

# **Assam down town University**

# Curriculum and Syllabus

# Bachelor of Business Administration

OUTCOME BASED EDUCATION FRAMEWORK
CHOICE BASED CREDIT SYSTEM
Version: 2.1

# FACULTY OF COMMERCE AND MANAGEMENT

July, 2023

**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 Board of Studies (BOS) meeting of the Faculty of Science held on dated

21/06/2023 and approved by the Emergent Academic Council (AC) meeting held on dated

28/07/2023.

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**

The **Bachelor of Business Administration (BBA)** is a three-year undergraduate program designed to provide students with a comprehensive understanding of business principles, management practices, and organizational dynamics. The program is structured across six semesters, covering core subjects such as Principles of Management, Financial Accounting, Marketing, Human Resource Management, and Strategic Management, along with elective courses. Through a blend of theoretical knowledge, practical applications, and skill development workshops, the program equips students with critical thinking, leadership, decision-making, and communication skills. It also emphasizes ethical business practices, entrepreneurial mind set, and adaptability to global business challenges. Graduates of the BBA program are well-prepared for diverse career opportunities in fields like banking, marketing, finance, and operations or for pursuing higher studies such as MBA. The program fosters holistic development, ensuring students are industry-ready and capable of contributing effectively to the business world.

#### 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 Choice Based Credit System (CBCS).
- 2. Six weeks summer project
- 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 in any discipline and 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 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 (PO):

**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: 134

#### 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 analyze 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.

S.N.	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

<sup>\*</sup>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.

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.

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

**Table 2: Letter Grades and Grade Points** 

#### 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 i<sup>th</sup> registered Course and Ci is the Credit (weight) of that Course.

#### **b.** CGPA (Cumulative Grade Point Average)

- 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.
- 2) 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)

3) 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) Re-evaluation 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 re-evaluation 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 inclassroom 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.

# **Breakdown of Credits**

Sl.	Category		<b>Total Number of</b>
No			Credits
		Skill Enhancement Course (SEC)	12
		Ability Enhancement Course (AEC)	4
1	University Core (UC)	Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	0
2	University Elective (UE)	Multidisciplinary Course (MDC)	2
2	University Elective (UE)	Value Added Course (VAC)	18
		Discipline Specific Core (DSC)	60
3	D (DC)	Field Training	3
3	Program Core (PC)	Research /Industry Internship	11
		Summer Internship	0
4	Program Elective (PE)	Discipline Specific Elective (DSE)	24
4	Program Elective (FE)	Value Added Course (VAC)	0
5	Faculty Core (FC)	Skill Enhancement Course (SEC)	0
	racuity core (rc)	Ability Enhancement Course (AEC)	0
		Total	134

# **Breakdown by categories of courses**

Sl. No.	Category	Credits	%
1	Science	5	3.7
2	Engineering	2	1.5
3	Commerce and Management	127	94.8
	Total	134	100

#### SEMESTER WISE COURSE DISTRIBUTION

	G N		G	Course		E	nga	gei	ner	ıt		Max	ximum I	Marks	for
	S. N.	Course Code	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	23BBAO111R	Business Economics	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23BBAO112R	Principles of Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	3	23BBAO113R	Business Ethics & Corporate Governance	DSC	2	0	0	0	0	0	2	40	60	0	100
Semester I	4	23BBAO114R 23BBAO114R 23BBAO114R	Principles and Practices of Banking and Insurance/ Fundamentals of Retailing/ Basics of Healthcare Management	DSE	2	0	0	0	0	0	2	40	60	0	100
	5	23UBPD112R	Introductory English (PDP)	SEC	0	0	4	0	0	0	2	0	0	100	100
	6	23BBAO115R	Field-based Learning & Community Services	FT	0	0	0	0	0	8	1	0	0	100	100
	7	23UBEC111	Extra-Curricular Activities/Co- curricular Activities	Extra- Curricular	0	0	0	4	0	0	1	0	0	100	100
	8	23BSCE111R	MOOCs	VAC	0	0	0	0	0	0	1	0	0	100	100
			Total:		10	0	4	4	0	8	15	160	240	400	800
	S.N.	Course Code	Course Title	Course		E	nga	gei	ner	t		Max	kimum I	Marks	for
	D.1 1.	Course Coue	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	23BBAO121R	Basics of Accounting	DSC	4	0	0	0	0	0	4	40	60	0	100
	2	23BBAO122R	Organizational Behaviour	DSC	4	0	0	0	0	0	4	40	60	0	100
П	3	23BBAO123R	Marketing Management	DSC	4	0	0	0	0	0	4	40	60	0	100
ster	4	23UBES121R	Environmental Studies	MDC	2	0	0	0	0	0	2	40	60	0	100
Semester	5	23UBPD122R	Implicit English (PDP)	SEC	0	0	4	0	0	0	2	0	0	100	100
S	6	23BBAO124R	Field-based Learning & Community Services	FT	0	0	0	0	0	8	1	0	0	100	100
	7	23UBEC121	Extra-Curricular Activities	Extra- Curricular	0	0	0	4	0	0	1	0	0	100	100
	8	23BSCE121R	MOOCs	VAC	0	0	0	0	0	0	1	0	0	100	100
			Total:		14	0	4	4	0	8	19	160	240	400	800

	S.N.	Course Code	Course Title	Course			nga		ner				kimum I	Marks	for
	<b>5.</b> 11.	Course Code		Category	L	T	P	S	R	0	C	IA*	SEE*	PE*	Total
	1.	23BBAO211R	Human Resource Management	DSC	4	0	0	0	0	0	4	40	60	0	100
	2	23BBAO212R	Quantitative Techniques	DSC	3	0	0	0	0	0	3	40	60	0	100
	3	23BBAO213R	Cost and Management Accounting	DSC	4	0	0	0	0	0	4	40	60	0	100
	4	23BBAO214R	Advertising and Sales Promotion	DSC	4	0	0	0	0	0	4	40	60	0	100
ter III	5	23BBAO215R 23BBAO215R 23BBAO215R	Banking Services and Products/ Retail & Merchandising Operations/Hospital & Healthcare Services	DSE	4	0	0	0	0	0	4	40	60	0	100
Semester	6	23UULS212R	Basic Life Saving Skills (BLSS)	SEC	1	0	0	0	0	0	1	40	60	0	100
Se	7	23UBPD211R	Proficient Communication (PDP)	SEC	0	0	6	0	0	0	2	0	0	100	100
	8	23UUFL211R	Personal Financial Planning	UC	0	0	2	0	0	0	1	0	0	100	100
	9	23UBEC211	Extra-Curricular Activities/Co-curricular Activities	Extra- Curricular	0	0	0	4	0	0	1	0	0	100	100
	10	23BBAO216R	Field-based Learning & Community Services	FT	0	0	0	0	0	8	1	0	0	100	100
	11	23BSCE211R	MOOCS-I	VAC	0	0	0	0	0	0	1	0	0	100	100
	12	23BSCE212R	MOOCS- II	VAC	0 <b>20</b>	0	<b>8</b>	0 <b>4</b>	0	<b>8</b>	1 27	240	0	100	100
$\vdash$	S.		Total:	Course	20		8 nga				41	240 Max	360 cimum I	600 Marks	1200 for
	N.	Course Code	Course Title	Category	L	T	P	S	R	_	C	IA*	SEE*	PE*	Total
	1.	23BBAO221R	Financial Management	DSC	3	0	0	0	0	0	3	40	60	0	100
•	2	23BBAO222R	Research Methodology	DSC	4	0	0	0	0	0	4	40	60	0	100
-	3	23BBAO223R	Sales and Distribution Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	4	23BBAO224R	Business Laws	DSC	3	0	0	0	0	0	3	40	60	0	100
IV	5	23BBAO225R 23BBAO225R 23BBAO225R	Insurance Products/ Visual Merchandising/ Basics of Epidemiology& Health Economics	DSE	3	0	0	0	0	0	3	40	60	0	100
															1
Semeste	6	23BBAO226R 23BBAO226R 23BBAO226R	Technology in Banking & Insurance/ ERP & Retail Applications/ Hospital Operations Management	DSE	3	0	0	0	0	0	3	40	60	0	100
Semester	6 7	23BBAO226R	& Insurance/ ERP & Retail Applications/ Hospital Operations Management Basic Acclimatizing Skills	DSE SEC	3	0	0	0	0	0	3 1	40	60	0	100
Semeste		23BBAO226R 23BBAO226R	& Insurance/ ERP & Retail Applications/ Hospital Operations Management Basic Acclimatizing Skills Campus to Corporate (PDP)												
Semeste	7	23BBAO226R 23BBAO226R 23UULS222R	& Insurance/ ERP & Retail Applications/ Hospital Operations Management Basic Acclimatizing Skills Campus to Corporate	SEC	0	0	0	0	0	0	1	40	60	0	100
Semeste	7 8	23BBAO226R 23BBAO226R 23UULS222R 23UBPD222R	& Insurance/ ERP & Retail Applications/ Hospital Operations Management Basic Acclimatizing Skills Campus to Corporate (PDP) Extra-Curricular Activities/ Co-curricular Activities MOOCS	SEC SEC Extra-	0	0	0	0	0	0	1 3	40	60	0 100	100
Semeste	7 8 9	23BBAO226R 23BBAO226R 23UULS222R 23UBPD222R 23UBEC221	& Insurance/ ERP & Retail Applications/ Hospital Operations Management Basic Acclimatizing Skills Campus to Corporate (PDP) Extra-Curricular Activities/ Co-curricular	SEC SEC Extra- Curricular	0 0	0 0	0 6	0 0 4	0 0	0 0	1 3 1	40 0	60 0	0 100 100	100 100 100

