	interviews,	1,2			
	Neg	otiation, Presentation	1 SKIIIS.			•			sentatio					
IV	Imr	ortant Param	eters in	6		_		_		thical and				
	_	nmunication: Ethic				legal	consid			business	1.2			
		es in Business Co	•						develo	p effective	1,2			
		notion Strategies,	•			promot	ion stra	tegies.						
		mportant Parameters in				Unders	tand th	e role	and tec	hniques of	1			
V	_	nmunication: Publ				_	-	_		tions, and	1.2			
		ation, Cross-cultural	-			_				limensions	1,2			
		iness Communication				of busii	ness co	mmuni	cation e	effectively.				

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							

Course code	Course Name	PO1*	PO2	PO3	PO	PO	PO	PO	PO	PO
					4	5	6	7	8	9
22MD A O 111	BUSINESS	3					3			
22MBAO111	COMMUNICATIO									
K	N									

			SEMESTER	– I									
Course Ti	itle		Financial Accor	unting	g and l	Repo	rting						
Course co	de	<b>22MBAO112R</b>	Total credits: 3	L	T	P	S	R	O/F	C			
			Total hours:	3	0	0	0	0	0	3			
Pre-requi		Nil	Co-requisite				Ni	il					
Programm	ne			MBA		9.43							
Semester		This is an interde	Fall/ I semester of the						. C	41			
Course Objective	a	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											
(Minimun			potential of Financial										
CO1		Understandthebasi	cprinciplesoffinancialacco	ountin	g.								
CO2		Proficiencyinprepa	ring andanalyzingfinalaco	counts	3								
CO3		Explainthecauseson	fdepreciationandmethods	of calc	culation	n.							
CO4		Analyzekeyfinanci	al ratiosto makeinformed	busin	essdec	isions	S.						
CO5		Discussbudgetandb	oudgetarycontroltosuppor	torgan	nizatior	nalpla	nning.						
Unit- No.		Content Contact Lear Hour							Learning Outcome				
110	Intro	duction to Account	ing		1100		Understa	nd	the				
I	Introd Object Princ Cash	duction of financial ctives, The Generiples (GAAP), journ book and trial balapassbook and cash b	nting ooks,	15			ng, G	f financial AAP, and ounting					
II	Final Prepa Balar	Accounts- aration of Trading, ace Sheet, Account of accounting inforr		12	,	Trading,	Profit	to prepare and Loss Balance	1 2				
III	<b>Depr</b> Mean	reciation Accounting ning and causes of depreciation, methods of ging depreciation, and the effect of depreciation on					and	reasor tion an	ne concept ns for d methods calculating	1,2			
Mea Ana Liqu Adv Clas		ning, Need, Advantages and Limitations of Ratio lysis, Classification of Ratios: Profitability Ratios, and Activity Ratios - Meaning, Need, antages and Limitations of Ratio Analysis, sification of Ratios: Profitability Ratios, Liquidity os and Activity Ratios.					Analysis, ratios into Liquidity, regories.						
V	Budg Conc of Bu	eting and Budgetan ept of Budgeting ar											

- 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								

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Financial	3	2	2	2	3				2
<b>22MBAO112R</b>	Accounting									
	and Reporting									

C T	43 1		SEMESTER		4 N. 4 G.	33.4E33.1	<b>T</b>								
Course Ti		221 FD + O.112D	MARKETING		_				0/5						
Course co	de	22MBAO113R	Total credits: 3 Total hours:	L	T	P	S	R	O/F	<u>C</u>					
Due meani	g <b>it</b> o	Nil	3	0	0	0   N	0	0	3						
Pre-requis		NII	Co-requisite	MBA	<b>A</b>		N	11							
Programm Semester	ne		Fall/ I semester of the			the pr	oarom	ma							
Course		1. To define ke		e marketing mix, customer value, and market											
Objectives	s	segmentation	•	, tastonio, tasto, and manot											
(Minimun		C		ng environment (macro and micro) on marketing											
	,	decisions.	1	5 character (macro and micro) on marketing											
				ganizational buying behaviors.											
			he marketing research pro				strateg	ic mark	eting plann	ing.					
CO1		Understandthecond	cept, scope, and opportuniti	es of	fmarketi	ng.									
CO2		Interpretbuyingbeh	aviourforstrategicmarketi	ngpla	anning.										
CO3		Developnewproduc	ctandpricingstrategiesfore	volvi	ingmark	etneed	s.								
CO4			lize the concepts of chann					aratad							
004		marketingcommun		1019 U	n uisuit	oution ?	mu mt	graicu							
- CO-															
CO5		<u> </u>	ds inthe field ofmarketing			1									
Unit-		Con	itent		Contact		Learn	ing Out	tcome	KL					
No.	<b>-</b> ,				Hour	77 1	. 1	<u> </u>	1 . 1						
1		duction to Marketi		_	10		erstand	fu	indamental						
		e and Scope of epts, Marketing	r												
		e, Holistic Marketing				ication		creating							
			ing, Understanding th				omer va		creating						
			Microenvironment of				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,								
	_	eting, Global Market													
	Ident	tifying and Selecting	g Markets:		5	Lear	n (	consum	er and						
	Cons	sumer Buying Be	ehaviour, Organizationa	1											
2			et Segmentation, Targetin						ive market						
			ng Research and Marke	t					eting, and						
			rketing Planning Process	positioning.											
		uct and Pricing Stra	ategies: Product, Planning and	d Learn product mix strategies and pricing strategies.											
			ife Cycle, New Produc			anu	pricing	strategi	es.						
3			Packaging and Labelling												
			rategies: Setting Price												
		ors Influencing Price													
			unication Strategies:		10	Unde	erstand	distrib	oution and						
			n: Designing Distribution			_	rated		marketing						
			nolesaling and Logistics			comi	munica	tion.							
4		<b>22</b> ·	d Internet on Distribution												
4		_	on: Role of Promotion is												
			arketing Communication Mix, Advertising, Sale												
			ons, Personal Selling and												
		Management Management	a, sim soming un												
		ds in Marketing:		10 Explore emerging trends i					trends in						
			l Media Marketing, Gree	n		_	eting.	2 0							
5			elationship Managemen												
	Rural	<b>.</b>	en Marketing, Digita	1											
	Mark	eting, Viral Marketii	ng, Neuro Marketing												

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

T2: Marketing Management: Kotler P., Keller K.L., 2016, 15e Global Edition, 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	PO2,PO3,PO5,PO6,PSO1,
	and integrated marketingcommunication.	
5	Identifythenewtrends inthe field ofmarketing	PO4,PSO3

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO113R	MARKETING MANAGEMENT	2	2	3	2	3	3			

~ =		SEMESTER				252							
Course Tit		ES OF MANAGEMEN								~			
Course co	de 22MBAO114R	Total credits: 3	L	<u>T</u>	P	S	R	O/F		C			
Dwo	Nil	Total hours:	3	0	0	0 N:	0	0		3			
Pre- requisite	INII	Co-requisite			Nil								
Programn	10	<u> </u>	/IBA										
Semester		Fall/ I semester of the fi		or of t	ho pro	aromm	•						
Course		nts will learn to recognize						gement	hv				
<b>Objectives</b>		sful managers do and how								·k is			
(Minimum													
3)	r	t as beneficial for the subordinate employee as it is for the manager. This course is designed to them the fundamentals of management as they are practiced today.											
CO1		andevolutionofmanageme											
	•				•								
CO2		efunctions of management				CC							
CO3		Managementbyobjective			cationt	orettec	tivelead	ership.					
CO4		pectsandneedsofanorgani											
CO5	~ ^	nallengesina globalbusine	ssenvi			1							
Unit-		Content			ntact	Lea	rning (	Outcom	e	KL			
No.			» · ·		<u>Iour</u>	** 1			.				
1	Management thought,		finition		10		rstand		he				
	meaning, nature and fe				10		gement		nd	1.0			
	Taylor and H. Fayol: featof human relations m						ibutions		<i>N</i> .	1,2			
	management and adminis	-	etwee	11		Tayıc	or and H	. гауот.					
2	Management functions:		taffin	Υ	12	Laarr	about	nlannir	σ.				
4	directing, controlling				14		izing,	staffir	_				
	introduction, meaning,						ting, co						
	steps; Forecasting: proce					and		n-maki		1.0			
	disadvantages, differen					proce				1,2			
	forecasting, Line and Sta	off relationship, span of	contro	1,		_							
	Delegation and Decentra	alization, Formal and In	nforma	al									
	organization.												
3	Management by object				8		rstand						
	features, process, benefi		•				gement		by				
	leadership, theories, and		proces	S,			ctives, a			1.0			
	Effective Communication						epts of 1		<b>.</b>	1,2			
						effect	ies, sty	ies, a	ııa				
							nunicati	o <b>n</b>					
4	Introduction to orga	nization: its charact	eristic	2	5		rstand		a1				
<b>-</b>	advantages, classification			-	J				1				
	organization: classical, n												
	of organizations: line, line		, ,1	theories and types of									
		organizati											
5	The process of globalizat	process of globalization, the spread of market-based 10 Under							Understand the				
	systems, falling barries	rs to trade and inve	stmen	t;		proce		a	nd				
	implications of global					_	cations		of				
	production, markets; tec					_	lization	, a	nd	1,2			
	constraints of globaliza						gement			-,-			
	business systems and soc						enges ir	ı a glot	oal				
	global, expanding the ma	irket; management challe	nges i	n		enter	prise.						
	the global enterprise.					<u> </u>							

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,Introductionto Management,4thed.,PalgraveMacmillan

R2: Tosi,H.,2008,TheoriesofOrganization,SagePublications

	CO PO Mapping	
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understandthe concept and evolution of management thoughts and	PO1
	practices.	
2	Identifyandapplythecorefunctions of management for organisation	PO1,PO3,PO6,PO7
3	Evaluatetherelevanceof	PO1,PO2
	Managementbyobjectiveandcommunicationforeffectiveleadership	·
4	Understandthevariousaspectsandneedsofanorganization	PO1,PO3
5	Appraisethetrendsandchallengesinglobalbusinessenvironment.	PO1

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Principles Of Management And		_							
22MBAO114R	Business	3	2	1			1	1		
	Organization									ļ

		SEMESTER	- I											
Course Ti	itle	MANAGERI	AL E	CONO	MICS	5								
Course co	de 22MBAO115R	Total credits: 3	L	T	P	S	R	O/F	C					
		<b>Total hours:</b>	3	0	0	0	0	0	3					
Pre-requis	site Nil	Co-requisite		Nil										
Programm	ne		MBA											
Semester		Fall/ I semester of fin	st yea	year of the programme										
Course	^ ^	* * *		conomic concepts and techniques in evaluati										
Objectives		ken by firms. The empl			•	•			•					
(Minimun		ed to formulate a decision	n prob	lem, ev	aluate	alterna	tive co	urses of ac	tion and					
	finally choose among													
CO1	Understand the conce	pt of ME and its applicati	on in l	busines	s deci	sions.								
CO2	Understandand analys	se economic concepts rela	ted to	produc	ction p	rocesses	s and so	cale dynam	ics.					
CO3	Evaluate various cond	cepts of cost and their stra	tegies.	•										
CO4	Comprehend diverse	aspects of profit with in the	ne com	netitiv	e busi	ness cor	ntext.							
CO5	_	of National Income indic		_				ing.						
Unit-	·	ontent		Cont				Outcome	KL					
No.		Content				2500	````	, utcome						
1	Meaning of managerial	eaning of managerial economics and its importance				Unders	stand th	ne meaning	,					
	in managerial decision-n	naking; concept of macro	and			and	impor	_	·					
	microeconomics; meaning	ng and definition of der	nand			manage	_	onomics	1.0					
	and supply; law of do	emand and supply; der	nand						1,2					
	schedule; determinants	of demand; elasticity	of of											
	demand; demand forecas	ting.												
2	Production analysis: pro	oduction function; factor	s of	8		Unders	stand	factors of	f					
	•	isoquants, marginal rat				produc	tion,	isoquants	,					
	substitution, law of varia	ble proportion, and return	ns to			margin	al	rate of	f 1,2					
	scale.							the law of	f					
						variabl								
3		ceptual difference bety		8				opportunity	l l					
	-	g cost; opportunity cost; s					•	and short-	-1.12					
	_	n and short-run cost; mar	ginal					d margina	1 -,-					
	and average cost.					and av								
4		ce determination under different market condition					stand	price						
		perfect competition, monopoly, monopolistic, an				determ			1,2					
_		opoly; theories of profits; profit measurement.					nt marl							
5		onal income accounting: GNP, GDP, NDP; theo						al income						
		supply of money; balance				accoun	iting co	ncepts	1,2					
	payments; foreign exchar	nge market; international t	rade											

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	ı
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept of ME and its application in business decisions.	PO1,PO2
2	Understandand 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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO115R	MANAGERIAL	1	2			3				
22NIDAU115K	<b>ECONOMICS</b>									

Committee	241 -		SEMESTER		- A B.TE-	N # A BT	A CIEB	TENTE.				
Course Co		22MBAO117R	OMPUTER APPLICATION Total credits: 3	L	AND T	P	AGEN S	R	O/F	С		
Course co	uc	22MDAO117K	Total hours:	3	0	0	0	0	0	3		
Pre-requi	site	Nil	Co-requisite				N					
Programi				MBA								
Semester			Fall/ I semester of the									
Course Objective (Minimur	s n 3)	spreadsheets, databas	f this course is on business applications of software, including word processing bases, presentation graphics, and business-oriented utilization of the Interceience includes word processing, spreadsheets, presentation software and processing of the Interceience includes word processing, spreadsheets, presentation software and processing of the Interceience includes word processing of the Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interceience in Interce									
CO1		Understand the basic	of computers including ha	ardwai	e and	softwar	e.					
CO2		Prepare and use vario										
CO3		•	various sectors and simpl			•						
CO4		operation of business	the concepts and termine application systems.  ods that Information Tech				•					
Unit- No.		(	Content			ontact Hour	Le	arning	Outcome	KL		
1	repr	resentation, hardwar nputers, internal & ext	mputers: Definition, e, software, generation ernal DOS commands			6	fun con data har- and con gen acq in exte	a repridware, the evaluater perations uire permalermands	of including esentation, software, volution of s, and proficiency nal and DOS	1,2		
Windows: Introduction, Tools, application to office management and decision making, memory & operating system, Programming languages & data processing.						Gai con und Win sys: app lear ther offi and pro mer man data thro	1,2					
3			Templates & wizards, eg, paragraph, alignment,	_		6	Dev	velop t	he ability 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

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, Niranjan 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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	COMPUTER									3
22MBAO117R	APPLICATIONS									
	AND									
	MANAGEMENT									

G T		SEMESTER		DIIGI	TEGG.						
Course Co		ETHICS, LA Total credits: 3		BUSII	1 1	C	D	O/F	C		
Course co	de 22NIDAUTIOR	Total hours:	<u>L</u>	0	P 0	<u>S</u>	R	O/F 0	C 3		
Pre-requi	site Nil	Co-requisite		-	U	N		<u> </u>			
Programm			MBA								
Semester		Fall/ I semester of the f	irst y	ear of	the pro	gramı	ne				
Course		demands ethical and soc	ial re	sponsil	oility. T	his co	ourse pr	ovides an	ethical		
Objective		limension to the conduct of contemporary commerce. Although ethics exist independently of the aw, legislative and common law developments are increasingly imposing higher standards of									
(Minimun	,	•			~ •	•	•	_			
		This course examines by the law to prescribe									
	approach.	by the law to prescribe	cunca	Dena	vioui. i	ne co	uise us	es a case	studies		
	арргожен.										
CO1		global business, assessing l	legal f	rame v	vorks an	d the	Internat	ional Code			
	of Ethics.										
CO2	Identifying contract 1s	ws and it's essential elem	ents								
	identifying contract it	and it is essential elem									
CO3	Understand and analy	sis the company regulatio	ns and	types	of com	oanies					
CO4	Evaluata ambituation	cocesses, articulating object	tivos	of the	A phitmat	or or	1 Const	liation Act	1006		
CO4	Evaluate arottration pr	ocesses, articulating objec	uves	or the A	Aroman	on and	i Conci	nation Act	1990		
CO5	Apply practical CSR	activities,manage corpora	te iden	tity,an	d demo	nstrate	profici	ency			
T7 *4		1 1		<u> </u>	ntact	T =	•	0.4	TZT		
Unit- No.	(	Content					arning	Outcome	KL		
1	Ethics – Definition, Theo	ry of Natural Law relation	nshin		Hour 11	Una	derstand	ethics,			
_	between Law and Mora						ories,	ethical			
	that govern Global Bu	siness, International Co	de of			prir	ciples	in global	1,2		
	Ethics. Sexual Harassm		•			bus	iness.		1,2		
	(Prohibition, Prevention		3, the								
2	Environment (Protection)		and		8	Lin	lamatan d	th a			
2	classification of contracts	Act, 1872 - Nature			8		derstand	the tract Act			
	contract, Offer & Ac					IIIG	ian con	u act 11ct			
	Capacities of parties, Pro								1,2		
	void agreements, perforn	nance & Discharge of con	ntract.								
	Breach of contract.					1					
3	The Companies Act,				8		derstand				
	Meaning, features a incorporation, Memorano		anies,				_	Act 1956			
	association & Prospectus							Limited Partnership			
	Limited Liability Partn						2008	artifership	1,2		
	Features, Distinction bety	_									
	Companies Act, 2013	porate									
	Social Responsibility.	*									
4	4 The Arbitration and Conciliation Act, 1996 – Ob the Act, Matters not Referable to Arbitrations in				10		derstand				
	II							ent Act of ber Law,			
	cases, Appointment of A of Limitation. Arbitral A						tection (				
	court. WTO & TRIPS -		-			Pro		/1 II IV.	1,2		
	amendments), Internation		-						1,2		
	Law. Role of WTO in										
	Countries, Trademarks,	Copyrights, The Trade	Marks								
	Act of India, 1999.										

5	Corporate Social Responsibility - meaning, definition,	8	Learn corporate	
	CSR activities in various sectors including the business		social responsibility,	
	sector, CSR Policy in Business Sector; Corporate		CSR activities in	
	Identity Management; Brand Management; Media		various sectors.	1,2
	Relations; Campaign Management; Sponsorship			
	Marketing; Event Management; Managing Negotiations;			
	International PR & Web PR.			

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:1412971896CallNumber:Q180.55.M4F562010

#### **Writing Literature**

Reviews4thEdbyJoseL.GalvanISBN:1884585868CallNumber:H62.G352009

Approaches to Social Researchby RoyceA .Singleton; Bruce C.

StraitsISBN:9780195147940PublicationDate: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: <u>Literature Reviews</u>from them Writing Center, The University of North Carolina at Chapel Hill <u>Social Work Literature Review Guidelines</u>from OWL Purdue Online Writing Lab

R4: Article available through PubMed Central® (PMC), "a free archive of biomedical andlife 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	<b>,</b>
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

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 Ti						1		0.77	~				
Course co		Total credits: 2 Total hours:	1 0		P 0	<u>S</u>	R 6	O/F 0	<u>C</u>				
Pre-requis		Co-requisite	U	<u> </u>	U	N:		U	4				
Programn		Co requisite	MBA			11.	**						
Semester		Fall/ I semester of th		ear of	the pro	gramı	ne						
Course	1 To understand t	To understand the significance of research											
Objectives	8												
(Minimun	<b>13)</b> 2. To understand t	2. To understand the importance of conducting a literature review.											
	3. To understand r	research gaps and form	mulate re	searc	h proble	ems							
4. To demonstrate proficiency in citation and referencing sources.													
	5. To present an o	rganized overview of	the relev	ant li	iterature	for a se	elected	research tor	oic.				
CO1	Understand the fundam	-											
	and various types.	1	0			,	C	1 1					
CO2	Demonstrate proficiency	y in conducting a liter	rature rev	iew									
CO3	Identify research gaps e	ffectively and formul	ate resea	rch qu	uestions								
CO4	Gain knowledge of di	<del>-</del>					ng APA	A, MLA,					
	Chicago, Howard, and V												
CO5	Develop skills in struct	uring a review and w	vriting ci	tation	ns for va	rious t	ypes of	sources,					
	including books, journa								1				
Unit-	Conten	t	Conta		Learning Outcome				KL				
No.	Introduction to Research		Hour 7		Underst	and	the	maanina					
	Meaning of Research,	Significance of	'					meaning,					
1	Research, Purpose of R	•			significance, purpose, and ty of research.			and types	1,2				
	Research (Quantitativ	* *			or research.								
	Experimental, Exploratory)												
2	Literature Review in Rese		8		Compre	hend t	he defi	nition and					
	Definition and Purpose	_			purpose			ucting a					
	Literature Review, Ste							l learn the	1,2				
	Conducting a Literature Re	eview, Searching for			steps in	volved.							
2	Relevant Sources.	a and Farmulatina	5		Dagaga	41	::	Ciaanaa aC					
3	<b>Identifying Research Gap</b> <b>Research Questions</b>	s and Formulating	3					ficance of gaps, learn					
	Significance of Identifying	ng Research Gans			strategie								
	Strategies for Identifying				strategre	25 TOT <b>u</b>	omg so	•	1,2				
	Formulation of Research Q												
4	<b>Citation and Referencing</b>		5					f different					
		erent Citation, and			citation	and ref	erencin	ig styles					
	Referencing Styles (APA								1,2				
	Howard*, Vancouver*) For	References, and							,				
5	Bibliography  Structure of a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Review and a Re	nd Citation	5		Learn h	ow to r	renare	a literature					
	Writing	na Chation			review a								
	<u>o</u>	re Review, Writing				1111			1,2				
	Citations for various type								,-				
	Books, Journal Articles, and												

**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						

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									
<b>Course Title</b>		FUNDAMENTA	AL OF	STA	TISTIC	CS				
Course code	22UMFS111R	Total credits: 3	L	T	P	S	R	O/F	C	
		<b>Total hours:</b>	2	0	2	0	0	0	3	
Pre-requisite	Nil	Co-requisite				N	il			
Programme			MBA							
Semester		Fall/ I semester of the	irst y	ear of t	the pro	gramı	me			
Course	The Fundamentals of	The Fundamentals of Statistics course provides a comprehensive introduction to the essential								
Objectives	principles and techniques of statistical analysis. Designed for students from various academic									
(Minimum 3)	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	e scope of Statistics.								
CO2	Understanding the st	atistical methods to pre	sent o	lata ef	fective	ly thro	ough ta	bles and		
		s,including histograms ar				,	J			
CO3	Apply mathematical a	and positional measures of	fstatis	tics.						
CO4	Analyze discrete pro	bability spaces, propert	ies of	proba	bility,	indepe	endence	of events	s,	
	conditional probabilit	y,and rules of total and co	mpou	nd prol	oability					
CO5	Synthesize the knowle	edge of probability theory	by ap	plying	the ore	ms.				

Unit-		Content	Contact	Learning Outcome	KL
No.		Content	Hour	Learning Outcome	
1	Definit popula qualita	tion and scope of Statistics, concepts of statistical tion and sample. Data: quantitative and tive, attributes, variables, scales of measurement al, ordinal, interval, and ratio	5	Understand statistics, concepts of statistical population and sample, types of data	
3	histogr mather range, deviati kurtosi <b>Bivari</b> partial correla	ratation: Tabular and graphical, including ram and ogives. Measures of Central Tendency: matical and positional. Measures of Dispersion: quartile deviation, mean deviation, standard on, coefficient of variation, skewness, and as.  ate data: Definition, scatter diagram, simple, and multiple correlation (3 variables only), rank atton. Simple linear regression, fitting of smials and exponential curves.	10	Learn measures of central tendency, measures of dispersion  Comprehend bivariate data analysis including regression.	
4	space, exclusi probab Discret Indepe and co	om experiment: Trial, sample point and sample event, Operations of Events, concepts of mutually ive and exhaustive events. Definition of cility: classical and relative frequency approach, the probability space, Properties of probability, ndence of events, Conditional probability, total compound probability rules, Normal probability oution, Binomial probability Distribution, Poisson	10	Understand the concepts of probability and probability distributions	

	Probability Distribution, Bayes' theorem and its			
	applications.			
	Testing of hypothesis, parametric test: t-test, z-test, chi-	10	Learn about hypothesis	
5	square test. Non-Parametric test: One-sample		testing, parametric tests	
3	Kolmogorov test, Wilcoxon Signed test, Mann-Whitney		and non-parametric tests	
	Test, Kruskal-Wallis test.			

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	Defineand explainthescopeofStatistics	PO4				
2	Understandingthestatisticalmethodstopresentdataeffectivelythrou ghtables andgraphicalrepresentations, 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 orems.	PO4				

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMFS111R	FUNDAMENTAL				1.2	2				
220MFSIIIK	OF STATISTICS									

		SEMESTER –	I									
Course Ti		E ENGLISH (COMMUNI			1		1					
Course co	de 22UMPD111R		L	T	P	S	R	O/F	C			
D :	•/ **	Total hours:30	0	0	4	0	0	0	2			
Pre-requi		Co-requisite	D 4			N	il					
Programm	ne	MBA										
Semester Course	1 75 11 41 11 1	Fall/ I semester of the first year of the programme										
Objective:		1. <b>To distinguish</b> between interrogative, assertive, and exclamatory sentences.										
(Minimun	2) 2. To gather key h	2. <b>To gather</b> key ideas and information from various texts.										
(17111111111111111111111111111111111111	5. 10 develop strat	regies to improve their listen	_									
		erent methods for resolving										
CO1		structure by interchanging in						nces, as we	ll as			
002		ertive sentences, while maint						•				
CO2		of tenses accurately to avoid										
CO3		and language proficiency the	ougl	h the u	se of s	ynonyn	ns, anto	onyms, and				
004		and verbal expression.		liaia - ·	40 cls :- '	ano a 191	• 6031	) to	ah a == -1			
CO4	and interpret informa	e reading and listening skills tion from diverse sources.	s, uti	nzing i	iecnnic	ques IIK	e 3Q31	x to compre	enena			
CO5		olution and time-managemen	nt ah	ilities 1	to effic	riently l	nandle	conflicts a	nd			
		opproved productivity.	n av		01110	cicity I	ianaic	commets a	.14			
Unit-		Content					act Learning Ou					
No.		V-1-V-1-V		Hou					KL			
1	Grammar			7	J	Jndersta	and the	definition				
		torohongo of Interrogative and Assertive Sentances						listening.				
		nterchange of Interrogative and Assertive Sentences, xclamatory and Assertive Sentences, Types of						e listening				
		ortive Sentences, Types of ors, Synonyms, Antonyms				trategie		various	S			
		not change the content and			C	ontexts	••					
	add gap after word.	not change the content and	u									
2	Reading Skills			5	I	_earn_t	he tec	hniques of	f			
_		Reading, gathering ideas and	d	_		Effective		_				
		xt, The SQ3R Technique						C				
	Interpret the text											
3	Listening Skills			7				process of				
		Process of Listening, Factor				Listenin	_	ctors tha				
		stening, Difference between				dversel	•	affec	t			
		Purpose and Importance of			1	Listenin	g.					
	Process.	ow to Improve Listening	g									
4	Conflict Management			4	T	Learn	the o	oncept of	f			
7	S	flict Management, Effects o	f	+		conflicts		and its				
		Methods to deal with				nanagei		10				
	Conflicts (Negative).											
5	Time-Management Ski	lls		7	J	Jndersta	and the	;				
		Ianagement, Purpose And			S	ignifica	ince of	time				
	Importance of Time Ma	anagement, Basic Tips to				_		personal				
	Maintain Time.					ind prof						
		ng activity: A situation wil						impact of				
	•	and they will have to tell u	S		_	•		nanagemen				
	how to handle the situation	on or solve the problem.						productivity	7			
					8	ind stres	ss redu	ction.				

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,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					

Course code	Course Name	PO1 *	PO	PO 3	PO	PO 5	PO 6	PO	PO 8	PO 9
22UMPD111 R	EFFECTIVE ENGLISH (COMMUNICATIV E ENGLISH & SOFT SKILLS)		2	2	7	3	3	,	0	,

	SEMESTER – I								
<b>Course Title</b>	MOOCs								
Course code	MOOCS_CE-01	Total credits: 1	L	L T P S R O/F					
		Total hours: 15	1	1 0 0 0 0 0				1	
<b>Pre-requisite</b>	Nil	Co-requisite	Co-requisite Nil						
Programme			MBA						
Semester		Fall/ I semester of the	first y	ear of	the pro	gramı	ne		
Course	MOOCS CE-01 is pr	ovided through the Cou	rsera	Platfor	m, whi	ch is a	an onlin	e course v	where
Objectives		o take courses per semes							
		rovided by International							
		ıbmit assignments, quizz						-	

	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						

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
MOOCS_CE- 01	MOOCs									

	SEMESTER – I								
<b>Course Title</b>	EXTRACURRICULAR ACTIVITIES								
Course code	22UBEC111	Total credits: 1	L T P S R O/F						C
		Total hours: 15	0	0	0	4	0	0	1
Pre-requisite	Nil	Co-requisite				N	il		
Programme			MBA						
Semester		Fall/ I semester of the	first y	ear of	the pro	gramı	ne		
Course	It is to develop the so	ocial and soft skills and to	promo	te a ho	listic de	evelopi	ment of	the learner	S.
Objectives	1	t is to develop the social and soft skills and to promote a holistic development of the learners.							
(Minimum 3)									

G TS			SEMESTE			OFPL		10			
Course Tit		22MD ( 0121D	ECONOMIC ENV						O/E		
Course co	ae	<b>22MBAO121R</b>	Total credits: 3 Total hours:	<u>L</u>		P 0	<b>S</b> 0	<b>R</b> 0	<b>O/F</b> 0	C 3	
Pre-requis	sita	Nil	Co-requisite	3	U	U	Ni		0	3	
Programn		1411	Co-requisite	MBA			111	П			
Semester	iic		Fall/ II semester of t		ear o	f the Pi	rogram	me			
Course		Fall/ II semester of the first year of the Programme  1. To introduce students to the concept of economic environment of a business and its influence									
Objectives		n the performance of a business.									
(Minimum	<b>13</b> )	To make students aware about various factors of economic environment and their importance									
		<ol><li>To make students in managing busines</li></ol>		ctors of e	econor	nic env	ironme	nt and t	heir impor	tance	
CO1		Understand the econ	omic scenario in doing	business	and to	ake dec	isions t	oased or	ı it.		
CO2			ortance of Govt. budget edit creation by banks o				n the in	fluence	of inflation	1,	
CO3		Take decision on the	basis of prevailing for	eign trad	e polic	cies.					
CO4		Understand characteristics on Indian Economy and should be able to use them in taking decisions.									
CO5		Take decision in a fi	eld related to the menti	oned org	anizat	ions in	the uni	t.			
Unit- No.		Conte	ent	Contac Hour	t	Le	earning	Outco	me	KL	
1	envir	ess; macro and onment; Economic onmental elements;	micro economic and non economic Economic systems –	8	sig en		ice of ent ate bet	the of ween r	economic business, nacro and		
	social	lization, capitaliza	ation and mixed		an no ele ec	d identi n-econo ements, onomic	ify varionic along system, capita	ous eco envi g with tems	ironments, nomic and ironmental different such as and mixed	1/2	
2	Govt. Influe	budget and its interpretation by bands of budget and its interpretation by bands of the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation by the creation becomes a creation by the creation becomes the creation by the creation becomes the creation by the creation becomes the creation by t	impact on business; terest, money supply n business activities; aking system in an	6	an no ele ecc so ecc Ar go an ecc infi suj bu	d identi n-econo ements, onomic cialism onomic nalyze vernmed d unde onomic flation, pply, a siness	along syst, capitals. the ent bude erstand fac interest and sa activition of credit	ous eco envi g with tems alism, a imp gets on the inf tors st rate vings es, as v	nomic and fronmental different such as	2/3	
3	Govt. Influe and Credi econo  Free quota integr	budget and its interce of inflation, in level of savings or it creation by barromy.  trade and protect is, customs uniteration;	impact on business; terest, money supply n business activities; aking system in an ion policy – tariff,	5	an no ele ecc so ecc Ar go an ecc infi sui bu proba Ev tra inc un an do	d identing the mestic	along system, capitals. the ent bude stand factivities of creditystem. the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production of the code production	ous eco envi g with tems alism, a imp gets on the inf tors st rate vings es, as v t creati concepts tection quotas nomic in s on g ss envir	nomic and different such as and mixed pact of a business, fluence of such as s, money levels on well as the	2/3	

	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.	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

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.Aswathappa: 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						

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
		•								
	<b>ECONOMIC</b>									
<b>22MBAO121R</b>	ENVIRONMENT	3		2		2				
	OF BUSINESS									

			SEMESTE	R – II								
Course Ti	itle		FINANCIA		AGE	MENT						
Course co	de	22MBAO122R	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				MBA	Nil							
Programme					0.1							
Semester		4 771 1	Fall/ II semester of									
Course			other mathematical tecl	•				_		1		
Objectives (Minimum		2. To provide adequate knowledge to the students on various components of the financial										
(Millillian	11 3)	uses.	statements and make interpretations and analysis of such information for managerial									
			rize with the technique	s used in	Cash	. Invent	orv and	d Recei	vables			
		Manageme	_	.5 0.500 11.		,, 0	ory wire		. 40105			
		•	and the various source	s and use	es of fi	inance.						
		<ol><li>To explain</li></ol>	the various techniques	s of evalu	ıation	of capi	tal exp	enditure	decisions			
CO1			ept of cost accounting	and demo	onstrat	te the to	ols of					
000		cost management.		1 1 /								
CO2			ements of costs and over					ry mana	gement.			
CO3		Identity the suitable	costing method for diff	erent bu	siness	scenari	os.					
CO4		Identify variance ana	lysis concerning stand	ard and r	nargin	al costi	ng.					
CO5		Evaluate the account	s,reasons,and needs for	r reconci	liation							
Unit-		Conte	nt	Contac		Le	arning	g Outco	me	KL		
No.				Hour								
		ancial management:		10					on, scope,			
1		pe of finance, Mean				d natur		ancıal		1/2		
		ncial management, lagement, Decision i			anagem		aals of	financia				
		agement, Role and							role and			
		ager, Financial plann							anager.			
		noney.	<i>U</i> ,						0			
2	Cos	t of capital: Long t	erm and short term	10	Uı	nderstar	nd the o	lifferen	t sources			
		ncing – Debenture Ca				long-te						
		erence Capital, retaine				nancing						
		cost, Estimation of co			•			reference				
	_	tal, Methods for o			pital, ar			-	2/3			
	_	ity, Cost of Retained t and Cost of Prefere						of capital te methods				
		rnally generated funds						of equity				
	111101	many generated rands	•			tained			lebt, and			
						eferenc		•	,			
3	Cap	oital budgeting: Me	eaning, significance,	10	Üı	nderstar	nd the s	significa	ance and			
	natu	ire of investment dec	cision, techniques of						cisions in			
		estment evaluation - Pa	-			pital bu	-	_				
		V, IRR, Profitability	Index, and Capital			oply v			•	1 / 3		
Rat		oning.							such as	5		
						y-back R, Pr						
						ipital R			, and	`		
4	Divi	idend decision: M	leaning, Forms of	7		nderstar			and			
			ermining dividend						the factors			
		cies, Models of divide	end policy - Walter's						policies.			
		lel, Gordon's mode	l, Miller-Modigliani			aluate			nodels of			
	mod	lel.				vidend	•	licy	including			
									n's model			
					an	d Mille	r-Modi	gnani r	noael.			