	~			Course		E	nga	ger	nen	ıt		Max	imum l	Marks	for
	S.N.	Course Code	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1	23BBAO311R	Business Environment	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23BBAO312R	Financial Markets and Services	DSC	3	0	0	0	0	0	3	40	60	0	100
Λ	3	23BBAO313R 23BBAO313R 23BBAO313R	Managing Banking & Insurance Operations/ Mall Management/ Healthcare Information Systems and EHR Implementation	DSE	3	0	0	0	0	0	3	40	60	0	100
Semester	4	23BBAO314R 23BBAO314R 23BBAO314R	Risk Management in Banking and Insurance -Visual Merchandising and Store Layout Design -Healthcare Quality Management	DSE	3	0	0	0	0	0	3	40	60	0	100
	5	23BBAO315R	Summer Internship	Research/ Industry Internship	0	0	0	0		12	6	0	0	100	100
	6	23BSCE311R	MOOCS	VAC	0	0	0	0	0	0	1	0	0	100	100
	7	23BSCE311R	Additional Global Certification- I	VAC	0	0	0	0	0	0	2	0	0	100	100
	8	23BSCE312R	Additional Global Certification- II	VAC	0	0	0	0	0	0	2	0	0	100	100
			1												
			Total:		12	0	0			12	23	160	240	400	800
	S.N.	Course Code	Total:  Course Title	Course Category		E	nga	ger	nen	ıt		Max	imum I	Marks	for
	<b>S.N.</b>	Course Code 23BBAO321R		Course Category	12 L 3			ger			23 C 3				
			Course Title Strategic	Category	L	E	nga P	ger S	nen R	t O	С	Max IA*	dimum I SEE*	Marks PE*	for Total
·VI	1	23BBAO321R	Course Title Strategic Management International	DSC DSC	<b>L</b> 3	<b>E</b> : <b>T</b> 0	nga P	<b>ger S</b> 0	R 0	0 0	<b>C</b> 3	Max IA* 40	simum I SEE*	Marks PE*	for Total 100
Semester VI	1 2	23BBAO321R 23BBAO322R 23BBAO323R 23BBAO323R 23BBAO323R	Strategic Management International Marketing Legal & regulatory Aspects of Banking & Insurance/ Ethical & Legal Aspects of Retailing/ Ethical Practices in	DSC DSC	<b>L</b> 3	E: T 0 0	P 0	9 (S) (O) (O) (O) (O) (O) (O) (O) (O) (O) (O	0 0	0 0 0	3 3	Max IA* 40 40	60 60	Marks PE* 0 0	for Total 100 100
	1 2 3 4	23BBAO321R 23BBAO322R 23BBAO323R 23BBAO323R 23BBAO323R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO325R	Strategic Management International Marketing Legal & regulatory Aspects of Banking & Insurance/ Ethical & Legal Aspects of Retailing/ Ethical Practices in Healthcare & CSR Financial Derivatives and Risk Hedging/ Multi-Channel Retailing and E- commerce Strategies/ Legal Framework for Hospitals  Dissertation	DSC DSE DSE  Research/Industry Internship	3 3 3	© 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 16	3 3 3	Max IA* 40 40 40	60 60 60	0 0 0	100 100 100
	1 2 3 4 5	23BBAO321R 23BBAO322R 23BBAO323R 23BBAO323R 23BBAO323R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R	Strategic Management International Marketing Legal & regulatory Aspects of Banking & Insurance/ Ethical & Legal Aspects of Retailing/ Ethical Practices in Healthcare & CSR Financial Derivatives and Risk Hedging/ Multi-Channel Retailing and E- commerce Strategies/ Legal Framework for Hospitals  Dissertation  MOOCS - I	DSC DSE DSE  DSE  Research/Industry Internship VAC	3 3 3 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 16 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 3 5	Max IA* 40 40 40 40	60 60 60 60 60	0 0 0 0 0	100 100 100 100 100
	1 2 3 4	23BBAO321R 23BBAO322R 23BBAO323R 23BBAO323R 23BBAO323R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R	Strategic Management International Marketing Legal & regulatory Aspects of Banking & Insurance/ Ethical & Legal Aspects of Retailing/ Ethical Practices in Healthcare & CSR Financial Derivatives and Risk Hedging/ Multi-Channel Retailing and E- commerce Strategies/ Legal Framework for Hospitals  Dissertation  MOOCS - I  MOOCS - II Additional Global	DSC DSC DSE DSE  Research/Industry Internship VAC VAC	3 3 3	© 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 16	3 3 3	Max IA* 40 40 40	60 60 60	0 0 0	100 100 100
	1 2 3 4 5 6 7	23BBAO321R 23BBAO322R 23BBAO323R 23BBAO323R 23BBAO323R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R 23BBAO324R	Strategic Management International Marketing Legal & regulatory Aspects of Banking & Insurance/ Ethical & Legal Aspects of Retailing/ Ethical Practices in Healthcare & CSR Financial Derivatives and Risk Hedging/ Multi-Channel Retailing and E- commerce Strategies/ Legal Framework for Hospitals  Dissertation  MOOCS - I MOOCS - II	DSC DSE DSE  DSE  Research/Industry Internship VAC	3 3 3 0 0	0 0 0 0	0 0 0 0	0 0 0 0 0	0 0 0 0 18 0 0	0 0 0 16 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3 3 5 2 2	Max IA* 40 40 40 40 0 0	60 60 60 60 0 0	0 0 0 0 0 0 100 100	100 100 100 100 100 100 100

<sup>\*</sup>IA: Internal Assessment, SEE: Semester End Examination, PE: Practical Examination

		SE	MESTER –	I						
Course	Title		BUSINESS I		OMIC	S				
Course	Code	II I	otal Credits		LT		S	R	O/F	C
Pre-req	nisite	Nil T	otal Hours: Co-requis		3 0	0	0	0 Nil	0	3
			elor of Busin		lminis	tratio		1411		
Program Semeste										
Semeste	er 		ester of first						1	4
Cou Objec		<ol> <li>Ability to understand roles and responsibility</li> <li>Ability to study the diffunctions.</li> <li>Ability to acquire know profit theories.</li> <li>Ability to learn about the</li> </ol>	ties. erent types o ledge of vari e types and p	f dema ous typ phases	nds, fa	costs,	of pro	oducti s, com	on and t	heir and
CO	1	Understand the concept of decisions.	economic p	rincipl	es and	l thei	r app	licati	on in b	ousiness
CO	2	Analyse economic concepts re	elated to proc	luction	proce	sses a	nd sca	ale dy	namics	
CO	3	Understand the concepts of co	st, market st	ructure	s, and	pricir	ng stra	tegies	S	
CO	4	Comprehend diverse aspects of	of profit with	in the l	busines	ss con	itext.			
CO	5	Understand the nature and sco	<u> </u>	siness o	•					
Unit No.		Content	Contact Hour		Lea	rning	g Out	come		KL
I	the p and econo types deman	duction to business omics- Economic principles and ractice of Management- role responsibilities of business emists, Meaning of demand- of demand- determinants of and function- demand elasticity, and forecasting.	9	funda and t decis Stude and respon	amenta heir ap ion-ma ents w desc onsibili	s will be able to explain the ental economic principles ir application in managerial n-making.  s will be able to identify describe the role and ibilities of business its within an organization.				
п	their produ variab	fuction- factors of production & functions- linear homogeneous ction. Functions- laws of ole proportions & returns to Economics & Diseconomies of	9	and vario unde home funct Stude and prope and c	explants factoristand ogeneomions. The entire wanted analyse contions	unctice pducti pt of pro  to il of vens to	identify ons of on and ilinear duction lustrate variable scale, onomies	2,3		
Ш	oppor output of condetern structure monog component	poly, monopolistic etition, oligopoly, price mination, pioneer pricingning & penetration, cost- plus	9	Stude differ avera short mana Stude cost- mana	ents rentiate lge, m -run co lgerial ents w output	will e nargin osts an impli ill be	be betwee al, long along the cation able relations	abeen ong-ru lersta s. to ap nship	total, an, and and their apply the in ag and	1.2

IV	Profit theories, nature of profit, measurement of profit, profit policies, profit for control.	9	Students will be able to explain the different theories of profit, the nature of profit, and methods for measuring profit.  Students will be able to develop and analyze profit policies and understand their significance in managerial control.	2,3
V	Business cycle: types of business cycle, phases of business cycle, theories of business cycle, contra measures, Managerial implications of business.	9	Students will be able to identify and describe the different types and phases of business cycles.  Students will be able to analyze the theories of business cycles and understand their managerial implications.	1,2

- T1. Business Economics By P. K. Mehta, Taxmann Publication
- T2. Principles Of Business Economics By Joseph Nellis, David Parker, Pearson Publication

	CO PO Mapping							
S.N.	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						

			SEMES	TER – I									
Cours	se Title		PRINCIP		IANA(	GEME	ENT						
Cours	se code	23BBAO112R	Total credits:	3 L	T	P	S	R	O/F	C			
			Total hours: 4		0	0	0	0	0	3			
	equisite	Nil	Co-requisite		Admi	nictro	Ni	il					
Semes	amme	Bachelor of Business Administration Fall/ I semester of first year of the Programme											
Semes	ster	1. To introduce t	the students to var										
Co	ourse		e students to var						n in bus	siness			
	ectives	management.				Ι							
		3. To inculcate 1	eadership skills ar	nong stude	nts.								
	CO1	Demonstrate Man			nding								
	CO2	Apply Planning and Organizing Concepts											
	203	*	Comprehend Management Thought Development										
	CO4	Demonstrate Decision-Making and Leadership Skills  Apply Principles and Theories for Effective Management.											
	CO5	Apply Principles a	and Theories for E		anager	nent.				1			
Unit No.		Content		Contact Hour		Lea	rning	Outcor	me	KL			
I	What is	s management? Ch	aracteristics and	9	Expl	ain	the	conc	ept of	1,2			
	Importa	ince of managen	nent principles,		_	igemei	nt,	identi	fy its				
		of management, m	•			cterist			portance,				
		nce between Ma						levels of					
	Admini	stration.			igemei igerial		roles,	numerate and					
						rentiat		TOICS,	between				
				management and administration.									
		63.6				••			1 . 1	2.2			
II								ndamental nagement,	2,3				
		, benefits of plann						ved in the					
		on, steps involved						utline the					
		g: importance of		bene	fits of	planni	ng.						
		d in staffing pro											
		ts of directing, a volved in controlling											
	steps in	vorved in controllin	ig process.										
III	Develo	pment of manag	ement thought:	9	Com	pare	and	conti	ast the	1.2			
		l theory: Bureauc							nagement				
		ement, Administrati						-	Scientific				
	classica	l theory, modern the	eory.						nistrative -classical				
						ory, w Moderi			-ciassical				
IV	Decisio	n making, motivation	on delegation of	9					n-making	2,3			
1 1		n making, motivations and responsibility		7					theories,	2,3			
		es, Qualities of a good				gation		author					
		-			respo	nsibili	ity,	and	different				
									uding the				
V	Цория	Foxol's 14 min sin1-	g of	9	<ul><li>qualities of a good leader.</li><li>9 Critically assess Henry Fay</li></ul>					2.2			
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		Fayol's 14 principle ment, Leadership the		9					ment and	3,2			
		eory, Qualities of a			their		licatio		modern				
			-		organ	nizatio	nal c	context	s, along				
									theories				
							tribute	es of s	successful				
					leade	ers.							