5	Working capital management -	8	Evaluate various financing	
	Determinants of working capital, Financing		options for current assets.	
	Current assets, Factors affecting Working		Analyze strategies for optimizing	2.2
	Capital Requirement, Concept of Operating		working capital to enhance	2,3
	Cycle, Managing cash - Inventory -		organizational liquidity and	
	Receivable		profitability.	

- T1: Financial Management, Manikch. Kalwar, Dr.Ratikanta 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 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								

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	R – II								
Course Ti			COST AND MANA									
Course co	de	22MBAO123R	Total credits: 3	L	T	P	S	R	O/F	C		
			Total hours:	3	0	0	0	0	0	3		
Pre-requis		Nil	Co-requisite	MBA			N	11				
Semester	iie		Fall/ II semester of the			of the ni	noran	ıme				
Course		Fall/ II semester of the first year of the programme  1. To understand cost concepts and costing techniques applied in manufacturing and										
Objectives	S	service businesses.										
(Minimun		2. To impart l	knowledge on cost contr	rol and c	ost re	eduction.						
			and the concepts of deci									
		4. To familiar	ize students with conten	mporary	issue	s in cost	and m	anagen	nent accoun	tıng.		
CO1		Understand cost-rela	ted concepts and prepar	ration of	cost	sheets.						
CO2		Implement decision-	making techniques in re	eal-world	d scer	narios, d	emonst	rating r	oractical			
			ciency related to cost co			,		01				
CO3		Understand and appl	y different costing meth	nods.								
CO4		Demonstrate compre	hension of costing met	hodolog	ies ar	nd profic	iently	identify	and exploi	t		
		cost-saving prospect	s.			•	•		•			
CO5			tatements aimed at reco		cost a	nd finan	cial ac	counts,	showcasing	5		
		•	practical understanding		, 1					T		
Unit-		Conte	nt	Conta		L	earnin	g Outc	ome	KL		
No.	Fese	ntials of Cost Accou	ntancy – the concept	Hour 7		Underst	and 1	the fu	ındamental			
1			agement Accounting,	,		concepts of cost accounting and						
		s of Cost Manageme			manage							
		and Preparation of C			Apply	the		of cost	1,3			
		_						are a cost				
									ost center			
	T.1	4 6 0 4 14		10		and cost			1			
2		nents of Cost – M Overhead Costs.	aterial Cost, Labour	10		Understa procedu		the storag	purchase e, and			
			cedure, storage and						ethods for			
		-	ds of Pricing issues,			material	•		70110005 101			
		ods of Inventory con	•			Apply	differe	ent me	ethods of	2.2		
	Labo	ur: Classification o	f Labour, Principles						inventory	2,3		
		Methods of Remuneration, Accounting of				control t	techniq	ues.				
		ur cost.										
		heads: Meaning	g, classification,									
3		ounting of overheads.	Job costing, Batch	8		Underst	and	various	costing			
			Contract Costing,	O					b costing,			
		ess Costing.	<i>3</i> ,			batch						
		•				contract	costi	ng, an	d process	3		
						costing.				3		
									ateness of			
						different various		-	ethods for			
4	4 Standard Costing, Marginal Costing, Cost-			12					ncepts of			
7			Concepts of Standard	12					_			
		•	osts, setting up of			analysis		costing and variance				
			analysis - Material,					nces ir	material,	2,3		
		ır, Overheads, Sales a					overhe	ads, s	ales, and			
	Marg	ginal Costing - M	leaning, Concept of			profit.						

	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.  Applyvarious methods to reconcile cost and financial accounts to ensure consistency and accuracy in financial reporting.	2,3

- 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 acoounting, 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								

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	COST AND									
<b>22MBAO123R</b>	MANAGEMENT	2.3	3				1			2
	ACCOUNTING									

			S	EMESTER -	· II										
Course Ti	itle		HUM	IAN RESOU	RCE	MAN	AGEM	ENT							
Course co	de	22MBAO124R	Total cred	its: 3	L	T	P	S	R	O/F	С				
			Total hour		3	0	0	0	0	0	3				
Pre-requis	site	Nil	Co-re	equisite				Ni	il						
Programn	ne			·	MBA										
Semester					e first year of the programme Human Resource Management and its scenario in										
Course			nd the basic	functions of H	Iumar	n Reso	urce M	anagem	ent and	l its scenar	io in				
Objectives		India.													
(Minimun	n 3)		_		bility of job analysis and job evaluation.										
				us aspects of S		_				_					
			nd the conce	pts and impor	tance	of Co	mpensa	tion Ma	anagem	ent in man	aging				
		HR.					ъ 1		1.1						
			-	tance of Hum	an Ke	esource	Devel	opment	and th	e recent tre	enas				
001		_	es in HRM globally. ics of Human Resource Management and Human Resource Planning.												
CO1		•						man Ke	esource	Planning.					
	Understand the implications of Job analysis						ation.								
CO3	CO3 Identify and analyze the various elements of					g.									
CO4	Explain the concept and need for compensat						4								
CO5		Understand the concept					Ain diff	orant a	ators						
				icability of fe		ntact		Learni			KL				
Unit- Content No.						lour		Learm	ng Out	come	KL				
1	Intro	duction: Meaning	, scope,	objectives,	- 11	8	Unde	erstand	the	meaning,					
1		tions, policies and r	•			Ū	l l			functions,					
		an Resource Manag			_		d impo	ortance of							
	India	_	,	1			Hum		,	Resource					
								agemer		ties, roles,	1,				
								-	_	ed by HR	2, 3				
									_	emerging					
								-		ractices in					
								an firms	_						
2	Hum	an Resource Plannin	g: Definition	n, objectives,		8				aning and					
		ess and importance	_				elem	ents of	job an	alysis, and					
	_	ng process, Job anal	_					rentiate		veen job					
	speci	fication and job eval	uation.					ription ification	an 1	d job	2,3				
										ds, merits,					
										design.					
3	Recr	uitment: definition, n	eed and imp	ortance,		12		erstand							
	proce	ess, types, factors aff	ecting recrui	tment,			obje	ctives, i	mporta	nce, and					
		nal and external meth						ess of re							
		ction: definition, proc tive selection.	ess and barr	IEIS OI				•		s affecting	2 2				
		ction: definition, need	d, process, b	enefits						es, modern ment, and					
		,	, 1				barri		in	effective					
								ers iitment.		CHECHVE					
4	Hum	an Resource Dev	elonment [,]	Concept, a		8				tanding of					
7			of HRM	and HRD		J	the	conce		_					
	_	loyee training &						ource	•	elopment,					
L	p	-, co training &		,	1		11000			J. Pinent,					

	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

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	PO1,PO3,PSO1
	Human Resource Planning	
2	Understand the implications of Job analysis and job	PO2,PO6
	evaluation	
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	PO9
	HR Min different sectors	

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HUMAN									
22MBAO124R	RESOURCE	3	3	1			1	3	2	3
	MANAGEMENT									

			SEMESTE	R – II						
Course Ti	tle	Pl	RODUCTIONS AND	<b>OPERA</b>	TIO	NS MA	NAGE	MENT		
Course co	de	22MBAO126R	Total credits: 3	L	T	P	S	R	O/F	C
			Total hours:	3	0	0	0	0	0	3
Pre-requis		Nil	Co-requisite				N	<u>il</u>		
Programn	ne			MBA						
Semester			Fall/ II semester of t							
Course		•	nderstand Production	Managem	ent -	- introdu	ction, o	concept,	principles,	
Objectives			and practices.	of O	4:	na Mana		_		
(Minimun	11 3)		tudy the different phas equire knowledge of p			ons mana	igemen	ι.		
		-	earn about production		-	lesion				
			nderstand about total of							
CO1										
			ferent roles of producti							
CO2			edge of productivity ar					ries.		
CO3		Identify the dimens	sions of quality and var	nous fore	casti	ng meth	ods.			
CO4		Evaluate the produ-	ct the sign, life cycle an	d industr	ial p	urchasin	g proce	dures.		
CO5			cept of manufacturing							
Unit- No.		Conte	nt	Contac Hour	t	Le	earning	g Outco	me	KL
1.	PRO	DUCTION AND	OPERATIONS	Hour	Ţ	Indersta	nd 1	the p	oroduction	
		AGEMENT – INT				nanagem		conce	•	
			ction Management,						nt; recent	
	Vario	us Types Of l	Production System,	10	tı	ends in	operati	ons man	agement.	
			ation Management,							1,2,
		parison Between	Production And							3
			5 Ps Of Operations							
			ilities Of Operation							
		_	nds In Operations							
2.		gement.	ANT LOCATION		Г	)accriba	tha ve	rious a	pproaches	
2.		PLANNING	ANI LOCATION				easurin		oductivity;	
			agement–Productivity	10					s used in	
		•	nes To Increasing			ndustries				
			Planning, Plant							2,3
	Locat	ion – Importanc	e And Necessity,							
			controllable Factors							
		_	n, Various Location							
			, Capacity Planning.		+	,	.1		C 11.	
3.	~		GEMENT AND					_	of quality	
		ECASTING	rious Classifications	8		nd c imension	lassify ns fo	its	various nufactured	
		ept Of Quanty, va Quality, Dimension	rious Classifications as Of Quality for	0					inciples of	
		factured Products			_		Quality	_	anagement	2,3
	Quali		•				~ •		ourpose of	
	_	•	g-Concept, Purpose,			orecastir				
		s of Forecasting Met								
4.			PLANT LAYOUT			Indersta				
		PROCUREMENT		_					stages of	
	_		Product Life Cycle,	9		ne produ		•		
	Plant	•	tives, Importance,					-	techniques	2,3
	Adva	ntages, Disadvantage Plant Design				o devel narket ne		ouucts	that meet	
	Impo	C	crehasing, Purchasing		n	iai ket 116	eus.			
		dure, Special Purcha								
	11000	aure, opeciai i uicila	ise bysicili.	<u> </u>						]

5.	MANUFACTURING MANAGEMENT		Understand the meaning,	
	AND INVENTORY MANAGEMENT		functions, objectives, and	
	Concept Of Manufacturing, Various Types	8	importance of inventory control.	
	Of Manufacturing Material		Calculate Economic Order	
	Requirement Planning; Just-In-Time, Lean		Quantity (EOQ) and perform	2.2
	Manufacturing System, Ways of Reduction of		ABC analysis to manage	2,3
	Wastages, Six Sigma, Inventory Control-		inventory effectively	
	Meaning, Functions, Objectives, Importance,			
	Economic Order Quantity (EOQ), ABC			
	Analysis.			

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	I
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 fore casting 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

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							
<b>Course Title</b>		TECHNO PRO	FESSI	ONAI	SKIL	L				
Course code	22MBAO128R	Total credits: 1	L	T	P	S	R	O/F	С	
		Total hours:30	0	4	0	0	0	0	2	
<b>Pre-requisite</b>	Nil	Co-requisite				N	il			
Programme		Ī	MBA							
Semester		Fall/ II semester of the first year of the programme								
Course		uish the concept and o			profes	sional	develo	opment and	d other	
Objectives		r the overall improvemen								
(Minimum 3)		r and r and r and r and r and r								
		effective implementation wherever applicable.  3. To facilitate students in developing an integrated approach for implementation that is								
			an ir	itegrate	ed appr	oach fo	or impl	ementation	that is	
		evant to the situations.	٠,	, 1			11 1114	. 1 .	1 ,	
		students with strong com							about a	
		tive change in communiti e the professional skill		•		•	•	•	ma anv	
		in the business organization		alent o	or stude	inis to	race a	ilia overcoi	me any	
	Chancinges	in the business organizati	OII.							
CO1	Understand the techn	no-professional skills and	their	relevan	ce for 1	nodern	busine	ess manage	rs.	
CO2	Understand and utili	Inderstand and utilize digital knowledge for business management.								
CO3	Proficiency in comm	unication skills.								
CO4	Apply their knowled	ge in practical business c	ontext	s.						
CO5	Apply critical thinking	ng and interpersonal skill	s in ne	gotiati	on and	decisio	on-mak	ing.		

	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

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 Ti	itle	UNIVE	RSAL HUMAN VALUE	S (UI	HV) +	PROF	ESSIO	NAL E	THICS			
Course co	de	22UUHV101R	Total credits: 2	L	T	P	S	R	O/F	С		
			Total hours:	1	0	2	0	0	0	2		
Pre-requis	site	Nil	Co-requisite				N	il				
Programm	ne			MBA	4							
Semester			Fall/ II semester of the	e first	year o	of the p	progran	nme				
Course		1. To help the	e students appreciate the	essent	ial con	npleme	entarily	betwee	n 'VALUE	S' and		
Objectives	S	'SKILLS' t	o ensure sustained happir	ness a	nd pro	sperity	, which	are the	core aspir	ations		
(Minimun	n 3)	of all huma										
			te the development of a		_	_		_				
		_	ssion as well as toward	_	_			-				
			ling of Human reality and									
			pasis of Universal Human	Valu	es and	mover	nent tov	vards v	alue-based	living		
		in a natura	•					1				
			ht plausible implications of					_				
			nduct, trustful and mut	-		-				-		
		_	interaction with Nature Tentation input in value edu						_	mucn-		
		needed on	emanon mput m varue eur	icano	n to th	e youn	g chqui	ing iii	iius.			
CO	1	Acquire a compr	ehensive understanding o	f the	conten	nnorar	v needs	and pr	ocesses inv	olved		
	1	in value education		1 the	Conten	nporar.	y necus	and pr	occiscs in	OIVCU		
CO2	2.		omprehend the path of lear	ning	for Co	ntinuo	us Hann	iness a	nd Prosper	itv		
CO3		×	ational values in human re					111000 0	in Trosper			
			Recognize the role of harmony in the family and society.									
CO ₂			Understand the interconnectedness in nature and develop competence for a universal human									
Cos	3	order.	nerconnectedness in natu	ie and	i devei	op coi	претепс	e ioi a	umversari	iuman		
Unit-			ntent		Conta	et	Lear	ning Ω	utcome	KI		
No.		20	ntent		Hou		Lai	illig O	utcome	131		
1	Develo	on a Comprehe	nsive Understanding	of	8		Describe	the r	process for			
_			erstanding the need, base		Ü		alue	P	education;			
			rocess for Value Education				nechani	sms	for self-			
	•	_	it? it's content and proce						ethods to			
		_	Experiential Validation-				-		aspirations			
		•	lf-exploration; Continuo						armony at			
			ity-Alookat basic Hum				arious l	_	•			
		-	standing, Relationship, a							1,2		
	Physic	al Facilities-the	basic requirements	for						3		
	fulfilm	ent of aspirations	of every human being w	ith								
	their c	correct priority; Un	derstanding Happiness a	nd								
	Prospe	erity correctly -A	critical appraisal of t	he								
	curren	t scenario; Method	to fulfil the above hum	an								
	_		g and living in harmony	at								
		s levels.										
	_	ate Self-Exploratio			8	I			n beings as			
		~	ing as a co-existence of t						e of the			
2			ial body; Understanding t						of Sukh			
			Body'- Sukh and Suvidl						neaning of			
	Unders	standing the Boo	ly as an instrument	of		ŗ	rosperi	y				

	'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.	0	D 11 1 1 1	
	Foster Harmony in Relationships:	8	Describe harmony in the	
	Understanding Harmony in the family—the basic unit		family; human-human	
	of human interaction; Understanding values in a		relationships; trust	
	human-human relationship; the meaning of Nyaya		(Vishwas) and respect	
	and program its fulfilment to ensure Ubhay-tripti;;		(Samman) as foundational	
	Trust(Vishwas) and Respect(Samman) as the		values of relationships.	
	foundational values of the relationship;			
	Understanding the meaning of Vishwas, Difference			
	between intention and competence; Understanding			
3	the meaning of Samman, Difference between Respect			2.3
	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.			
	Envision Societal Harmony: Understanding the	9	Describe	
	harmony in Nature; Interconnectedness and mutual		interconnectedness and	
	fulfillmentamong the four orders of nature-		mutual fulfilment;	
	recyclability and self-regulation in nature;		recyclability and self-	
4	Understanding Existence as Co-existence (Sah-		regulation in nature;	2,3
	astitva) of mutually interacting units in all-pervasive		holistic perception of	
	space; Holistic perception of harmony at all levels of		harmony	
	existence-Practice Exercises and Case Studies will be			
	taken up in Practice Sessions.			
	Integrate Holistic Understanding: Natural	12	Describe natural	
	acceptance of human values; Definitiveness of		acceptance of human	
	Ethical Human Conduct; Basis for Humanistic		values; ethical human	
	Education, Humanistic Constitution and Humanistic		conduct; professional	
	Hairman Commentary in the first in the		l	
	Universal Order; Competence in professional		ethics	
	ethics:		ethics	
	ethics:		ethics	
5	ethics:  a) Ability to utilize the professional competence		ethics	2,3
5	ethics:  a) Ability to utilize the professional competence for augmenting universal human order.		ethics	2,3
5	<ul><li>ethics:</li><li>a) Ability to utilize the professional competence for augmenting universal human order.</li><li>b) Ability to identify the scope and characteristics</li></ul>		ethics	2,3
5	<ul> <li>ethics:</li> <li>a) Ability to utilize the professional competence for augmenting universal human order.</li> <li>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production</li> </ul>		ethics	2,3
5	<ul> <li>ethics:</li> <li>a) Ability to utilize the professional competence for augmenting universal human order.</li> <li>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</li> </ul>		ethics	2,3
5	<ul> <li>ethics:</li> <li>a) Ability to utilize the professional competence for augmenting universal human order.</li> <li>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</li> <li>c) Ability to identify and develop appropriate</li> </ul>		ethics	2,3
5	<ul> <li>ethics:</li> <li>a) Ability to utilize the professional competence for augmenting universal human order.</li> <li>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</li> <li>c) Ability to identify and develop appropriate technologies and management patterns for the</li> </ul>		ethics	2,3
5	<ul> <li>ethics:</li> <li>a) Ability to utilize the professional competence for augmenting universal human order.</li> <li>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</li> <li>c) Ability to identify and develop appropriate</li> </ul>		ethics	2,3

Universal Human Order:	
<ul><li>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</li><li>b) At the level of society: as mutually enriching institutions and organizations.</li></ul>	

T1:R.RGaur,RSangal,GPBagaria,Afoundation 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: BL Bajpai, 2004, Indian *Ethos and Modern Management*, New Royal Book Co., Lucknow.Reprinted2008.

R2: PL Dhar, RR 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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UUHV101R	UNIVERSAL									
	HUMAN									
	VALUES (UHV)								2	1
	+								3	1
	PROFESSIONAL									
	ETHICS									

		SEMESTE		<b>D</b> 0 <b>m</b>	. mxam							
Course Ti		ARCH METHODOLO							•			
Course co	de 22UMRM121R	Total credits: 2 Total hours:	1 L		P 0	<u>S</u>	R 0	0/F 0	<u>C</u>			
Pre-requis	site Nil	Co-requisite	1	U	U	Ni		U	4			
Programn		Corequisite	MBA									
Semester		Fall/ II semester of	of first year of the programme									
Course		1. The course aims to enhances the students' a broad understanding of research methodology,										
Objectives		including theory of science and qualitative and quantitative methods in research.										
(Minimun	n 3)   2. The course seel	2. The course seeks to enhance the student's skills for developing critical thinking through										
		esearch literature review in different domains. Consequently, it aims to develop skills for the										
	preparation of a rese	earch proposal for a mas	ster's thes	sis pro	ject/Mi	ni rese	arch.	-				
	3. To develop Stude project.	ents' competency in plan	nning, con	ductii	ng, eval	uating	and pro	esenting a re	esearch			
CO1	•	rview of research method		includ	ing a de	eep un	derstan	ding of the t	heory			
000		uantitative research met			4:	1	1 1	1-				
CO2	*	tive analysis of qualitati						S.				
CO3	Conduct literature r	eviews across different	domains	and id	entify r	esearcl	n gaps.					
CO4		n proposal, including de										
G0.		juestions, 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 nethods and metrics, and effectively presenting research findings through communication and										
	visual aids.	s, and effectively preser	iting rese	arcii i	munigs	unoug	;ii coiiii	mumcanon	anu			
Unit- No.	Conte	ent	Contac Hour	t	Learning Outcome							
1	Introduction to Rese	earch Methodology:	4	De	escribe	the	· fi	undamental				
_	Overview of Rese				ncepts		of	research				
		Theory of Science,			ethodolo	ogy.			1			
	Distinction between	Qualitative and							1			
	Quantitative Research I	·										
	to Computer Application	s in Research Understanding of	4	De	escribe	- CI	ıalitativ	ve and				
	Building a Broad Research Methods: In-	S	4			•		s in depth				
	Qualitative Research	Methods, In-depth		qu	untituti	ve appi	ouches	m acpm				
2	Exploration of Quantitati								2			
	Comparative Analysis											
		paches, Practical										
	Applications and Case St <b>Developing Critical</b>		1	1								
	i Develonino Crifical	Thinking thereas	-	D.	nonil -	+l	·					
ĺ	1 0	Thinking through	6		escribe	the revie	impo ws in					
	Literature Review: Imp	portance of Literature	6	lite	erature	revie	ws in	research;				
3	1 0	portance of Literature ritical Thinking Skills	6	lite cri	erature	revie	ws in		2.3			
3	Literature Review: Imp Review in Research, Conduction Development, Conduction in Different Domains,	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research	6	lite cri	erature tical th	revie	ws in	research;				
3	Literature Review: Imp Review in Research, Cr Development, Conductin in Different Domains, Gaps and Synthesizing K	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research nowledge		lite cri res	erature tical th search.	revie inking	ws in skills	research; relevant to	2.3			
3	Literature Review: Imp Review in Research, Cr Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research mowledge  Research Proposal	6	lite cri res	erature tical th search.	revie inking resear	ws in skills	research;	2.3			
	Literature Review: Imp Review in Research, Cr Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Preparation: Component	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research nowledge  Research Proposal ents of a Research		lite cri res	erature tical th search.	revie inking resear	ws in skills	research; relevant to	2.3			
4	Literature Review: Imp Review in Research, Cr Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Preparation: Component	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research nowledge  Research Proposal ents of a Research Research Questions,		lite cri res	erature tical th search.	revie inking resear	ws in skills	research; relevant to	2.3			
	Literature Review: Imp Review in Research, Cr Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Dereparation: Componer Proposal, Crafting In Methodology Definition Developing a Research	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research (nowledge)  Research Proposal ents of a Research Research Questions, and Justification,		lite cri res	erature tical th search.	revie inking resear	ws in skills	research; relevant to	2.3			
	Literature Review: Imp Review in Research, Cr Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Dependence of the Synthesizing In Methodology Definition Developing a Research Thesis/Mini-Research	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research mowledge  Research Proposal ents of a Research Research Questions, and Justification, and Plan for Master's	6	De res	erature tical th search. escribe search p	revie inking resear olan	ws in skills ch pro	research; relevant to oposal and	2.3			
	Literature Review: Implementation Review in Research, Crandin Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Preparation: Componer Proposal, Crafting In Methodology Definition Developing a Research Thesis/Mini-Research Competency in Planting Review of Proposal Research Competency in Planting Review of Proposal Review of Proposal Research Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research mowledge  Research Proposal ents of a Research Research Questions, and Justification, and Plan for Master's  Inning, Conducting,		De res	erature tical the search. escribe search p	revieinking resear	skills ch pro	research; relevant to oposal and of research	2.3			
	Literature Review: Imp Review in Research, Cr Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Development Componer Proposal, Crafting In Methodology Definition Developing a Research Thesis/Mini-Research Competency in Plan Evaluating, and Pr	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research nowledge  Research Proposal ents of a Research Research Questions, and Justification, and Plan for Master's research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Research Res	6	De pro	erature tical the search.  escribe search pescribe piects;	revietinking researtilan the plate efforts	ch pro	research; relevant to opposal and of research y using	2.3			
4	Literature Review: Implementation Review in Research, Crandin Development, Conducting in Different Domains, Gaps and Synthesizing K Skills for Preparation: Componer Proposal, Crafting In Methodology Definition Developing a Research Thesis/Mini-Research Competency in Planting Review of Proposal Research Competency in Planting Review of Proposal Review of Proposal Research Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal Review of Proposal	portance of Literature ritical Thinking Skills ag Literature Reviews Identifying Research mowledge  Research Proposal ents of a Research Questions, and Justification, and Plan for Master's  Inning, Conducting, esenting Research: ects: From Concept to	6	De pro	erature tical the search.  escribe search pescribe piects;	revietinking resear blan the pla	ch pro	research; relevant to oposal and of research	2.3			

Collection and Analysis, Evaluating Research
Outcomes: Methods and Metrics, Effective
Presentation of Research Findings:
Communication and Visual Aids.

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							

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

SEMESTER – II										
<b>Course Title</b>		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	3	
Pre-requisite	Nil	Co-requisite Nil								
Programme			MBA							
Semester		Fall/ II semester of the	first	year of	the pr	ogran	ıme			
Course		provided through the Co								
description	students are allowed	to take courses per seme	ster b	ased or	the ho	ours wi	th relev	ance to the	credit,	
	and the courses are	provided by International	l Univ	ersities	across	s the w	orld. D	uring the c	ourses,	
	the students have to	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					

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
23MSCE121R	MOOCS-1	3		3						
25WSCE12IK	(Coursera)									

			SEMESTE	R – II								
Course Ti			NICATION MASTEI				Englis	h & Sof	1	1		
Course co	de	22UMPD121R	Total credits: 2	L	T	P	S	R	O/F	C		
Due megui	a <b>i</b> ta	N::I	Total hours:	0	0	4	0 N	0	0	2		
Pre-requi Programi		Nil	Co-requisite	MBA			IN	11				
Semester	пс	Fall/ II semester of the first year of the programme										
Course Objective	s	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions.										
(Minimur	n 3)	<ul><li>2. To enhance my writing skills in different areas including CV and cover letter writing.</li><li>3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication.</li></ul>										
		4. Productivity and	performance-boosting	activitie	s for	professi	onal go	al achie	evement.			
CO1		Practice of gramma	r will polish their writ	ing skills	S.							
CO2		It will enhance thei	r communication and i	nterpreta	tive s	skills.						
CO3		consciously and pro								behave		
CO4		It will have a positi	ve impact on their thou	ught proc	cess a	nd probl	lem-sol	ving sk	ills.			
Unit- No.		Conte	Contac Hour		Learning Outcome							
1	Idion	mmar:Use of Prepositions, Tag questions ms, Phrases and Clauses, Simple, complex, pound sentences			p si	hrases,	of idioms, Construct compound	1,3				
2		nmar: Active and Pandirect Speech	assive Voice, Direct	8	T		sive voice; eech into e versa	1,2,				
3	ambi Preci	ambiguity and vagueness, Paragraph Writing, Precis Writing, Letter Writing, Resume, CV and Cover Letter  ambiguity and vagueness, Paragraph Writing, Precis Writing, Letter Writing, Resume, CV					a pro	nd v fessiona letter	to avoid vagueness.; al resume, tailored to	1,2,		
4	Self-I Hygid Comm What Lang Type Impa Comm	munication-Sciences is Non-Verbal Conuage, ii. Elements of sof Body Language of Body Language munication through duction to Haptic	8	ea an p	alistic a nd pro	and acordinates of persons of persons and according to the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the contract of the con	hievablo nal go	analysis; e personal als; pply nygiene for	1,2,			

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). 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/x60GHpQ8gJkR2: 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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UMPD121R	COMMUNICATION MASTERY						3			

			SEMESTE	R – II									
Course Ti	itle	QUA	NTITATIVE TECH		FOR	DECI	SION	MAKI	NG				
Course co		22MBAO126R	Total credits: 2	L	T	P	S	R	O/F		С		
			<b>Total hours:</b>	3	0	0	0	0	0		3		
Pre-requi	site	Nil	Co-requisite			•	N	il					
Programm	ne		<u>.                                      </u>	MBA									
Semester			Fall/ II semester of the first year of the programme										
Course		1. To understand the	ne theoretical foundation	on concep	ts of r	nathem	atics						
Objectives		2.To know about the	he concept of vectors a	nd matric	es.								
(Minimum 3)			tatistics and use of stat							am	ıs		
			4. To understand the concepts of central tendency, significance and chi square test.										
904		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 o	of vec	tors and	d matri	ces.					
CO3		The students will be	able to use statistics for	or analyzi	ng dat	a with	graphs	and dia	agrams				
CO4	1	The students will be while analyzing data	able to use the concept and interpret it.	ts of cent	ral ten	dency,	signifi	cance a	ınd chi sqı	iare	e test		
CO5			able to use the concept										
Unit- No.		Conte		Contac Hour	t	L	earnin	g Outc	ome		KL		
	Theoretical foundation Number systems - elem basic concepts, types, ope diagrams, Cartesian pr relations, function		nentary ideas, sets – erations on sets, Venn	6	fur sy Ca fur	stems, irtesian	ntal co sets, produ in sol	Venn ects, rel	appl of numbe diagram ations, an athematica	er s, d	1,3		
2	defin addit matri singu prelii basic	ition and notation ion of matrices ces, determinants alar matrix, matminary concepts, deformulae with few a		7	op ind de inv ald pro an	emonstration cluding terminate werse cong weliminate depth app	rate as additi ants, of non- vith u ary con lying in prac	and fingular singular nderstancepts basic tical sce	matrice Itiplication Inding the Ir matrice Inding the Ir of vector Indifferential	n, le s, le rs	1,2,		
3	Statistics overview: nature and scope of statistics – use of statistics to business and industrial acturillies, statistical data – primary and secondary data, classification and tabulation of data, diagrammatic and graphic representation of data.			6	cla rej un of	assify, present derstar	tabulat stati nd the stics	e, and stical nature in bus	to collectory graphically data, and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness and scoresiness are scoresiness and scoresiness and scoresiness are scoresiness and scoresiness and scoresiness are scoresiness and scoresiness and scoresiness are scoresines	y d e	1,2,		
Measures of central tendency – n and mode and their application Skewness and kurtosis, Test of st type I and type II error, chi square			Dication in business. Test of significance –	5	of me sk sta to	cent edian, ewness	moderal to moderal tests tests to moderal tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests tests	endenc le), urtosis	understan , and appl chi-squar	n, d y	1,2,		
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	6 Develop a compre understanding of pro theories, including co objective, and su					у 1,			

analysis, time series analysis	probability distributions
	(binomial, normal, and Poisson),
	and perform correlation,
	regression, and time series
	analyses for business applications.

T1Business 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				

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO126R	QUANTITATIVE TECHNIQUES FOR DECISION MAKING		3	3						

Carres Ti	SEMESTER – III Course Title STRATEGIC MANAGEMENT												
-		22MD 4 ()211D	,			1		D	O/E	•			
Course co	ae	<b>22MBAO211R</b>	Total credits: 3	1 L 3	T 0	P 0	S	R	O/F	<u>C</u>			
Duo mogui	a <b>it</b> o	Nil	Total hours:	3	U	U	0 NT		0	3			
Pre-requis		INII	Co-requisite	MDA	Nil IRA								
Programm	ne	1	Fall/ III gamagtan aftha	MBA		of the							
Semester					ond year of the programme								
Course	~		nformation pertaining to						orms taking	gpiace			
Objectives (Minimum			globally and familiarizing the students to new formats of the market.  2. To acquaint the students with knowledge of disaster management to handle critical										
(Minimun	11 3)		ough practical application										
			nd illustrate how the mar							d to			
			vernance and help stude							u to			
			nds of the global world.	itto Tote	are then	MIOV	vicage o	1 India	content to				
			he learning and analytic	al skill	ls of the	stude	ents to so	olve bus	siness cases	and			
			egic solutions.					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
CO1			oortance of strategy mak	ing in 1	busines	s and	should b	e able	to				
		setbusinessgoals.						-					
CO2			tors and components of t	he busi	iness en	viron	ment an	d make	business				
		decisions based on	environmental factors.										
CO3		Use proper techniq	ues in analysing the busi	ness e	nvironr	nent.							
CO4		Analyzethe compet	ition and its underlying	factors	s in an i	ndusti	ry.						
CO5		Identify the needs of	of the business and shoul	d be a	ble to ta	ake th	e proper	strateg	y for the				
		benefit of the busin	ess.										
Unit-		Co	ntent		Conta		Lear	utcome	KL				
No.					Hour								
1		RODUCTION TO	) THE STRATEO	FIC	9		Describe		the				
		NAGEMENT nition of Strategic Management, Nature of							of strategic				
						management; necess							
			Dimensions of Strate r Strategic Manageme			strategic management organizations			gement in	1			
		_	0					uons					
	Strate	_	trategic Management, Risks involved in Management, Strategic Management										
	Proce	-											
2		ATEGY	FOR		9	1	Describe	theke	ey aspects				
		ATION:	ION						rmulation;				
			mulation, Business Visi	ion.			mission						
			of Vision, Characteristics				understa		its				
	Visio	_	Importance of Visi				characte						
		· · · · · · · · · · · · · · · · · · ·	fining, Mission, Importa	- 1					rmulation,	1,2			
			haracteristics of a Miss				and eval						
			of a Mission Statem	ent,									
		nulation of Mission Statement, Evaluating											
	Missi	·	Concept of Goals	and									
		ctives.											
3		IRONMENTAL AS			9				oncepts of				
	ORGANISATIONAL APPRAISAL						environr		industry				
		cept of Environment, Industry Analysis,					analysis,		and .				
								nental s	canning				
		•	rces and Benchmark	<u> </u>						1.0			
_		•								1,2			
		~ ·											
		oination Strategi											
		egies, Cooperation	n Strategies, Strate Strategic Choice. Corpo										
		olio Analysis.	Sualegie Choice. Corpo	iaie									
	roru	ono miarysis.											

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

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	Τ
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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO211R	STRATEGIC MANAGEMENT	1	3	1	1	1		1		1

		SEMESTER –									
Course T		OPERATIO				_	1				
Course co	ode 22MBAO212R	Total credits: 3	L	T	P	S	R	O/F	C		
D	N1:1	Total hours:	3	0	0	0	0	0	3		
Pre-requi Programi		Co-requisite	ИВА			N	11				
Semester		Fall/ III semester of the se			of the	nrogra	mme				
Course							шше				
<b>Objective</b>		* *									
(Minimur		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 wi	The students will be understand the foundation concepts of operation research									
CO2	The students wi	ll be able to understand the	conc	ept of t	ransp	ortation	proble	ms.			
CO3	The students w	Il be able to use assignment	mod	اما مد م	nartic	nular cas	a of tra	neportation	,		
	problem.	in de adie to use assignificili	. 111UU	ici as a	partic	Juiai Cas	oc or ua	msportatioi	1		
CO4	The students wi	ll be able to understand the	game	e theor	y.						
CO5	The students wi	ll be able to use the concep	t of p	rogram	eval	uation.					
Unit-	Co	ontent		Contac	et	Lear	ning O	utcome	KL		
No.				Hour							
1	Introduction: Meaning			7		Describe		the			
		research, Model Building	5-					of strategic			
	Physical models, Symbol							ecessity of			
		ar Programming, Assumptions, general Statement inear Programming problems and Graphical						gement in	1		
	Solution to Maximiz				-   '	organiza	uons				
		P.P using Simplex Method									
2		sshipment Problems	_	7	I	Describe	the k	ey aspects			
	Algorithm for North- We	est Corner Method, Least co	st					rmulation;			
	, 25	nethod Queuing Theory				mission					
		I Queue model; Application				ındersta		its			
		tial distribution in estimation						1	1,2		
		Rate; Applications of Queu		_				ormulation,			
		to the customers, Probabilitication of M/M/C (Infinite									
		te Probability of States and									
	Application of Markov C	<u>•</u>									
3	Assignment Problem:			6	I	Describe	the c	oncepts of			
	Assignment Model a					environr	-	industry			
1		Formulation of Assignmen				analysis,		and	1,2		
		Assignment Problems Usin	_		6	environr	nental s	scanning	-,-		
	Route Allocation.	imization and Maximization	1)								
4	Game Theory:			5	1	Describe	<u>,</u>	activate			
<b>-</b>	1	n game. Rectangular Game	e.	S		strategie		ithin an			
		Two Person's zero sum game, Rectangular Game, saddle point, Dominance Principal, Minimax-						rocess and			
	Maximin Principle.					criteria	for	resource	1 1 /		
	_					managing					
			_	5		resource					
5		ogramme evaluation & review technique (PERT)						process of			
	and Critical path method	(CPM)			strategic evaluation and control; building an						
						control; ethical o					
	1				(	ancai 0	ıganıza	LIUII			

- 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							

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											
<b>Course Title</b>		SUMMER PROJECT										
Course code	22MBAO213R	22MBAO213R   Total credits: 3   L   T   P   S   R   O/F										
		<b>Total hours:</b> 0 0 2 4 6 0							3			
Pre-requisite	Nil	Nil Co-requisite Nil										
Programme			MBA	1								
Semester		Fall/ III semester of th	e secon	d year	of the	progr	amme					
Course	DURATION: 4 To	O 6WEEKS.										
Objectives	Each student under	takes a project under an	organiz	zation f	for 4 to	6 weel	ks durat	ion.				
(Minimum 3)		1 3	U									

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO213R	SUMMER				3					
	PROJECT									

			SEMESTER – I	III								
Course	e Title		MKT-I-CONSU		AVIOUR							
Course	e code	22MBAO214R	Total credits: 3	L T	P S	R	O/F	C				
_			Total hours:	3 0	0 0	0	0	3				
	quisite	Nil	Co-requisite	4TD A		Nil						
Progra Semes				IBA	the nuceue	*****						
Course		The primary obje	Fall/ III semester of seconctive of a consumer be				etudante	with 6				
Object			derstanding of the psychol									
•	num 3)		-making processes. It dev									
	,		ends and family, reference									
	CO1	Describe the dimens	scribe the dimensions of and factors influencing consumer behaviour.									
C	202	Understand, analysea	andrelatethemodel-basedcor	nsumerdecis	sion-making	Ţ.						
	203		of customer personality an			<u>′</u>						
•	<b>CO4</b>	Evaluate the persona	al and social influence on co	onsumer be	naviour.							
C	CO5	Articulate the attitud	le models for change in con	sumer deci	sions.							
Unit-		Cont	ent	Contact	Lear	ning Ou	tcome	KL				
No.		00220	<b></b>	Hour								
1	Introduc	ction to Consumer	Behaviour, Definition,	8	Describe	the unc	lerstanding					
			temporary Dimensions of				behaviour;					
			ors Influencing Consumer			gical, soc tuational	ciocultural,	1				
	Behavio	, .										
	Situation	nal factors, Consume	r Segmentation		influencin behaviour		consumer					
2	Consum	er Decision-Makir	ng Process: Types of	10			r decision-					
2			Decision-Making Process: Types of Decisions Need Recognition Search and				different					
			ss Post-Purchase Process		models	***************************************	GIIIGIGII	1,2				
	Analytic	cal models of Cons	umer Behaviour: Nicosia									
		Howard-Sheath Mode										
3			Personality: Consumer	10	Describe							
			otivation Needs Goals				on, needs,					
			s Hierarchy of Needs tivation Dynamics of		goals, and theories	motive	arousal, its	2,3				
			ersonality: Self-Concept		theories			2,3				
		Neo-Freudian Theory										
	Traits T	•										
4	Psychol	ogical and Social I	nfluence on Consumer	7	Describe	how	perception					
	Behavio				affects co	nsumer b	ehaviour					
			Behavior: Sensation,									
			of stimuli, Elements of					2				
		Cognitive learning	cept of conditioning and									
			on Consumers: Family,									
		ce groups.	on compounding running,									
5		er Attitude and	Group Influences in	10	Describe	the inf	luence of					
		er Behaviour:					nce groups					
		on and Change of Co					behaviour;					
			imer decision-making,		consumer	attitude						
		ponent model, El	laborating likelihood					2				
	model Group I	nfluences in Consum	er Rehaviour									
			ir influence, Consumer									
	Behavio											
		g society and subcul										
ĺ	1	- •						ĺ				

- T1: Consumer Behaviour, Schiffman L.G and Kanuk L.L, Prentice Hall, NewDelhi
- T2: Consumer Behaviour, Henery A Cengage Learning, NewDelhi
- T3:ConsumerBehaviour,Blackwell,D.R;MiniardandEngel,J.F,CongageLearning,NewDelhi
- T4: Consumer Behaviour by KanuknSchiefman

# **REFERENCE BOOKS:**

R1: Consumer Behaviour, Tata Mc Grow Hill, NewDelhi

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO214R	MKT-I- CONSUMER BEHAVIOUR		2			1		1	1	1

			SEMESTER -							
Course			IKT-II-SALES AND D		1					
Course	e code	22MBAO215R	Total credits: 3	L	T	P	S	R	O/F	C
Due ne	arriaita	NIL	Total hours:	3	0	0	0	0	0	3
Pre-red Progra	_	Nil	Co-requisite	MB	<b>A</b>		Ni	<u> </u>		
Semest			Fall/ III semester of the			ar of the n	rngr	amme		
	e Objectives	1. To introd	uce students to the field							ness
	num 3)	expansion		)1 1 <b>1 G</b> (	CIUBII	15, 115 01041			ity iii ousi.	1055
	,	2. To enligh	ten students about the signess organization	gnifica	ince, c	oncepts and	d uti	lity of	sales mana	gemen
	CO1		oncept of advertising and	its use	e in its	different fo	orms	S.		
(	CO2	Take decisions re	garding construction of p	roper	media	message p	lan a	ın adve	rtising can	npaign
(	CO3		ia vehicles and budget. ativity and should be abl	e to de	evelop	and design	var	ious el	ements of	an
	CO4		nportance of sales manag	ement	in an	organizatio	n an	d shou	ld be able	to take
			to sales management.				_			
	CO5	V 1	and qualities of sales peo and should be able to tak						for becom	ning a
Unit-		C	Content			Contact			rning	KL
No.						Hour 6		Out derstar	come nd the	
2	setting pers marketing p of salespeo Organizing organization planning, ex	ersonal Selling and Marketing Strategy: Evolution of Sales Ianagement, Personal Selling Process and Salesmanship; etting personal selling objectives, determining sales-related tarketing policies, formulating personal selling strategy; Types of salespeople/sales managers/, Roles and Skills of Salesforce.  Trganizing, Staffing, and Training Sales force: Sales reganization structures, recruiting and selecting salespeople; anning, executing and evaluating sales training programs; notivating sales personnel, compensating salespeople					ma dev for im per stra Ga stra org reco tra per mo con	magem velop the mulate plement rsonal ategies in knot ucturin ganizate ruiting ining rsonnel otivatin mpensa	he skills to and at effective selling wledge in g a sales ion, and sales , and g and ating the	2
3	tactics, quo and contest The sales b	les Force Operations: Sales planning, objectives, strategies & etics, quotas and sales territories management, sales meetings d contests, sales; Evaluating and Controlling the Sales Effortue sales budget, analysis of sales volume and profitability, and aluating salesperson's performance.					Le ma eva ope inc sal ma ter cor	nage, aluate s eration eluding	to plan, and sales force s, setting objectives, s, and	2,3
4	intermediar Channel, D	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						interm tributio	functions ediaries in on and learn ign and effective	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

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								

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	MKT-II-Sales and									
22MBAO215R	Distribution	1.5	2	2.5					1	
	Management									

# **HUMAN RESOURCE SPECIALIZATION:**

	. T	SEMESTER								
Course Ti		HRD-I TRAINING			_		- D	0/15		
Course co	de 22MBAO216R	Total credits: 3 Total hours:	L 3		P 0	S 0	R 0	0/F 0	C 3	
Pre-	Nil	Co-requisite				N	7			
requisite		_								
Programn	ne l		MBA							
Semester		Fall/ III semester of se	cond ye	ar of	the pro	gramn	ne			
Course		he strategy of human re			pment a	and car	eer plan	ning.		
Objectives	2. To know the co	ncept of training and de	evelopme	ent.						
(Minimun	a 3. To learn about t	he training evaluation.								
3)		bout the ROI Analysis								
		bout training strategy f								
CO1	Understand the concepts	s and differences betwe	en traini	ng an	d devel	opment				
CO2	Identify the needs and c	omponents for designing	ıg a train	ing p	rogram					
CO3	Evaluate and apply the i					ls				
CO4	Analyse the need and pr	rocess of ROI on Traini	no nroor	amm	ρ.					
CO5	Implement training strat	egies for fostering orga	nization	al gro	wth					
Unit-	Conte	nt	Contac	t	Le	earning	<b>Outco</b>	ome	KL	
No.	Introduction to Training		Hour 12					anding of		
2	Introduction, Definition of Training and Devolution of Training and Devolution of Training and Devolution of Training, training pitfalls Training, training pitfalls Training and Devolution of Training Design:  Introduction, Important designing a training programment of the training at training programment of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of the training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of training of	velopment for the Individual, Training hing, Limitations of Difference between t.  considerations of am, Factors affecting gram, Types of cost hing need assessment, in training needs of training need	12	D cc af pı		tlons the de method	ne and sign of	important factors a training in training		
3	methodology  Training Evaluation Int Training Evaluation Kirkpatrick's Model), Learning Level, Behave Level.	roduction: Levels of Model (Donald Reaction Level, iour Level, Result	7	ev	valuatio	n		of training	2	
4	ROI Analysis of T Introduction: ROI Meas ROI Process - Collection of Value Addition to Other Training, Calculation of R	urement of Training, and Analysis of Data, Departments, ROI of	8		Describe the ROI measurement process for training programs.					

5	Training Strategy for Organizational	6	Describe the process of creating	
	Growth:		and implementing training	
	Introduction, Strengthening Training, Creation		strategies.	
	and Implementation of Training Strategies,			2
	Need of Training Strategy, Inputs for Training			2
	and Development, Relation between			
	Knowledge and Skill.			
	8			

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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HRD-I-HRD-									
22MBAO216R	TRAINING AND	1.6	1.4	2		1	1.4	1	1.4	1
	DEVELOPMENT									

	SEMESTER – III										
<b>Course Title</b>	HRD-II-MANPO	WER PLANNING ANI	PER	FORM	ANCE						
	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		1. To understand the strategy about manpower resource planning.									
Objectives		2. To learn about the tools of analyzing work and design jobs.									
(Minimum 3)		out the concept and need			•	naging	g perfo	rmance.			
		and about performance n	_								
	5. To underst	and about E-HRM and I	nternati	ional H	RM.						
CO1	Explain the Nature a	and Process of Human re	source	plannin	ıg.						
CO2	Articulate Job descr	iptions and Job Specifica	tions								
CO3	Understand and app	ly the concepts of Perfor	mance	Apprais	sal Metho	ods.					
CO4	Understand and exec	cute the Performance Ma	nagem	ent Pro	cess.						
CO5	Identify and utilize t	he emerging trends in gl	obal hu	ıman re	source m	anage	ement.				
Unit-		Content			Contact		Lea	rning	KL		

Unit-	Content	Contact	Learning	KL
No.		Hour	Outcome	
1	Manpower or Human Resource Planning-Nature of Human Resource Management, Importance of Human Resource Planning, Factors Affecting Human Resource Planning, The Planning Procest Requisites for Successful Human Resource Planning, Barriers to Human Resource Planning		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	<b>E-HRM and International HRM-</b> 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

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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HRD-II-									
	MANPOWER									
22MBAO217R	PLANNING AND	3		3	2		2			
	PERFORMANCE									
	MANAGEMENT									

# FINANCE SPECLIZATION

			SEMESTER -	- III									
Course Ti	tle		FIN-I- RISE	MAN	NAGE	MENT							
Course co	de	22MBAO218R	Total credits: 3	L	T	P	S	R	<b>O</b> /.		C		
			Total hours:	3	0	0	0	0	0		3		
Pre-requis		Nil	Co-requisite				Ni	il					
Programn	ne			MBA									
Semester			Fall/ III semester of the										
Course			Risk Management is a highly valued discipline and eagerly sought after by organizations that are										
Objectives		neavily regulated, require high resiliency, deal with environmental, health, and safety issues,											
(Minimun		nvolved 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,te	echniques and process of	enterp	rise ris	k mana	agemen	t(ERM)	).				
Unit- No.		Content				act ır	outcome   I		KL				
1	The	Concept of Risk	Risk and Uncertain	ntv:	10		Descril	e the c	oncept	ts of			
		inction • Classification of Risks • Dynamic						and u					
			s of Risk (illustrative li				types o	f risk			1		
			al Risks, Business Ri	sk,									
			on Risk, Liquidity Risk.										
2			agement • Objective		8		Descril						
			ment • Importance of R	1SK			risk n	-			2		
	Mana	agement • Risk Mana	gement Techniques				manage		ecnniq	ues			
3		associated with Corp			12		Descril			the			
			ciated with Governance				evaluat			of			
			on of framework for Boa					associa		with	2		
		consideration of ri	ior			corpora	ate gove	ernance	e				
4	_	orate Governance. it Risk Measurement	and Management		8		Descril	<b>1</b> 0		the			
•					ø		compo		of c				
		lerstanding the component of Credit risk • luating credit risk • Mitigating Credit risk •					risk;	ualitat		and	2		
		litative and Quantitative techniques to manage									_		
		Credit scoring mode				to man			_				
5		prise Risk Managem			7		Descril	_					
			echniques • ERM five-s	tep			manage	ement.;	E	RM	2		
	proce	ess overview					techniq	ues.			_		

#### **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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO218R	FIN-I- RISK	1	1	1	1					
22NIDAU218K	MANAGEMENT									

SEMESTER – III Course Title FIN-II-SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT													
Course Ti					1					1			
Course co	de	<b>22MBAO219R</b>	Total credits: 3	L	T	P	S	R	O/F	C			
			Total hours: 45T+30P	3	0	0	0	0	0	3			
Pre-requis	site	Nil	Co-requisite		•		N	il					
Programn	ne			MBA									
Semester			Fall/ III semester of the	secon	d year	of the	e progra	mme					
Course		<ol> <li>To underst</li> </ol>	and systematic trading ap	proacl	nes and	the re	ole of te	chnical	analysis in				
Objectives	S	systematic	trading.										
(Minimun	n 3)	<ol><li>To underst</li></ol>	and the operations of prin	nary a	nd seco	ondary	market	s in Ind	ia, includir	ıg			
		IPOs, right	s issues, and stock exchar	nge fu	nctions	S.							
		2. The learner of control of the reference in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the learner in the l											
		3. To learn about the phases involved in portfolio management, from formulation to revision, and their significance in achieving investment objectives.											
		revision, an	nd their significance in ac	hievin	ig inves	stmen	t objecti	ves.					
CO1		Understand the func	al Incti	itutions	2								
							22 1	1 0					
CO2		Acquire both fundamental and technical analyses and apply them effectively for investment decisions.											
CO3		Analyze, measure and enhance portfolio performance.											
CO4		evelop a comprehensive understanding of mutual funds and the dynamics of risk and return,											
			cilitating informed decision-making in indirect investing.  valuate a comprehensive understanding of the derivatives market.										
CO5		Evaluate a comprehe	ensive understanding of the	ne deri	vatives	s mark	æt.						
Unit-		Co	ontent		Con	tact	Lear	rning C	Outcome	KL			
No.					Ho	ur							
1		n financial systems			12	2			overview				
		view of Indian Fir						s of the					
			onent of Financial Sys						al system;				
			agement, Phases of port						on of the	1,2			
			arket, and Secondary ma				stock n	narket 1	n India.				
		Market in India.	Stock Market, Regulation	on or									
2			and Technical Analysis:		8	<u> </u>	Descril	be fu	ındamental				
<b>4</b>		_	Fundamental Analysis	for	0	•	analysi		systematic				
	Trade		analysis, Efficient Ma				trading		systematic	2			
			Trading, and Tech					,					
	Analy		<b>6</b> ,										
3	Portf	folio Performance N	Management and		10	0	Descril	be the	portfolio				
	Evalu	uation:	_				perform	nance	using				
			io Performance, Concep						ods; risk-	2			
			adjustment and perform				adjuste	ed pe	erformance				
			isk through Diversification	on.			measur						
4	Mutu	ıal fund - An indire	0		10	0	Descril		the				
	C		efit of mutual fund, Stru					_	of mutual				
			on, working mechanism						and return				
		I fund, Types of mutual fund, growth of mutual associated with mutual fundia, Risk and return in mutual fund.											
5		vatives market:	turn in mutual lung.		5		Descril	he	the				
3			nomic benefits of derivat	ives	3	•			of mutual				
			atives, distinctive feature						d return of				
			exchange-traded versus					ives;					
			r in derivatives market.						derivatives				
	/,	,						•					

- 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

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												
										T		
Course	e code	22MBAO2110R	Total credits: 3	L	T	P	S	R	O/F	C		
	• • •	AT*1	Total hours:	3	0	0	0	0	0	3		
Pre-re		Nil	Co-requisite	MD			N	11				
Progra			E-11/111	MBA		- C 41						
Semest Course		1 To omosto u	Fall/ III semester of se							n and		
Object			1. To create understanding about the fundamental principles of banking supervision and									
(Minin		<ul><li>its practices in India.</li><li>To update students with the various technologies used in banking.</li></ul>										
(1)111111		<ol> <li>To update students with the various technologies used in banking.</li> <li>To make students understand the working of insurance companies.</li> </ol>										
		4. Through th						uances and	l			
			nships between the Insur									
			students to analyze and o	btain i	nsight	s into th	e pract	tical wo	orking of t	he		
		Insurance S										
(	CO1	Demonstrate know	wledge of the Indian fina	ncial s	ystem	and the	role o	f regula	atory author	orities.		
(	CO2	Explain the Roles India.	, functions and responsib	ilities	of var	rious bar	nks und	der the	Reserve B	ank of		
(	CO3		oncept of risk managemen	nt and	apply	insuran	ce as a	tool of	risk trans	fer.		
(	CO4	Illustrate the princ	ciples of life and general	of Ins	urance	<b>&gt;.</b>						
(	CO5	Comprehend known roles of intermedia	wledge of diverse insurar aries.	nce pro	oducts	and crit	cically	evaluat	e the			
Unit- No.		Co	ontent			ontact Hour	Lea	arning	Outcome	ne KL		
1	Commerce provided regulator Regulation and custo	ial Banks, RRB, by the banks, role of the banking s n Act and RBI Acomer, Narasimham	em in India -Types of It Co-operative banks, Storm of RBI and the governments of It Relationship between a Committee: Banking sel-III Implications for	Service ment a Bankin banke Secte	types of banks India; banking sec reforms  rector					1		
2							, Creation of Money, Present ing System in India, Structure WOT analysis of commercial banking and the impact of digitization; SWOT analysis of					
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.						Definition of Risks. Nature of e of Insurance contract, Insurance of Insurance, insurance insurance business						
4	Types of Insurance	e.	5	reins		types of concepts of and ce.	$f \mid 2$					
5	Financial	evelopments in basinclusion, Non-pend KYC Policy.		th  ng o  inclusion  gement o  ing assets	f; 2 f							

- 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							

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 -									
Course T			B& II-LEGAL ASPE							_		
Course co	ode	22MBAO2111	Total credits: 3	<u>L</u>	T	P	S	R	O/F	C		
Dro roqui	cito	R Nil	Total hours:  Co-requisite	3	0	0	0 <b>N</b> i	0	0	3		
Pre-requi Programi		NII	Co-requisite	MB	R A		IN	Ц				
Semester	116		Fall/ III semester of the			r of th	e nrog	ramme				
Course O	biectives	To create								n and		
(Minimur		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.										
			students understand the w									
CC	)1	Understand the fu	nd the fundamentals of regulating banking operations in India									
CO	12	Evaloin the negot	iable instruments and unc	lorete	nd tha	ocnone	ihilitio	o of hon	lzoro			
	12	concerning chequ		iersta	ina me i	espons	sidilitie	s or ban	ikeis			
		concerning enequ	<b>C</b> 5									
CO	)3	Demonstrate know	wledge of banking regula	ions	by expl	aining	differe	nt key A	Acts.			
00	M	Evaloia the asset	otomy from a worl- of in	0000	in In 11:							
CO	74	Explain the regula	atory frame work of insur	ance	iii iiidi8	l						
CO	)5	Understand and A	apply the provisions of lif	e and	l genera	l insura	ance					
TT	1		40-4	<u> </u>	70-4	. 1	T	i 0	4.00	TZT		
Unit- No.		Con		Contact Hour	;	Learn	ing Ou	itcome	KL			
1	Structur	e of Indian Financ	rial System - constituents		12	De	scribe	the c	onstituents			
	RBI; Co		12	of		Indian	financial					
		Land Developme		system; role and fund								
		Changes in the			of	comme	ercial b	anks over	1			
		cial Banks; Role			tim	ie.						
			Regulation Act, 1949.	- <b>10 Describe</b> the powers of					C .1			
2			Powers in respect of and branch licensing		10				vers of the RBI in			
			d of Directors and thei			_			anks and			
		Bank's Shareho						; concepts				
	_	ance of Liquid A						LR, their				
		•	es; CRR/SLR concepts	,		gui	delines	, and th	neir impact			
		es and impact on l										
3			ation of Banks; Powers to		ocess and							
			rest rate policies and Audit and Inspections			anc		ns or v nalgama	vinding up ation of			
		sion and contro						Financial				
		l supervision ar										
			Corporate governance in			-	ics,	and	corporate			
	Banking							e in bar				
4		•	f Banking Operations		8		scribe	11	the			
		sibility of Payin				_		of paying				
		<ul> <li>Letter of Credit zation of finan</li> </ul>				ı con nking	_	bankers; mbudsman	,			
		sman scheme, 200	<del>-</del>			_	2002,					
			<del>_</del> -				nifican	-				
5	Legal A	spects of insuran	ice: Insurance Act, 1938	:	5	De	scribe	th	•			
			, 1986,Life Insurance Ac			_			Insurance			
			RE-insurance and Double			Ac			and the			
			le Act1938, Information	1					ction Act,			
	recnnol	ogy, Act, 2001							rance Act, RDA Act,			
						19.		ı uic I	KDA ACI,			
	I			_1		177	, , ,			1		

- 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						

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						
<b>Course Title</b>		TECHNO PROFESSION	ONAL	SKIL	L				
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				N	il		
Programme		MBA							
Semester		Fall/ III semester of second year of the programme							
Course Objectives (Minimum 3)	development, a 2. To enable stude implementation 3. To facilitate stusuitably relevant 4. To equip stude a transformative	<ul> <li>To know the concept and definition of professional development and other theories of development, and also to know about the sustainable development issues.</li> <li>To enable students utilize past knowledge of various programmes and policies for effective implementation wherever applicable.</li> <li>To facilitate students for developing an integrated approach for implementation that is suitably relevant to the situations.</li> <li>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.</li> <li>To enhance professional skill and talent of students to face and overcome any challenges in</li> </ul>							
CO1	Understand the tecl	nno-professional skills ar	d thei	r releva	ance for	r mode	rn busii	ness manag	gers.
CO2	Understand and uti	lize digital knowledge fo	r busir	ness ma	anagem	ent.			
CO3	Proficiency in com	munication skills							
CO4	Apply the knowled	ge in practical business c	ontext	ts.					
CO5	Apply critical think	ing and inter personal sk	ills in	negotia	ation ar	nd deci	sion-ma	aking	

	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

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						
<b>Course Title</b>		MOOCS-III(E-Learni	ng)						
Course code	22MSCE211R	Total credits: 1	L	T	P	S	R	O/F	C
		<b>Total hours:</b>	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				N	il		
Programme			MBA	4					
Semester		Fall/ III semester of s	econd	year o	f the p	rograi	nme		
Course Objectives (Minimum 3)	students are allowe credit and the cours	provided through Coursed to take courses per senses are provided from the dents have to submit assistant.	nester o	on the l national	oasis of l Unive	f the horsities	ours witl	h relevance	to the

	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

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
	MOOCSIII									
23MSCE211R	(E-									
	Learning)									

		SEMESTER	– III						
<b>Course Title</b>		CORPORATE PROF	ICIEN	CY(P	DP)				
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				N	il		
Programme			MBA	4					
Semester		Fall/ III semester of th	e secor	ıd year	of the	progr	amme		
Course	1. To acquair	nt students with the vario	us tool	s of an	effecti	ve pres	sentation	n.	
<b>Objectives</b>	2. To acquire	the speaking skill to ins	truct, i	nfluenc	e, enga	ige, edi	ucate, o	r appease t	he
(Minimum 3)	listeners.								
	3. To increas	e proficiency, present ab	ility, aı	nd qual	ity of r	esume	, and gu	ide self-	
	promotion	and self-evaluation in so	ocial m	edia.					
	4. To prepare	and train the students for	or the c	ampus	drives	& wall	king inte	erviews.	
CO1	It will prepare the l	earners to speak with gre	eater co	ontrol a	nd cha	risma i	n front o	of others.	
CO2	It will have a position	ve impact in their thoug	ht proc	ess and	l proble	m-solv	ving skil	lls.	
CO3	It will own the	students with all the		to	10 000	1 61-111	acta to	********	
COS		students with all the							
	media.	e. They will learn to	ngnng	nt and	assess	mem	serves r	ii sociai	
	media.								
CO4	It will impart in	them techniques to so	lve cri	tical p	roblem	s in a	n inter	view, dev	elop
	•	nterviews, improve their		•					•
		, 1				•			

			<del>,</del>	
Unit-	Content	Contact	Learning Outcome	KL
No.		Hour		
2	Presentation Skills: Introduction, Essential characteristics of a good presentation, Preparation of a good presentation  Public Skills: Fear of Public Speaking,	2	Understand the importance and purpose of presentations in professional settings.  Identify different types of presentations and their appropriate use.  Develop strategies to enhance	2, 3
	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		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	<b>Describe</b> 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 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 interviewpractical 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

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: Garg. Manoj Kr. (2018) English Communication: Theory and Practice

#### OTHER LEARNING RESOURCES:

O1: <a href="https://brightlinkprep.com/10-best-toefl-prep-books/">https://brightlinkprep.com/10-best-toefl-prep-books/</a>

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

Course code	Course Name	PO1	PO	PO	PO	PO	PO	PO	PO	РО
		*	2	3	4	5	6	7	8	9
22UMPD211	CORPORATE					2	2			
R	PROFICIENCY(PDP)					2	3			

			SEMESTEI	R – IV						
Course Ti	tle		ENTREPRENEURSH	IIP MAN	IAG	EMENT				
Course co	de	22MBAO222R	Total credits: 3	L	T	P	S	R	O/F	С
			Total hours:	3	0	0	0	0	0	3
Pre-requis		Nil	Co-requisite				Ni	l		
Programn	ne			MBA						
Semester			Fall/ IV semester of th		•		progra	mme		
Course		1.To introduce the	students to the world of	Entreprei	neurs	hip				
Objectives		2. To study Entrepr	reneurial Perspective							
(Minimun	11 3)		•							
		3. To study how to	start entrepreneurial ver	itures						
		4. To analyse Conte	emporary Challenges in	entreprer	neurs	hip.				
		·		•		•				
CO1		Understand the con	cept of Entrepreneurship	o, its imp	licati	ons, and	its appl	licatio	n	
CO2		Comprehend the str	ructure and formation of	the organ	nizati	ion from	the			
		entrepreneurialpers		the organ	inzui	ion irom	tiic			
CO3		Analyse environme	ental opportunities and p	lanning f	or ne	w ventui	re creati	on		
CO4		Understand the Stra	ategic planning process a	and ident	ificat	ion of ch	nallenge	s and		
		trends for anew ver	• • • • •	arra racire		1011 01 01	iumonge	o una		
CO5		Identify and becom	e aware of the opportuni	ities for g	lobal	l entrepro	eneursh	ip.		
Unit-		Cont	ent	Conta	ct	L	earning	g Outo	come	KL
No.							•			
110.				Hour	•					
1	The	contemporary worl	d of entrepreneurship:	Hour 10		Describ	e the	entr	epreneurial	
	The	entrepreneu	rial revolution,			revoluti	on and	its imp	pact on the	
	The Entre	entrepreneu epreneurship-an	rial revolution, evolving concept;			revoluti global	on and econo	its im _l my;	pact on the types of	1
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entrepreneurs, P	roduct concept	t for new	significance and impact of
ventures, New	Venture Oppo	rtunities in	women entrepreneurship
International	Market,	Women	
Entrepreneurship.			