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

	CO PO Mapping								
S.N.	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							

		SEMESTE	R – I								
Cours	se Title	BUSINESS ETHICS AN	D CORPO	RATE GOVI	ERNA	NCI	$\Xi$				
Cour	se Code	1 7388AM138 1	tal credits: tal hours::		Γ P 0 0	S 0	<b>R</b> 0	0/F 0	<b>C</b> 2		
Pre-r	equisite		o-requisite		UU	Ni		U			
	ramme	Bachelor of B									
Seme	ster	Fall/ I semester of									
	ourse ectives	<ol> <li>To give an explanation of the main terms used in corporate governance and business ethics.</li> <li>To List the several moral dilemmas that come up in corporate settings (such as insider trading, prejudice, and environmental effect).</li> <li>To examine the various ideas of moral judgment.</li> <li>To describe how corporate governance organizations, such as audit committees and boards of directors, encourage moral conduct</li> </ol>									
(	CO1	Understanding key concepts related t ethical dilemmas.	o morality	, ethics, value	es, da	ily r	nisd	eeds	and		
	CO2	Demonstrate types of values and recogn	nize ethical	iccues in vari	nie co	ntevt	+c				
	CO3	Apply ethical principles, consequentials				IIIUAl	w.				
	CO4	Analyse ethical issues and impact: whi responsibility.				d coi	rpor	ate so	cial		
C	CO5	Evaluate the effectiveness of ethical fra	meworks i	n decision-mal	king.						
Unit No.		Content	Contact Hour	Learni		KL					
I	Example and As of Pront Peers, and Definin	etion to Morality, Ethics – Lifestyle es; Daily Misdeeds- As an Individual a Professional, E.g Bribes, Breaking mises, Harshly Behaving with Parents, and Youngsters, etc.; Understanding efining Dilemmas; Understanding and g Ethics leading to the application as as Ethics	6	Identify and daily misde individual ar understandin implications they create.	eds band a p	ooth profes eir	as ssion ethi	an nal, ical	1,2		
II	The V Family- Nation- Subject Termina Ethical Absolut	- Concept and Definition of Values, Value Hierarchy- Parents- Persons- Neighbours- Community- Society- World- Universe, Types of Valueive Vs Objective, Instrumental Vs al, Logical or Knowledge Value, or Good Values, Aesthetic Values, the Values, Universal Human Values.	6	societal beha	value hier es of he indivi	s, incarchy valu ow dual	clud y a es, a tl	ing and and hey and	2,3		
III	What i Moral- Ethical Dubey Action, and Eth	na and Action- Prisoners' Dilemma, s Ethical, Continuum of Behaviour-Amoral- Immoral Choices, Major Issues- Whistle- Blowing (Satendra Case), Discrimination and Affirmative Sexual Harassments. Advertisement ical Issues.	6	Evaluate ethical dilemmas such as the Prisoners' Dilemma and major ethical issues like whistle-blowing, discrimination, and sexual harassment, and propose appropriate ethical actions				ers' ical ing, tual ose	1.2		
IV	Conseq Utilitari Duty l Equality thinking	Frameworks of Decision Making - uence- based thinking: Egoism, ianism- Ford Pinto Case; Right and based thinking: The Golden Rule, y and Fairness, Justice; Virtue based g- Gandhian Trustee-Ship, Model of in Ethical Making.	6	Apply v frameworks, consequence duty-based, thinking, to and ethica complex situ	-basec and mak l de	ind l, rigo virtude e in cisio	clud ght a e-ba forn	and sed	2,3		

V	Corporate Social Responsibility & Corporate	6	Understand and articulate the	1,2
	Governance – Concept and Definition; Total		concepts and definitions of	
	CSR- Economic, Legal, Ethical,		Corporate Social	
	Discretionary; Advantages and Scopes of CSR		Responsibility (CSR) and	
	Concept and Thrust Areas, Why Codes		Corporate Governance (CG),	
	Needed, Indian Model of CG, Good Corporate		and assess their importance	
	Governance			

- T1. Business Ethics: An Indian Perspective by A. C. Fernando, Pearson Edu.
- T2: Ethics and Conduct of Business by Jhon R. Boatright and Bibhu Prasan Patra, Pearson Edu.

#### **REFERENCE BOOKS:**

- R1: Business Ethics by Weiss, Cengage Learning India Pvt. Ltd.
- R2: Managerial Ethics by Bisawanath Ghosh, McMillan Pub.
- R3: Human Values: A. N. Tripathi, New Age International Publishers

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understanding key concepts related to morality, ethics, values, daily misdeeds and ethical dilemmas.	PO1,PO8,PO9							
2	Demonstrate types of values and recognize ethical issues in various contexts.	PO1,PO8,PO9							
3	Apply ethical principles, consequentialist and virtue-based thinking.	PO1,PO8,PO9							
4	Analyse ethical issues	PO1,PO8,PO9							
5	Evaluate the effectiveness of ethical frameworks in decision-making.	PO1,PO8,PO9							

	SEMESTER – I Course Title PRINCIPLES AND PRACTICES OF BANKING & INSURANCE (ELECTIVE)											
Cour	se Title	PRINCIPLES A					1		1	ELECT O/F		
Cours	se Code	23BBAO114R	Total credit Total hours		<u>L</u>	T 0	P 0	S 0	R	C 2		
Pre-r	equisite	Nil	Co-requisi			U	U	N		0	<u> </u>	
	ramme	1111	Bachelor		ss A	dmini	strati					
	nester		Fall/ I semeste	r of first y	year	of the	Prog	ramn	ne			
Course Objectives		<ol> <li>To equip students with a fundamental understanding of the banking and insurance sectors.</li> <li>To explore the historical development and current structure of these industries.</li> <li>To analyze the core functions of banks, such as deposit taking, lending, and payments.</li> <li>To examine different types of banks and their specialized roles within the financial system.</li> </ol>										
C	CO1	Understand the ev	olution and struc	ture of mo	derr	bank	ing ins	stituti	ons.			
	CO2	Understand the relationship.						r bet	tter ba	anker-cus	stomer	
	203	Classify the types	and principles an	d element	s of	insura	nce.					
	CO4	Recognize the pur	pose, principles a	and eleme	nts o	f insu	rance.					
	CO5	Classify the types	of Insurance and									
Unit No.		Content		Contact Hour		L	earni	ng Oı	ıtcome	e	KL	
I	I Meaning, importance and evolution of Banking Institution, development of modern banking, bank nationalization and economic reforms, structure of modern commercial banks, role of banks in economic development, traditional banking functions, e-banking				th di w se St th ec ur	e pursadvar ell as curity tudent e im conom	rpose, ntages s its tool. s will pact ic d	adva of in role be ab of in leveloon	antages insurant as a ole to a nsurant print prin	explain s, and ace, as social analyse ce on and anciples	1,2	
II	account bank a currency - cheques respons	Customer relation and important type account opening, y accounts, negotiate, payment and an esponsibility of ibility of collecting cial inclusion.	6	St es ty ur in	tudent tablish pes ndersta volved pening	s wi h and of anding d in	ll b mar bank the ba com	nage value acception accep	le to various counts, ocesses occount e with	2,3		
Ш	of cred fund-ba priority	les of bank lending, it facilities, fund be sed loans, priority sector advances, cee and letters of cre	6	ar va in fu St th m	nd arious cludin and-ba audent e prin anagii	differe types ig fun sed los s will	entiate of cre d-bas ans. be a of ba	e be be dit face and	dentify etween cilities, d non- apply ding in non-	1.2		

IV	Introduction and purpose of Insurance, advantage and disadvantage of insurance, insurance as a social security tool; Insurance and economic development, principles of insurance, elements of an insurance contract — policy document, binder, riders, endorsements etc., policy renewal, lapses, surrender.	6	Students will be able to evaluate the risks associated with different lending practices and propose appropriate risk mitigation strategies.	2,3
V	Concept of life and non-life insurance, IRDA and its role, types of life insurance plans – term plan, money back plan, unit linked plan, guaranteed plan, pension plan etc., types of non-life insurance plans – fire insurance, marine insurance, motor vehicle insurance, personal accident insurance, health insurance, travel insurance etc.	6	Students will be able to distinguish between life and non-life insurance, and explain the various types of life insurance plans such as term plans, money-back plans, unit-linked plans, guaranteed plans, and pension plans.	1,2

T1. Agarwal, O. P., (2014). Banking and Insurance, 3<sup>rd</sup> Revised Edition, Himalayan Publishing House

# **REFERENCE BOOKS**:

R1: Sethi Jyotsna and Bhatia Nishwan, Elements of Banking and Insurance, (2<sup>nd</sup> Edition),PHI Publication

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the evolution and structure of modern banking institutions.	PO1, PO9							
2	Understand the roles, responsibilities and of banks for better banker-customer relationship.	PO1, PO9							
3	Classify the types and principles and elements of insurance.	PO1, PO9							
4	Recognize the purpose, principles and elements of insurance.	PO1, PO9							
5	Classify the types of Insurance and role of IRDA.	PO1, PO9							

G	SEMESTER – I Course Title FUNDAMENTALS OF RETAILING (ELECTIVE)											
			UNDAMENTAL)  Total credit		<u>rail</u> L	ING (I	ELE(	STIVE	R	O/F	С	
Course	e Code	23BBAO114R	Total hours	ŀ	2	0	0	0	0	0	2	
Pre-re		Nil	Co-requis					Nil				
Progra			Bachelor of									
Semest	ter		Fall/ I semester	-								
	ırse ctives	<ol> <li>To define and explain key retailing concepts and terminology. (e.g., retail mix, customer segmentation, inventory management)</li> <li>To understand the different types of retail formats and their applications. (e.g., brick-and-mortar, e-commerce, Omni channel)</li> <li>To analyze the consumer decision-making process and its impact on retail strategies.</li> <li>To explore the various marketing and merchandising techniques used in retailing.</li> </ol> Understand the fundamental concepts and theories of retailing, including the retail mix,										
CO	01	Understand the fur retail formats, and	•			of retai	ling, i	includ	ing the	e retail	mix,	
CO	02	Analyze consumer										
CO	03	Identify effective in visual merchandisi	ng techniques.									
CO	04	Demonstrate know and customer servi	-	erations, in	ncludi	ing inv	entor	y mana	ageme	nt, staf	fing,	
CO	05	Evaluate the challe	nges and opportu	nities of e	-comr	nerce a	and O	mni-cł	annel	retaili	ng.	
Unit No.		Content		Contact Hour	t	Le	arnin	g Out	come		KL	
I	Retaili Meanii & Ma retailin Functio	g: Overview of ure, and Scope – ication Retailing importance of cing retailing – Retailing-Stores oosing a retail	6	de: ret typ	Understand and articulate the definition, nature, and scope of retailing, including the various types and classifications of retail formats.							
II	Behavi	mer Behaviour standing Consu our, Factors Influe ons, Retail Market S	mer Buying encing Shopping	6	bu co tha	nalyse ying b ntext, at cisions	ehavi inclu influe	our in	n the the f	retail	2,3	
Ш	Retail Pricing Mercha Invento	6	str tec inv to en	Develop and apply pricing strategies, visual merchandising techniques, and efficient retail inventory management practices to optimize retail operations and enhance store profitability.								
IV	Retail Service Store Service Point of	6	sta sto eff teo	Implement high-quality service standards in retailing, manage store operations and staffing effectively, and utilize retail technology.								
V	Market			6	9,						1,2	

- T1. Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans Latest Edition: 13th Edition (2021)
- T2: "Retailing Management" by Michael Levy and Barton A. Weitz Latest Edition: 10th Edition (2021)

#### **REFERENCE BOOKS:**

- R1: "Retail Marketing Management: Principles and Practice" by David Gilbert Latest Edition: 3rd Edition (2021).
- R2: "Strategic Retail Management: Text and International Cases" by Joachim Zentes, Dirk Morschett, and Hanna Schramm-Klein Latest Edition: 4th Edition (2019).