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	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9					
2	implications, and its application  Comprehend the structure and formation of the	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9					
	organization from the entrepreneurial perspective	101,102,103,104,103,100,107,100,107					
3	Analyse environmental opportunities and planning	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9					
	for new venture creation						
4	Understand the Strategic planning process and	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9					
	identification of challenges and trends for a new						
	venture						
5	Identify and become aware of the opportunities for	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9					
	global entrepreneurship.						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO222R	ENTREPRENEURSHIP	3	2	2	2	2	1	3	1	3
ZZNIDAOZZZK	MANAGEMENT	3	2	4	2	4	1	,	1	3

	SEMESTER – IV										
Course Title		THESIS									
Course code	22MBAO223R	Total credits: 3	L	L T P S R O/F							
		<b>Total hours:</b>	0	0	0	4	12	0	3		
Pre-requisite	Nil	Co-requisite				N	il				
Programme		MBA									
Semester		Fall/ IV semester of second year of the programme									
Course		Class/ hours									
Objectives											
(Minimum 3)											
	DURATION: 20 V	WEEKS.									
		Each student undertakes a thesis under the supervision of the Faculty of the Institute of Management for 20 weeks duration.									

	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	PO4,PO8,PO9
	within the field of study.	2 3 1,2 3 3,1 3 3

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
22MBAO223R	THESIS				3					

# MARKETING SPECIALIZATION:

			SEMESTER -	- IV									
Course Ti	tle	J	MKT-III-INTERNATIO	ONAL	MAR	KETI	\G						
Course co	de	22MBAO224R	Total credits: 3	L	T	P	S	R	O/F	С			
			Total hours:	3	0	0	0	0	0	3			
Pre-requis	site	Nil	Co-requisite				Ni	l					
Programn	ne	MBA											
Semester		Fall/ IV semester of the second year of the programme											
Course		1. To introduce students to the field of international marketing, its concepts and techniques.											
Objectives (Minimun		2. To make students aware about Rural Marketing concepts, features and techniques.											
CO1		Understand the fund	amental concepts, scope,	and di	fferen	ces of d	omestic	e and					
		internationalmarketi		una ai	1101011	000 01 0	.omestr	o una					
CO2		Examine the interna	tional marketing environ	menta	I facto	rs and	trade b	arriers.					
CO3		Understand and outl	ine international market of	entry co	onside	ring nra	oduct ar	nd prici	ngstrategie	s ·			
						pr		- prior					
CO4		Plan the Internationa	al Marketing Channel.										
CO5		Prioritize Marketing	Communication tools fo	r the Ir	nternat	ional M	larket.						
Unit-		C	Content		Co	ntact	Lea	<b>Learning Outcome</b>					
No.					Н	our							
1			ure and need of interna	ational		10	Desci		the				
		eting; Difference	between domestic	and				standin	•				
		~	eting; Exports and Imports as the					ational		1			
			arketing; Reasons for en	ntering			marke	eting					
2		rt marketing.	Environment De	maatia	-	10	Desci	.iha	tha				
2		-	Environment - Do n Environment; Scanni			10		r <b>ibe</b> standin	the g he				
		_	nrough PESTEL and S	-					d foreign				
			rriers to Trade, Tariff and				marke		id foreign	1,2			
		•	rade Restrictions - GAT					onment	S.				
	WTC		J. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.										
3			nal market – size, lan	guage,		10	Desci	ribe th	e criteria				
		•	financial stability, cultur				for	choos	sing an				
	_	_	volved in doing interna				intern	ational	market,				
	busin		Pricing	and			includ	ling	size,	2,3			
			naltrade;Entrystrategiesii	nInter			_	-	empetition,	2,3			
	natio	nalmarketing;					•		l financial				
								•	d cultural				
	Dist	11	mtamatian 1 1 T	7		0		egal asp					
4			nternational marketing; I			8	-	prehen	d the channels				
		-	nnels; Importance of ef nternational Marketing;										
	_	essing, Warehousing,			marke		efficient	2,3					
	proce	oonig, wateriousing,	, rransportation.				logist	•	CHICICIII				
5	Integ	rated Marketing	Communication (IN	IC)for	+	7			role of	2 2			
	mug	- Iviai Roung		10,101		•	2000	. 1.50 1110	1010 01	2,3			

International Marketing-Sales Promotions in	sales promotions in
International Markets, International Public Relations,	international markets;
International Advertising-Goals and Strategy.	□ goals and strategies
	of international
	advertising.

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 internationalmarketing	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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	MKT-III-									
22MBAO224R	INTERNATIONAL	2.5	3	3	3		2		2	
	MARKETING									

SEMESTER – IV													
Course Ti			SERVICES MARKET	ING									
Course co	de	22MBAO225R	Total credits: 3	L	Т	P	S	R	O/F	C			
			Total hours:	3	0	0	0	0	0	3			
Pre-requis		Nil	Co-requisite				Ni	il					
Programn	ne			MBA		0.7							
Semester			Fall/ IV semester of the										
Course		1. To develop a comprehensive understanding of the differences between goods and											
Objectives		services marketing, enabling students to distinguish key characteristics and strategies unique to each domain.											
(Minimun	n 3)	•				rribi ob		a amaata	din compic				
		_	re and analyze the intricate	_	-								
		_	es, providing students with eved value of services.	msig	ins mi	o the co	ore eren	nems m	at continu	16 10			
		•	ce students' ability to acqu	iira kr	owlad	laa and	ckilfull	ly man	concumer				
			in various service purcha			•		•		nding			
		_	her behavior and decision-	_			cring a	mance	d understa	lumg			
CO	1		re,scope, andtypesofServi		is proc								
	-	liteoginise the natu	22,530pe, analypesonservi										
CO2	2	Comprehend the pr	cocess of sustainable value	creat	tion th	rough a	service	e marke	ting mix.				
CO3	3	Understand and and	Inderstand and analyse the service system and functional orientations.										
CO4	1	Explain the competitive advantage of service procurement behaviour.											
		Identify the service qualities, and manage the demand and supply imbalance in service delivery											
COS	5	Identify the service	e qualities, and manage the	dema	and and	l suppl	y imbal	ance in	service de	livery			
Unit-		Con	Content					ning O	utcome	KL			
					Contac			_					
No.					Hour								
No. 1			ce economy: influentia	1			Describe	e the	influential				
	elemen	nts, examination	ce economy: influentia	1,	Hour	E e	<b>Describe</b>	e the	influential				
	elemen	nts, examination nic evolution span	ce economy: influentia of consumption trends ning agriculture, industry	1	Hour	E e ri	Describe lements ise of	e the leading the	influential ng to the service				
	element econor and s	nts, examination mic evolution spans services. Service	ce economy: influentia of consumption trends ning agriculture, industry as a marketing entity	1 ,	Hour	E e ri	Describe lements ise of	e the leading the	influential ng to the service service-	1			
	element econor and si distinc	nts, examination mic evolution spans services. Service tive features and	ce economy: influentia of consumption trends ning agriculture, industry as a marketing entity I strategic implications	1 ,	Hour	E e ri	Describe lements ise or conomy ominan	e the leading the	influential ng to the service service- c and its	1			
	element econoriand sidisting embrace	nts, examination mic evolution spans services. Service tive features and cing the service-do	ce economy: influential of consumption trends ning agriculture, industry as a marketing entity a strategic implications minant logic. Varieties o	1 , , ;	Hour	E e ri	Describe lements ise or conomy ominan	e the leading the	influential ng to the service service- c and its	1			
	element econoriand si distinct embrace services	nts, examination mic evolution spans services. Service stive features and cing the service-does: encompassing	ce economy: influentia of consumption trends ning agriculture, industry as a marketing entity d strategic implications minant logic. Varieties o insurance, banking, ai	1 , , ;	Hour	E e ri	Describe lements ise or conomy ominan	e the leading the	influential ng to the service service- c and its	1			
1	element econoriand si distinct embrace service transpo	nts, examination mic evolution spans services. Service tive features and cing the service-do es: encompassing ortation, courier ser	ce economy: influential of consumption trends of consumption trends ning agriculture, industry as a marketing entity as trategic implications minant logic. Varieties of insurance, banking, ail vices, education, etc	1 , , ; ; f	Hour 12	E e ri e d	Describe lements ise or conomy ominan doption	e the leading the logical in mark	influential ng to the service service- e and its keting				
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	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

 $T1: Services Marketing, 2018, Valarie A. Zeithaml Mary Jo Bitner Dwanye D. Gremler; MCGRAWHILLIND IA, 7^{th}ed., ISBN: 9789353160777$ 

T2: Services Marketing, 2014, Dr. K. Karunakaran, Himalaya Publishing House Pvt. Ltd.,

#### **REFERENCE BOOKS:**

R1: Services Marketing Management, 2006, Peter Mudie, Angela Pirrie, Rout ledge Pub., 3rded., ISBN:9780750666749

R2: SERVICES MARKETING: THE INDIAN CONTEXT, SRINIVASAN, R., 4thed., PHILearning,eBookISBN: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).Understandingservicesmanagement:Integratingmarketing,organizati onalbehaviour,operationsandhumanresourcesmanagement. New Delhi: Prentice Hall.

S3: Gronroos, C. (2007). Service management and marketing: Customer Management inservice competition (3rded.). New Delhi: Wiley India.

S4: Gronroos, C. (2015). Service management and marketing: Managing these rvice 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: Butter worth 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

SN	Course Outcome (CO)	Mapped Program Outcome
1	Recognise the nature, scope, and types of Services.	
2	Comprehend the process of sustainable value creation through a service marketing	PO5
	mix.	
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	

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO225R	SERVICES			1	1	2				
	MARKETING			1	1	2				

# HR SPECIALIZATION:

		SEMESTER								
Course Ti		FRIAL RELATIONS			R LAV		_			
Course co	ode 22MBAO226R	Total credits: 3	L	T	P	S	R	O/F	C	
		Total hours:	3	0	0	0	0	0	3	
Pre-requi		Co-requisite				N	il			
Programm	ne		MBA							
Semester		Fall/ IV semester of second year of the programme								
Course		.To learn about the conceptual framework of Industrial Relations								
Objective		2. To learn the concept of grievances and its implication on the organization								
(Minimun	- /	rade Union and its evol	ution etc.							
	4. To learn differen									
		.To learn about the social securities law governing the Indian Organization								
CO	Understand the var	ious theories related to	IR and La	abour	Laws					
CO	2 Develop an unders	tanding of the concepts	trade uni	ons, g	rievano	ces and	l Labou	r laws		
CO	Comprehend the ex	volution, concept and ap	nlication	of co	llective	haroai	ining in			
	the IndianContext	oration, concept and ap	pheation	01 00	neenve	ourgu	iiiiig iii			
CO	4 Explore and unders	plore and understand of the application of Labour Laws in an Indian Organization								
	1						- <b>6</b>			
CO5 Develop an Understanding of the Social Security Laws and its implication						mplica	tion in	the Indians	cenario	
Unit-	Conte	nt	Contact		Le	arning	g Outco	ome	KL	
No.			Hour							
1	IR - nature, objectives, f		8				-	s, theories		
	and IR in the Indian Conto	ext.		of	industr	ial rela	tions (I	R).	1	
2	Grievances - causes,	handling procedure,	7	De	scribe	the ca	uses of	grievances		
	discipline, indiscipline, m	isconduct, major and		in the workplace; disci				discipline,		
	minor punishments, ma	nagement of sexual		inc	liscipli	ne, an	d misc	conduct in	1,2	
	harassment.					xplace;	manag	gement of	1,2	
					kual	harass	ment	in the		
				_	rkplace					
3	Collective Bargaining - in	nportance, process,	8				import			
	levels, hurdles of CB							oargaining;		
					_	•		ade unions	2,3	
	Trade Unions - Definition			in	the Ind	ian cor	itext.			
	TU in the Indian Context.									
4	Labour Laws - Factories A	·	10					(s) related		
	Plantation Labour Act 195					and In	idustria	l Relations		
		Relations Law - The Industrial			W				2,3	
	Disputes Act, 1947									
	Employment (Standing O		- 10		•••	11.00		/ )	1	
5	Social Security Laws		12					(s) related		
	Compensation Act, 19			to	Social	Securit	y Laws		2,3	
	Insurance Act, 1948,	The Employees'								

Provident Funds and Miscellaneous Provisions		
Act, 1952, The Payment of Gratuity Act, 1972;		
The Maternity Benefit Act, 1961.		

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							

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											
<b>Course Title</b>	HRD-IV-COMPE	NSATION MANAGEM	ENT								
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 se	econd ;	year of	the pr	ogran	ıme				
Course	1.To learn about th	e conceptual framework	of Con	npensa	tion Ma	anagen	nent				
Objectives	2.To learn about th	e various aspect of Job li	ke job	descrip	otion, p	ay grac	des, per	formance-b	ased		
(Minimum 3)	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 theorie	s and policies related to o	comper	nsation	manag	ement					
CO2		oncepts of job description					y syste	ms			
CO3	Explore and understa	and the tax implications of	on com	pensati	ion pac	kages					
604											
CO4	<u> </u>	ructure & Act in the Indi	an Con	itext an	d explo	ore the	scope o	f			
	implementation of in	nnovative wages									
CO5	Understand and imp	lementation of compensa	tion pa	ckages	for ex	ecutive	es				
		-	-	-							
TT •4	<u> </u>	,	<u> </u>	.			0.4		TZT		

Unit-	Content	Contact	Learning Outcome	KL
No.		Hour		
1	Conceptual Framework of Compensation	12	<b>Describe</b> the concept and	
	Management - concept and components of		components of wages; various	
	wages, Theories of Wages: Subsistence		theories of wage	
	Theory, Wage Fund Theory, Marginal			1
	Productivity Theory, Residual Claimant			
	Theory, Bargaining Theory. Wage policy -			
	National, Industrial, Company.			
2	Job description and evaluation, Pay grades and	8	<b>Describe</b> the process of job	
	Performance based Pay Systems, Wage and		description and evaluation;	1,2
	Salary Structure, Concept of Consumer Price		structure of wages and salaries.	1,2
	Index and its linkage to Dearness Allowance.			
3	Tax Planning in Compensation; Tax	7	<b>Describe</b> the principles of tax	
	Implications of Employee Compensation		planning in compensation	2,3
	Package to Employer; Tax Efficient		management; tax-efficient	2,3
	Compensation Package.		compensation package.	
4	Bonus - Payment of Bonus Act, Bonus	9	<b>Describe</b> the key provisions of	
	Structure in Indian Industry.Wageincentives –		the Payment of Bonus Act; design	2,3
	Types, Design, and Installation of new wage		and installation process of new	2,3
	incentives.		wage incentive	
5	Management of compensation system;	9	<b>Describe</b> the principles and	
	Executive compensation – designing of		practices involved in the	
	compensation packages, administration of		management of a compensation	2,3
	salary and benefit to executives.		system; administration of salaries	
			and benefits to executives.	

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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	HRD-IV-									
22MBAO227R	COMPENSATION	2.5	3	2	3	3		3		
	MANAGEMENT									

# FINANCE SPECIALIZATION:

			SEMESTER -		11011	•						
Course	e Title	FIN-III-STRATE	GIC FINANCIAL MANA		ENT							
Course		22MBAO228R	Total credits: 3	L	T	P	S	R	O/F	С		
Course	code		Total hours:	3	0	0	0	0	0	3		
Pre-re	quisite	Nil	Co-requisite				Ni	il				
Progra				/IBA								
Semest	ter	Fall/ IV semester of second year of the programme										
Course	e	. To familiarize students on concepts of financial management from strategic perspective.										
Object	tives	. To introduce the students to the fundamental financial planning of an individual.										
(Minin	num 3)											
	CO1	Jnderstandthe financialenvironmentandthestrategiesinvolvedinafirm										
	.01	Onderstandine iman	cialenvironmentandmestra	legiesi	IIIVOIV	Cuman	11111					
C	O2	Apply practical insig	thts into managing financia	ıl distr	ress ar	d restr	ucturin	g in				
		corporatescenarios.			200 al			0				
		•										
C			ategies, fostering skills to		fy, ass	ess, an	d mana	ige risks	s for			
		informeddecision-ma	akingin organizational con	texts.								
C	O4	Evaluate the reasons	, benefits, and costs associ	ated w	vith th	ese fina	ancial r	estructu	ıringstrateg	gies		
C	O5		Inderstand different aspects related to leasing, including its types and evaluation from essorandlesseeviewpoints									
<b>T</b> 7 4.	-	· · · · · · · · · · · · · · · · · · ·	<b>`</b>	T ~								
Unit- No.		Conte	ent		ontact Hour		Learn	ing Ou	tcome	KL		
1	Strategic	Financial Managem	nent:		12	Des	scribe	the me	aning and			
1	_	•	SFM, Importance. An overview, objectives				ortanc		Strategic			
	-	-	nfinancial, short term and				ancial		anagement			
			ancial planning in a firm, Firm's						s involved			
	_	-	and Strategy - business				_		long-term			
	environi	nent, operational stru	acture, financial structure.			fina	ancial p	olanning	g in a firm.			
2	Financia	l Distress and Restru	cturing		10	Des	scribe	the und	erstanding			
			ors leading to bankruptcy,			of			ankruptcy;	1 1 /		
		ns, predictions, reo				•	tion of	distressed	1,2			
		ole of BIFR, liquidation				firr						
3	-	se Risk Management			8			_	nciples of			
		ementation.	risk, framework of ERM,					•	t and the of risk;			
	nts imple	mentation.					terprise		Risk			
i				1		اللضا	cipiisc		Main			
							nagem	ent (ER	M).			
4	Expansi	on and Financial Re	estructuring – Meaning of		8	Ma		ent (ER the und				
4	_		estructuring – Meaning of as – reasons for Merger,		8	Ma	scribe	the und	erstanding			
4	Mergers	and Amalgamation	estructuring — Meaning of as — reasons for Merger, r — Takeovers — Business		8	Ma Des	scribe	the und	erstanding			
4	Mergers	and Cost of Merge	ns - reasons for Merger,		8	Ma Des	scribe r	the und	erstanding			
4	Mergers Benefits Alliance Leasing	and Amalgamation and Cost of Merge es.  - Importance, Types	ns – reasons for Merger, r – Takeovers – Business s, Evaluation of Leasefrom		8	Ma Des	<b>scribe</b> r algama	the und nergers tions	erstanding	2,3		
	Mergers Benefits Alliance Leasing the poin	and Amalgamation and Cost of Merge es.  - Importance, Types t of view of Lessor a	ns – reasons for Merger, r – Takeovers – Business s, Evaluation of Leasefrom and Lessee – Lease versus			Ma Des of ama  Des and	scribe ralgama scribe	the und nergers tions the i	erstanding and mportance f lease;	2,3		
	Mergers Benefits Alliance Leasing the poin	and Amalgamation and Cost of Merge es.  - Importance, Types	ns – reasons for Merger, r – Takeovers – Business s, Evaluation of Leasefrom and Lessee – Lease versus			Des	scribe ralgama scribe l type	the und nergers tions the i	mportance f lease; process	2,3		
	Mergers Benefits Alliance Leasing the poin	and Amalgamation and Cost of Merge es.  - Importance, Types t of view of Lessor a	ns – reasons for Merger, r – Takeovers – Business s, Evaluation of Leasefrom and Lessee – Lease versus			Des and dec inv	scribe ralgama scribe l type	the und nergers tions  the interpretations on the interpretation the i	erstanding and mportance f lease;	2,3		

- T1: Strategic Financial Management, Rajni Sofat, Preeti Hiro, PHI
- T2: Personal Finance, Jack R Kapoor, Les R Dlabay, Robert J Hughes, Tata McGrew Hill Publishing
- Co. Ltd., New Delhi

#### **REFERENCE BOOKS:**

- R1: Business Policy and Strategic Management Azhar Kazmi, Tata McGrew 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	Understandthe	PO1								
	financialenvironmentandthestrategiesinvolvedinafirm									
2	Apply practical insights into managing financial distress and	PO5								
	restructuring in corporatescenarios									
3	Discuss the ERM strategies, fostering skills to identify, assess,	PO3,PO4								
	and manage risks for informeddecision-makingin organizational									
	contexts.									
4	Evaluate the reasons, benefits, and costs associated with these	PO3,PO4								
	financial restructuringstrategies									
5	Understand different aspects related to leasing, including its types	PO2								
	and evaluation from lessee randlesseeviewpoints									

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22MBAO228R	FIN-III-				1	1				
	STRATEGIC	1		1						
ZZNIDAUZZOK	FINANCIAL	1		1	1	1				
	MANAGEMENT									

<b>O/F</b> 0	C 3								
0	3								
itation of	tax								
3. To acquaint the students with the basic concept of income tax and computation of tax liability.									
on-									
ess									
	KL								
of key									
person,									
ssment									
taxable	1								
visions									
der the									
rporate	1,2								
of tax									
ategies									
and	1.0								
	1,2								
d basic									
ability;									
luation	1.0								
xcise	1,2								
d basic	1.0								
	1,2								
	of key person, ssment taxable visions der the rporate of tax ategies and d basic ability; luation xcise								

- Salient features of GST - Subsuming of	amendments under GST.	
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.		

- 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,PO2PO4,PO5,PO8,PO9
2	Comprehend the different taxation aspects and its	PO1,PO2,PO3,PO4,PO5PO6,PO8
	influence on corporate decision-making	
3	Retrieve and apply the different components of tax	PO1,PO2,PO3,PO4,PO5PO6,PO8
	planning in various business scenarios	
4	Evaluate the impact of indirect taxes on valuation of	PO1,PO2,PO3,PO4,PO5,PO8,PO9
	manufacturing goods	
5	Understand the dynamic aspects of GST and its functions.	PO1,PO2,PO3,PO4,PO5,PO8,PO9

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	FIN-IV-TAX	2.2	2.6		2.4		2	3	3	
22MBAO229R	PLANNING			2.5		2.6				3
221/10/10/22/10	AND	2.2	2.0	2.3	2.1	2.0	~			
	MANAGEMENT									

#### **BANKING SPECIALIZATION:**

			BANKING SPECIA		HON	N:					
		·	SEMESTER -								
Course	e Title	<b>INFORMATION</b> 7	TECHNOLOGY IN TH	E BAN	KIN(	G&IN	ISURA	NCE			
Course	e code	22MBAO2210R	Total credits: 3	L	T	P	S	R	O/F	C	
			Total hours:	3	0	0	0	0	0	3	
	quisite	Nil	Co-requisite				N	il			
Progra	amme			MBA							
Semes			Fall/ IV semester of se	cond ye	ar of	the p	rogram	me			
Course		1. To define the historical and current role of information technology in the banking and									
Object		insurance sector.									
(Minin	num 3)	2. To evaluate the impact of IT on insurance operations, customer service, and strategic									
		decision-making.									
		3. To analyze the integration of IT in underwriting claims processing, and policy									
		manageme	management. Investigate Blockchain Applications in Insurance.								
		4. To assess	the significance of Insurt	ech and	its in	npact c	n tradit	tional in	surance n	odels.	
(	CO1		erstanding of the historica								
		insurance industry.	<b>C</b>								
C	CO2	<u> </u>	yze the impact of digital	transfori	matio	n in th	e banki	ng and i	nsurance	sector.	
	CO3		of cryptocurrencies on tra					-			
		•	ntralization, transparency			•			-		
C	CO5		and electronic payment s y of robust cybersecurity		vacy (	compli	ance in	bankinş	g and insu	rance.	
Unit-		Co	ontent			ntact	Learning Outcome				
No.						Iour	_				
1		••	eaning; Role of IT in b			5			meaning		
		,	een traditional commerce				and	rol	e of		
		-	IT in banking and in ective and evolution of					mation nology	(IT) ir		
	_		ective and evolution of	11 111			busin	0.	historica		
	Danking	and insurance.						ective	and		
									f IT ir		
									insurance		
2						10	Desci		the	-	
	Digital	Banking and Cha	annels - Definition; S	Services					d services	3	
	provide	d; Benefits of E-ban	king; Banking Services	through			provi	ded by	y digita	1	
	Internet	. Introduction to di	gital banking, advantag	ges and			banki	ing;	services	3	
	disadva	ntages of core ban	king, Online banking,	mobile			offere	ed a	nd the	•	
	banking, and ATMs, Fintech partnerships and collaborations,						oppo	rtunities	and	1,2	
	Types of Internet Banking Risk. E-Banking and Retail						challe	enges	in retai	1	
	Banking: E-banking – Retail Banking; Difference between			oetween			banki	ing.			
		-	l banking; Advantage								
	disadvantages of retail banking; Services Offered in										
		Banks; Opportunities and Challenges for Retail Banking.									
3	Blockel	• •				10			basics of		
			es of blockchain in b	•					echnology		
		1 .1 .1 .1	impact on traditional h	1 '			1 _ 1	• 4	nege ir		

Cryptocurrencies and their impact on traditional banking,

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	Technological Changes in Indian Banking Industry - Trends		banking; process of	
	in Banking and Information Technology, Automated		cheque clearing	
	Clearing House Operations, E-Checks - Protocols and			
	Standards; Cheque clearing using MICR technology;			
	Electronic Wholesale Banking Credit Transfer, Credit			
	_			
	Information Bureau (I) Ltd.			
4	IT in Insurance Sector - Importance of IT in Insurance Sector	10	<b>Describe</b> the	
	in India; Core functionalities and benefits of insurance		importance of IT in the	
	technology, Integration of IT in underwriting and claims		insurance sector in	
	processes, Digital transformation in the insurance industry,		India; ses of	1,2
	Technology-driven innovations in insurance products, Uses		blockchain in	1,2
	of blockchain in insurance, Smart contracts and claims		insurance, including	
	processing, Regulatory considerations for blockchain in		smart contracts and	
	insurance.		claims processing.	
5	Cyber security and Fraud Prevention - Importance of cyber	10	<b>Describe</b> the	
	security in banking and insurance, Threat landscape in the		importance of	
	banking and insurance sector, Fraud detection and		cybersecurity in	
	prevention strategies, Artificial Intelligence (AI) in banking,		banking and insurance;	
	Internet of Things (IoT) in banking operations.		applications of	1.0
	Future Trends and Emerging Technologies - Artificial		Artificial Intelligence	1,2
	Intelligence (AI) in insurance, Internet of Things (IoT) in risk		(AI) and Internet of	
			` '	
	management, Ethical considerations in adopting emerging		Things (IoT) in	
	technologies.		banking operations	

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				

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	INFORMATION TECHNOLOGY									
22MBAO2210R	IN THE	1.5	2	2		2		1		1.8
	BANKING & INSURANCE									

		SEMESTER -	- IV							
<b>Course Title</b>	RISK MANAGE	MENT IN BANKING &	& INS	URAN	CE					
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	1. Understa	1. Understand the key principles of risk management and their application in banking								
Objectives	and insu	rance industry.								
(Minimum 3)	2. Analyze	<ol> <li>Analyze different types of risks faced by banks, including credit, market, operational, and liquidity risks.</li> </ol>								
	and liqu									
	3. Analyze	3. Analyze the various types of risks faced by insurance companies, including								
	underwriting, pricing, operational, and strategic risks.									
	4. Explore	advanced risk manageme	ent too	ls and	techniq	ues us	ed in the	e banking	and	
	insuranc	e sector.								
	5. Evaluate	e the impact of regulatory	frame	works	on insu	irance	risk ma	nagement	nt	
	practices	S.								
CO1	Classify the types of	of Risks in Banking								
CO2	Understand and uti	lize the principles govern	ing in	surance	e produ	ct desi	gn			
602	December the eleine	. h d1:								
CO3	Describe the claims	s handling processes								
CO4	Analyse the role of	f regulatory bodies in the	banki	ng sect	or.					
CO5	*	s operational risks in bar	ıking.	Evalua	ate inter	rnal				
	controlsand risk mi	itigation								
Unit-		Content			Contac	.+	Lea	rning	KL	
OIIIt-		Content			Contac	··	Lta	ıınııg	17	

Unit-	Content	Contact	Learning	KL
No.		Hour	Outcome	
1	Interpretations of the term 'risk' - Types of business and	12	Describe the	
	personal risks, Significance of risk management function		various	
	within business organizations, Introduction to Risk		interpretations of	
	Management in Insurance - Overview of risk management		the term 'risk' and	
	principles, Importance of risk management in the insurance		the types of	
	industry, Historical perspectives on insurance risk, Types of		business and	1
	Risks in Insurance - Underwriting risks, Pricing risks,		personal 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.			
2	Insurance Product Design and Risk - Principles of insurance		Describe the	
	product design, Product Development in the Life and Non-	8	principles of	
	life Insurance Sectors in India, Link between product design		insurance product	
	and risk exposure, Role of Risk Evaluation in the Process of		design; risk	1,2
	Insurance Product Formation, Future Trends in the Domain		evaluation in the	
	of Insurance Product Design and Development.		formation of	
			insurance products.	
3	Underwriting and Claims Management - Need for		Describe the need	
	insurance underwriting, Factors affecting the underwriting	10	for insurance	1,2
	process, Underwriting process and decision-making, Risk		underwriting and	

	selection criteria, Underwriting challenges and innovations.		the factors affecting	
	Factors affecting the insurance claims management system,		the underwriting	
	Types of documents needed in various types of claims,		process; insurance	
	'Causa Proxima' in insurance claim settlement, Risk		claims management	
	management in channelizing their fund of insurance		system	
	companies. Claims Management and Loss Mitigation -		system	
	Claims handling processes, Loss mitigation strategies, Role			
	of technology in claims management.			
4	Regulatory Framework for Banking Risk Management -	8	Describethe role of	
7	Role of regulatory bodies in banking, Basel III and its	U	regulatory bodies in	
	impact, Compliance and governance in banking.		banking; credit risk	
	Credit Risk Management - Credit risk assessment		assessment	
	methodologies, Credit scoring models and their		methodologies and	
	applications, Managing non-performing loans, Credit		credit scoring	1,2
	scoring models.		models.	
			moders.	
	Market Risk Management - Measurement and			
	monitoring of market risk, Value at Risk (VaR) models,			
	Hedging strategies for market risk.	-	<b>D</b> 0 1	
5	Operational Risk Management - Identifying and assessing	7	<b>Describe</b> the	
	operational risks, Internal controls and risk mitigation.		process of	
	Liquidity Risk Management - Liquidity risk measurement,		identifying and	
	Funding strategies, Stress testing for liquidity risk.		assessing	1.0
	Advanced Risk Management Tools in Banking - Enterprise		operational risks;	1,2
	Risk Management (ERM), Technology and data analytics in		advanced risk	
	risk management, Role of artificial intelligence in banking		management tools	
	risk management.		in banking	

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	PO2PO3,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.	PO1,PO6,PO9					
	Evaluate internal controlsand risk mitigation						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	RISK									
22MBAO2211R	MANAGEMENT	2	1	2		1	1.5			1.5
22MIDAU22IIK	IN BANKING &	2	1			1	1.3			1.3
	INSURANCE									

	SEMESTER – IV											
<b>Course Title</b>	MOOCs											
Course code	22MSCE221R	Total credits: 1	L	L T P S R O/F								
		<b>Total hours:</b>	1	1 0 0 0 0 0				1				
Pre- Nil Co-requisite				Nil								
requisite												
Programme	MBA											
Semester	Fall/ IV semester of second year of the programme											
Course	MOOCS is provided through Course era Platform, which is an online course where students are											
Objectives	<b>Objectives</b> allowed to take courses per semester on the basis of the hours with relevance to the credit and the						the					
(Minimum	courses are provided from the International Universities across the world. During the courses, the											
3)	students have to submi	it assignments, quizzes et	c.									

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						

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
22MSCE221R	MOOCs									



# 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

1

#### 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 insemester (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
0	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
В	6	Above Average
С	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.

$$SGPA = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}$$
 (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, Gi is the Grade Point secured in the ith registered Course and Ci 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, Gi is the Grade Point secured in the it completed Course and Ci is the Credit (weight)of that Course.

$$CGPA = \frac{\sum_{i=1}^{N} c_{i}G_{i}}{\sum_{i=1}^{N} c_{i}}$$
 (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

	1. 221 2 221 3 221 4 22E 5 221 6 221 7 MO 8 22 No. Co 1. 221 2 221 3 221 4	G G 1	G Tiv	Course		En	gag	em	ent			Maxim	num Mar	ks for	
	5. N.	Course Code	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	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
Semester I	4	22BBAO114R	Business Communication	UE	4	1	0	0	0	0	4	40	60	0	100
Sen	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		Extra-Curricular Activities/Co-												
		22UBEC111	curricular Activities	UC	0	0	0	4	0	0	1	0	0	100	100 <b>800</b>
	_	To		20   5   4   4   0   0								200   300   300			
		Course Code	Course Title	Course Category	L T P S R O			C	IA*	SEE*	PE*	Total			
						_	_	5	1	0		1/1	SEE	112	Total
	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
Semester II	3	22BBAO123R	Quantitative Techniques	PC	4	1	0	0	0	0	4	40	60	0	100
Ser	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

			Universal Human												
	7		Values (UHV +												
		22UUHV101R	Professional ethics)	UE	0	0	2	0	0	0	1	0	0	100	100
	0		Computational												
	8	22UUDL103R	Systems and Digital World	UC	0	0	2	0	0	0	1	0	0	100	100
		2200DE103K	Techno Professional		0						1	0	0	100	100
	9	22BBAO126R	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
		То	tal		20	5	14	8	0	0	29	200	300	700	1200
	S.			Course				em	ent	ı		Maximum Marks for			
	No.	Course Code	Course Title	Category	L	T	P	S	R	O	С	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
er III	4	22BBAO214R	Cost and Management Accounting	PC	4	1	0	0	0	0	4	40	60	0	100
Semester III	5	22UBES101R	Environmental Studies	UC	2	0	0	0	0	0	2	40	60	0	100
Š	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	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

			1		0	0	0	2	0	0	1	0	0	100	100
	12		Personal Financial					2		U	1	U		100	100
		22UUFL213R	Planning	UC											
		T	otal												
					22	6	6	10	0	0	29	280	420	500	1200
	S. N.	G G 1	C Tru	Course		E	nga	gen	nen	t		Maxin	num Mai	ks for	
		Course Code	Course Title	Category	L	Т	P	S	R	0	С	IA*	SEE*	PE*	Total
	1.	2200 4 02210	C.1. M	D.C.	_	_	_	_	_		_	40	60	0	100
	2	22BBAO221R	Sales Management	PC	4	0	0	0	0	0	1	40	60	0	100
	2		Research Methodology												
		22BBAO222R	In Marketing	PC	4	0	0	0	0	0	4	40	60	0	100
>	3		III I I I I I I I I I I I I I I I I I		<u> </u>						<u> </u>				100
Semester IV		22BBAO223R	Financial Management	PC	4	0	0	0	0	0	4	40	60	0	100
este	4														
Sem			Management Of												
<b>9</b> 2		22BBAO224R	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	221100002220	PDP (Campus to	TIG.			_	_					0	100	100
	7	22UBPD222R	corporate)	UC	0	0	6	0	0	0	3	0	0	100	100
	7 8	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	ZZOOLSZZIK	SKIIIS	OL	0	U	U	U	U	0	1	U	0	100	100
		22UBCC211	Co-curricular Activity	UC	0	0	0	4	0	0	1	0	0	100	100
	10		Extra-Curricular												
		22UBEC221	Activity	UC	0	0	0	4	0	0	1	0	0	100	100
	11		Techno Professional												
		22BBAO226R	Skills	UE	0	0	0	0	0	0	1	0	0	100	100
		Te	otal		20	0	6	8	0	0	25	200	300	600	1100
	S. N.	C C-1-	СТИ	Course		E	ngagement			t		Maxim	num Mai	ks for	
		Course Code	Course Title	Category	LT		P	S			С	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		International				_	_	_	_				_	
ır V		22BBAO313R	Marketing	PE	4	1	0	0	0	0	4	40	60	0	100
este	4	22BBAO314R	Banking and Insurance	PE	4	1	0	0	0	0	4	40	60	0	100
Semester V	5		Entrepreneurship												
S		22BBAO315R	Management	PC	4	1	0	0	0	0	4	40	60	0	100
	6	ZZDBAOSISK	Techno Professional	10	_	1	U	U	0	U	7	70	00	U	100
		22BBAO316R	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
					1	<u> </u>					1		1		
nest	S. N.		Course		Engagement						Maximum Marks for				
Semest	1	Course Code	Course Title	Category	L		P	S	R	О	С	IA*	SEE*	PE*	Total
S				- ··· · · · · · · · · · · · · · · · ·		_	1	5			L	441		117	- Juli

1.														
		Organizational												
	22BBAO321R	Behaviour	PC	4	1	0	0	0	0	4	40	60	0	100
2														
	22BBAO322R	Strategic Management	PC	4	1	0	0	0	0	4	40	60	0	100
3	22BBAO323R													
	22DBAO323R	Consumer Behaviour	PE	4	1	0	0	0	0	4	40	60	0	100
4	22BBAO324R	IT In Management &												
	ZZDDAO3Z4K	E-Commerce	PE	4	1	0	0	0	0	4	40	60	0	100
5		Retail And Rural												
	22BBAO325R	Marketing	PC	4	1	0	0	0	0	4	40	60	0	100
6														
	22BSCE321R	MOOCS	UE	0	0	0	0	0	0	1	0	0	100	100
	To	otal		20	5	0	0	0	0	21	200	300	100	600

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

		SEMESTE	R – I												
Course Ti	tle	INTRODUCT	TION TO	BUS	SINESS										
Course co	de 22BBAO111R	Total credits: 4	L	T	P	S	R	O/F	C						
		Total hours: 60	4	1	0	0	0	0	4						
Pre-	Nil	Co-requisite				N	il								
requisite															
Programn	1e		Susiness Administration												
Semester			first year of the programme												
Course			forms of business organization.												
Objectives			working of home and global trade.												
CO1		ledge on corporate soc				4:									
CO1	Understand the merits an														
CO2	Identify the responsibilit	*		mere	nı group	os.									
CO3	Demonstrate a working Understand the important			Louet	omer ce	rvica									
CO4	Gain knowledge of how	-	<u> </u>												
					_				TZT						
Unit-	Conte	Contact Hour	[	Le	arnınş	g Outco	ome	KL							
No.	Business- Meaning, de	finition chicatives	Hour	T T.	ndorston	d bu	inocc	definitions							
1	importance of objectives,				Understand business definitions objectives, features, and										
	&non-economic activitie				classifications of activities.										
	business activities- trade,	12													
	difference between business														
	employment.	<b>r</b>													
II	Forms of Business orga	nnization: Meaning,		Ide	Identify features, merits, and										
	features, merit and demeri	_		de	demerits of Sole Proprietorship,										
	Sole Proprietorship, Parts	nership, Joint Stock	12	Pa	Partnership, Joint Stock										
	Companies, Co-operative	e societies, Public	14	Co	ompanie	s, Co	operativ	ves, Public	2,3						
	Enterprises, Multination	onal Corporations		Er											
	(MNC'S)														
III	Trade- Classification of	=				- 1		nome trade							
	Home Trade- meaning							le, Retail,							
	<u>.</u>	nd demerits of-	12		•			Franchise,	1.2						
	Wholesale, Retail, De	partmental, Chain,		an	d Super	marke	t operat	tions.							
	Franchisee, super market														
IV	Modern market concept				nderstan		market	• 1							
	of market, Domestic market, Global market Consumer market, Business market, e				cluding		mestic,		1731						
	•	siness market, e-			Consumer, Business markets, and e-commerce and m-commerce.										
V	commerce, m-commerce.				commer valuate		ı m-con ısiness	nmerce. social	+						
v	Social responsibilities of b	usiness towards													
	different groups	usiness towards	12	responsibilities towards different groups.											
	anterent groups			groups.											

### **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	PO1, PO9								
	service.									

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO111R	INTRODUCTION	3								2
	TO BUSINESS									