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the fundamental concepts and theories of retailing, including the retail mix, retail formats, and the role of retail in the economy.	PO1,PO2,PO3,PO5,PO6,PO8,PO9							
2	Analyze consumer behavior and its influence on retail strategies	PO1,PO2,PO3,PO5,PO6,PO8,PO9							
3	Identify effective merchandising strategies, including product assortment, pricing, and visual merchandising techniques.	PO1,PO2,PO3,PO5,PO6,PO8,PO9							
4	Demonstrate knowledge of store operations, including inventory management, staffing, and customer service.	PO1,PO2,PO3,PO5,PO6,PO8,PO9							
5	Evaluate the challenges and opportunities of e-commerce and omni-channel retailing.	PO1,PO2,PO3,PO5,PO6,PO8,PO9							

Course	ro Titlo	DACI		STER – I	NIA CI	CME	NIT (L	T EC	TIVE	)	
	se Title		CS OF HEALTH Total Cro		ANAGI L	T	N1 (E P	S	R	O/F	С
Cours	se code	23BBAO114R	Total Ho		2	0	0	0	0	0	2
	equisite	Nil	Co-req					Ni	l		
	amme			of Business							
Semes	ster	1. To provide a co	Fall/ I semeste						Plant	ning nro	ocess
	ourse ectives	<ol> <li>in India.</li> <li>To distinguish between primary, secondary, and tertiary healthcare services.</li> <li>To develop awareness about the importance of preventive healthcare measures.</li> <li>To foster an understanding of the significance of disease surveillance.</li> <li>To introduce the utility of vital statistics in healthcare management and policy formulation.</li> </ol>									
C	O1	Evaluate and analy	se the componer	nts of the Na	ational	Healt	h Plai	nning <sub>]</sub>	proces	ss in Inc	dia.
C	CO2	Differentiate between respective roles.	een primary, se	condary, ar	nd terti	iary h	nealth	care s	ervice	es and	their
C	203	Assess the imporcontrol and health	-	tive health	care m	easur	es an	d thei	r role	in dis	sease
C	CO4	Understand the sig monitoring.	mificance of dise	ease surveil	lance a	nd its	conti	ributio	n to p	ublic h	ealth
C	CO5	Explain the important policy formulation		y of vital	statistic	es in	healt	hcare	mana	gement	and
Unit No.		Content		Contact Hour				Outc			KL
Ι	develop India, I	•	health, Basic alth, Historical are system in ing of hospital,	8	Students will be able to define and explain the concept of health from a holistic perspective, including physical, mental, and social wellbeing.						
II	Concep Health Seconda Structur services	ts in Community He Planning, Health S	ealth – National ector, Primary, y Healthcare, Family welfare	6	Students will be able to evaluate the effectiveness of community health programs and initiatives.  Students will be able to propose improvements to health services delivery based on community health concepts.						2,3
III	Constra health Health Vision Commi	ssion & NITI Ang on Health, Emergin Healthcare,	6	Students will be able to identify and discuss the challenges and constraints faced by the Indian health system, including issues of health disparity and public-private partnerships.						1.2	
IV	Transm Disease Epidem	Surveillance, iology, Forensic tional Epidemiology	investigation, Environmental Epidemiology,	6	Students will be able to define key concepts in epidemiology and describe methods of disease transmission, outbreak investigation, and disease surveillance.						

V	Vital Statistics: Introduction, Purpose,	4	Students will be able to explain the	1,2
	Uses, Sources of Vital Statistics, Indian		purpose, uses, and sources of vital	
	Statistical System, Population Census,		statistics and describe the structure	
	Civil Registration System, Sample		of the Indian statistical system.	
	Registration System, National Sample			
	Survey Office, Health Surveys, NFHS			

T1. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," ElsevierIndia, 2013.

#### **REFERENCE BOOKS:**

R1: BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Evaluate and analyse the components of the National Health Planning process in India.	PO1,PO2,PO8
2	Differentiate between primary, secondary, and tertiary healthcare services and their respective roles.	PO1,PO2,PO8
3	Assess the importance of preventive healthcare measures and their role in disease control and health promotion.	PO1,PO2,PO8
4	Understand the significance of disease surveillance and its contribution to public health monitoring.	PO1,PO2,PO8
5	Explain the importance and utility of vital statistics in healthcare management and policy formulation	PO1,PO2,PO8

		SEMI	ESTER – I							
Cours	se Title	INTRODUCTORY ENGI	LISH (Con	nmunicative Er	glisl	1 &	Soft S	kill	s)	
Cours	se code	e 23UBPD112R Total Credits: 4 L T P S R O. Total Hours: 60 0 0 4 0 0 0								/F C 2
Pre-re	equisite	Nil		Co-requisite			N	il		
Progr	amme	Bachelor	of Busine	ss Administrati	on					
Semes	ster	Fall/ I semeste	er of first y	ear of the Prog	ram	me				
Obje C	ourse ectives O1 O2	<ol> <li>To recognize and identify parts</li> <li>To enhance listening and speak</li> <li>To give insight into English production to the various knowledge of communication.</li> <li>It enables learners to recognize the to understand, speak and write.</li> <li>Introduction to Phonetics and its</li> </ol>	cing/skills fonunciations modes  e structure	or self-developm and into central of communication	nent. con tion d its	cept wi vari	s in ph	one hand as t	tics. ce the	earn
	O3 O4	Students will be able to identify to								
Unit No.	U4	Knowledge of communication will be enhanced through practical examples.  Content  Contact Hour  Learning Outcome KL								
I Grammar Parts of Speech Articles			12	Students will thorough upgrammatical re	nder	stan	onstrate ding	(	of	1,2

Unit No.	Content	Contact Hour	Learning Outcome	KL
I	Grammar Parts of Speech Articles Auxiliary Verbs Affirmative and Negative Sentences	12	Students will demonstrate a thorough understanding of grammatical rules including parts of speech, articles, auxiliary verbs, and sentence construction.	1,2
II	Grammar Determiners Sentence Construction Types of Sentences (Assertive, Imperative etc.) Degree of Comparison Comprehension Exercises	12	Students will develop effective listening skills by differentiating between listening and hearing, understanding the listening process, and recognizing factors that impact listening.	2,3
III	What is listening? The Process of Listening Factors that adversely affect Listening Difference between Listening and Hearing, Purpose and Importance of Effective Listening How to Improve Listening Process	14	Students will develop strong speaking skills for self-introduction, extemporaneous speech, and phonetic accuracy, and will use these skills to present ideas confidently and reflect on their performance.	1.2
IV	Speaking Skills 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	Communication Skills	12	Students will integrate their	1,2
	Introduction to Communication,		knowledge of grammar and	
	Importance of Communication Skills		communication skills to handle	
	Purpose of Communication		professional situations,	
	Types of Communication		demonstrating grammatical	
	Formal and informal communication		accuracy, effective listening, and	
	Importance of Communication		clear communication.	
	Barriers to Communication			
	How to improve/ tips to improve			
	Communication skills.			
	Responding to different questions in			
	various situations (formal/ informal)			

- **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

	CO PO Mapping	
S.N.	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

	SEMESTER – I								
<b>Course Title</b>	FIEI	LD-BASED LEARNIN	NG &	COM	IMUN	ITY S	ERVI	CES	
Course code	23BBAO115R	Total Credits: 1							
Pre-requisite	Nil	Co-requisite	1	U	U	N			1
Programme		Bachelor of Bu	sines	s Adn	ninistr	ation			
Semester		Fall/ I semester of f	irst ye	ear of	the Pr	ogran	nme		
Course Objectives	<ol> <li>To analyze re</li> <li>To develop at</li> <li>To enhance of and community</li> </ol>	<ol> <li>To apply business knowledge and skills in a practical setting.</li> <li>To analyze real-world business challenges faced by community organizations.</li> <li>To develop and propose solutions to address identified needs.</li> <li>To enhance communication and collaboration skills through teamwork with peers and community partners.</li> <li>To cultivate a sense of social responsibility and civic engagement.</li> </ol>							
CO1		Enhance resumes and portfolios with concrete examples of community service and project management skills							
CO2	Reflect on the i development.	Reflect on the impact of their work on the community and their own professional development.							
CO3		Utilize project management skills to plan, execute, and evaluate their chosen project for the community organization.							
CO4		Effectively communicate business ideas and recommendations to diverse audiences, both orally and in writing.							
CO5	Apply critical community-iden	thinking and proble tified needs.	m-sol	ving	skills	to d	evelop	solution	s for

	CO PO Mapping	
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>
1	Enhance resumes and portfolios with concrete examples of community service and project management skills	PO5, PO1
2	Reflect on the impact of their work on the community and their own professional development.	PO8
3	Utilize project management skills to plan, execute, and evaluate their chosen project for the community organization.	PO1
4	Effectively communicate business ideas and recommendations to diverse audiences, both orally and in writing.	PO5
5	Apply critical thinking and problem-solving skills to develop solutions for community-identified needs.	PO5

		SEMESTER – I							
<b>Course Title</b>	MOOCs								
Course Code	23BSCE111R	Total Credits: 1		T	P	S	R	O/F	C
		Total Hours: 15	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				Ni	il		
Programme		Bachelor of Busines	ss Ad	mini	stratio	on			
Semester		Fall/ I semester of first y	ear o	of the	Prog	ramm	e		
Course Objectives	students are allo	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.							
CO1	•	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management							
CO2	Showcasing a conframeworks	Showcasing a comprehensive understanding of international practices and regulatory frameworks							
СО3	Enabling effective decision-making and compliance in a globalized industrial environment.								
CO4	Evaluate and inte	Evaluate and integrate international standards and trends into organizational strategies							
CO5	To equip learner collaboration.	rs with the skills and know	wledg	ge rec	quired	to in	tegrate	interna	ational

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3
4	Evaluate and integrate international standards and trends into organizational strategies	PO1
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO1

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- 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

	CO PO Mapping								
S.N.	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							

			SE	MESTER -	- II							
Cours	se Title		ORG	ANIZATI	ONAL	BEI	HAVI	OUR				
Cours	se code	23BBAO122R		cal Credits: 4 cal Hours: 60			T 0	P 0	S	R 0	O/F 0	C 4
Pre-re	equisite	Nil	C	o-requisite					Ni			_
Progr	amme		Bach	elor of Bus	siness A	Adm	inistr	ation				
Seme	ster	Wi	nter/II se	emester of	first ye	ear o	f the	Progr	amn	ne		
	ourse jectives	<ol> <li>To make students understand theories and concepts that make them understand human behaviour at their work places.</li> <li>To help students develop good interpersonal behaviour.</li> <li>Explore the impact of organizational change on culture and employee morale.</li> </ol>										
(	CO1	Describe the concept	ts of orga	nization as	well as	s Org	aniza	tional	Beha	avioui	•	
(	CO2 Understand the approaches and models of the organizational behaviour											
(	CO3 Understand various theories of personality and evaluate the influence of personal traits on individual behavior						onality					
(	CO4 Determine the effectiveness and limitations of transactional analysis											
	Explain the concept of percept group behavior				notivati	ion a	ınd its	influ	ence	on in	dividu	al and
Unit No.		Content		Contact Hour		L	earni	ing O	utcoı	ne		KL
I	organiza behavio Element behavio	ntroduction: concept and nature of organization and organizational ehaviour, Characteristics and Elements of Organizational ehaviour, Challenges and Opportunities for OB.		12	fundamental concepts and nature of organizations and organizational behaviour, identifying key characteristics and elements, and					ional key and and ld of	1,2	
II		g- nature of lea of learning, Organiza ur models.	rning, ational	10	key n explo	ature oring	e of le the va	ine an arning arious behav	g theo mod	ories a els of	ind	2,3
Ш	Theories of personality, Personality traits influencing Behaviour in Organizations.  personality and identify traits that influence within organizations,				tify pace s, appared predual c	behavolying	ality viour this and	1.2				
IV	Transact window transact	•	Johari of	10	analy enha inter orga	ysis ance perso nizat	and th se onal ional	cepts one Johnstellf-awarelation setting and	ari V arene onshi ngs,	Vindo ess ps w impro	w to and ithin oving	2,3

V	Perception, motivation, concept of	14	Differentiate between the concepts	1,2
	group and group dynamics; types of		of groups and teams, understanding	
	groups; theories of group formation		their dynamics, and apply theories	
	and group behavior. Concept of		of group formation and behaviour	
	team; types of team. Difference		to effectively manage and motivate	
	between group and team.		teams in organizational contexts.	

- T1. "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge
- T2: "Organizational Behavior: 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

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Describe the concepts of organization as well as Organizational Behaviour	PO1,PO2,PO3,PO5,PO6,PO7,PO8,PO9							
2	Understand the approaches and models of the organizational behaviour	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							

	W-41			TER – II	ANTAC	NEW ALE	NITT.					
	se Title			ETING MAredits: 4	ANAG L	T	P	S	R	O/F	С	
Cours	se code	23BBAO123R		ours: 60	4	0	0	0	0	0	4	
Pre-r	equisite	Nil	Co-re	equisite				Nil				
Progr	amme		Bachelor	r of Business Administration								
Seme	ster	Winter	r/II semes	ter of first	year (	of the	Prog	ramm	ie			
_	Course jectives	2. To study about p	2. To study about product, Brands and its Promotion Mix									
	CO1	Understand the fundam	ental conc	ept of strate	gic ma	arketir	ng pla	nning				
	CO2	Identify the marketing of	channel str	ategies								
	CO3	Comprehend the concep	pts of adve	ertising and	sales p	oromo	tion.					
	CO4	Understand the persona	ıl selling nı	rocess and f	unctic	ons.						
	CO5	Summarize the concep										
Unit			t of branch	Contact								
No.		Content		Hour		Lear	ning	Outc	ome		KL	
II	I Nature, scope, definition & importance of marketing: basic concepts. What is market orientation, Market Segmentation, targeting & positioning, the four Ps of marketing product strategy, product innovation & diffusion, product development, product lifecycle & product mix, Pricing decision & designing pricing strategies & programmes, pricing techniques  II Marketing Channels: types of channels & their importance, channel strategies, designing & managing, Managing retailing, physical distribution, marketing logistics & supply chain management				mark scope explace conc Stude diffe mark unde for b Stude the segm posit conc speci Stude effect to	epts. ents rentiat teting rstand usines ents w condentati ioning	desord in basis will be septs on, g, and o idearket rill be boosities	be etween tentation in integies able of target ad apontify segments able oning a community and a community able oning a community.	able able able on various mark  able on various to extend on the conting, and ents. to destrate ompe	ature, and keting e to arious and ations explain market and these reach velop tegies etitive	2,3	
Ш		n: advertising- mean e, types, promotion, m n (push versus pull study)	ix, sales	14	Stude unde Ps of place comp strate Stude the lifecy deve	ents rstand f mark e, pron orehen egies. ents w	will and etting notion sive ill be so incl	be apply (prod n) in c  able t f the uding	able y the luct, j levele mark to des pr pr	e to four price, oping keting scribe oduct ation,	1.2	

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	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	concepts to various marketing scenarios.  Students will be able to define brand equity, understand its components, and develop strategies to build and enhance brand equity.	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

	CO PO Mapping									
S.N.	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								

~				IESTER –			~					
	se Title		EN' Total Cr		ENTAL ST	UDIE T	S P	S	R	O/F	С	
Cour	se code	23UBES121R	Total Ho		2	0	0	0	0	0	2	
	equisite	Nil	Co-rec		Nil ness Administration							
	ramme	***										
Seme	ster	1. To introduce stu	inter/II ser						onmer	ntal etu	dies	
Course Objectives		<ul> <li>highlighting its scope, importance, and relevance to public awareness and sustainable development.</li> <li>2. To provide an understanding of the concepts, uses, and environmental issues associated with natural resources such as forests, water, minerals, food, energy, and land.</li> <li>3. To equip students with knowledge of ecosystems, including their structure, functions, energy flow, and the characteristics of various types of ecosystems.</li> <li>4. To enable students to understand biodiversity, its conservation methods, and the critical role it plays at the global, national, and local levels.</li> <li>5. To develop an awareness of environmental pollution, its causes, effects, control measures, and the role of individuals and communities in prevention and disaster management.</li> </ul>										
	CO1	Define the multidisc importance, and under Identify and analyse	rstand the ro	ole of public	es related to	in pro	omoti se an	ing sus	stainab loitatio	oility.		
C	.02	resources, proposing	sustainable 1	managemer	nt strategies	for th	eir co	nserv	ation.			
C	О3	Explain the concept, forest, grassland, dese			-	stems,	and	descri	ibe the	e featur	es of	
C	O4	Evaluate biodiversity situ and ex-situ conse		-		-			-		e in-	
C	O5	Able to address various environmental challenges, including pollution, climate change, and urban sustainability issues, while proposing practical solutions										
Unit No.		Content		Contact Hour		Learr	ning (	Outco	me		KL	
I	environ and in awarene	ess.	tion, scope or public	6	Students environme multidisci the scope environme	plinar and ental i	y na impo ssues	ture, rtance	descri and of st	explain udying	1,2	
П	renewal and asso a) Fore explostudi dams tribal b) Wate utiliz water water c) Mine explosextra	oitation, environmental cting and using arces, case studies.	6	Students between r resources environme and exploi Students studies re of natura water, mi and propopractices.	enewa and un ental partitation will be lated l reso	able anders proble be abources s, an	and no tand thems where to end of the total state of the tangent and the tangent and tange	on-renche associated the associated the analysis analysis as as a distribution of the analysis analysis as a distribution as a distributio	ewable ociated eir use se case oitation forests, ources,	2,3		

	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.			
III	Equitable use of resources for sustainable lifestyles.  Ecosystems: concept of an ecosystem,	6	Students will be able to explain the	1.2
	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).		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.	
IV	<ul> <li>Biodiversity and its conservation</li> <li>Introduction- definition, genetic, species and ecosystem diversity.</li> <li>Biogeographically classification of India</li> <li>Value of biodiversity, consumptive use, productive use, social, ethical, aesthetic and option values.</li> <li>Biodiversity at global, national and local levels</li> <li>India as a mega-diversity nation</li> <li>Hot-sports of biodiversity</li> <li>Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts</li> <li>Endangered and endemics species of India</li> <li>Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</li> </ul>	6	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,	6	Students will be able to identify the	1,2
	cause, effects and control measures of:		causes, effects, and control measures of	
	Air pollution, water pollution, soil		various types of pollution including air,	
	pollution, marine pollution, noise		water, soil, marine, noise, thermal, and	
	pollution, thermal pollution, nuclear		nuclear hazards.	
	hazards.		Students will be able to propose solid	
	Solid waste management: causes, effects		waste management strategies to	
	and control measures of urban and		mitigate the effects of urban and	
	industrial wastes. Role of an individual		industrial waste.	
	in prevention of pollution, pollution case			
	studies. Disaster management: floods,			
	earthquakes, cyclone and landslides.			

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

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Define the multidisciplinary nature of environmental studies, describe its scope and importance, and understand the role of public awareness in promoting sustainability.	PO7,PO8						
2	Identify and analyse the environmental issues related to the use and exploitation of natural resources, proposing sustainable management strategies for their conservation.	PO7,PO8						
3	Explain the concept, structure, and functions of ecosystems, and describe the features of forest, grassland, desert, and aquatic ecosystems.	PO7,PO8						
4	Evaluate biodiversity in terms of genetic, species, and ecosystem diversity, and propose in-situ and ex-situ conservation strategies for protecting endangered species and hotspots	PO7,PO8						
5	Able to address various environmental challenges, including pollution, climate change, and urban sustainability issues, while proposing practical solutions	PO7,PO8						

SEMESTER – II														
Cour	se Title	IMPI	ICIT ENG	•					oft Sk	ills)				
Cour	se code	23UBPD122R	Total Cre		L	T	P	S	R	O/F	C			
		Nil	Total Hou		0	0	2	0 N	0	0	2			
	equisite ramme	NII		quisite elor of Bus	cinocc	Admir	nictra		Ш					
Seme		•	Winter/II se						mme					
501110		1. To introduce th												
	ourse jectives	<ul><li>2. To strengthen enhance their s organisations.</li><li>3. To introduce the</li></ul>	peaking and	l writing sk	xills it	the im	portan	ce of	dress c	odes in va	arious			
(	This course will enable s sentences.				analys	sis and	l iden	tify tl	he diff	ferent typ	es of			
CO2 Learners will be able professional communication					e the	skills	of	readin	ig and	l speakir	ng in			
	CO3	Dress code Etiqu												
	CO4	Students will lear	rn about the	1					time.					
Unit No.	Content			Contact Hour	Lear	ning (	Outco	ne			KL			
I	Module 1-Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors			nge of Interrogative and e Sentences, Exclamatory sertive Sentences, Types of in written and spoken English.  Correct errors related to subject-ver agreement, prepositions, articles, and						ect-verb	1,2			
II	Module 2-Vocabulary Synonyms, Antonyms, Homonyms  12 Use antonyms effectively to convey contrasting ideas.  Apply synonyms appropriately in different contexts to enrich language.						ately in	2,3						
III	Gatherin	ues of Effective g ideas and infect, The SQ3R Te	ormation	14	Lear for e Impr comp	n and ffective ove prehen	apply e read read sion. skills	variong.	speed	chniques  I and  imming,	1.2			
IV	V Conflict Management Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative)			Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with					scanning, and detailed reading  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.					
V	Purpose Manager Time. Activity situation and they	anagement Skills tion To Time Mar And Importance ment, Basic Tips to Problem solving a will be given to the will have to tell the situation or state.	of Time Maintain activity: A e students us how to	12	impo Reco time Deve	ognize manag	of tin the t gemen waren	ne mar benefit t. ess of			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

	CO PO Mapping							
S.N.	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 boosts their confidence and morals.	PO5						
4	Students will learn about the effective and efficient utilization of time.	PO5						

	SEMESTER – II								
<b>Course Title</b>	FIELD-BASEI	D LEARNING & CO	MMU	JNITY	SER	VICE	S		
Course code	23BBAO124R Total Credits: 1			T	P	S	R	O/F	C
		Total Hours:15	1	0	0	0	0	8	1
Pre-requisite							il		
Programme		Bachelor of Bus	iness	Admi	<u>inistra</u>	tion			
Semester	V	Vinter/II semester of	first y	ear of	f the P	rogra	mme		
	1. To apply busing	ess knowledge and ski	lls in	a prac	tical se	etting.			
	2. To analyze rea	l-world business challe	enges	faced	by con	nmuni	ty orga	nizations.	
Course	3. To develop and propose solutions to address identified needs.								
Objectives	4. To enhance communication and collaboration skills through teamwork with peers								
	and community partners.								
	5. To cultivate a sense of social responsibility and civic engagement.								
								:4:-	d
CO1		and portfolios with c	oncre	ie exa	impies	01 CC	ommun	iity servic	e and
	project management skills								
CO2	Reflect on the im	pact of their work or	n the	comn	nunity	and the	heir ov	wn profes	sional
CO2	development.								
002	Utilize project mai	nagement skills to plan	, exec	cute, a	nd eval	luate t	heir ch	osen proje	ect for
CO3	the community organization.								
	Effectively communicate business ideas and recommendations to diverse audiences,								
CO4	both orally and in writing.								
	•	king and problem-solv	ing sl	cills to	devel	on sol	utions	for comm	unity-
CO5	identified needs.	and problem sorv	1115 51	1115 10	ac ver	op 501	ations	ioi commi	aiiicy
	identified needs.								