	SEMESTER – I Course Title PRINCIPLES OF MANAGEMENT												
Course T					EMEN	T							
Course c	ode 22BBAO112R	Total credits: 3	L	T	P	S	R	O/F	C				
		Total hours:	4	1	0	0	0	0	4				
Pre-requi		Co-requisite				N	il						
Program		Bachelor of Business Administration Fall/ I semester of first year of the programme											
Semeste							e						
Course		the students to various l	-		•		•						
Objectiv		students understand the	-		ces seen	in bus	iness m	anagement					
~~~		leadership skills among											
CO1		Demonstrate Management Principles Understanding											
CO2		Apply Planning and Organizing Concepts Comprehend Management Thought Dayslopment											
CO3		Comprehend Management Thought Development											
CO4		Demonstrate Decision-Making and Leadership Skills											
CO5	111	Theories for Effective N											
Unit-	Cont	ent	Contac	t	Le	earning	g Outco	me	KL				
No.			Hour		kplain	the		cept of					
I	Importance of managem of management, manage between Management are Functions of Management Planning; steps involved benefits of planning. Org steps involved in organizing importance of staffing, staffing process. Directing	What is management? Characteristics and importance of management principles, levels of management, managerial roles, Difference between Management and Administration. Functions of Management; Basic Concepts of Planning; steps involved in planning process, benefits of planning. Organizing: Definition, teps involved in organizing, Staffing: importance of staffing, steps involved in taffing process. Directing: elements of directing, and controlling: steps involved in					management, identify characteristics and important describe the different levels management, enumera managerial roles, and differentia between management a administration. Describe the fundament functions of management elucidate the steps involved in t planning process, and outline t benefits of planning.						
III	classical theory: Bureauc Management, Administr classical theory, modern	Development of management thought: lassical theory: Bureaucracy, Scientific Management, Administrative Theory. Neo- lassical theory, modern theory.				Burean nent, an with the	es of mucracy, and Adnothe Newsonies.	trast the anagement Scientific ninistrative to-classical	1.2				
IV	Decision making, motiva authority and responsibil Theories, Qualities of a g	ity, Leadership	12	pr de re le	ocesses legation sponsib	, motin of ility, theorem	vationa autho and ries, inc	different luding the	2,3				

V	Henry Fayol's 14 principles of management,		Critically assess Henry Fayol's 14		
	Leadership theories, path goal theory, Qualities	of a good leader. their application			
	of a good leader.				
		12	organizational contexts, along	1,2	
			with various leadership theories		
			and the attributes of successful		
			leaders.		

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

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

		SEMESTE	R – I									
Course T	itle	Busine	ess and	Societ	y							
Course co	ode 22BBAO113R	Total credits: 4	L	T	P	S	R	O/F	C			
		Total hours:60	4	1	0	0	0	0	4			
Pre-requi		Co-requisite				N	il					
Program		Bachelor of Bu										
Semeste		Fall/ I semester of f	irst yea	r of th	ne prog	ramme	2					
Course	1. To marodace a	he students to the conne					ty.					
Objectiv	2. To make the st	udents understand Indi	an Busi	ness ai	nd its hi	story.						
		wledge on globalization				pts.						
CO1		ace of social factors in c	_									
CO2		Understand National and Regional modern trends in society and their influence on business										
	_	nterprises.										
CO3		ot and roots of sustainab										
CO4		tical thinking tools and	approac	ches to	reason	throug	h busin	ess scenario	os that			
CO5	lack a single correct ar		1	. 1		.:.:						
		g in concert with your							KL			
Unit-	Conte	nt	Contac		Learning Outcome							
No.	Introduction to Sociology:	Noture and scope	Hour		ndoretor	nd tha r	oturo o	nd scope				
1	other social sciences, social	-			Understand the nature and scope of sociology, its relation to other							
	· ·	ciological perspective, industrial revolution						impacts of	1,2			
		d information revolution- Its impact on			industrial and information							
	society.	_			volutio							
	•											
II	Social Stratification: Syst				-	-		terminants				
		elitist perspectives,	12				•	including	2,3			
	factionalist and conflict or	i social stratification.					ıst, an	d conflict				
TTT	Liberalization Clabeline	on and Duivation		_	erspectiv		luones :	and role of				
III	Liberalization, Globalizati (LPG): Influence and role		12					business	1.2			
	scenario	on mutan business	14		enario.	uie	muiali	DUSINESS	1.2			
IV		its history- Indian				e evo	lution	of Indian	-			
	business evolution, tradin	3						of trading				
	shaping Indian business,		12		asses,		contrib	•	2,3			
	India- their Contribution.		= =		isiness	famil			,-			
					dian bu			1 0				
V	Globalization: WTO, V	World Bank, IMF,		U	nderstar	nd the	roles	of WTO,				
	Human Resources	Quality, Human		W	orld Ba	ınk, IM	F, and	the impact				
	Development Index,	Corporate Social	12	or	n Hum	an Re	esources	Quality,	1,2			
	Responsibility, Gender eq	uality.	Human Devel				lopmen		1,4			
					_		_	onsibility,				
				an	d gende	er equa	lity.					

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

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 T	itle	Business	Commi	ınicat	ion									
Course co	ode 22BBAO114R	Total credits: 4	L	T	P	S	R	O/F	C					
		Total hours:60	4	1	0	0	0	0	4					
Pre-requi	site Nil	Co-requisite				N	il							
Program		Bachelor of Bus												
Semeste		Fall/ I semester of fi	irst year	of th	e progi	ramme	9							
Course	1. To mirodaec t	1. To introduce the students to various forms of business organization.												
Objectiv	2. To make the s	2. To make the students understand the working of home and global trade.												
	3. To impart kno	wledge on corporate soc	cial resp	onsibi	lity.									
CO1	Understand the merits	and demerits of various	forms o	of tradi	ing acti	vities.								
CO2	* *	lity of business entities t				•								
CO3		communication concept												
CO4		nd style of business letter												
CO5		ective communication st												
Unit-	Conte	nt	Contac	t	Le	arning	g Outco	me	KL					
No.		7	Hour						-					
I	Basic English Gramm	-		Us		•	nouns,	•						
		dverb, Adjectives,		_	adjectives, punctuation, idiom and correct common errors.									
	Punctuations, Prefixes, S	· ·	12	ano	u correc	et com	mon err	ors.	1,2					
	phrases, Synonyms and Errors in English,	Writing narrations,												
	summaries and prepositio													
II	Oral Communication	(Language Lab):		En	hance	listenii	ng. nroi	nunciation,						
	Listening Comprehens	, , ,	12				s, and rh		2,3					
	Intonation, Stress and Rhy					, ~	,	-)	_,-					
III		Concept, Common		Pra	actice s	ituatio	nal con	versations,						
	Everyday Situational	Conversations and	10	dia	logues,	, pre	esentatio	ons, and	1.0					
	Dialogues Sounds,	Presentation and	12	int	erviews	s.			1.2					
	Interviews.													
IV	Origin, Definition, Types Significance of Com				tion types,									
	*	12	sig	nifican	ce, and	l barriei	·s.	2,3						
	Barriers of Communication													
V	Writing Skills: Busine	•	12					ess letters,	1,2					
	Writing, Press Notes, and	Email	1 H	rep	orts, pi	ress no	tes, and	emails.	1,2					

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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO114R	Business Communication	2	2			3	1	1	3	1

		SEMESTE	R – I							
Course T	itle	Introduction to	Comput	ter Ap	plicati	ons				
Course co	ode 22BBAO115R	Total credits: 4	L	T	P	S	R	O/F	C	
		Total hours:60	4	1	0	0	0	0	4	
Pre-requi	site Nil	Co-requisite				N	il			
Program	me	Bachelor of Bu	usiness A	dmin	istrati	n				
Semeste	er	Fall/ I semester of f	irst year	of th	e prog	ramm	e			
Course	1. To introduce the	ne students to basic kno	wledge	of con	nputer i	nemor	y.			
Objectiv	2. To make the st	To make the students very fast and easy to work on computer system.								
•	3. To make stude	To make students apply computer skills effectively in both personal and professional								
	contexts.			•		•	•	•		
CO1	Understand the Variou	s Input and Output and	Memor	y Syste	em.					
CO2	Understanding the var	ious Networks.								
CO3	Illustrate the role of th	e computer for personal	l and pro	fessio	nal use	s.				
CO4	Produce electronic doc	cuments using various s	oftware	applic	ations					
CO5	Solve a range of proble	ems using office produc	ctivity ap	plicat	ions, ar	nd adap	ot quick	ly to new		
	software releases.									
Unit-	Conte	nt	Contac	t	Le	arning	g Outco	ome	KL	
No.			Hour							
I	Introduction: Component	•			iderstar			computer		
	Hardware, Software	and Firmware.	12 1 1					units, and	1,2	
	Characteristics of a Co	•		memory systems.						
	Units of a Computer mem	ory, CPU,								
II	Input and Output, Various	us Input and Output				_	of MS	S-DOS and		
	and Memory System, So	oftware and Applied	12	W	indows	•			2,3	
	Software.									
III	Operating Systems: Co	ncept of Operating		Ex	plore i	nternet	brows	ing, email,		
	System- Ms. Dos and Win		12		•		networ		1.2	
IV	Networks: Internet Brows			Cr	eate ar	d form	nat doc	cuments in		
	E-Mail, World Wide Web	, Types of Computer	12	M	S Word	•			2,3	
	Networks- LAN, WAN	_								
V	MC Word MC E1	MC DamarD-int	12	Us	e MS	Excel	for dat	ta and MS	1.0	
	MS. Word, MS Excel and	MS PowerPoint	12	Po	werPoi	nt for j	presenta	ations.	1,2	

T1 Introduction to Computer Applications and Concepts ITE 115Paperback – 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

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

			SEM	ESTER	R – I						
Course Ti	tle		INTROI	DUCTO	ORY E	NG	LISH (PDP)			
Course co	de	22UBPD113	R Total credits: 2	2	L	Т	P	S	R	O/F	C
			Total hours:		0	0	4	0	0	0	2
Pre-requis	site	Nil	Co-requisite		Nil						
Programn	ne	BBA									
Semester		I semester of	f first year of the progr	ramme							
Course Objectives	S	2. T 3. T	To recognize and identify To enhance listening and To give insight into Englantroduction to the variety.	l speakii lish pror	ng/skill nunciati	s fo	or self-d and into	evelop o centr	ment. al conc	epts in phon	etics.
			nowledge of communic								
COI		It enables lea its variations	rners to recognize the st as they learn to underst	tructure tand, spe	eak and	l wi	rite.				
CO2		the learners'	to Phonetics and its ir pronunciation. be able to identify to pi					ds of se	entence	S.	
CO4		Knowledge o	f communication will be	e enhan	ced thr	oug	h practi	ical exa	amples.		
Unit-		tent			Contac	-	Learni				KL
No.					Hour						
I	Gra	ii. Art iii. Au iv. Aff	ts of Speech icles xiliary Verbs Firmative and Neg ntences	gative	12		constru	gh u atical of ry ven	underst rules speech rbs, an	anding o including n, articles nd sentence	g, , , 1,2
п	Gra	ii. Sente iii. Type Impe iv. Degr	eminers ence Construction s of Sentences (Assertative etc.) ee of Comparison prehension Exercises	rtive,	12		listenir betwee unders	ng skill n liste tanding s, and	s by diening a g the recogn	izing factor	, ,
Ш		ii. The I iii. Facto Liste iv. Diffe	•	affect	14		and w	ng song song song song song song song so	phonet e thes s conf	elop strong for self emporaneou ic accuracy se skills to fidently and ormance.	1.2

	v. vi.	Purpose and Importance of Effective Listening How to Improve Listening Process			
IV	Speaking S i. ii. iii. iv. v.	Introducing yourself Self-discovery Basics of Phonetics, pronunciation Extempore speech 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	i. ii. iii. iv. v. vi. vii. viii.	Introduction to Communication, Importance of Communication Skills Purpose of Communication Types of Communication Formal and informal communication Importance of Communication Barriers to Communication How to improve/ tips to improve Communication skills. 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

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

Course code	Course Name	PO1	PO	PO3	PO4	PO5	PO6	PO7	PO8	PO9
		*	2							
	INTRODUCTO									
22UBPD113R	RY ENGLISH					3				
	(PDP)									
	,									

		SEMEST	ER – I									
Course Title			MOOC	S								
Course code	MOOCS_CE-01	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	I	I.	ı			1			
Programme	Bachelor of Business Administration											
Semester		I semester of First year of the programme										
Course	MOOCS_CE-01 is p	MOOCS_CE-01 is provided through Coursera Platform, which is an online course where										
Objectives	students are allowed to take courses per semester on the basis of the hours with relevance to the											
	credit, and the course	es are provided from th	e Interna	ational	Unive	ersities	across	the world	. During			
	the courses, the stude	ents have to submit ass	ignment	s, quiz	zes, et	c.						
CO1	Demonstrate proficie	ency in acquiring and a	pplying	global	ly reco	gnized	certifi	cations in	business			
	management											
CO2	Showcasing a compr	ehensive understandin	g of busi	ness p	ractice	s and r	egulate	ory framev	works			
CO3	Apply advanced ana	lytical skills to solve co	omplex b	ousines	ss prob	lems.						
CO4	Exhibit the ability to	collaborate effectively	in virtu	al lear	ning ei	nvironr	nents.					
CO5	Critically assess the	impact of online learni	ng on pe	rsonal	and pi	ofessio	onal de	velopmen	t within			
	the business manage	ment 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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
MOOCS_CE -01	MOOCs	2	3							3

		SEMESTER	R – II											
Course Ti	tle	BUSINES	S ECON	IOMI	CS									
Course co	de 22BBAO121R	Total credits: 4	L	T	P	S	R	O/F	C					
		Total hours: 60	4	1	0	0	0	0	4					
Pre-	Nil	Co-requisite				N	il							
requisite														
Programn	ne	Bachelor of Bu												
Semester		II semester of first	-	_	the programme omics – principles, practices, roles an									
Course		rstand about busines	s econo	omics	– pri	nciple	s, prac	ctices, rol	es and					
Objectives	•	- 1:CC	nands, factors of production and their functions.											
•		e different types of den knowledge of various t			_									
	•	about the types and pha		_	_	luon ai	ia prom u	leories.						
CO1	Understand the concept	* * * * * * * * * * * * * * * * * * * *			•		ness de	ecisions						
CO2	Analyse economic conce													
CO3	Understand the concepts	* *	•											
CO4	Comprehend diverse asp			_	-	υ -								
CO5	Understand the nature an													
Unit-	Conte		Contac	t	Le	earning	g Outco	ome	KL					
No.							,							
I	Economic principles and Management- role and business economists, M types of demand- determination- demand of forecasting.	d the practice of responsibilities of eaning of demand- minants of demand clasticity, demand	12	pr ma St an res ec or	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.									
П	functions- linear homog Functions- laws of vari	roduction- factors of production & their nctions- linear homogeneous production. Inctions- laws of variable proportions & turns to scale, Economics & Diseconomies scale.			d exprious fanderstand omogeneous udents d analy oportion d	lain the actors of the eous	he fur of prod concep e able t laws of return uish	to identify nctions o luction and t of linea production o illustrate of variable s to scale between nomies o	f d d d d d d d d d d d d d d d d d d d					
III	Cost Concepts: total, averum & short run cost, of function- cost- output relauses of cost function. determination under structures- perfect com	pportunity cost, cost tionship- managerial Price & Output different market	12	dit av sh the	ort-run eir man	margin costs agerial	and implication	g-run, and understand	1.2					

	monopolistic competition, oligopoly, price		cost-output relationship in	
	determination, pioneer pricing- skimming &		managerial decision-making and	
	penetration, cost- plus pricing.		utilize cost functions effectively.	
IV	Profit theories, nature of profit, measurement		Students will be able to explain	
	of profit, profit policies, profit for control.		the different theories of profit, the	
			nature of profit, and methods for	
		12	measuring profit.	2,3
		12	Students will be able to develop	2,3
			and analyse profit policies and	
			understand their significance in	
			managerial control.	
V	Business cycle: types of business cycle, phases		Students will be able to identify	
	of business cycle, theories of business cycle,		and describe the different types	
	contra measures, Managerial implications of		and phases of business cycles.	
	business.	12	Students will be able to analyse	1,2
			the theories of business cycles and	
			understand their managerial	
			implications.	

- 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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO121R	BUSINESS	3								2
ZZBBNOTZIK	ECONOMICS									

			SEMESTE	R – II						
Course T	itle		BASICS (OF ACC	OUN	TING		_		
Course c	ode	22BBAO122R	Total credits: 4	L	T	P	S	R	O/F	C
			Total hours:60	4	1	0	0	0	0	4
Pre-requ		Nil	Co-requisite				N	il		
Program			Bachelor of B							
Semest			II semester of fin							
Cours			te the students to fund			_	_			
Objectiv	ves		e students understand			_				ts.
CO1			ow the accounting equ			a to the	rinanc	cial stat	ements.	
			mental principles of l		_					
CO2			of debit and credit for	r accurate	reco	rding o	f finan	cial tra	nsactions	
CO3		Prepare journal, ledge	er and trial balance.							
CO4		Identify the cash tran	sactions and prepare of	eash bool	ζ.					
CO5		Compute the compre	hensive financial state	ements.						
Unit-		Conte	nt	Contac	et	Le	arning	g Outco	ome	KL
No.				Hour					o define	
П	Acc and Deb	stem of Book-keeping; Basic Accounting rms. Counts- Definition, classification, debit d credit, format of accounts, Rules of this and Credit.			St ac cl. cc St ur of an tra	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. 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	Prep	oks of Account: Mean paration of Journal, L Trial Balance.	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.				es of nd epare able to ctions and post e ledger	1.2		
IV		h Book: Single, Doub umn cash Book, Petty	-	10	di	udents fferenti ouble, a	ate bet	ween s		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

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							

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO122R	BASICS OF ACCOUNTING	3	2	1						2

SEMESTER – II													
Cours	e Title		QUANTI	TATIVE	TEC	CHNIC	UES						
Cours	e code	22BBAO123R	Total credits: 4	L	T	P	S	R	O/F	C			
			Total hours:60	4	1	0	0	0	0	4			
	quisite	Nil	Co-requisite					Vil					
	amme		Bachelor o										
	ester			of first year of the programme									
	ırse		rstand the theoretical				of math	ematic	S				
Obje	ctives	2. To know	about the concept of	vectors a	nd ma	atrices							
C	01	Interpret and	l communicate quantit	tative resu	lts ef	fective	ely, dra	wing c	onclusions	and			
		recommendations based on data analysis.											
CO		Critically ev	aluate the assumption	s and limi	tatio	ns of qu	uantita	tive mo	odels.				
CO)3	* * *	mental mathematical		ical t	echniq	ues to	analys	e and solve				
		•	problems in business										
CO)4	Formulate and solve quantitative problems using appropriate mathematical and statistical											
tools.									laa.'				
	CO5 Develop problem-solving skills by applying quantitative methods to r							reai-world	dusiness				
Unit-		scenarios.	ont	Contact		ΙΛ	arnina	Outco	nme	KL			
No.		Conte	JII .	Hour		Le	का गागिह	, Juice	711IC				
I	Theore	etical Foundation	n of Mathematics:	11041	Stı	idents	will be	e able	to explain				
			nentary ideas, Set-			the elementary ideas of number							
		•	operations of sets,				-		different				
	Venn	Diagrams, Cartes		typ	es o	of se	ets a	nd their					
	sets, R	elations, Function	ns.	12	operations. Students will be abl				ill be able	1,2			
				12	to			_	rams and	1,2			
				_		_		ich as the					
						•		wo sets to					
							relatio	onships	s between				
II	Motrio	as Concept of	Vector: Matrices-		set		will h	a abla	to define	1			
11		•	on, various types,						is matrix				
			multiplication of			•			addition,				
			, Inverse of a non-		_			_	nding the				
			trices as vectors-	4.6		•			ar matrix.				
	_	inary concepts.		12				_	stand the	2,3			
	_				coı	ncept	of mat	trices	as vectors				
					and	d app	ly pre	elimina	ry vector				
					coı	ncepts		in	solving				
								oblems					
III		,	basic formulae with						to apply				
		* *	Statistics Overview:						lifferential				
		_	Statistic- uses of	12					thematical	1.2			
	statisti		ss and industrial		_				ill be able				
	activiti	ies,				identii Iculus			lifferential				
					cal	Cuius	1	n	practical				

			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

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	PO1,PO3,PO4,PO9						
	conclusions and recommendations based on data analysis.							
2	Critically evaluate the assumptions and limitations of quantitative models.	PO1,PO3,PO4,PO9						
3	Apply fundamental mathematical and statistical techniques to analyse and	PO1,PO3,PO4,PO9						
	solve quantitative problems in business contexts.							
4	Formulate and solve quantitative problems using appropriate mathematical	PO1,PO3,PO4,PO9						
	and statistical tools.							
5	Develop problem-solving skills by applying quantitative methods to real-	PO1,PO3,PO4,PO9						
	world business scenarios.							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO123R	QUANTITATIVE TECHNIQUES	1		1	2					1

			SEMESTE									
Course 7			MARKETI									
Course c	ode	22BBAO124R	Total credits: 4	L	T	P	S	R	O/F	C		
		-	Total hours:60	4	1	0	0	0	0	4		
Pre-requ		Nil	Co-requisite			•		il				
Program			Bachelor of B									
Semest		1 T 1	II semester of first year of the programme 1.To understand basics of Marketing Management									
Cours Objectiv			and basics of Marketh bout product, Brands a				,					
Objecti	ves		stribution of products				_					
CO1		· · ·	mental concept of str				ning.					
CO2		Identify the marketing				-8 P						
CO3		comprehend the concepts of advertising and sales promotion.										
CO4		Understand the perso	Inderstand the personal selling process and functions.									
CO5		Summarize the conc	ept of branding.									
Unit-	Unit- Content			Contact	t	Le	arnin	g Outco	ome	KL		
No.			Hour									
I	mar orie & j prod diffi lifed desi pric	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 Marketing Channels: types of channels & their importance, channel strategies, designing & managing, Managing retailing,			sc ex co St dir ma bu St the	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. Students will be able to explain the concepts of market segmentation, targeting, and						
III		physical distribution, marketing logistics & supply chain management			sp St ef cre	ecific nudents	narket will be position comp	segment e able to oning st etitive ace.	to develop rategies to advantage	2,3		
III	Promotion: advertising- meaning & importance, types, promotion, mix, sales promotion (push versus pull study)			14	un of place strain St	mark mark ace, pro mprehe rategies udents	eting omotion of the composition	apply t (produ on) in c	the four Ps act, price, developing marketing o describe	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

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						

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
22BBAO124R	Marketing Management	3	2			2	2.6	2.6	2	3

		SEMESTE	R – II								
Course Title		Office Organiz	ation and	l Manag	ement						
Course code	22BBAO125R	Total credits: 4	L 7		S	R	O/F	C			
		Total hours:60	4 1	. 0	0	0	0	4			
Pre-requisite	Nil	Co-requisite	Nil								
Programme		Bachelor of Bu									
Semester		II semester of FIR									
Course		udent understand the									
Objectives ·	2. To make the st	udent understand abo	ut efficie	nt office i	manage	ment sl	cills & techni	ques.			
CO1		derstand the functions and various activities performed at an office and an organization.									
CO2	The students should un										
CO3	The students should be	able to understand th	e factors	influenci	ng the c	hoice of	of office				
CO4	The students should be management.						lication in of	fice			
CO5	Manage an office by ef	fficiently organizing a	nd perfor	ming off	ice func	tions					
Unit-No.	Content	Contac Hour	t Learn	Learning Outcome							
I	Office introduction, functions, office activ	12	functi	Understand the meaning, functions, and purposes of an office and its activities.							
П	Office Management definition, Princip management, function management, duties of office manager.	oles of Office tions of office	12	duties office	Learn the principles, functions, duties, and responsibilities of office management and the office manager.						
III	Office organization definition, benefits or office accommodation factors influencing accommodation.	f good organization, on: its importance,	14	Grasp the benefits of good office organization and factor influencing office accommodation choices.			d factors office				
IV	Office layout- meani principles; office aut new office techn feasibility and manag	10	princi office	Understand office layout principles, the importance of office automation, and new office technologies.							
V	Office forms- de management- purpose process, filing- classi methods of filing, incindices.	fication of files,	12				records g methods,	1.2			

- 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.							

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Office									
22BBAO125R	Organization					2				
22BBAO123K	and					3				
	management									

		SEMEST	ER – II									
Course Title			nplicative	English								
Course code	22UBPD123R	Total credits: 2		T P	S	R	O/F	С				
		Total hours:		0 4	0	0	0	2				
Pre-requisite	Nil	Co-requisite	Nil									
Programme		Bachelor of I										
Semester		II semester of FI	KS1 year	of the pi	rogram	me						
Course Objectives	2.To strengthen	the vocabulary of the	e students	to enhar	nce stud		•					
	organisations.	eaking and writing ski e the 3P's (Planning, pr										
CO1	This course will ensentences.	is course will enable students to analysis and identify the different types of ntences.										
CO2	Learners will be at communication.	mers will be able to integrate the skills of reading and speaking in professional munication.										
CO3	Dress code Etiquette	e sessions will boost the	eir confide	nce and i	norals.							
CO4	Students will learn a	lents will learn about the effective and efficient utilization of time.										
CO5	Understand the dyna	amics of conflict in per	sonal and	professio	nal cont	exts.						
Unit-No.	Content Contact Learning Outcome Hour							KL				
I	Interro Assert Senter Exclar Assert ii. Types	hange of ogative and iive	12	errors Engli Corre verb articl mista Impre comme	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.							
П	i. Synony ii. Antony iii. Homor	yms yms	12	Use antonyms effectively to convey contrasting ideas. Apply synonyms appropriately in different contexts to enrich language.				2,3				
III	Readir ii. Gathe	iques of Effective ng ring ideas and nation from a text	14	Learn techn Impro comp Deve	1.2							

	iii.	The SQ3R Technique		scanning, and detailed reading		
	iv.	Interpret the text				
IV	iii. Effects of Conflict Management iv. Methods to deal with Conflicts (Negative)		10	Define conflict and understand its nature. Recognize the sources and types of conflict in different settings. Understand the dynamics of conflict in personal and professional contexts. Understand the concept and		
V	i. ii. iii. Activity: F situation w and they w	Introduction To Time Management, Purpose And Importance of Time Management, Basic Tips to Maintain Time. Problem solving activity: A fill be given to the students ill have to tell us how to situation or solve the	12	Understand the concept and importance of time management. Recognize the benefits of effective time management. Develop awareness of personal time management habits.	1,2	

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 Indispensible 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						

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBPD123R	IMPLICATIV E ENGLISH					3				

			SEMESTER -	II						
Course Ti	itle	UNIVE	RSAL HUMAN VALUES	S (UI	HV) +	PROF	ESSIO	NAL E	THICS	
Course co	de	22UUHV101R	Total credits: 2	L	T	P	S	R	O/F	C
			Total hours:	1	0	2	4	0	0	2
Pre-requi	site	Nil	Co-requisite				N	il		
Programm	ne			BBA						
Semester			Fall/ I semester of the							
Course		_	e students appreciate the e			_	-			
Objective	S		o ensure sustained happine	ess a	nd pro	sperity	, which	are the	core aspira	ations
•		of all huma	· ·							
			te the development of a I		•	•		•		
		_	ssion as well as towards	_	_			-		
			ing of Human reality and							
			pasis of Universal Human	varue	es and	movei	nent tov	varus va	nue-based	nving
		in a natural 3. To highligh	r way. ht plausible implications o	f cucl	h a Ho	lictic u	ındaretai	ndina ir	tarme of a	thical
			nduct, trustful and mutu					•		
			nteraction with Nature T	•		•				•
needed orientation input in value education to the you								•		
CO	1		ehensive understanding of							olved
	in value education.							-		
CO2	2	Recognise and co	mprehend the path of lear	ning	for Co	ntinuo	us Happ	iness ar	nd Prosperi	ty.
CO3 Extract the foundational values in human relation					nships.					
CO4 Recognize the role of harmony in the family and s					societ	v.				
CO		Ţ.	nterconnectedness in natur			•	npetenc	e for a	universal h	uman
		order.				•	•			
Unit-		Co	ntent		Conta	ict	Lear	ning O	utcome	KL
No.					Hou	r				
1	Develo	op a Comprehe	nsive Understanding	of		I	Describe	the p	rocess for	
			erstanding the need, bas				alue		education;	
	•	•	rocess for Value Education				nechani		for self-	
		-	it? it's content and proces				_		ethods to	
		•	Experiential Validation-						aspirations	
			lf-exploration; Continuo				•	_	armony at	
		•	ity-Alookat basic Huma		10	'	arious l	evels.		1,2,
	_	~	standing, Relationship, ar		12					3
			1	or th						
		ent of aspirations of every human being with orrect priority; Understanding Happiness and								
			correctly –A critical appraisal of the							
	_	•	to fulfil the above huma							
			g and living in harmony							
	_	s levels.	,							
		ate Self-Exploration	on:			I	Describe	human	beings as	
	_	standing human bei	ne	10				of the		
2	sentient 'I' and the material body; Understanding the				12				of Sukh	2,3
	needs	of Self ('I') and '	Body'- Sukh and Suvidh	a;		í	and Suv	idha; n	neaning of	

	Hadamatandina the Dada intercent C (1)			
	Understanding the Body as an instrument of 'I'		prosperity	
	(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.			
	Foster Harmony in Relationships:		Describe harmony in the	
	Understanding Harmony in the family–the basic unit		family; human-human	
	of human interaction; Understanding values in a		relationships; trust	
	human-human relationship; the meaning of Nyaya		(Vishwas) and respect	
	and program its fulfilment to ensure Ubhay-tripti;;		(Samman) as foundational	
	Trust(Vishwas) and Respect(Samman) as the		values of relationships.	
	foundational values of the relationship;			
	Understanding the meaning of Vishwas, Difference			
	between intention and competence; Understanding			
3	the meaning of Samman, Difference between Respect	12		2.3
	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.			
	Envision Societal Harmony: Understanding the		Describe	
	harmony in Nature; Interconnectedness and mutual		interconnectedness and	
	fulfilment among the four orders of nature-		mutual fulfilment;	
	recyclability and self-regulation in nature;		recyclability and self-	
4	Understanding Existence as Co-existence (Sah-	12	regulation in nature;	2,3
	Astitva) of mutually interacting units in all-pervasive		holistic perception of	
	space; Holistic perception of harmony at all levels of		harmony	
	existence-Practice Exercises and Case Studies will be			
	taken up in Practice Sessions.			
	Integrate Holistic Understanding: Natural		Describe natural	
	acceptance of human values; Definitiveness of		acceptance of human	
	Ethical Human Conduct; Basis for Humanistic		values; ethical human	
	Education, Humanistic Constitution and Humanistic		conduct; professional	
	Universal Order; Competence in professional		ethics	
_	ethics:			
5	a) Ability to utilize the professional competence	12		2,3
	a) Ability to utilize the professional competence			
	for augmenting universal human order. b) Ability to identify the scope and characteristics			
	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	
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.	

T1:R.RGaur,RSangal,GPBagaria,A foundation course in Human Values and professional Ethics, Excel books, NewDelhi,2010,ISBN978-8-174-46781-2

T2: "Moral Issues in Business" by William H. Shaw and Vincent Barry

REFERENCE BOOKS:

R1: BL Bajpai, 2004, Indian *Ethos and Modern Management*, New Royal Book Co., Lucknow.Reprinted2008.

R2: PL Dhar, RR 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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
221111111111	UNIVERSAL									
	HUMAN									
	VALUES (UHV)								3	1
22UUHV101R	+								3	1
	PROFESSIONAL									
	ETHICS									

		SEMESTER	R – II								
Course Ti	itle COMPUTATIONAL SY	STEM AND DIGITA	AL WO	RLD							
Course co	de 22UUDL103R T	otal credits: 1	L	T	P	S	R	()/F	C	
	T	otal hours: 30	0	0	2	0	0	0		1	
Pre-requi	site Nil	Co-requisite				N	il	•		•	
Programm	ne		BBA								
Semester		2 ND semester of FIR	RST yea	r of t	he prog	ramm	ie				
Course	1. Students will be able t	o understand the fund	lamenta	ls of c	ompute	r syste	ms and	l Inter	net sea	arch	
Objective	s along with advanced feat	along with advanced features of MS-Office.									
	2. Students will be able t	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										
CO2	Students will be able to s	solve data analysis, m	anagem	ent an	ıd visual	izatio	n issue	s using	g MS-	Office	
	products.										
CO3	Students will be able to e		•								
CO4	management.	Students will have introduction to various utility software used in research and information management.									
CO5	Students will have introd	luction to the cyber w								_	
Unit-	Content		Contac		Le	arnin	g Outc	ome		KL	
No.			Hour								
I	Unit 1- Fundamentals of C	=	6		nderstan		_	compo	onents		
	Systems, Office Automatio	n and Internet		an	d their f	unctio	ons.				
	Search	1.1.									
	i. Components of a Compute	er and their									
	functions.	MC Word MC									
	ii. Office Automation using	wis-word, MS-								1/2	
	Excel, and MS-PowerPoint.	tigal Data Amalysis								1/2	
	iii. Data management, Statis and Data Visualization with	•									
	iv. Use of Functions, Graphs										
	Excel.	o & Charts III IVIS-									
	LACCI.										
II	Unit 2- Internet & Cyber V	Vorld	6	F	xplain c	comnii	ter ne	tworks	s the		
	i. Introduction to Computer		O		ternet, a	_					
	and World Wide Web, Webs						m	-01061			
	portals.										
	ii. Creation and use of Email	Accounts.								2/3	
	iii. Web browsing, Web Sea										
	aspects of Web Searching- S	-									
	conditions and combinations	7									
		-								1	

	iv. Study of different Search Engines like Google, Microsoft Bing, Yahoo, Yandex, DuckDuckGo, Ask.com etc. v. Cyber Crimes, Cyber Laws and IT Act 2000, India.			
III	Unit 3- Introduction to Social Media and E-Commerce i. Relevance of social media in present scenario. Posting different types of contents in social media. ii. Creating accounts and using some popular social media portals and Apps like WhatsApp, Facebook, etc. Social Media Etiquettes & Crimes. iii. Definition of E-Commerce; E-Commerce versus traditional Commerce. iv. Case studies of popular E-Commerce portals like Amazon. v. E-commerce Etiquettes & Crimes.	6	Analyse the role and impact of social media today.	2/3
IV	Unit 4- Digital Payments and Digital Transactions i. Introduction to Digital Payment Systems. ii. Creating accounts and using Digital Payment Systems like Credit Cards, Debit Cards, Net banking, UPI. iii. Digital payments Etiquettes & Crimes.	6	Understand digital payment systems and their applications.	1/3
V	Unit 5- Basic Accounting and Utility Software i. Introduction to Basic accounting concepts, Introduction to an Accounting Software like Gnu Cash or Tally. ii. Introduction to Technical Document writing using LaTex. iii. Introduction to Data Visualization software - Sigma, Google Charts, Tableau	6	Grasp basic accounting concepts and use accounting software like GnuCash or Tally.	1/3

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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	COMPUTATIONAL	1				1				3
22UUDL103R	SYSTEM AND DIGITAL									
	WORLD									

	SEMESTER – II									
Course Title		TECHNO PRO	FESS	IONA	L SKII	L				
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				N	il		•	
Programme		BBA								
Semester		Fall/ II semester of the	first y	ear of	the pr	ogram	me			
Course	1. To distin	1. To distinguish the concept and definition of professional development and other								
Objectives	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									
	_	elevant to the situations.	•,			ı	*1 *1*.	. 1 .	1 .	
		students with strong con ative change in communi				•	-		about a	
		ce the professional skil		•		•	•	~	me any	
	challenge	s in the business organiza	tion.						Ţ	
CO1	Understand the tech	no-professional skills an	d their	relevar	ce for	moderr	n busine	ess manage	rs.	
CO2		ize digital knowledge for	busine	ess man	ageme	nt.				
CO3	Proficiency in com	nunication skills.								
CO4	Apply their knowle	dge in practical business	context	ts.						
CO5	Apply critical think	ing and interpersonal ski	ls in ne	egotiati	on and	decisio	on-mak	ing.		

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							
		Total hours:	0	0	0	0	0	0	2	
Pre-requisite	Nil	Co-requisite	Nil			•	•	•	•	
Programme	Bachelor of Business Administration									
Semester		II semester of Fi	rst year	of the	progr	ramme	;			
Course	MOOCS_CE-01 is provided through Coursera Platform, which is an online course where									
Objectives	students are allowed to take courses per semester on the basis of the hours with relevance to the									
	credit, and the course	es are provided from th	e Interna	ational	Unive	ersities	across	the world	. During	
	the courses, the stude	ents have to submit ass	ignment	s, quiz	zes, et	c.				
CO1	Demonstrate proficie	ency in acquiring and a	pplying	global	ly reco	gnized	certifi	cations in	business	
	management									
CO2	Showcasing a compr	ehensive understanding	g of busi	ness p	ractice	s and r	egulate	ory framev	vorks	
CO3	Apply advanced ana	lytical skills to solve co	omplex b	ousines	ss prob	lems.				
CO4	Exhibit the ability to	collaborate effectively	in virtu	al lear	ning ei	nvironr	nents.			
CO5	Critically assess the	impact of online learni	ng on pe	rsonal	and pr	ofessio	onal de	velopmen	t within	
	the business manage	ment 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						

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
MOOCS_CE -01	MOOCs	2	3							3

		SEMESTER	R – III						
Course		HUMAN RESOU	URCE M	ANA	GEMI	ENT			
Title	22DD 4 0211D	7D 4 1 114 4	1 + 1	T				O/E	
Course code	22BBAO211R	Total credits: 4 Total hours:60	L 4	$\frac{T}{1}$	P 0	S 0	R	O/F 0	C 4
Pre-	Nil	Co-requisite	4	1	U	N	_	U	4
requisit		Co requisite				11	••		
Programi		Bachelor of Bu	siness A	dmin	istratio	n			
Semeste	r	III semester of Seco	nd year	of the	e progi	amme	e		
Course	1. To understand basic	functions of Human R	Resource 1	Mana	gement				
Objectives 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 fund	tions of Human Resou	urce Man	agem	ent				
CO2	Understand and analyze	e the concept of Person	nnel mana	agem	ent				
CO3	Explore the recruitment	process							
CO4	Define and analyze the	process of selection							
CO5	Learn and understand the	ne training and career	managen	nent.					
Unit-	Conte	nt	Contact	t	Le	arning	g Outco	ome	KL
No.			Hour	a.		111 1	1.1		
I	Human Resource Ma scope, functions and obje nature of Human Resour importance and factor requisites of successful H	ctives, Meaning and ce Planning- nature, rs affecting HRP,	Students will be able to explain the nature, scope, functions, are objectives of Human Resource Management. Students will be able to identify the factor				Resource s will be e factors Resource escribe the		
П	Personnel Managemobjectives, significance Personnel Manager, activities: e-recruitment performance management compensation.	e, Qualities of e-HRM- nature, t, e-selection, e-	12	Students will be able to defin Personnel Management, it objectives, and its significance within an organization. Student will be able to identify the qualities of an effective Personnel Manager and describe the nature and activities of effective HRM, including e-recruitment e-selection, e-performance			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-		
Ш	Recruiting Human F purpose and importance recruitment, recruitment		Students will be able to describ					ose, and ng human	1.2

IV	Selecting Human Resources: nature, selection process, barriers to effective selection, Induction, Orientation Programme, problems of orientation	14	govern the recruitment process. Students will be able to outline the recruitment process and evaluate its effectiveness in attracting suitable candidates. 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	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	problems of orientation and their solutions. 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

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						

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

			SEMEST	ER – II	I						
Cours	se Title		ADVERTISINO	G AND S	SALES	S PRO	MOTI	ON			
Cours	se code	22BBAO212R	Total credits: 4	L	T	P	S	R	O/F	С	
			Total hours:60	4	1	0	0	0	0	4	
Pre-re	equisite	Nil	Co-requisite	Nil							
Progr	amme		Bachelor of	f Busine	ss Adr	ninistr	ation				
Sem	ester		III semester of S								
	urse		rstand the fundamenta	ıl princip	oles and	d theor	ies of a	adverti	sing and sa	les	
Obje	ectives	promotio									
	•	_	ore the various adverti	_		•				chieve	
			ng goals (e.g., brand a			-				1.1:	
3. To analyse the different elements of the promotional mix (e.g., a									avertising,	public	
	relations, personal selling) and their interactions. 4. To gain insights into the consumer decision-making process and how advertising										
	4. To gain insights into the consumer decision-making process and how advertising and sales promotion influence it.										
C	CO1 Identify the ability to analyse the elements of effective advertising, and apply this										
	knowledge.										
CO	02	Formulate a comprehensive advertising plan, showcasing a practical understanding of									
			in advertising.				- 1			_	
CO	03	Evaluate eth	ical considerations an	d public	issues	related	l to dir	ect and	interactive	e	
		marketing.									
CO	04	Examine rea	l-world scenarios to c	hoose ap	propri	ate Pul	olic Re	lations	tactics.		
CO	05	Demonstrate	the ability to create e	effective	brand	strateg	ies.				
Unit-		Conte	Demonstrate the ability to create effective brand strategies. Content Contact Learning Outcome K								
									ome	KL	
No.				Hour						KL	
		tion of advertisir	ng & promotion, the		Stu	ıdents	will b	e able	to define	KL	
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types		Stu	ıdents vertisir	will b	e able	to define	KL	
No.	elemer	tion of advertisir	ng & promotion, the dvertising, its types		Stu adv ide	idents vertisir entify th	will b	e able	to define promotion, of effective	KL	
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types		Stu adv ide adv	udents vertisir entify the	will b	e able nd 1 nents o	to define promotion, of effective in its types		
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types		Stu adv ide adv and	idents vertisir entify the vertisir	will b	e able nd 1 nents o	to define promotion, of effective		
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types		Stu adv ide adv and	udents vertisir entify the	will b	e able nd 1 nents o	to define promotion, of effective in its types		
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types	Hour	Stu adv ide adv and pro	idents vertisir entify the vertisir	will b	e able nd 1 nents c explai	to define promotion, of effective in its types		