	CO PO Mapping							
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>						
1	Enhance resumes and portfolios with concrete examples of community service and project management skills	PO1						
2	Reflect on the impact of their work on the community and their own professional development.	PO1						
3	Utilize project management skills to plan, execute, and evaluate their chosen project for the community organization.	PO1, PO9						
4	Effectively communicate business ideas and recommendations to diverse audiences, both orally and in writing.	PO9						
5	Apply critical thinking and problem-solving skills to develop solutions for community-identified needs.	PO9						

	SEMESTER-II								
<b>Course Title</b>		N	1000	Cs					
Course Code	23BSCE121R	Total Credits: 1	P	S	R	O/F	C		
Course Code	23DSCE121K	Total Hours: 15	0	0	0	0	0	0	1
<b>Pre-requisite</b>	Nil	Co-requisite				N	il		
Programme		Bachelor of Bus	iness	Adm	inistra	tion			
Semester	Ţ	Winter/II semester of	first y	year o	f the P	rogra	mme		
	_	ded through Coursera							
Course	students are allowed to take courses per semester on the basis of the hours with								
Objectives	relevance to the credit, and the courses are provided from the International Universities								
Objectives	across the world. During the courses, the students have to submit assignments, quizzes,								
	etc.								
CO1		ciency in acquiring and	l appl	lying g	globally	y recog	gnized	certification	ons in
	various manageme								
CO2	Showcasing a comprehensive understanding of international practices and regulatory								
	frameworks								
CO3	_	e decision-making a	nd c	compli	ance	in a	global	ized indu	ustrial
	environment.								
CO4	Evaluate and integ	rate international stand	ards a	and tre	ends int	to orga	ınizatic	onal strateg	gies
CO5	To equip learners collaboration.	with the skills and	know]	ledge	require	ed to	integra	te interna	tional

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO1						
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3						
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3						
4	Evaluate and integrate international standards and trends into organizational strategies	PO1						
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2						

		SEMESTER – III									
Cours	se Title		HUMAN R	ESOURC	E MAN	IAGE	MENT	1			
Cours	se code	23BBAO211R	Total Credits		T	P	S	R	O/F	C	
Dro_re	equisite	Nil	Total Hours: Co-requisit		0	0	0 N	0	0	4	
	amme	1411		of Busine	ss Adm	inistra		ш			
Semes			Fall/I semester					nme			
Obj	ourse ectives	<ol> <li>To know the</li> <li>To learn abore</li> <li>Planning &amp; I</li> <li>To understan</li> </ol>	<ol> <li>To know the various theories of Human Resource Planning &amp; their implications.</li> <li>To learn about the various functions of Human Resource Development, Career Planning &amp; Development, Performance management &amp; Performance Appraisal.</li> </ol>								
C	O2	Understand and a	nalyse the conce	pt of Perso	nnel ma	anagen	nent				
C	O3	Explore the recru	itment process								
C	O4	Define and analy	se the process of	selection							
C	05	Learn and unders	tand the training	and career	manag	ement.					
Unit		Content		Contact		Lear	ning (	Outcon	ne	KL	
No.	TT	D		Hour	C4 1	4	.11 1	-1-1 - 4 -	1		
II	Human Resource Management- nature, scope, functions and objectives, Meaning and nature of Human Resource Planning- nature, importance and factors affecting HRP, requisites of successful HRP			12	Stud Perso Object Stud the Perso the	ents wonnel ctives, ents w qualitionnel Mature	scope, of Hunt.  Fill be Man and it ill be a des of Manag and a luding	able to agements sign able to er and activitie e-recr	o define ent, its ificance. identify effective describe es of eruitment, formance	2,3	
III	purpose governi process	ing recruitment,	rces: nature,	10	Stud the imporesor gove Stud the evalu attra	pensati ents w naturortance urces a ern the ents w recrui uate i cting si ents w	on. ill be a re, I of rec and th recruit ill be tment ts ef uitable ill be	able to purpose cruiting a fact ment p able to proce fective candidable to	g human fors that process. o outline ess and ness in	2,3	
	selectio		Orientation		proc		ncludi and	ng th identi	e steps ify the		

V	Training Development and Career	10	Students will be able to explain	1,2
	management: nature of training and		the nature of training and	
	development, the training process, how		development, the training	
	to make training effective, Appraising		process, and how to make	
	and managing performance Appraisal,		training effective within an	
	appraisal process, Challenges of		organization.	
	Performance Appraisal.		Students will be able to evaluate	
			different training methods and	
			their impact on employee	
			performance and development.	

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

	CO PO Mapping	
S.N.	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

		SEMESTER – III									
Cours	se Title		QUAN	TITATIV	E T	ECHN	NIQU:	ES			
Cours	se Code	23BBAO212R	Total Cred Total Hour		L 3	T 0	P 0	S 0	R	O/F 0	C 3
Pre-re	equisite	Nil	Co-requis		3	U	U	N		U	
	ramme	1111		r of Busir	iess A	Admir	nistra				
Semes			Fall/I semeste	r of Secon	d ye	ar of t	the Pr	ogran	nme		
	urse ectives	<ol> <li>To know about</li> <li>Familiarize stuscenarios.</li> </ol>	<ol> <li>To understand the theoretical foundation concepts of mathematics</li> <li>To know about the concept of vectors and matrices.</li> <li>Familiarize students with quantitative methods and their applications in real-world</li> </ol>								
	01	Interpret and con- recommendations	based on data a	nalysis.							s and
C	O2	Critically evaluate									
	O3 O4	Apply fundamen quantitative proble Formulate and statistical tools.	ems in business solve quantitat	contexts. ive probl	ems	using	gapp	ropriat	e ma	thematical	l and
	O5	Develop problem- scenarios.	solving skills b								
Unit No.		Content		Contact Hour		]	Learn	ing O	utcom	ie	KL
II	I Theoretical Foundation of Mathematics: Number System-elementary ideas, Set-basic concept, types, operations of sets, Venn Diagrams, Cartesian product of two sets, Relations, Functions.				<ul> <li>Students will be able to explain the elementary ideas of number systems and identify different types of sets and their operations.</li> <li>Students will be able to use Venn diagrams and perform operations such as the Cartesian product of two sets to illustrate relationships between sets.</li> <li>Students will be able to define and perform various matrix operations, including addition, multiplication, and finding the inverse of a nonsingular matrix.</li> <li>Students will understand the concept of matrices as vectors and apply</li> </ul>						
III	Differe with a Overvi Statisti and inc	9	preliminary vector concepts solving mathematical problems.  Students will be able to apply base formulae of differential calculus solve mathematical problems.  Students will be able to identify a use differential calculus in practical applications, enhancing the problem-solving skills in business and industrial contexts.					ems.  oply basic alculus to ns.  entify and a practical g their	1.2		
IV	data, c	cal data- primary a collection of data, bulation of data, aphic representation	classification diagrammatic	9	be da da	tween ta, an	prin d der lectio	nary nonstr	and s	fferentiate secondary ethods of tion, and	

V	Statistical Applications in business:	9	Students will be able to compute	1,2
	Measures of Central tendency- Mean,		measures of central tendency such as	
	Median, Mode and their application in		mean, median, and mode, and apply	
	business		these measures in business decision-	
			making.	
			Students will be able to represent	
			data using various diagrammatic and	
			graphic methods, facilitating clearer	
			communication.	

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.

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Interpret and communicate quantitative results effectively, drawing conclusions and recommendations based on data analysis.	PO1,PO3,PO4,PO9							
2	Critically evaluate the assumptions and limitations of quantitative models.	PO1,PO3,PO4,PO9							
3	Apply fundamental mathematical and statistical techniques to analyse and solve quantitative problems in business contexts.	PO1,PO3,PO4,PO9							
4	Formulate and solve quantitative problems using appropriate mathematical and statistical tools.	PO1,PO3,PO4,PO9							
5	Develop problem-solving skills by applying quantitative methods to real-world business scenarios.	PO1,PO3,PO4,PO9							

	SEMESTER – III														
Cours	se Title	C	COST AND							,					
Cours	se code	23BBAO213R	Total Cree		L	T	P	S	R	O/F	C				
Dro re	equisite	Nil	Total Hou Co-requ		4	0	0	0 N	o iil	0	4				
	amme	INII		or of Busin	ess A	dmini	strati		(11						
Semes		Fa	all/I semeste						me						
Schie	5001	1. To provide work													
	ourse ectives	<ol> <li>To provide work</li> <li>To introduce the accounting.</li> <li>To prepare and in</li> <li>To know the ope</li> </ol>	students to nterpret budg	the recent gets.	trend	s in th	ne fiel			d manage	ement				
C	O1	Remember the cormanagement.	cept of co	est account	ting	and o	demor	strate	the	tools of	cost				
C	CO2	Describe different ty	pes of cost a	nd overhea	ds.										
C	<b>CO3</b>	Apply the variance a	nalysis in sta	ındard costi	ing.										
	:O4	Understand the cond	ept of mana	agement ac	count	ing ar	nd its	relati	onship	with cos	t and				
		financial accounting													
C	<b>CO5</b>	Understand about d	ifferent type	es of budg	gets a	nd ap	ply d	iffere	nt bud	igetary co	ontrol				
Unit		techniques.  Content	Contact		T		nσ Ωι	ıtcom	<u> </u>						
No.		Content	Hour			zeur III	ing O	accom	ıc		KL				
I								able to explain the meaning, 1,2							
	I Cost Accounting- Meaning, nature, scope, objectives, functions and limitations, Preparation of cost sheet.			nature, scope, objectives, and functions of cost accounting, along with its limitations.  Students will be able to prepare a comprehensive cost sheet, identifying and calculating various cost elements.											
	II Elements of cost- material, labour and overheads: Concept & classification of cost: Material, labour, overhead, fixed & variable, direct & indirect, product & period costs. Costing methods- job costing, contract costing, process costing, Bath costing.			Students material, categoriz indirect, Students costing r costing, calculate	labore the produce will metho proce and a	or, an em as act, an be ds suc ss cos analys	d over fixed peri- able th as j ting, a	erheaced, valued od cost to apost cost and bases.	l, and uriable, sts. pply consting, atch consting	further direct, different contract osting to	2,3				
III		s of variance- ng, significance, of variances	14		nce of y var. will be the correct	f stan ious ty be ab e cau tive a	dard of the dard of the dark o	costin f varianalys of de	g and ances. se varia	be able ances to ns and	2,3				
IV	Nature objecti Relatio	ement Accounting- , meaning, scope, ves and limitations. onship between cost, al and management tting	10	meaning managen limitation Students between	gement accounting, as well as it tions. nts will understand the relationship										

V	Budgets and Budgetary	10	Students will be able to prepare different	1,2
	Control: Meaning, types,		types of budgets and use budgetary control	
	objectives, limitations of-		techniques to monitor and manage financial	
	Master, functional,		performance.	
	Production Raw material,			
	flexible, sales, flexible and			
	cash budget.			

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.

	CO PO Mapping										
S.N.	Course Outcome (CO)	Mapped Program Outcome									
1	Remember the concept of cost accounting and demonstrate the tools of cost management.	PO1,PO3,PO9									
2	Describe different types of cost and overheads.	PO2,PO9									
3	Apply the variance analysis in standard costing.	PO1,PO3,PO6									
4	Understand the concept of management accounting and its relationship with cost and financial accounting	PO1,PO3,PO6,PO9									
5	Understand about different types of budgets and apply different budgetary control techniques.	PO1,PO3,PO6,PO9									

		SEMESTER – III  ADVERTISING AND SALES PROMOTION											
Cours	se Title				_					T -			
Cours	se Code	23BBAO214R		Credits: 4 Hours: 60	L 4	T 0	P 0	S 0	R 0	0/F 0	C 4		
Pre-re	equisite	Nil		requisite	4	U	U		il Iil	U	4		
	ramme	1411		achelor of B	usiness	s Adm	inistra		(11				
Semes				mester of Se					mme				
		1. To understand								ising an	d sales		
		1. To understand the fundamental principles and theories of advertising and sales promotion.											
		2. To explore the various advertising and sales promotion objectives used to achieve											
	ourse	marketing goal	_			-							
Obj	ectives	3. To analyse the different elements of the promotional mix (e.g., advertising, public relations, personal selling) and their interactions.											
		4. To gain insight					og proc	occ on	d how	advartic	ing and		
		sales promotion			ccision	-mann	ig proc	css an	u now	auverus	ing and		
		Identify the ability			mante	of aff	activa	advar	ticina	and an	alv this		
	CO1	knowledge.	y to alla	nyse the ele	ments	OI CII	ccuve	auvei	using,	anu app	ny uns		
				dr	1 -	ala -		<u> </u>	4: 1		din - C		
	CO2	Formulate a comp developing an adv		e advertising	g pian,	snowc	casing	a prac	tical u	nderstan	aing of		
		1 0			l. 11	:	1	.i .i.	41				
	CO3	Evaluate ethical marketing.	considera	mons and p	public	issues	relate	u to (	uirect	ana inte	eractive		
	CO4	Examine real-wor	ld scenari	os to choose	approp	oriate I	Public 1	Relation	ons tact	tics.			
(	CO5	Demonstrate the a	bility to c	reate effecti	ve bran	d strat	egies.						
Unit		Content		Contact		Lea	arning	Outc	ome		IZI		
No.				Hour							KL		
I	Defini		•	12		define	1,2						
	promo				advertising and promotion, identify the elements of effective advertising,								
		ve advertising, its to did the marketing pro			and explain its types and roles in the								
	Tole all	d the marketing pro	cess.			_	rocess.		i loies	III tile			
II	Advert	rising media,	media	12					to io	dentify	2,3		
		ng, broadcast & inte				-	_,-						
	_	media, Develop			different advertising media, understand the principles of media								
	manag	-	ramme,		aluate	the							
	develo		ertising			ivenes			adcast	and			
TTT	Compa		katina	12			online i			naceta	1.2		
III		& interactive man	_	12						ncepts ractive	1.2		
		marketing, public &			marke			luding		arious			
	issues	• •	Junean		chann	0.	such			email,			
									l platfo				
IV		relations & public	-	12					_	in the	2,3		
		ance, various ty	pes &		-		•			s (PR)			
	technic	ques of PR.				-				niques nce a			
							nanage oublic i			nce a			
					•			_		ole of			
										utation			
					_	-		-	_	fective			
						rategie		•					

V	Brand: meaning, brand image	12	Students will be able to define key	1,2
	and personality, brand & product,		branding concepts, including brand	
	brand planning, brand		image, brand personality, brand	
	positioning, brand equity:		planning, and brand positioning.	
	meaning, brand assets &		Students will understand the meaning	
	liabilities.		of brand equity, including brand	
			assets and liabilities, and learn how	
			to build and manage brand equity to	
			create long-term value.	

T1: Advertising Management- Myers

### **REFERENCE BOOKS:**

R1: Strategic Advertising management- Perey & Elliott

	CO PO Mapping	
S.N.	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
2	Formulate a comprehensive advertising plan, showcasing a practical understanding ofdeveloping an advertising.	PO2
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
5	Demonstrate the ability to create effective brand strategies.	PO1,PO3,PO7,PO8

	SEMESTER – III Course Title BANKING SERVICES AND PRODUCTS (ELECTIVE)												
Cour	se Title	BA					· `	1	1	í .	T ~		
Cour	se code	23BBAO215R		redits: 4 lours: 60	1 L	T 0	P 0	S 0	R   0	0/F 0	C 4		
Pre- requi	isite	Nil		quisite	Nil								
	ramme		Bach	elor of Business Administration									
Seme			Fall/I semes	ster of Second year of the Programme									
	Course Objectives  1. Introduce students to the feature banking sectors, including 2. Examine the roles and funct 3. Analyse the concept of nort 4. Classify NPAs and underst			etail, corportions of non performing	ate, rui -bankir assets	ral, and ng fina (NPAs	d inter ncial i s) in b	natior nterm anking	nal ban lediarie 3.	king.	ifferent		
C	O1	Analyse Banking	Functions and	d Financial	Interme	ediarie	S						
C	O2	Apply NPA Mana	gement and S	Securitizatio	n Knov	wledge							
C	203	Evaluate and diffe		based servi	ces, let	ter of	credits	s, ban	k guara	antees, ar	nd off-		
		balance sheet activ		C C' '		1.							
	O4	Demonstrate an un											
	O5	Assess Impact of	Гесhnologica		Banki					•	_		
Unit No.		Content	Contact Hour		Le	earnin	g Out	tcome		KL			
I	Introd Banki Rural bankin Types a ban Produ Cards bank o  Banki Follov classif Securi securi	Products Credit, Debit and Smart Cards, Deposit products: types of bank deposits and e-Banking  Banking Services-I Follow up and recovery: NPAs, classification, securitization, Securitization: meaning of securitization, process of			Students will be able to identify and describe various banking sectors such as retail, corporate, rural, and international banking, along with the roles of non-banking financial intermediaries.  Students will understand the types of bank advances and deposits, including the new dimensions and products like credit, debit, and smart cards, as well as the importance of e-banking in modern banking operations.  Students will gain knowledge about non-performing assets (NPAs), their classification, and the follow-up and recovery processes in banking.								
IV	Banking Services-II Fee-based services of banks, letter of credits, bank guarantees, subsidiary services, off balance sheet activities.  Banking Products Fire Insurance, Features of a Fire			Fee-based services of banks, letter of credits, bank guarantees, subsidiary services, off balance sheet activities.  Banking Products  explain various fee-based services provided by banks, such as letters of credit, bank guarantees, an subsidiary services.  Students will gain insight into off balance sheet activities and their importance in the overall bankin operations.  Students will learn the key features of the control						services etters of and nto off- d their banking	2,3		
	Insura Cover Insura Docur	nce Contract, Fire age, Rate Fixation	Insurance n in Fire Insurance			pes of				fixation			

$\mathbf{V}$	Future Trends in Banking	12	Students will explore the impact of	1,2
	Fintech Revolution, Artificial		the fintech revolution and understand	
	Intelligence (AI) and Machine		how artificial intelligence (AI) and	
	Learning, Sustainable Finance,		machine learning are transforming the	
	Digital Security and Cybersecurity		banking industry.	

T1: Insurance Principles & Practice book by Sb Mishra Mn Mishra , S Chand & Co Ltd,2016

### **REFERENCE BOOKS:**

R1: Essentials Of Banking &Insurance: B.Com/Bba, Sreelakshmi Anand, Greeshma P,2006

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Analyse Banking Functions and Financial Intermediaries	PO1							
2	Apply NPA Management and Securitization Knowledge	PO1							
3	Evaluate and differentiate fee-based services, letter of credits, bank guarantees, and off- balance sheet activities.	PO3							
4	Demonstrate an understanding of fire insurance, and the related process.	PO4							
5	Assess Impact of Technological Trends on Banking Services and Products.	PO6							

		SEMESTER – III											
Cours	se Title	RETA	IL & MERC	HANDIS	ING C	PER	ATIO	NS (E	LECT	TVE)			
Cours	se code	23BBAO215R	Total Cre		L	T	P	S	R	O/F	C		
Pre-re	equisite	Nil	Total Hor Co-requ		4	0	0	0 N	<u>0</u>	0	4		
	ramme	1411		elor of Bus	siness	Admi	nistra		11				
Semes			Fall/I semes	ter of Sec	er of Second year of the Programme								
Course Objectives		<ol> <li>Develop a four retailers, chann</li> <li>Acquire in-dep inventory mana</li> <li>Explore the intendence custo</li> <li>Understand conformation increased custo</li> <li>Familiarize your systems, inventor</li> </ol>	els, and key seth knowledge agement for experience on sumer experience on sumer behavior satisfaction with	strategies.  e of merch ffective pr ore layout, oce. aviour and ion and loy modern	nandisi roduct , desig d pref yalty. retail	ing properties preser in, and ference technic	inciple ntation l effici es to	es, ass ent op tailor	ortmen eration retail	t planning  al practic  strategie  g point-o	g, and es for		
C	CO1	Analyse the dyna	mic retail lan	dscape and	d imple	ement	strate	gic ma	ırketing	g tactics.			
C	202	Evaluate effective		sing strate	egies a	ınd de	monst	rate a	dept v	endor sele	ection		
	203	and management Apply advanced fosteringinnovati Formulate entry	technological on in merchar	ndising pra	actices	S.					_		
C	CO4	and implement et	ficient global	l supply ch	ain ma	anagei	ment p	ractic	es.				
	CO5	Advocate for sur reduction measur											
	.05	(CSR).	es, rair trade	practices,	and c	morac	ing co	прогас	e socia	ii responsi	ionity		
Unit No.		Content		Contact Hour		I	∠earni	ng Ou	tcome		KL		
I	Overvi Retail and Introdu	uction to Banking ew of the Retai Marketing Mix (4 Innovations ir action to Men r Selection and Mar	Ps), Trends Retail, chandising,	12	expla mark Place	ain the keting e,	e com mix ( Promo	ponen (4Ps: tion)	ts of the Produc		1,2		
II	comme Retaili	Concept of Product Life Cycle, E-commerce in Retail, Multi-Channel Retailing, Sustainability in Retail, Recent Technology in Merchandising			of e- bene Stud chan techi merc	commefits are ents included in cologic chandi	nerce ind chal will retailing cal sing.	n reta lenges learn ng an adva	il, inclus. about d the		2,3		
III	Strateg Cultura Supply	ization and Retailin ies for Global Mark al Issues in Retail, C Chain Managemen nges in Global Reta	12	globa inclu mark	alizati ıding xets a	on on entry	the strate	retail i gies fo	npact of ndustry, r global ssues in	1.2			
IV	Retail,	ance of Sustair Eco-Friendly Pac Reduction	iling retail. ability in 12 Students will comprehend the								2,3		

V	Ethical Consumerism, Fair Trade	12	Students will understand the	1,2
	Practices, Corporate Social		significance of ethical consumerism	
	Responsibility (CSR) in Retail		and fair trade practices in the retail	
			industry.	
			and corporate social responsibility	
			(CSR) in retail, including its impact	
			on brand image and customer loyalty.	