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types	Hour	Stu advide advance pro	udents vertisir entify the vertisir d role ocess. udents derstan	will bag and a see and a s	e able nd p nents c explai the dev	to define promotion, of effective in its types marketing velop an how	1,2	
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types	Hour	Stu advide adviance pro	udents vertisir entify the vertisir d role ocess. udents derstan vertisir	will bag a he elerag, and es in will ding ag inter	e able nd p nents of explain the dev of	to define promotion, of effective in its types marketing velop an how with the	1,2	
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types	Hour	Stu advide advance pro	udents vertisir entify the vertisir d role ocess. udents derstan vertisir erall	will bag a he eler ag, and es in will ading ag intermarket	e able nd p nents c explai the dev of egrates ing st	to define promotion, of effective in its types marketing velop an how with the trategy to	1,2	
No.	elemer	tion of advertising	ng & promotion, the dvertising, its types	Hour	Stu advada and pro-	udents vertisir entify the vertisir d role ocess. udents derstan vertisir erall in	will bag a he elerag, and es in will adding ag intermarket cons	e able nd p nents c explai the dev of egrates ing st	to define promotion, of effective in its types marketing velop an how with the	1,2	
No.	elemer	tion of advertising the first of effective and the marketing and the marketing the first of the	ng & promotion, the dvertising, its types ag process.	Hour	Stu advide advance pro	udents vertisir d role ocess. udents derstan vertisir erall uence d drive	will bag a he eler ag, and es in will ading ag intermarket constants.	e able nd p nents c explai the dev of egrates ing st umer	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour	1,2	
No.	elemer & role	tion of advertising the of effective a and the marketing media,	ng & promotion, the dvertising, its types ag process. media planning,	Hour	Stu adva and pro	udents vertisir entify the vertisir d role ocess. udents derstan vertisir erall reluence d drive	will bag a a he elerag, and es in will adding ag intermarket constales.	e able nd p nents of explain the dev of egrates ing st umer	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour to identify	1,2	
No.	Advert	tion of advertising the marketing and the marketing media, ast & interact	ng & promotion, the dvertising, its types ag process.	Hour	Stu advide advide and pro-	udents vertisir d role ocess. udents derstan vertisir erall uence d drive	will be a sales. will be a sales.	e able nd p nents of explain the dev of egrates ing st umer e able ertising	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour to identify g media,	1,2	
No.	Advert broade Develo	tion of advertising the marketing and the marketing media, ast & interact	media planning, ive online media, ing a programme,	Hour	Stu advide advide and pro-	idents vertisir d role ocess. idents derstan vertisir erall i luence d drive idents ferent derstan	will be a he eler ng, and es in will ding ag interest constales. will be adved the second constales and the second consta	e able nd p nents of explai the dev of egrates ing st umer e able ertising	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour to identify g media,	1,2	
No.	Advert broade Develo	tion of advertising the marketing and the marketing and the marketing the marketing and the marketing	media planning, ive online media, ing a programme,	Hour	Stu advided and process students advided and process students and process students and process students and process students and process students and process students and process students and process students and process students and process students and process students are students and process students and process students are students and process students are students and process students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students and process students are students are students and process students are students	udents vertisir entify the vertisir d role ocess. udents derstan vertisir erall uence d drive udents ferent derstan edia pla	will be a see in will adding a see in will be advected the anning.	e able nd p nents of explain the dev of egrates ing st umer e able ertising e print and ev	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour to identify g media, aciples of	1,2	
No.	Advert broade Develo	tion of advertising the marketing and the marketing and the marketing the marketing and the marketing	media planning, ive online media, ing a programme,	Hour	Stu addident and process of the state of the	idents vertisir entify the vertisir d role ocess. idents derstan vertisir erall in luence d drive idents ferent derstan edia pla fectiver eractiver	will be a see in will adding a see in will be adverted the e able explainthe dev of egrates ing st umer e able ertising e printher and ev f broade	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour to identify media, aciples of valuate the ideast and ia.	1,2		
No.	Advert broade Develo	tion of advertising the marketing and the marketing and the marketing the marketing and the marketing	media planning, ive online media, ing a programme,	Hour	Stu advanda and pro-	idents vertisir d role ocess. idents derstan vertisir erall i luence d drive idents ferent derstan edia pla	will be a see in will adding a see in will be adverted the e able nd p nents of explain the dev of egrates ing st umer e able ertising e print and ev f broad the medit	to define promotion, of effective in its types marketing velop an how with the trategy to behaviour to identify media, aciples of valuate the ideast and	2,3		

	T	I	1 , 1 1 1 1	
			advertising program, including	
			working with advertising	
			companies to create impactful	
			campaigns.	
III	Direct & interactive marketing- concept &		Students will understand the	
	benefit, channels of direct marketing,		concepts and benefits of direct	
	public & ethical issues.		and interactive marketing,	
			including various channels such	
			as email, telemarketing, and	
		12	digital platforms.	1.2
			Students will explore public and	
			ethical issues related to direct	
			marketing, emphasizing	
			responsible practices and	
			consumer protection.	
IV	Public relations & publicity- it's		Students will be able to explain	
	importance, various types & techniques of		the importance of public	
	PR.		relations (PR) and identify	
			various PR techniques used to	
			manage and enhance a	
		12	company's public image.	2,3
			Students will understand the role	
			of publicity in building brand	
			reputation and learn how to	
			implement effective PR	
			strategies.	
V	Brand: meaning, brand image and		Students will be able to define	
	personality, brand & product, brand		key branding concepts, including	
			brand image, brand personality,	
	planning, brand positioning, brand equity:		\mathcal{E}^{\prime} 1	
	planning, brand positioning, brand equity: meaning, brand assets & liabilities.		brand planning, and brand	
		12	brand planning, and brand	1,2
		12	brand planning, and brand positioning.	1,2
		12	brand planning, and brand positioning. Students will understand the	1,2
		12	brand planning, and brand positioning. Students will understand the meaning of brand equity,	1,2
		12	brand planning, and brand positioning. Students will understand the meaning of brand equity, including brand assets and	1,2

T1: Advertising Management- Myers

REFERENCE BOOKS:

R1: Strategic Advertising management- Perey& Elliott

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

	CO PO Ma	pping
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 ofdeveloping 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

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	R – III								
Course T	itle	PI	RODUCTION AND C	PERAT	ION	MAN	AGEN	1ENT				
Course c	ode	22BBAO213R	Total credits: 4	L	T	P	S	R	O/F	C		
			Total hours:60	4	1	0	0	0	0	4		
Pre-requi		Nil	Co-requisite			•	Ni	<u>11</u>				
Program			Bachelor of Bu									
Semeste Course	er	1. Ability to	III semester of Second understand about Pr						duction (oncont		
Objective	S	_	unctions and practices.	oduction	IVI	mageme	::III —	шиос	iuction, (oncepi,		
	.5		idy the different phases	s of Oper	ation	s Mana	gemen	t.				
		3. Ability to acquire knowledge of productivity.										
		4. Ability to lea	rn about production pl	about production planning and design.								
CO1		Understanding the di	fferent roles of product	tion and	opera	tions m	nanage	ment.				
CO2		Creating awareness of	of different strategies for	or improv	ing p	roducti	ivity.					
CO3		Analyse and understa	and product design.									
CO4		Acquiring knowledge	e on the manufacturing	process.								
CO5		Identifying the key co	oncept of quality and it	ts dimens	ions.	ı						
Unit-	Cor	ntent		Contact		KL						
No.				Hour								
I	Mai Prod Res	duction and Opera	peration Managers,	12	Understand the 5Ps, roles operation managers, and retrends in operat management.					-		
II	mea		hes to increasing planning, facility	12	ca	•	planni	ng, ar	asurement ad facility			
III	_	lity Control – concensions, Total Quality	•	12		asp qu d qualit			ots, TQM	1.2		
IV	and syst requ man	ign of production production production production general for independent interest planning; Jungacturing system, values, Six sigma.	esign of inventory t demand, material ust –in- Time, Lean	12	Understand production planning inventory systems, Les manufacturing, and Six Sigma.				, Lear			
V	desi	nt layout: defir ortance, advantages, gn: classifications, in chasing.	_	12	be	earn pl nefits, rchasin	aı	nd	objectives industria			

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 Mappin	ng
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

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	

SEMEST	TER -	· III									
Course T	itle	COST AND MANA	AGEMENT ACCOU	NTING	ı T						
Course c	ode	22BBAO214R	Total credits: 4	L	T	P	S	R	O/F	C	
			Total hours:60	4	1	0	0	0	0	4	
Pre-requ	isite	Nil	Co-requisite	Nil		l .			-	•	
Program	me	Bachelor of Busine	ss Administration	•							
Semester	•	III semester of Seco	ond year of the progr	ramme							
Course		1. To provide w	orking knowledge of	cost and	d mar	nageme	nt acco	ounting			
Objective	es	2. To introduce	the students to the recent trends in the field of cost and management								
•		accounting.									
		^ ^	d interpret budgets.								
			perating results through variance analysis								
CO1		Remember the co	oncept of cost account	ting and	demo	onstrate	the to	ols of o	cost manage	ement.	
CO2		Describe differer	nt types of cost and ov	erheads							
CO3		* * *	ce analysis in standard		_						
CO4			concept of manager	ment ac	coun	ting a	nd its	relatio	nship with	cost and	
		financial account									
CO5		Understand abou	t different types of bu	dgets an	nd app	ply diff	erent b	udgeta	ry control t	echniques	
Unit-	Cor	ntent		Conta	ct	Learni	ng Ou	tcome		KL	
No.				Hour							
I		t Accounting- Mean	ning, nature, scope, and limitations,						e to explain		
		ectives, functions				_		ire, scope			
	Prep	paration of cost sheet						ions of cos	t		
					account	-	along	with it	S		
				11	1	imitati	ons.			1,2	
						74 -1 4	:11	11.1			
									e to prepare		
							_		cost sheet		
						dentify	•	and	calculating	3	
II	Elas	ments of oost m	aterial, labour and					lements		7	
11		rheads: Concept & c	·						e to classify labor, and		
		erial, labour, overhea							r categoriz		
		ct & indirect, produ							able, direct		
		•	costing, contract					•	and perio	•	
		ing, process costing,				costs.	, pro	t,	ana peno		
	Cost		2411 CO511115.	15			s will	he ah	le to apply	2,3	
									ethods such		
								•	act costing		
						process	_		and batcl		
								-	and analyz		
						costs.	is our		unui j L	-	
III	III Standard Costing and analysis of variance					Student	s wil	1 unde	erstand the	e	
		ning, significance, ty	•						ificance o		
		<i>5, 6</i> , <i>c</i> j	1	14			-	-	be able to		
						dentify		rious	types o		
						varianc			7F-5		
						14110					

			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-	2,3
			making.	
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

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	PO1,PO3,PO9,PSO1,PSO2,PSO3								
	demonstrate the tools of cost management.									
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	PO1,PO3,PO6,PO9,PSO3								
	its relationship with cost and financial accounting									
5	Understand about different types of budgets and apply	PO1,PO3,PO6,PO9,PSO3								
	different budgetary control techniques.									

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										
			ENVIRON					T	1	T	
Course c	ode	22UBES101R	Total credits: 2	L	T	P	S	R	O/F	C	
D	• • •	NT*I	Total hours:30	2	0	0	0	0	0	2	
Pre-requ		Nil	Co-requisite		٠		N	11			
	Programme Bachelor of Business Administration Semester III semester of Second year of the programme										
Cours	v i S								and its		
Objectiv			he performance of a b	_	JOHOL	inc cirv	11011111	on o	a business	and no	
•		2. To make stu	idents aware about von managing business.		actors	of eco	onomi	envir	onment an	d their	
CO1		Understand the ty	pe of resources availa	able in th	e env	ironme	nt and	the pro	blem assoc	iated.	
CO2		inflation, interest	importance of Govt. rates and credit creati	ion by ba	nks o	n the ed	conom		the influe	nce of	
CO3			the basis of prevailing	~ ~		_					
CO4		decisions.	acteristics on Indian							taking	
CO5			a field related to the n							1	
Unit-		Conte	nt	Contac	t	Le	arnin	g Outco	ome	KL	
No. I				Hour	C.	14	:11 1	1.1 .	to define		
	stud need	tidisciplinary nature ies. Definition, scop for public awarenes	pe and importance, s.	4	er its ex in er St re av in	wironm multic plain nportand wironm udents cognize varenes envir	the the ce will e the s and onmen inabili	studies inary n sco of ssues. be need i indivi ital co	ature, and studying able to for public dual roles onservation	1,2	
II Natural Resources: Renewable and Non-renewable resources, Natural resources and associated problems. a) Forest resources: use and overexploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, damsbenefits and problems. c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.			4	di ar ar er th St ca ex su ar	nd not not und notice of the eir use udents use stud aploitati	n-reneverstand nental and ex will b lies rel ion of Corests, resour	tween wable I the proble ploitati e able ated to natural water, rces, ar		2,3		

	d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies. f) Land 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, characteristics, features, structure and function of the following ecosystem: a) forest ecosystem b) grassland ecosystem c) desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).	4	Students will be able to explain the concept of an ecosystem, its structure, and functions, including the roles of producers, consumers, and decomposers. 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.	1.2
IV	 Biodiversity and its conservation 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 Conservation of biodiversity: in-situ and exsitu conservation of biodiversity. 	4	Students will be able to define biodiversity and describe genetic, species, and ecosystem diversity. Students will be able to explain the value of biodiversity and identify the biogeographical classification of India, including hotspots of biodiversity.	2,3
V	Environmental pollution: definition, cause, effects and control measures of: Air pollution, water pollution, soil pollution,	4	Students will be able to identify the causes, effects, and control measures of various types of	1,2

	marine pollution, noise pollution, thermal		pollution including air, water,	
	pollution, nuclear hazards.		soil, marine, noise, thermal, and	
	Solid waste management: causes, effects and		nuclear hazards.	
	control measures of urban and industrial		Students will be able to propose	
	wastes. Role of an individual in prevention		solid waste management	
	of pollution, pollution case studies. Disaster		strategies to mitigate the effects	
	management: floods, earthquakes, cyclone		of urban and industrial waste.	
	and landslides.			
VI	Social issues and the environment:		Students will be able to explain	
	• from unsustainable to sustainable		the transition from unsustainable	
	development,		to sustainable development and	
	urban problems related energy,		address urban problems related	
	 water conservation, rain water harvesting, 		to energy.	
			Students will be able to propose	
	watershed management,		solutions for water conservation,	
	• Resettlement and rehabilitation of people;		rainwater harvesting, watershed	
	its problems and concerns. Case studies.		management, and resettlement	
	• Environmental ethics: issues and possible			
	solutions		and rehabilitation of people through case studies.	
	Climate change, global warming, acid		tillough case studies.	
	rain, ozone layer depletion, nuclear			
	accidents and holocaust, case studies.	4		1,2
	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			
	Public awareness.			
VII	Human Population and the environment:		Students will be able to analyse	
. ==	Population growth, variation among		population growth, variations	
	nations		among nations, and the impact	
	Population explosion- family welfare		of population explosion on the	
	programme		environment.	
	Environment and human health		Students will be able to evaluate	
	Human rights	4	family welfare programs and	2,3
	Value education	•	their role in controlling	_,0
	HIV/AIDS		population growth.	
	Women and child welfare		Pobaration Brownii	
	Role of information technology in			
	environment and human health			
	Case studies			
	Cube studies			

VIII	Field work		Students will be able to	
	Visit to a local area to document		document environmental assets	
	environmental assets-		such as rivers, forests,	
	river/forest/grassland/hill/mountain		grasslands, hills, and mountains	
	 Visit to a local pollutes site- 		through field visits.	
	urban/rural/agricultural/industrial	2	Students will be able to study	1.2
	• Study of common plants, insects,		common plants, insects, and	
	birds		birds, and analyse simple	
	Study of simple ecosystems-pond, river, hill		ecosystems like ponds, rivers,	
	slopes, etc. (field work equal to 5 lectures		and hill slopes.	
	hours).			

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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBES101R	ENVIRONMENTAL STUDIES							3	3	

	SEMESTER – III									
Course Title		TECHNO PRO	FESS	IONAI	L SKIL	L				
Course code	22BBAO125R	Total credits: 1	L	T	P	S	R	O/F	С	
		Total hours:15 0 0 2 0 0 1								
Pre-requisite	e Nil Co-requisite Nil									
Programme			BBA							
Semester	F	'all/ III semester of the	second	l year o	of the p	rogra	mme			
Course	1. To disting	guish the concept and	definit	ion of	profes	ssional	develo	opment and	dother	
Objectives	theories fo	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									
		levant to the situations.								
		students with strong con				•	-	•	about a	
		tive change in communit				_	_			
		e the professional skill		alent o	of stude	ents to	face a	nd overcor	ne any	
	challenges	in the business organiza	ion.							
CO1	Understand the tech	no-professional skills and	their	relevan	ice for i	noderr	busine	ess managei	rs.	
CO2		ze digital knowledge for	busine	ess man	agemei	nt.				
CO3	Proficiency in comm	nunication skills.								
CO4		lge in practical business of								
CO5	Apply critical thinki	ng and interpersonal skil	s in ne	egotiati	on and	decisio	on-mak	ing.		

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					

		SEMESTEI	R – III							
	,	NT COMMUNICATION	<u> </u>					1	С	
Course code	22UBPD212R	Total credits: 2	L	T P S R O/F						
		Total hours: 30	0	0	6	0	0	0	2	
Pre-requisite	Nil	Co-requisite	Nil		•					
Programme	Bachelor of Business Administration									
Semester	T. C :1: :	III semester of Second year of the programme								
Course		o familiarize students with the transformation of sentences and the appropriate								
Objectives	* *	position. enhance the writing skills indifferent areas including CV and cover letter writing.								
•		g by reinforcing, substit		-				ung.		
	communication.	g by reinforcing, substit	utilig for	, 01 (Jonuau	neung	verbar			
		rformance-boosting activ	ities for tl	ne nei	formai	nce ent	nancem	ent		
CO1		r will polish their writing		ic per	TOTTICE	ice ciii	iancem	CIII.		
CO2	_	communication and inte		skille	3					
CO3		vioural skills, thoughts, a	•			ole the	m to b	ehave in a		
	conscious and prod		ina cinoti)113 W	III CIIac	ne the	iii to t	ochave ili a		
CO4	•	ve impact in their thought	process	and p	roblem	-solvir	g skills	<u> </u>		
CO5		r will polish their writing		ma p		501111	5 511111	<u></u>		
Unit-No.	Content	win poinsir their writing	Contact	Le	arning	Oute	ome		KL	
			Hour			, oute	OIIIC			
I	Module 1-Gramma	ar		Ide	entify	and	use	common		
	i. Use	of Prepositions			epositio	ons	corre	etly in		
		questions		sei	ntences	. Unde	erstand	the role of		
	iii. Idio	•		pre	epositio	ons	in	showing		
	Clau	ises	6	rel	ationsh	nips	betwee	n nouns,	1,2	
	Simple, complex,	compound sentences		_			l othe			
								n various		
							-	clear and		
					ecise m					
II	Module 2- Gram				•			active and		
		ve and Passive Voice		_				sentences		
	ii. Dire	ct and Indirect Speech				•	Dassive Unders	voice and the		
			6					for using	2,3	
								voice to		
						_		riety and		
					phasis			arreey arra		
III	Module 3-Writing	Skills		_	cogniz		and	eliminate		
		Basics of Writing;			•			ieness in		
	avoi	•			iting.		loy c			
	vagu	ieness	6	pre	ecise la	nguag	e to co	nvey ideas	1.2	
	_	graph Writing				•	-	a strong		
		is Writing					_	basics to		
	iv. Lette	er Writing		en	hance	overal	l comm	nunication		
	IV. Lett	VI 1,1111115								

	v.	Resume, CV and Cover		skills.	
		Letter			
IV	Module 4-Se	lf-Management Skills		Understand the components of	
	i.	SWOT Analysis		SWOT analysis (Strengths,	
	ii.	Self-Regulation-Goal		Weaknesses, Opportunities,	
		Setting	6	Threats). Conduct a personal	2,3
	iii.	Personal Hygiene		SWOT analysis to identify areas	2,3
				for growth and development.	
				Use SWOT analysis to set	
				realistic and achievable goals.	
V		Ion-Verbal Communication-		Define non-verbal	
		Body Language		communication and body	
	i.	What is Non-Verbal		language. Understand the role of	
		Communication & Body		non-verbal communication in	
		Language,		conveying messages and	
	ii.	Elements of		emotions.	
		Communication,			
	iii.	Types of Body Language,			
	iv.	Importance and Impact of	6		1,2
		Body Language,	U		1,2
	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.			

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	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	PO1, PO9						
	behave in a conscious and productive way.							
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

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	PROFICIENT									
	COMMUNICAT									
22UBPD212R	ION									
22UBPD212R	(Communicative									
	English & Soft									
	Skills)	1				3				2

		SEMESTE	ER – III														
Course Title	MOOCS																
Course code	22BSCE111R	Total credits: 1	L T P S R O/F C										otal credits: 1				C
		Total hours:	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	MOOCS is provide	MOOCS is provided through Coursera Platform, which is an online course where students are															
Objectives	allowed to take cou	rses per semester on the	basis of	the ho	ours wi	ith rele	vance t	to the cred	it, and								
•	the courses are prov	vided from the Internation	onal Univ	versitie	es acro	ss the v	world.	During the	e courses,								
	the students have to	submit assignments, qu	iizzes, et	c.													
CO1	Demonstrate profic	iency in acquiring and a	pplying	global	ly reco	gnized	certifi	cations in	business								
	management																
CO2	Showcasing a comp	rehensive understandin	g of busi	ness p	ractice	s and r	egulato	ory framev	works								
CO3	Apply advanced an	alytical skills to solve co	omplex b	ousines	s prob	lems.											
CO4	Exhibit the ability t	o collaborate effectively	in virtu	al lear	ning ei	nvironn	nents.										
CO5	Critically assess the	impact of online learni	ng on pe	rsonal	and pr	rofessio	onal de										
	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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE111R	MOOCs	2	3							3

		SEMESTE	R – III									
	BASIC LIFE SAVIN											
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 Bu										
Semester	III semester of 2 nd year of the programme											
Course	The aim of the cours	he aim of the course is to provide the learners with basic knowledge and practical skills										
Objectives	needed in an emergency fire situation, and to provide appropriate basic management and creatment for injuries											
CO1		The students will be able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to he patients to sustain tissue viability.										
CO2	The students will be all victims.	ble to perform the imp	ortance of	f early	y CPR	on Ad	ult, chi	ld and infa	nts'			
CO3	The students will be alunresponsive victims	ole to perform the basi	c steps to	relive	e chok	ing for	respon	sive and				
CO4	The students will be all and protecting the vict		_	g woi	rse, aid	ling re	covery,	relieving	pain			
CO5	The students will be all and getting out alive	ble to learn about the f	ire equipr	nent i	require	ments	, metho	ds of oper	ation			
Unit-No.	Content		Contact Hour	Le	arning	g Outc	ome		KL			
I	Basic Life Support of BLSS, Chain of Assessment, CPR Technique, AED, Ch children	of survival, ABCs and Ventilation	4	pri Ba De BL	sic Lifescribe	s and e Supp the co	impo oort. ompone	ndamental ortance of the strole in vices.	1,2			
II	First Aid, Golden rul aid Kits	es of First aid, First	importance in e situations.				and its emergency	2,3				
III	Trauma emergence Priorities of Initial hospital care, Scerassessment, Bleeding of victims and safe spine stabilization application, Splinting	approach in pre- ne safety, Primary control, Extrication e transfer, Cervical a and C-collar	4	tra im Un tin	uma o pact oi idersta	emergen patiend the and app	encies nts. e impo propria	n types of and their ortance of te care in	1.2			
IV	Triage system, Intro approach of Triage,	duction, Flow chart	2				•	ciples and emergency	2.2			

	Multiple Casualties in Pre-Hospital		situations.	
	setting		Recognize the different types of	
			triage systems used in pre-	
			hospital care.	
V	Medical emergencies, Introduction,	3	Recognize the common types of	
	Victim cantered approach and		medical emergencies and their	
	Management of: Seizures, heart attack,		impact on patients.	1.2
	asthma, diabetic emergencies, emergency		Understand the importance of a	1,2
	childbirth, Respiratory distress and		prompt and accurate response.	
	failure			

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 Tit	le	PERSONAL FI	NANCIA	L PL						
Course cod	de 22UUFL213R	Total credits: 1	L	T	P	S	R	O/F	C	
		Total hours: 15	0	0	2	0	0	0	1	
Pre-requis	ite Nil	Co-requisite				N	il			
Programm										
Semester		II semester of firs								
Course		ld offer an inclusive ap	-					ncepts of n	noney,	
Objectives		ing, taxes and their app			•	_				
	^	nal financial planning	process,	the lif	e cycle	of fina	ncial pl	ans, and me	ethods	
	of goal achieven		stom on	1 tov n	Jonnine	r strata	av bosov	d on aurran	4	
	financial goals.	get, record-keeping sy	stem, and	ı tax p	nammi	g strateg	gy base	u on curren	ι	
CO1	Comprehend the fundan	nentals of financial pla	nning							
CO2	Understand and utilize the			md C	CT.					
CO2		*								
CO3	Understand the concept, Analyze and interpret th	* * *		•						
CO ₅	Evaluate the aspects of r						inancia	l plans		
Unit-	Conte		Contac				Outco		KL	
No.	Conte		Hour		L	عادانا اللا	Guico			
I	Fundamentals of Fina	ncial Planning -	11041	Uı	nderstar	nd the	primary	functions		
	Functions of money;			of			a m			
	causes, how it can be	•	4	ex		•		account, a		
	official planning, Time va	lue of money-simple		sto	store of value, and a standard of				1,2	
	and compound interest; N	et Present Value and		de	ferred p	aymen	ıt.			
	Future value, Power	of Compounding;								
	Doubling period and Rule	of 72.								
II	Income Tax Planning–N	Meaning of Income	2	De	efine ii	nflation	and i	understand		
11	Direct & Indirect Taxe	•	2	Define inflation and understand its causes, such as demand-pull						
	various heads of Income							n. Identify		
	Non-taxable Income, Ta	<i>'</i>				•		inflation,	1,2	
	avoidance, GST, Tax Plan	ning Strategies.		ine	cluding	mone	etary p	olicy and		
				fis	scal poli	cy.				
111	Entroproposal alamin	Maanina s	3	T.1	ont:f-	and	adomata ::	d vonier-		
III	Entrepreneurial planning Entrepreneurship, prerequ		3		•			nd various rt systems		
	an entrepreneur, Entrep				_	_		nstitutional		
	Systems in India, Instituti							t systems		
	for entrepreneurs, financia							l, business	1,2	
	entrepreneurs; Venture Capital, Angels, Assistant of Government, C				_		•	assistance,		
					_	_	bank lo			
	Bank Loans and Overdraft									
77.7	Diamaina C		2	**	. 1	. 1 /1		- C - (1	
IV	Planning for investing in		3	Understand the meaning, features,						
	Investment avenues off	•			and functions of the NSE and BSE.				1,2	
	Markets, Primary Mark Market, Stock market-	· · · · · · · · · · · · · · · · · · ·		D.)Ľ.					
	functions of NSE, BS	-		Le	earn a	bout]	DEMA	Γ trading		
	ranctions of 102, Do	L DEMINI HAGING								

		1		1
	account, Security repository, stock brokers,		accounts, security repositories,	
	Operational aspects of securities markets:		and stock brokers. Grasp the	
	placement of orders, contract note, pay-in and		operational aspects of securities	
	pay-out, trading and settlement cycle, Various		markets: order placement,	
	risks involved in investing in securities		contract notes, pay-in and pay-	
	markets; Role of Financial Intermediaries;		out, trading, and settlement	
	Stock indices. Mutual Funds- meaning		cycles. Identify various risks	
	concept, definition, types, importance and		involved in investing in securities	
	drawbacks of mutual funds, mutual funds in		markets. Understand the role of	
	India, investing in mutual funds, Systematic		financial intermediaries.	
	Investment Plan (SIP) and its advantages.			
	investment i tan (Sir) and its advantages.			
V	Planning for debts and Retirement-Consumer	3	Introduction to consumer credit	
	credit - Introduction to consumer credit;		and the factors to consider when	
	choosing a source of credit, the cost of credit		choosing a source of credit.	
	alternatives, Consumer Legal Protection;		Understand the cost of credit	
	Housing Decision: Factors and Finance;		alternatives. Learn about	
	Vehicle Decisions. Retirement planning -		consumer legal protection.	1,2
	Meaning of cost of living; retirement need		consumer legal protection.	
	analysis; development of retirement plan,			
	various retirement schemes, Estate Planning;			
	_			
	Pension and Medicare Planning; Wills.			1

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	PO1, PO3
	financial plans.	

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
	Personal									
22UUFL213R	Financial									
	Planning	1		3						

			SEMESTER	2 – IV						
Course	e Title		SALES N	MANAGI	EME	NT				
Course	e code	22BBAO221R	Total credits: 4	L	T	P	S	R	O/F	С
			Total hours:60	4	0	0	0	0	0	1
Pre-re	-	Nil	Co-requisite	Nil						
Progra		Bachelor of Business								
Semes		IV semester of 2nd year					1.01			
Course Object		To introduce students to making To make students under					nificano	ce in m	anagerial d	ecision
CO1		Understand the relevanc	e of sales and manager	ment of sa	ales o	rganiza	tion			
CO2		Apply different selling to	heories to tailor persua	sive com	munio	cation in	n sales	interact	ions.	
CO3		Demonstrate effectiver	ness in selling by u	ıtilizing	prosp	pecting	techni	ques,	overcoming	sales
CO4		resistances and achievin Organize impactful sales	s meetings and sales co							
Unit-	Conte	Demonstrate competenc	e in managing sales to	Contact		ang sale earning	_).	I/I
No.	Conte	nı		Hour		earning	g Outco	ome		KL
I				Hour	St	udents	will h	e able	to define	
	of sale	ance, concept of persones organization, qualities s executives.	s and responsibilities	12	sa ev ar se St ar ar ex hi	olution volution ticulate elling. cudents ad descr ad res xecutive erarchy	anagem and the co will be ribe the ponsibes and of sale	e able essentiilities under	explain its tance, and of personal to identify tal qualities of sales retained the nizations.	2,3
П	circum	es of selling- AIDA astances", "Buying For on theory".	~	12	St ar th ar sc	ey sell oplication tudents and corrections, and weal denarios	ing thons in s will be atrast evaluat knesses	eories ales stra e able t differe ing the in va	to explain and their ategies. to compare nt selling ir strengths rious sales	1,2
III	prospe sales o	ocess of effective selling- Prospecting, steps in ospecting, sales Resistances- obstacles to sales, es objectives, closing sales.			ar in pr re	Students will be able to outli and implement the steps involv in effective selling, includi prospecting, overcoming sal resistances, and closing sales.				3,4
IV	Sales	Meetings: concept and	need, planning and	12	St	udents	will be	able t	o plan and	1,2

	organizing sales meetings; sales contests: contest		organize effective sales meetings,	
	objectives, contest formats, contest prizes, contest		understanding their concept and	
	promotion etc., concepts of sales target, market		need in the context of sales	
	share, market potential.		management.	
	Siture, market potential.		munagement.	
			Students will be able to create and	
			promote sales contests with clear	
			objectives, formats, prizes, and	
			1 -	
			understand concepts related to	
			sales targets, market share, and	
			market potential.	
V			Students will be able to execute	
			the recruitment, selection, and	
			placement of sales personnel,	
			ensuring the development of a	
	Sales force management- Recruitment & selection,		competent sales team.	
	Training & development, placement of sales	10		0.0
	personnel, compensation & incentive to sales	12	Students will be able to design	2,3
	persons, motivation & leadership for sales		effective compensation and	
	*		incentive plans and apply	
			leadership and motivational	
			strategies to enhance sales force	
			performance.	
			periorinance.	

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: Havaldar 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 sales resistances 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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO221R	SALES MANAGEMENT	3	1	3		3			1	

			SEMESTE							
Course Ti	itle		RESEARCH METH	ODOLOG	GY II	MAR	KETI	NG		
Course co	de	22BBAO222R	Total credits: 4	L	T	P	S	R	O/F	C
D	_•4 -	NT21	Total hours: 60	4	0	0	0	0	0	4
Pre-requi		Nil	Co-requisite Bachelor of B		1		N	<u> </u>		
Program: Semester	ne		IV semester of 2							
Course		To introduce the st	idents to systematic n	-				receard	h with a	
Objective .	s		rch in the field of mark		<i>5</i>	Condi	icing .	researe	on with the	
CO1		Understand the funda	mental concepts of mar	keting res	earch					
CO2		Comprehend the data	collection methods and	validatio	n					
CO3		Identify the sampling	techniques for marketin	ng researc	h					
CO4		Understand the divers	e measurement scales f	or data co	llecti	on				
CO5		Summarize structure	d reports of research fin	dings effe	ctive	ly.				
Unit-		Conte	ent	Contact	t	Le	earning	g Outc	ome	KL
No.				Hour						
I	lim type	itation of marketing es of research, Researc		12	ma im ide de un co Studit typ ap tai ob	arketing portandentify monstraderstan ncepts udents fferenti- pes of propria lored	g researce are its ating ding ding will ate be researce to specific to specific distributions.	arch, on scalar	d develop designs marketing	
II	data text Dat table Obj fore Sig Dat Hyj	a & secondary data, a teritation a Preparation- ulation cross tabulation cross tabulation gettives, Questions mulation, Degrees of mificance. a analysis and interpress a secondary data.	on, sources of primary Literature Review, In Validation, coding, on of data, Research and Hypothesis: If freedom, Level of etation ivariate & bivariate	12	an co da an thi tab	d utiliz llecting ta, perf d prep rough bulation udents search d hyp ivariate cluding	g prima form a f	able to tives, s, and bivariant hesis to	to identify nethods for a secondary ure review, or analysis oding, and of formulate questions, d conduct te analysis, esting with of freedom ce.	1,2

III	Sampling- sampling process, sampling design,		Students will be able to describe	
	sample size		the sampling process, develop a	
	1		sampling design, and determine	
			the appropriate sample size for	
			various research studies.	
		12		3,4
			Students will be able to apply	
			sampling techniques to real-world	
			marketing research scenarios,	
			ensuring the collection of	
			representative and reliable data.	
IV	Questionnaire design construction, Attitude		Students will be able to construct	
	measurement, various scales for attitude		effective questionnaires that	
	measurement		capture relevant data for	
			marketing research, incorporating	
			best practices in question	
		12	formulation and sequencing.	1,2
		12		1,2
			Students will be able to design	
			and utilize various scales for	
			measuring attitudes, accurately	
			capturing respondents' opinions	
			and sentiments.	
V			Students will be able to identify	
			and create different types of	
			research reports, structuring them	
			with appropriate content and	
	Report writing- types of report, contents of the		adhering to academic standards.	
	report, Personal presentation of report, APA	12		2,3
	style of referencing		Students will be able to personally	_,_,
	j		present research findings and	
			properly reference sources using	
			APA style, ensuring clarity,	
			credibility, and academic integrity	
			in their work.	

T1: Marketing Research- G.C. Beri

T2: Research Methodology-Methods and Techniques: Kothari and Garg

REFERENCE BOOKS:

R1: Marketing Research- G.C. Beri

	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

Course code	Course	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	Name									
22BBAO222R	Research Methodology in Marketing	2		2	3	2	2			3

STER – I	<i></i>								
		GEMENT							
$code 2\overline{2}$	BBAO223R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60		0	0	0	0	0	4
		Co-requisite	Nil						
te									
		•		_		c 1.	. 1 1 1		
ives		-							aanita
	-	-	actors	s to	be con	sidered	a III Ge	esigning the	сарна
		•	nd anals	ice f	he fina	ncial	ctateme	ents for ma	nageria
1 Und	<u>_</u>		Manage	ment					
	•	•							
				s of	canital	and or	net of a	anital	
	•	• •		•	anu C	ost OI C	apudi		
						me tr	nec on	nd the	
	•		_			•	-		
_		i carmings, as well as	capiole	uico	iics sul	. i Ouliu	mg uiv	ideiid	
	~ <i>J</i> ·	T	Contec	. ₄ Т	anrnin	α Oπ+	como		KL
Content				1	Learning Outcome				
An overv	iew of Financial Ma	anagement: Meaning,		Г	They w	ill pe	rform	key finance	2
		-			•	_		-	
concept	used in financial r	nanagement, role of		c	concepts, and recognize th				
financial	manager.		12	S	trategic	rol	le of	financia	1 1,2
					_	-	plannin	g, decision	-
					_			stakeholde	r
Capital									
•	•				_		_	_	
_	-	ottalization- meaning,	4.5		•			•	
causes, e	tect and remedies.		12		_				
					_				
									[
Leverage	· Meaning analysis	of operating leverage			tudents			erstand the	2
_		or operating reverage			neaning				
and finar	financial leverage							erage and	
and finar	cial leverage				_			erage and n operating	
and finar	ciai leverage		12	d	lifferent	iate 1	between	n operating	5
and finar	ciai leverage		12	d	lifferent nd fina	iate l	between leverage	n operating e. They wil	2,3
and finar	cial leverage		12	d a a	lifferent nd fina nalyse	iate lancial lancial	between leverage fects o	n operating e. They wil f both types	2,3
and finar	ciai leverage		12	d a a	lifferent nd fina nalyse	iate lancial lancial	between leverage fects o	n operating e. They wil	2,3
t 11 (2 (3 (4 (4 (4 (4 (4 (4 (4 (4 (4 (4 (4 (4 (4	rede 22I	Nil Bachelor of Business A IV semester of 2nd ye 1. To introduce ba 2. To be familiar v 3. To impart knowstructure of an extructure of an	Total hours: 60 Nil Co-requisite mme Bachelor of Business Administration IV semester of 2nd year of the programme 1. To introduce basic knowledge of finance 2. To be familiar with the factors of capital 3. To impart knowledge on the various structure of an entity. 4. To make the students understand and decision making. 1. Understand the concept and scope of Financial 2. Understand the basics of capital structure of a compact of a compact of the significance and concept of differ and elucidate the regulatory role of SEBI in capital structure of a comprehend dividend policy, including its mand significance of retained earnings, as well as policy. Content An overview of Financial Management: Meaning, objectives, nature, scope, finance functions, basic concept used in financial management, role of financial manager. Capital Structure: Meaning of Capital, capitalization and capital structure; Over capitalization and under capitalization- meaning,	Total credits: 4 Total hours: 60 Nil Co-requisite Nil Co-requisite Nil Nil Co-requisite Nil Code 22BBAO223R	Code 22BBAO223R	Total hours: 60	Total credits: 4 Total hours: 60 Total hou	Code 22BBAO223R	

	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		Students will understand the	
	dividend policy and retained earnings, theories of		meaning, forms, and types of	
	dividend policy.	12	dividend policy and retained	1,2
			earnings, and will learn the key	
			theories of dividend policy.	

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	PO1, PO2,
	and cost of capital and elucidate the regulatory role of SEBI in	
	capital issuance.	
5	Comprehend dividend policy, including its meaning, various	PO1, PO2, PO3, PO6, PO9
	forms, types, and the significance of retained earnings, as well as	
	explore theories surrounding dividend policy.	

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		MANAGEME	ENT O	F SE	RVICES	5						
Course	code	22BBAO224R	Total credits: 4	L	T	P	S	R	O/F	C			
			Total hours: 60	4	0	0	0	0	0	4			
Pre-rec		Nil Co-requisite Nil											
Progra		Bachelor of Business Administration We somester of 2nd year of the programme											
Semest		IV semester of 2nd year of the programme 1. To understand the marketing strategy of services.											
Course Object		 To understand the marketing strategy of services. To study the different services being offered by service industry. 											
Object	ives	· ·	 To study the different services being offered by service industry. How to offer good quality of services to the customer. 										
. Co)	· ·	ous financial, tourism an										
CO			gap between service prov				ver						
CO			ting strategy of services.	videi &	SCI V	ice recer	VC1.						
CO			services being offered by	v servio	ce ind	lustry.							
CO			nodel in services and role				Aarket	ing.					
Unit-		Conter		Conta				g Out	come	KL			
No.				Hou	ır			Ü					
I	Nature	of Services m	narketing- definition,			Define a	ervices, and						
		teristics and classifica	12			-	s abo	out service	1,2				
	service	e marketing is done? M	lyths about services.			marketir	ıg.						
II			of tangible goods Vs	Compare man				_	-				
		e, elements of service r	12		and services, and understand the								
	market	ting triangle.			service marketing mix and								
III	Comvio	a quality what is same	ce quality? Ingredients	triangle.									
111		•	ervice quality. Reasons	_					2,3				
	_	in service quality.	or vice quality. Reasons	12		quality g		ana i	casons for	2,3			
IV	•		consumer behaviour in			Explore		QM,	consumer				
			on of service, customer	10		-		_	rategies to	2.4			
	percep	tion of services, stra	tegies for influencing	12		improve	custo	mer pei	rception.	3,4			
		ner perception,											
V		_	g service; employees'			Understa			in service				
		•	vering service through			•		•	employees,				
		•	ble in service delivery, sonal selling and other					, and g, pri	the impact				
			services, the physical			physical			icing, and				
			eted cases in services	12		physical	o vide			1,2			
			eting services such as										
		-	and financial services.										
	Hospit	al, Hospitality and ed	ducation. marketing of										
	travel	and tourism industry,											

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							

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

			SEMESTEI	R – IV										
Course Ti				INESS LA					T	1				
Course co	de	22BBAO225R	Total credits: 4	L	T	P	S	R	O/F	C				
			Total hours: 60	4	0	0	0	0	0	4				
Pre-requis		Nil	Co-requisite			••	N	<u>il</u>						
Programn	ne	Bachelor of Business Administration												
Semester		To sandameter delta I o	IV semester of 2nd year of the programme understand the Laws Relating to business.											
Course Objectives	c c		ws Relating to dusiness vernment Regulations of		c in I	adio								
Objectives	8		types of acts in Indian				erchin /	Act Co	nsumer Pro	otection				
•		Act, Indian Contract A		Law like i	iiaiai	i i aitiit	21311IP 1	ici, co	iisuiiici 110	ACCTION				
CO1		Inderstand the concept of business laws businesses in India.												
CO2		Comprehend the Indian Contract Act, 1872												
CO3		•												
CO3		decall the Indian Partnership Act, 1932 Comprehend the Negotiable Partnership Act, 1981												
CO5			er Protection Act, 1986											
Unit-		Conte		Contact		Le	arning	Outco	me	KL				
No.				Hour				,						
I	Ind:	overview of Laws Reia Business Lawortance, Governmentiness in India.	12	bus important government of the structure of the structur	siness portance vernme pact t lia. Idents d expl mewor actices y regul	laws, ee, an nt r busines will be ain th ks that	expl d des egulations open e able to a yari e govern dia, hi	cribe the	1,2					
П	Me vali	Meaning of a contract, characteristics of a valid contract, discharge of contracts, breach of contract, indemnity and guarantee, Bailment, Pledge, and Agency Contract 12 contract characteristics of a valid contract, discharge discharge including discharge Students the conguarantee agency of legal imp					haracteristics of a valid contract, acluding the processes for ischarge and breach of contracts. tudents will be able to explain							
III	Def	•	932: artnership, firm, types ad rights of partners,	12	par	tners, d expla	partne	rship, differer	to define and firm, at types of cribe the	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

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		PO1, PO2, PO9							
	Understand the concept of business laws businesses in India.								
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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO225R	Business Laws	2.2	1			2		2	2	3

				SEMESTE	R – IV									
Course Ti	itle			PDP (CAMF	US TO	COI	RP(ORAT	E)					
Course co	de	22 U	BPD222R	Total credits: 3	L	T	Γ	P	S	R	O/F	C		
				Total hours: 45	0	0)	6	0	0	0	3		
Pre-requis	site	Int	roductory	Co-requisite					N	il				
		I	English											
Programn	ne				Business Administration									
Semester				/ IV semester of										
Course		•		vith the various tools of		•								
Objective		Γο acquire the speaking skill, instruct, influence, engage, educate, or appears the listeners.												
•		Γο increase proficiency, presentability and quality of resume and provide guidance for self-												
	•	promotion and self-evaluation in social media.												
		To prepare and train the students for the campus drives & walking interviews.												
CO1	l.	It will prepare the learners to speak with greater control and charisma in front of others.												
002	7		•,•		4		1	1.1	1 '	1 '11				
CO2		t will have a positive impact on their thought process and problem-solving skills. t will arm the students with all the necessary tools and skill sets to prepare a professional resume.												
CO3					-		skill	l sets t	o prepa	ire a pro	ofessional r	esume.		
004		-		sess themselves in soc				, .	1	1	•			
CO4				hniques to solve critic										
CO5 Unit-		students	Conte	o improve their comm	Conta		ms,					KL		
No.			Conte	Hou			L	earning	g Outco	ome	KL			
I I		Dro	sentation Ski	lle	1100		Stu	donte	will be	ahla t	to describe			
1		110	schtation ski	115							nents of an			
		i.	Introduction	1						ntation				
		ii. Essential characteristics of a						nificar	_	in	various			
			good preser	tation	_		_		nal con					
		iii.	Preparation	of a good	7		•					1,2		
			presentation	ı				dents	will be	able to	articulate			
						cle	ar (bjectiv	es f	for their				
						pre	sentati	ons, ta	ilored t	o different				
							auc	liences	and pu	ırposes				
II	Pub	lic Skil	ls				Stu	dents	will be	e able	to identify			
		:	Foor of D. 1.1	a Cmaalrin a			anc		kplain	the	essential			
		i. ii.	Fear of Publi	1 0				racter		that	make a			
		11.		g and Overcoming			_	sentati		engagi	ng and			
		iii.	Fear of Publi				imp	pactful	•					
			Confidence a Physiology	•			C,	نسمان	:11 1	a l a1 - 4				
		iv.	Control/Proc	and Stress-							assess the			
		17		ess, sentations and Public	8		_		_		s based on as clarity,	2,3		
		V.	Speaking.	schiauons and Fuulle			-			sual app	-			
		vi.		sing Visual Aids in			sut	acture,	and vi	suur app	cai.			
		٧1.	Presentations	-										
				eess for Preparing and										
				reating Presentations,										
				livering Presentations										
			viii. De	nvering i resentations										

	Successfully,			
	ix. Doubt Clearing and Summary of			
	Main Points			
III	Practical session on Resume, Curriculum		Students will be able to prepare	
	Vitae, Writing cover letter &LinkedIn		professional and impactful	
	Profile		resumes that highlight their skills	
	i. Preparation, submission &		and experiences effectively.	
	screening of Resume.	8	Students will be able to submit	3,4
	ii. Practical session on cover letter		and screen resumes, ensuring they	
	screening session		meet job application requirements	
	iii. Creating profile in LinkedIn		and stand out to potential	
	iv. How to utilize it		employers.	
IV	Leadership & Management Skills		Students will be able to explain	
	i. Concepts of Leadership		key concepts of leadership and its	
	ii. Leadership Styles		importance in organizational	
	iii. Manager VS Leader	7	success.	1,2
	iv. How to be an Effective Leader	,	Students will be able to compare	1,2
	v. Mock/Practice Session,		and contrast various leadership	
	vi. Doubt Clearing Session		theories and approaches.	
V	Interview Skills & Dress code Ethics		Students will be able to describe	
	i. Types of interview-telephonic,		various types of interviews and	
	virtual & face to face		the unique aspects of each format.	
	ii. Online interview, personal		Students will be able to prepare	
	interview,		effectively for different interview	
	iii. Panel interview,		formats, demonstrating	
	iv. Group interview,		adaptability and preparedness.	
	v. JAM session,			
	vi. Types of interview questions-			
	traditional/common interview			
	questions,	8		2,3
	vii. Case interview questions,			,-
	viii. General Strategies for answering questions,			
	ix. Marketing your skills and			
	experiences,			
	x. Preparation before the			
	interview,			
	xi. How to dress up for an			
	interview,			
	xii. How to maintain eye contact			
	and positive body language,			
	xiii. How to be presentable,			

	xiv. Interview dos and don'ts, xv. Introduction to Dress Code Ethics, xvi. Purpose and Importance xvii. How to Make FIRST IMPRESSION, What to Wear During Interviews or Any Other Formal Meetings – Male & Female			
6	i. Practical Mock Interview, ii. Feedback-Receiving Feedback, iii. Giving Feedback, iv. Advantages of Effective Feedback How to deal with negative feedback	7	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.	1,2

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							

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22UBPD222R	CAMPUS TO CORPORATE					3				

		SEMESTE	R – IV						
Course Title			MOOC	CS					
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	Programme Bachelor of Business Administration								
Semester	IV semester of Second year of the programme								
Course	MOOCS is provided through Coursera Platform, which is an online course where students are								
Objectives	allowed to take courses per semester on the basis of the hours with relevance to the credit, and								
	the courses are provi	ded from the Internation	nal Uni	versitie	es acro	ss the v	world.	During the	e courses.
	the students have to s	submit assignments, qu	izzes, e	tc.					
CO1	Demonstrate proficie	ncy in acquiring and a	pplying	global	ly reco	ognized	certifi	cations in	business
	management								
CO2	Showcasing a compr	ehensive understanding	g of busi	iness p	ractice	es and r	egulato	ory framev	works
CO3	Apply advanced anal	ytical skills to solve co	omplex l	ousines	ss prob	olems.			
CO4	Exhibit the ability to	collaborate effectively	in virtu	al lear	ning e	nvironn	nents.		
CO5	Critically assess the i	mpact of online learning	ng on pe	rsonal	and p	rofessio	nal de	velopmen	t within
	the business manager	ment field.	_		_			_	

	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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE211R	MOOCs	2	3							3

SEMESTER – IV										
Course Title		BASIC ACCLI	MATIZ	ING	SKILL	S (BA	S)			
Course code	22UULS221R	Total credits: 1	L	T	P	S	R	O/F		С
		Total hours:15	0	0	0	0	0	0		1
Pre-requisite	Nil	Co-requisite					Nil			
Programme		Bachelor of								
Semester		IV semester of S								
Course	_	nowledge of the funda			•	•	•		ations.	
Objectives		l be able to familiarize						ensils.		
•	3. Students wil	l be able to handle dif	ferent m	odes	of reser	vations	S			
	Students will have basi	c knowledge of cooki	ng metho	ds.						
	Students will gain the knowledge of organizing & Cleaning of Rooms.									
CO3	Students will be able to	Students will be able to gain the travel management concept.								
CO4	Students will be able to	acquire the knowled	ge of bas	ic ho	ısehold	l's ame	nities f	or day- to	-day us	e
CO5	Students will evaluate	sample rent agreemen	ts							
Unit-No.	Content		Contac	t L	earning	g Outc	ome			KL
I			Hour		udents		will	demor		
	• Teleph techniq • Organi • Cleanin • Cleanin uses.	one handling	3	te sc St ac sta St m di	cording andards udents easures fferent	es in s. will a g to s. will s req cleaning	arrange hospit expla uired ng agen	a guest a guest ality ind in the when ts.	dustry safety using	1,2
II	 Unit 2- Fundamental Definition & Object Use of equipments Personal Safety Use of F 	3	oli St ec du St	ojective udents uipment uring for udents	s of co will nt saf ood pre will hygie	oking. use fely a paration demo		ooking etively proper	2,3	
III	• Use of	ent Cuts. Herbs and Spices. Food and Beverage	3	ite St he	ems. udents orbs a	will in specifications.	ues or ncorpor ices in	strate dif various rate appro nto disho	food opriate es to	1.2

	Regional food Habits.		their food and beverage preparations and suggest improvements	
IV	 Unit 4- Forms & Format's 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

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 Restauranteur, 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	PO9						
	day- to-day use							
5	Students will evaluate sample rent agreements	PO9						

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	BASIC									
22UULS221R	ACCLIMATIZIN									3
	G SKILLS (BAS)									

	SEMESTER – IV								
Course Title		TECHNO PRO	FESS	IONAI	L SKII	L			
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				N	il		
Programme			BBA						
Semester	F	all/ IV semester of the S	Second	l year (of the p	orogra	mme		
Course	1. To disting	guish the concept and	definit	ion of	profes	ssional	develo	pment an	d other
Objectives	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 com	nmitm	ent and	l social	respo	nsibility	to bring	about a
	transforma	tive change in communit	ies wh	en they	y take u	p their	respons	sibility.	
		e the professional skill		alent c	of stude	ents to	face a	nd overco	me any
	challenges	in the business organizat	ion.						
CO1	Understand the tech	no-professional skills and	their	relevan	ice for	moderi	n busine	ess manage	rs.
CO2	Understand and utili	ze digital knowledge for	busine	ess man	ageme	nt.			
CO3	Proficiency in comn	nunication skills.							
CO4	Apply their knowled	ge in practical business c	ontext	is.					
CO5	Apply critical thinki	ng and interpersonal skill	s in ne	egotiati	on and	decisio	on-maki	ng.	

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	2BBAO311R Total credits: L T P S R O/F C									
		Total hours: 4 1 0 0 0 0 4									
Pre-requisite	Nil	Co-requisite				N	il				
Programme		Bachelor of Business Administration									
Semester		V semester of THIR	D year	of the	e progr	amme)				

	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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO311R	SUMMER PROJECT	1	3	3	3	2	2			

		SEMESTE	R - V							
Course Title	TAXATION LAWS									
Course code	22BBAO312R	Total credits: 4		Γ	P	S	R	O/F	C	
		Total hours:60		1	0	0	0	0	4	
Pre-requisite	Nil	Co-requisite	Nil							
Programme		Bachelor of Bu	usiness A	dm	inistra	tion				
Semester		V semester of thin	rd year o	f th	e prog	ramm	ie			
Course	_	owledge on tax and typ								
Objectives		per compliance of vario	-							
•		students understand the								
		the students to the prod		be	adhere	ed with	regard	l to tax matte	rs.	
CO1		terms relating to taxes.								
CO2	Computation of tax li	<u>`</u>								
CO3	Use the tax planning	strategy to minimize th	e tax bur	den	legally	.				
CO4	Compute income from									
CO5	Learn tax planning st	rategies for business an	d financi	al d	lecision	ıs				
Unit-No.	Content		Contac	t 1	Learni	ng Ou	tcome		KL	
			Hour							
I		ept and definition of						gnize non-		
	_	nich are not incomes,				_		learn about		
	_	ome from charge of	12	1	tax exe	mption	ns.		1,2	
	income tax.									
TT	I ama malatina ta in	and the Impart to		٠,	T I d a	40.4.1.		1		
II	_	come tax- Income tax			for taxa			l principles		
		oles underlying certain	12						2,3	
	concepts as regard taxable income		determination.							
III		a to income tox			Evelor	. Inco	ma Tar	Aat		
111	Provisions relating				•		me Tax	ess profits,		
		ne Tax Act relating to income with special	1.4		•				1.2	
		*	14	'	сарпаг	gams,	and de	ductions.	1.2	
	_	ts and gains from								
137	business and profess			+	Commu	.4	C			
IV		sources, deductions,			_			m various		
	computation of inco	me tax hability	10				etermi	ne tax	2,3	
					liability	y .				
V	Toy Dlanning con-	nants of tax mlanning			I aam 4	ov -1-	nnina a	trotogica for		
V	_	cepts of tax planning,				•	_	trategies for		
		eference to setting up					-	ion, and		
		cation aspects, nature	12	financial decisio			sions.		1,2	
	_	ing for tax holding								
		reference to financial								
	management decision	on.								

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								

Course code	Course Name	PO1 *	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO312R	TAXATION LAWS	1		2				3		

			SEMESTE	R - V											
Course T			INTERNATI	ONAL N		KETIN(G								
Course co	ode	22BBAO313R	Total credits: 4	L	T	P	S	R	O/F	C					
D •	•,	3 . T • 1	Total hours: 60	4	1	0	0	0	0	4					
Pre-requi		Nil	Co-requisite Bachelor of B	Nil	dmin	istrati									
Program Semeste			V semester of 3r												
Course	-1	1 To make stud	ents understand the sco	•	_	_		nationa	1 marketing	and its					
Objectives	S		th domestic marketing.	pe and o	pportu	intres o	T IIICI	nationa	i marketing	, una m					
			dea of the approach ar	nd proced	dures	in unde	ertakin	g inter	national ma	arketing					
		activities. Demonstrate a comprehensive understanding of the significance of international													
CO1			prehensive understand	ing of	the s	ignifica	nce o	f inter	national						
GO.		Dusiness. Differentiate between international and domestic marketing strategies													
CO2		Differentiate between international and domestic marketing strategies. Analyse the dynamic nature of international markets, discerning opportunities for													
CO3		•				_									
CO4			nulate strategic plans to												
004		procedures.	oficiently navigate the export process, understanding pre- and post-dispatch ocedures.												
CO5 Integrate information technology tools for				ernationa	al busi	ness.									
Unit-	Cor	ntent		Contac	t Le	earning	Outco	ome		KL					
No.				Hour											
I	Meaning and need of international business exports and imports; Difference betwee international and domestic marketing; Natur of international markets and opportunities selection of an international market for exporting and international marketing.			12	bu en acc be bu Strof ecc ex ris	siness a gaging tivities, nefits sinesses udents inter- onomic pansion k.	in ex in ex er of g s a will a nationa g	plain the sport a supple size of the sport all burn diversite size of the sport all burn diversite size of the sport all burn diversite size of the sport all burn al	trade for economies, the impact siness on market ification of	1,2					
III	expo proo tran	port order – pre dispatch and post-dispatch ocedures; Role of banks in export import insactions. 12 strategies and tools used for and identify potential buyers, including trace online marketplaces, and associations. Students will develop a initiate contact and relationships with overses to facilitate export transactions.		for and identify potential oversbuyers, including trade far online marketplaces, and transsociations. Students will develop a plan initiate contact and established relationships with overseas buy to facilitate export transactions				for and identify potential over buyers, including trade f online marketplaces, and t associations. Students will develop a plan initiate contact and estable relationships with overseas but to facilitate export transactions		strategies and tools used to search for and identify potential overse buyers, including trade fair online marketplaces, and trade		strategies and tools used to sea for and identify potential overs buyers, including trade fa online marketplaces, and transsociations. Students will develop a plan initiate contact and estable relationships with overseas buy to facilitate export transactions.		al oversease and trade a plan to establish seas buyers sactions.	1,2
Pro		ort documentation.	oort business; export-	14	pro	spaten ocessing cluding ckaging	g an	expo	ort order, amentation,	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		Students will evaluate the role of	
	business - Electronic procurement, electronic		information technology in	
	marketing, electronic logistics and their		enhancing international business	
	benefits.		operations, including electronic	
			procurement, electronic	
		10	marketing, and electronic	1,2
		10	logistics. Students will analyse the	1,2
			benefits and challenges of	
			adopting digital technologies in	
			international business, such as	
			improved efficiency, cost savings,	
			and enhanced customer service.	
V	WTO and trade liberalization; Role of govt.		Students will explain the role of	
	and semi govt. agencies in export promotion;		the World Trade Organization	
	India's competitiveness in product and service		(WTO) in promoting trade	
	export.		liberalization and its impact on	
		12	global trade policies and business	1,2
		14	practices. Students will assess the	1,4
			implications of trade liberalization	
			for businesses, including market	
			access, competition, and	
			regulatory compliance.	

T1: R.L.Varshney & B.Bhattacharyya : International Marketing Management - An Indian Perspective

T2: <u>Donald L. Brady</u>: Essentials of International Marketing

REFERENCE BOOKS:

R1: Keith Lewis & Matthew Housden: Introduction to International Marketing - A Guide to Going

R2: Sak Onkvisit, John J. Shaw: International Marketing Analysis and Strategy

	CO PO Mappin	g
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of the	PO1,PO2,PO5,PO6,PO7,PO8,PO9,PO1
	significance of international business.	
2	Differentiate between international and domestic	PO1,PO2,PO3,PO6,PO8,PSO1
	marketing strategies.	
3	Analyze the dynamic nature of international	PO3,PO8
	markets, discerning opportunities for market entry,	
	and formulate strategic plans to capitalize on global	
	business prospects.	
4	Proficiently navigate the export process,	PO1,PO8,PO9,PSO2
	understanding pre- and post-dispatch procedures.	
5	Integrate information technology tools for	PO5,PO6,PO8
	international business.	

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												
				ND II	NSUR	ANCE			_			
Course	e code	22BBAO314R	Total credits: 4	L	T	P	S	R	O/F	C		
			Total hours: 60	4	1	0	0	0	0	4		
	quisite	Nil	Co-requisite				N	il				
Progra			Bachelor of Busi									
Semest		1 77 1 1	V semester of 3rd y					. 1				
Course			tudent understand about b		U I				.1			
Object	iives		tudent understand about li tudent understand about g			•						
	01					ance pr	actices	and pri	incipies			
	O1	ake banking and insurance related decisions efficiently.										
CO	02	ake responsibilities in banking and insurance sector to pursue a career in these										
		ectors										
CO	03	xplore the applications of technology in banking operations and transactions.										
CO	04		iples, types, and contracts									
		insurance.	- · · · · · · · · · · · · · · · · · · ·									
CO	05	Identify and differenti	entify and differentiate various life and non-life insurance plans and their									
		management.										
Unit-		Conte	nt	Contact Learning Outcome						KL		
No.				Ho	our							
I	econor	Meaning, important					lations	hips, and				
			p, concept of cheque, cheque bank account:	1	2	accour	n types	inciuu	ing KYC.	1,2		
		and draft, manager's cheque, bank account: ortant types, opening and closing of bank										
	_	ounts, KYC.										
II			Principles of Lending,					_	principles,			
			Non-Fund Based loans,	**					id priority			
		rafts, Demand Ioans, I y Sector Advances.	Priority Sector and Non-	1	2	sector	aavano	es.		1,2		
	FIIOIIL	y Sector Advances.										
TTT	Tache	alogy in hankings of	anking a manar anti			Evela	*O	honlein :	n online			
III			anking, e-money, online ue transactions – MICR			Exploi		banking and te	g, online chnologies			
			, NEFT, SWIFT, Digital	1	4				and digital	1,2		
	signati		, I.L. I, Digital			signati		,	ana aigitai			
	2.5.1410	•				2.5.1411						
IV		•	eatures, advantage and			Grasp		rance	concepts,			
			life insurance and non-				_	ciples,	and policy			
			insurance, elements of	1	.0	compo	nents.			1,2		
		ent, endorsements, rid	lication, binder, policy	y								
	docuill	em, endorsements, Hu	CIO.									
V	Types	of life insurance pla	fe insurance plans – term plan, money			ioney Identify life and no				1.2		
	back p	lan, unit linked plan,	guaranteed plan, pension	1	4	insurai	nce	types	s, and	1,2		
										1		

plan		understand	policy	renewals	
insura	s of non-life insurance – fire insurance, marine ance, motor vehicle insurance, personal accident ance, health insurance, travel insurance	and lapses.			
Policy	y renewals, lapses, surrender				

- 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

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

			SEMESTEI	R - V								
Course	e Title		Entreprene	urship I	Mana	gement						
Course	e code	22BBAO315R	Total credits: 4	L	T	P	S	R	O/F	C		
			Total hours: 60	4	1	1 0 0 0 0						
	quisite	Nil	Co-requisite				N	il				
Progra				Bachelor of Business Administration								
Semester V semester of 3rd year of the programme												
Course		-	eneurship – introduction, concept, principles, practices,									
Object	tives	roles and resp				11		4				
		2. Ability to stude entrepreneur	y the different types of	entrepre	eneurs	and no	w to pr	omote	women			
		•	aire knowledge of vario	nus Entre	enrene	ourchin I	Develo	nment I	Programmes	1		
		(EDP)	ine knowledge of varie	ous Littie	оргоне	disinp i		pinent i	Togrammes	•		
C	01	1 1	olems faced by entrepre	eneurs								
CO	02	Understanding the con	cept of project plannin	g, metho	ods an	d its for	mulatio	on				
CO	03	Awareness of differen	t symptoms of industria	al sickne	ess							
CO	04	Examine rural, corpora	ate, women, and social	entrepre	eneurs	hip and	their					
		environments.		r								
CO	05	Understand the concep	ot, essence, and case stu	idies of	e-entr	_						
Unit-		Content		Contac		Learning Outcome						
No.				Hour								
I	•	•	n, innovation and			Define entrepreneurship, explore						
	function	ion, characteristics on of an entrep	12		entrepreneur characteristics, functions, types, and							
		reneurs, entrepreneursh	reneur, types of		entrepreneurship in India.					1,2		
	Списр	renears, entreprenears:	mp in maia.			птерген	carsing	, in mai	u.			
II	EDP	theories of Entrep	reneurship, Project		L	reneurship	1,2					
	Planni	ng-Method	12		development theories and project planning methods.							
	a 11											
III		scale enterprises- cha	•						acteristics,			
	_	ance, contribution of Sickness in SSEs, sy	_				sues,	symp				
	1	lustrial sickness, Lega l	•	14	51	sickness, and legal requ			irements.	1,2		
	new u	-										
IV	Rural	Entrepreneurship,	Environment and			•			corporate,			
	•	oreneurship: Social,	Economic and					•	ırship, and			
		ological, Corporate on Entrepreneurship, M	Entrepreneurship,	10		eir envi	ronmei	us.		1,2		
		n entrepreneur, Social l	•									
V		•	oduction, the			nderstar		_	reneurship			
	_	ot of e- entrepreneur,		12		_			ase studies	1,2		
	_	reneurship, Case	study of		Of	e-entre	preneu	rs.				
	entrep	reneurs.										

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

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 PRO	FESS	IONAI	L SKIL	L			
Course code	22BBAO316R	Total credits: 1	L	T	P	S	R	O/F	С
		Total hours:15	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite				N	il		
Programme			BBA						
Semester		Fall/ II semester of the	first y	ear of	the pro	ogram	me		
Course	1. To disting	guish the concept and	definit	ion of	profes	sional	develo	opment and	dother
Objectives		r the overall improvemen							
•	2. To enable students to utilize past knowledge of various programmes and policies fo								
	effective implementation wherever applicable.								
	To facilita	te students in developin	g an ir	ntegrate	ed appr	oach f	or impl	ementation	that is
	suitably re	levant to the situations.							
	4. To equip	students with strong con	nmitme	ent and	l social	respon	nsibility	y to bring a	about a
	transforma	tive change in communit	ies wh	en they	take u	p their	respon	sibility.	
	5. To enhance	ce the professional skill	and t	alent c	of stude	ents to	face a	nd overcor	ne any
	challenges	in the business organizat	ion.						
CO1	Understand the tech	no-professional skills and	their	relevan	ice for i	nodern	busine	ess managei	rs.
CO2	Understand and utili	ze digital knowledge for	busine	ss man	agemei	ıt.			
CO3	Proficiency in comm	nunication skills.							
CO4	Apply their knowled	lge in practical business of	ontext	S.					
CO5	Apply critical thinki	ng and interpersonal skil	s in ne	egotiati	on and	decisio	on-mak	ing.	

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	$\mathbf{R} - \mathbf{V}$									
Course Title		N	1000	S								
Course code	22BSCE311R	Total credits: 1	L T P S R O/F C									
		Total hours:	0	0		2						
Pre-requisite	Nil	Co-requisite	Nil		•			1	•			
Programme	Bachelor of Business Administration											
Semester		V semester of THIR	D yea	r of th	ie prog	gramm	ie					
Course	MOOCS is provided the	MOOCS is provided through Coursera Platform, which is an online course where students are										
Objectives	allowed to take courses per semester on the basis of the hours with relevance to the credit, and									d		
•	the courses are provide	ed from the Internationa	al Univ	versitie	es acro	ss the v	world.	During the	e cour	rses,		
	the students have to su	bmit assignments, quiz	zes, et	c.								
CO1	Demonstrate proficien	cy in acquiring and app	lying	global	ly reco	gnized	certifi	cations in	busin	iess		
	management											
CO2	Showcasing a comprel	hensive understanding	of busi	ness p	ractice	s and r	egulato	ory frame	works	,		
CO3	Apply advanced analy	tical skills to solve com	plex b	ousines	s prob	lems.						
CO4	Exhibit the ability to c	ollaborate effectively in	virtu	al lear	ning er	nvironn	nents.					
CO5	Critically assess the in	npact of online learning	on pe	rsonal	and pr	ofessio	nal de	velopmen	t with	nin		
	the business managem	ent field.										

	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

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE311R	MOOCs	2	3							3

Course Title ORGANIZATIONAL BEHAVIOUR	
	R O/F C
	0 0 4
Pre-requisite Nil Co-requisite Ni	il
Programme Bachelor of Business Administration	
Semester VI semester of third year of the programme	
Course 1. To make students understand theories and concepts that make them un	iderstand human behavior
Objectives 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	e of personality traits of
individual behavior	
Determine the effectiveness and limitations of transactional analysis	
Explain the concept of perception and motivation and its influence on indi	
Unit- Content Contact Learning Outcom	e KL
No. Hour I Introduction: concept and nature of Understand and	avalain tha
introduction. Concept and nature of	•
-8	_
Characteristics and Elements of of organizational Organizational behaviour, Challenges and organizational	
Opportunities for OB. 12 identifying key	
and elements, and	
challenges and	
present in the	~ ~
Organizational Bel	naviour (OB).
II Introduction: concept and nature of Critically examine	and describe
organization and organizational behaviour, the key charac	teristics and
	Organizational
Organizational behaviour, Challenges and 10 Behaviour, explori	-
	organizational
effectiveness an	d employee
well-being. III Personality- what is personality? Theories of Analyse different	thoomics of
III Personality- what is personality? Theories of personality, Personality traits influencing Personality an	
Behaviour in Organizations. personality traits in tuencing personality traits	•
behaviour morganizations.	organizations
14 applying this k	
predict and	understand
	erences in
workplace behavio	
	concepts of
application of transactional analysis. 10 transactional anal	-
Johari Window to	enhance self-

			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

- 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 Mappin	ng
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

Course code	Course Name	PO1	РО	PO	PO4	PO5	PO6	PO7	PO	PO9
		*	2	3					8	
22BBAO321R	ORGANIZATIONAL BEHAVIOUR	3	1.5	1		1.5	1.3	2	1.8	1

	SEMESTI	ER – VI	[
Course Ti	tle STRATEC	GIC MA	NA	GEN	IENT						
Course co	de 22BBAO322R Total credits: 4	I		T	P	S	R	O/F	C		
	Total hours: 60	4	ļ	1	0	0	0	0	4		
Pre-	Nil Co-requisite					N	il				
requisite											
Programn											
Semester	/ VI semester of	_					. 1.0	11: 3.6			
Course	• •		acare, its history, pioneer, Total Quality Managemen								
Objectives		(TQM), Ability to understand about strategic management – introduction, concept, principles, functions, practices, roles and responsibilities.									
•	2. Ability to study the different pha			•							
	3. Ability to acquire knowledge			-	_		as exte	ernal and	internal		
	environment.										
	4. Ability to learn methods and tech	nniques	use	d for	organiz	ational	apprai	sal.			
CO1	Understand the importance of strategy making	g in bus	sine	ss and	d should	d be ab	le to se	t business g	goals.		
CO2	Understand the factors and components of b	usiness	env	vironi	nent an	d take	busine	ss decision	s based		
	on environmental factors										
CO3	Use proper technique in analysis the business										
CO4	Analyse the competition and its underlying f				-						
CO5	Identify the need of the business and should	be able	e to	take	the prop	per stra	itegy fo	or the benef	fit		
T 7 •	of the business			1			0 1				
Unit- No.	Content	Con Ho			Le	arnıng	g Outco	ome	KL		
I I	Strategic management: Definition, Nature and		uı	St	udents	will	define	strategic			
_	value of strategic management. Vision				anagem			xplain its			
	statements: Nature, Definition, Benefits			na							
	Mission statements: Definition	,			how it contributes to achieving organizational goals and gaining						
	Characteristics. Strategic management process	:									
	strategic management model - various		2	competitive advantages.					1,2		
	components of the model. SWOT analysis	l l			udents	will		lyse the			
	Value chain analysis: primary activities and			1	gnifican		of	strategic			
	support activities. Need for strategic				•		_	long-term			
	management in organizations.				ganizati cision-1		direct				
II	Environmental Appraisal: Competitive	<u>, </u>						d articulate			
	strength analysis – Internal environment							s of vision			
	Strengths and Weaknesses. Externa				itement						
	environment: Opportunity and Threats							ion's long-			
	Classification of environmental sectors: Legal	, 1	2	teı	m aspii	ations.			1,2		
	Economic, Social, Political and Technologica							the role of			
	factors. Forces driving the competitions among	5						spiring and			
	the organizations			_	_	_	•	towards a			
					mmon						
III	Strategy formulation: concept of environmen		4		udents	will		cribe the			
	in various organizations, internal and externa	l l	4		mponei			•			
	environment, SWOT matrix, appraising the	2		m	anagem	ent n	nodel,	including			

	environment, environmental threat and		environmental scanning, strategy	
	opportunity profile (ETOP) for an organization		formulation, strategy	
	opportunity promo (21 or) for an organization		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		Students will explain the concept	
	organizational appraisal: internal analysis,		of value chain analysis,	
	comparative analysis, comprehensive analysis		distinguishing between primary	
			activities and support activities.	
		10	Students will analyse how value	1,2
		10	chain analysis can be used to	1,2
			identify areas for improvement	
			and create value for customers,	
			thereby enhancing competitive	
			advantage.	
V	Corporate level strategies: expansion		Students will assess the need for	
	strategies, stability strategies, retrenchment		strategic management in	
	strategies, combination strategies,		organizations, understanding its	
	concentration strategies- Ansoff' product-		role in navigating complex	
	market matrix		business environments and	
		12	ensuring long-term success.	1,2
			Students will evaluate how	
			strategic management practices	
			contribute to organizational	
			resilience, adaptability, and	
			sustainable growth.	

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

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 Ti	tle	Consur	mer Bel	aviou	r						
Course co	de 22BBAO323R	Total credits: 4	L	T	P	S	R	O/F	C		
		Total hours: 60	4	1	0	0	0	0	4		
Pre-requis		Co-requisite				N	<u>il</u>				
Programn	ne		Business Administration								
Semester	A 1 '1'		f 3rd year of the programme								
Course Objectives	*	about the concept of cor	rporate I	evel st	rategic						
To study about Consumer Behaviour											
CO1	Understanding the cor	nsumers' purchase behav	viour.								
CO2	Understanding the ma	rket segmentation, criter	ria for se	electin	g a mar	ket seg	gment				
CO3	Analyze the concepts	and models of attitude f	ormation	n and t	heir im	pact or	n consu	mer behavi	or.		
CO4	Explore the consumer	-oriented view of marke	ting stra	itegy							
CO5	Understand the impac	t of culture on consumer	r behavi	or							
Unit-	Conte	nt	Contac	t	Le	arning	g Outco	ome	KL		
No.			Hour								
I	Consumer Behaviour- consumer behaviour, in behaviour, Buyers' decise buyer behaviour and primplications, market segrenting a market segmenting consumer and Different models of consumer and primary a	nodels of consumer sion-making process- promotional strategy mentation- criteria for egment, bases for and industrial market,	12	co	arn nsumer aking gmenta	model	aviour,	influencing decision- d market			
II	marketing concept, Personality and consumer the				•	act of	perso	ategies and onality on			
III	Attitude and consumer tricomponent attitude attitude model, sources of	model, multivariate	14	inc		attitu	ide m	attitudes, odels and			
IV	Reference groups and consumer behaviour- concept, Opinion leadership and consumer behaviour, Diffusion and adoption process 10 Study the influence of ref groups, opinion leadership adoption processes on con behaviour.						rship, and	1 2			
V	Culture and consumer bell culture, Characteristics of culture. types of culture consumer analysis: - croobjectives, Basic areas marketing, problem in cro	f culture, function of lture, Cross-cultural ss cultural marketing s for cross-cultural	12	co	nsumer	behav		impact on d issues in g.			

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						

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO323R	Consumer Behaviour	1							3	1

		SEMESTER	-VI								
Course Ti	tle	IT in Managen	ment &	E- Co	mmerc	ee					
Course co	de 22BBAO324R	Total credits: 4	L	T	P	S	R	O/F	C		
		Total hours: 60	4	1	0	0	0	0	4		
Pre-requis	site Nil	Co-requisite				N	il				
Programn	ne	Bachelor of Bu	siness A	dmin	istratio	n					
Semester			3rd year of the programme								
Course	*	lerstand about Informat	tion Tec	hnolo	gy – in	troduc	tion, co	oncept, prii	nciples,		
Objectives	_										
•	7	•	s of business intelligence.								
	-	iire knowledge of ERP i	_								
	7	n about e-commerce and									
	•	erstand about online reta									
CO1	CO1 Understanding the different roles of inform				•						
002	A C 1:CC	f f.EDD									
CO2	Awareness of different										
	Analyse and understand e-commerce and bu			dels.							
CO4	To learn about online i	0									
CO5	To learn about B2C, B	· · · · · · · · · · · · · · · · · · ·	<u>C</u> 4	4	т	•	0.4		TZT		
Unit-	Conte	nt	Contac Hour	t	Le	arnıng	g Outco	ome	KL		
No.	INFORMATION	TECHNOLOGY:	nour	Lo	orn IT'	rolo	compu	ter basics,			
1	INTRODUCTION & CO			an		usines	_	ntelligence			
	Understand The Role				chnolog		5 1	ntemgence			
	Technology in An Organi	ization Fundamental			omiorog.	ics.					
	Of Computers, Strates		12						1,2		
	Technology, Busine										
	Introduction, Technolog	· ·									
	Future of Business Intellig										
II	ENTERPRISE RESOU			Ur	nderstan	d EF	RP's in	mportance,			
	IMPORTANCE & NEC	ESSITY -		fea	atures,	tren	ds, a	and key			
	ERP: Enterprise Perspec	tive: An Overview,		im	plemen	tation	issues.				
	Features Of ERP, ERP	Drivers, Trends In	12						1,2		
	ERP, ERP In India.: ER	P: Key Issues: ERP	14						1,4		
	And E-Commerce, ERP (
	Implementation Issues, K	•									
	in India, Future Directions										
III	INTRODUCTION TO) ELECTRONIC						atures, and			
	COMMERCE -	Section 6 TO					is of	electronic			
	Definition, Concept and F		1.4	co	mmerce).			1.2		
	5Commerce, Electronic Models (Competitive)		14						1,2		
	Models (Competitive										
	Competitive Advantage, Organizational Developme	Market Strategy,									
IV	BUSINESS MODELS A		10	Fv	nlore P	2C P	2B C2	C models,	1.2		
1 4	DUBLITERS MUDELS A	AD HIGH HES -	10	Lix	pioie D	,2C, B	2D, C2	C models,	1,2		

	Business to consumer (B2C) Business Models,		electronic payments, and					
	Types of B2C, Business to Business (B2B)		transaction security.					
	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.							
V	ONLINE BANKING AND RETAILING -		Study online retailing challenges,					
	Online Retailing, Challenges in online		strategies, and online banking					
	retailing, Online market research, Online		features.					
	marketing communications, Online							
	advertising, Online branding, Online customer							
	relationship, Online pricing strategies. Online	12		1,2				
	Banking - features, characteristics and benefits.							
	Issues in online banking, Introduction to							
	Mobile commerce Challenges emerging in							
	Mobile Commerce, Application areas of							
	Mobile Commerce.							

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							

Course code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO324R	IT in Management & E- Commerce	1							3	

			SEMESTER	R – VI										
Course			Retail And Total credits: 4	Rural N	Iarke	eting								
Course	e code	22BBAO325R	L	T	P	S	R	O/F	C					
			Total hours: 60	4	1	0	0	0	0	4				
Pre-	_	Nil	Co-requisite				N	il						
	requisite													
Progra		Bachelor of Business Administration												
Semester / V semester of 3rd year of the programme														
Course Object		1. To introduce students to the activity of retailing, its importance, concepts and systems.												
Object	11165	2 To introdu	una atradanta ta munal man	ulratina aa			aanta a	nd assa	oioto d					
•			ce students to rural mar ies & challenges	rketing sc	enam	os, con	cepts a	nu asso	cialed					
CC)1	• • • • • • • • • • • • • • • • • • • •		iling and	tolzo d	lagicia	as basa	d on it						
CO		Understand the concept												
CO		Take decisions regardin												
		Take decisions regardin	g choosing a location for	or a retail	store	and th	e sales	& pron	notion of					
CO		a retail outlet.	1 .111.	1 12		•	. 1 /1							
		See the opportunities as associated with it.	na challenges in Globa	ıı retailing	g scei	nario ai	na the	career p	prospects					
CO		Understand rural marke	ting factors associate w	vith it and	l shou	ıld he a	hle to t	ake dec	isions in					
		the field of rural market	•	vitti it aiic	31100	na oc a	oic to t	ake acc	1510115 111					
Unit-		Conten		Contact	:	Le	earning	g Outco	ome	KL				
No.				Hour				,						
I	Retai	lling – meaning,	definition and		De	Define retailing, types of retailers,								
		acterization; importance			_	anized	vs. u	norganized	1,2					
		ers; activities of a ret	ailer; Organized and	12	ret	retailing.								
	unorg	ganized retailing.												
II	Retai	l formats; retail strat	egies – positioning,		Le	arn ret	ail forn	nats, str	rategies for					
		act differentiation, ope							e location					
	Store	location strategies; Bu	12	planning.					1,2					
	relati	onship in retailing.												
III	Loca	tion and site selection	in retailing types of		C+-	udv. oit	0 00100	tion =	romotions					
111	consi		retailing locations;			-		_	romotions, retailing.					
		notional measures in re	•	14	an	u tile 71		odel III	retaining.	1,2				
		person; AIDA model of	-											
	,		-											
IV		al retailing scenario; ret				_	_		dian retail					
		ronic retailing, Career	~	10				ic reta	iling, and	1,2				
	busin	ness, career as a retail en	ipioyee.		ret	tail care	eers.							
V	Conc	ept of rural marketing	g; opportunities and		Ur	ndersta	nd r	ural	marketing,					
	chall	enges in rural marketir	ng in India; urban to			allenge		portuni	ties, and					
		and rural to urban re-	-	12	ma	arketing	g agricu	ıltural p	products.	1,2				
	_	ultural and ago based p	roducts; co-operative											
	socie	ties.												

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							

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BBAO325R	Retail & Rural	1							2	
	Marketing	1							3	

		SEMESTE	R – VI									
Course Title	MOOCS											
Course code	22BSCE321R Total credits: 1 L T P S R O/F											
		Total hours:	0	0	0	0	0	0	2			
Pre-requisite	Nil	Co-requisite	Nil	1	·		1		1			
Programme	Bachelor of Business Administration											
Semester	VI semester of THIRD year of the programme											
Course	MOOCS is provide	MOOCS is provided through Coursera Platform, which is an online course where students are										
Objectives	allowed to take cou	irses per semester on the	basis of	the ho	ours wi	ith relev	vance t	to the cred	lit, and			
	the courses are pro	vided from the Internation	nal Uni	versitie	es acro	ss the v	world.	During the	e courses,			
	the students have to	o submit assignments, qu	izzes, et	c.								
CO1	Demonstrate profic	eiency in acquiring and a	pplying	global	ly reco	gnized	certifi	cations in	business			
	management											
CO2	Showcasing a com	prehensive understanding	g of busi	ness p	ractice	es and r	egulato	ory framev	works			
CO3	Apply advanced an	alytical skills to solve co	mplex b	ousines	s prob	lems.						
CO4	Exhibit the ability	o collaborate effectively	in virtu	al lear	ning er	nvironn	nents.					
CO5	Critically assess the	e impact of online learning	ng on pe	rsonal	and pi	rofessio	nal de	velopmen	t within			
	the business manag	gement field.	- 1		•			-				

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					

Course code	Course Name	PO1*	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
22BSCE321R	MOOCs	2	3							3