T1: I Retailing Management" by Michael Levy and Barton A. Weitz

### **REFERENCE BOOKS:**

R1: The Art of Retail Buying: An Insider's Guide to Merchandising" by Marie-Louise Jacobsen

	CO PO Mapping	
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>
1	Analyse the dynamic retail landscape and implement strategic marketing tactics.	PO1,PO2,PO3,PO6,PO9
2	Evaluate effective merchandising strategies and demonstrate adept vendor selection and management skills.	PO1
3	Apply advanced technological solutions for e-commerce and multi- channel retailing, fosteringinnovation in merchandising practices.	PO2,PO3,PO5,PO8
4	Formulate entry strategies for global markets, considering cross- cultural challenges, and implement efficient global supply chain management practices.	PO1
5	Advocate for sustainability in retail by implementing eco-friendly packaging, waste reduction measures, fair trade practices, and embracing corporate social responsibility (CSR).	PO2,PO3,PO8

	SEMESTER – III Course Title HOSPITAL & HEALTHCARE SERVICES (ELECTIVE)												
Cour	rse Title	HOSP									· _	-	
Cour	rse Code	23BBAO215R		otal Credi otal Hours		1 4	T 0	P 0	S 0	R 0	0/F 0	<b>C</b> 4	
	requisite	Nil		Co-requis					N	il			
	ramme	_		chelor of									
Semo	ester			mester of S									
	Course Objectives	<ol> <li>To learn about</li> <li>To learn about patient care so billing, laundry</li> <li>To understand nutrition and di</li> <li>To learn about of medical recond and storage.</li> </ol>	<ol> <li>private section.</li> <li>To learn about the effects of globalization in healthcare services.</li> <li>To learn about hospital services, various classifications, meaning and scope of patient care service like activities, OPD, IPD, basic life support discharge, billing, laundry, emergency, and death.</li> <li>To understand the importance of nutrition and dietetics and functioning of nutrition and dietary services.</li> <li>To learn about the importance of medical record and understand the functioning of medical record department, E-records, legal aspects, its safety, preservation,</li> </ol>									pe of large, of oning	
	CO1	Analyse the intrica	ite netw	ork of hos	pital servi	ces.							
	CO2	Evaluate the diver	se lands	scape of the	e Indian h	ealth	care	indus	stry.				
	CO3	Classify hospitals corporate, governi	nent,tru	ıst, single s	specialty, a	and n	nulti-	-spec	ialty ł	ospit	als.		
	CO4	Comprehend the fundamental principles of clinical services and support services.											
	CO5	Illustrate the found	dational	l aspects of	critical au	critical auxiliary functions .							
Unit No.		Content		Contact Hour	Learnin	g Ou	itcon	ne				KL	
I	I Introduction to Hospital services: Meaning & scope of patient care services- significance of patient care- role of administration in patient care, Effects of Globalization in Health care service			12	Students will understand the meaning and scope of patient care services, including the significance of patient care and the role of administration in ensuring quality care.  Students will analyse the effects of globalization on healthcare services and how it influences patient care and hospital operations.							1,2	
II	healthcare infrastructure of India, Private hospitals, diagnostic labs, medical equipment industry, Wellness and Preventive Health.			12	Students will gain a comprehensive understanding of the public healthcare infrastructure in India, including the roles and functions of public hospitals, diagnostic labs, and the medical equipment industry.  Students will examine the growth and importance of the private healthcare sector, wellness, and preventive health services, understanding their contributions to the overall healthcare industry.							2,3	
III	of hospi Corporate, Single Spe specialty by host h		isits: Trust, Iulti- ction	12	Students will learn about the various classifications of hospitals, including corporate, government, trust, single specialty, and multi-specialty hospitals.								

IV	Introduction to Clinical Services: Basic introduction to all the clinical services	12	Students will be introduced to the range of clinical services provided in hospitals, understanding the basic functions and importance of each service in patient care.	2,3
V	Introduction to Support Services: Basic introduction to all the support services	12	Students will learn about the various support services in hospitals, such as housekeeping, food services, maintenance, and administrative support, and their role in ensuring smooth hospital operations.	1,2

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

### **REFERENCE BOOKS:**

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

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Analyse the intricate network of hospital services.	PO1					
2	Evaluate the diverse landscape of the Indian healthcare industry.	PO1,PO2,PO3					
3	Classify hospitals based on their nature, elucidate the distinctive functions of corporate, government, trust, single specialty, and multi-specialty hospitals.	PO1					
4	Comprehend the fundamental principles of clinical services and support services.	PO1					
5	Illustrate the foundational aspects of critical auxiliary functions.	PO1					

	SEMESTER – III										
Cours	se Title		BASIC	LIFE SA	VING	SKI	LLS (E	BLSS)			
Cours	se code	23UULS212R	Total cr Total ho		L 1	T 0	P 0	S 0	R 0	O/F 0	C 1
Pre-r	equisite	Nil	Co-rec	quisite		ı		N	il		ı
Progr	ramme		Bach	elor of Bu	siness	Adm	inistra	tion			
Seme	ster		Fall/I seme	ster of Sec	ond y	ear of	the P	rograi	mme		
	Course jectives	The aim of the course is to provide the learners with basic knowledge and practic skills needed in an emergency fire situation, and to provide appropriate basic management and treatment for injuries.									
(	C <b>O</b> 1	The students will oxygen to the pati	ents to susta	ain tissue v	iabilit	y.					
(	CO2	The students will infants victims.	•		•			•			
(	CO3	The students will and unresponsive		perform th	ne basi	c step	os to re	live c	hoking	for respo	nsive
(	C <b>O4</b>	The students wil relieving pain and							orse, ai	iding reco	very,
(	C <b>O</b> 5	The students will operation and gett			t the f	ire eq	uipmer	nt requ	uireme	nts, metho	ds of
Unit No.	Unit   Content   Contact   Learning Out				Outcor	ne			KL		
I	survival, Ventilati	Life Support tion of BLSS, ABCs Assessment on Technique, for adult and childs	, CPR and AED,	4	and in Description	mport ribe t m ar	ance of he con	f Basic	c Life S	principles Support. the BLS mergency	1,2
II	First Aid First aid	l, Golden rules of Kits	First aid,	2	emer Unde	gency erstance	situati	ons.	-	ortance in tations of	2,3
III	Priorities of Initial approach in pre- hospital care, Scene safety, Primary assessment, Bleeding control,  emergencies and their impact of patients. Understand the importance of timely					of timely trauma	1.2				
IV	chart ap Single ar Hospital	system, Introduction, Flow approach of Triage, Triage of and Multiple Casualties in Preal setting  2 Understand the principles and purpose of triage in emergency situations.  Recognize the different types of triage systems used in pre-hospital care.					2,3				
V	Medical emergencies, Introduction, Victim centred approach and Management of: Seizures, heart attack, asthma, diabetic emergencies, emergency childbirth, Respiratory distress and failure			3	medion particular on particula	ntients erstand	nergen	cies a nporta		types of ir impact a prompt	1,2

- 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.

	CO PO Mapping						
S.N.	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 infants 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					

	SEMESTER – III										
Course T	<b>Title</b>		PERS	SONAL F	INAN	CIAL	PLAN	INING	Ť		
Course c	ode	23UUFL211R	Total Cr		L 0	T 0	P 2	S 0	R 0	O/F	C 1
Pre-requ	isite	Nil	Total Ho		U	U	_ <u>_</u>	N		0	<u>I</u>
Program		DMLT/BRIT		•	BOT1	/BTF	EDM/B			T/BPT/B0	OPT
Semester			Fall/III sen								
Cou Objec		<ul> <li>The course we of money, bo</li> <li>Assess the permethods of generated a current finance</li> </ul>	rrowing, lenersonal finant oal achieven budget, rece	nding, taxe ncial planni nent	s and t	heir a ocess,	pplicat the life	ion to	financi of fina	al plannin ncial plar	ig. is, and
CO	1	Comprehend the	fundamenta	als of finan	icial pl	annin	g.				
CO	2	Understand and	utilize the ba	asic aspect	s of in	come	tax and	d GST.			
CO	)3	Understand the	concept, sco	pe, and pre	erequis	ites o	f entrep	reneur	ship.		
CO	)4	Analyze and into	erpret the dif	ferent dim	ension	s of s	tock ma	arket ii	nvestm	ent.	
CO	<b>)</b> 5	Evaluate the asplans.									nancial
Unit No.	Conte	nt			Conta Hou		earnin	g Outo	come		KL
I	causes, official simple Value Power and Ru Unit 2 Meanin Taxes, Income	1- Fundament ng- ons of money; I, how it can be I planning, Time and compound in and Future value, of Compoundinule of 72 Income Tax Plang of Income, Taxable Income of tax Calcule, Tax evasion and oldance, GST, Taxellong of Taxable Income oldance, GST, Taxellong of Taxable Income oldance, GST, Taxellong oldance, G	nflation- M controlled; value of interest; Net g; Doubling nning— Direct & le, various he ation, Non-	process money- Present g period Indirect eads of taxable	6	c o p	f finandanning	nend the cial section of t	ne fund l be nd ut	able to damentals	1,2
IV	Meani prerequent system system suppor Capita Govern Comm Unit securit Investr	reneur, Entreprens in India, In as for entreprent systems for entreprent systems for entrel, Business Angument, ercial Bank Loan 4- Planning fites market — ment avenues off	Entreprene becoming sneurship Stitutional seneurs, Firepreneurs; Vegels, Assisted and Overdate or investigation investigation investigation investigation in the seneur seneurs in the seneur s	Support support inancial Venture tant of raft.	6	u a e S a d	nd ntrepre tudents nalyze ifferen	nnd the prere eneursh s wil and t dime	equisite iip.  l be inter		3,4
	Marke	ts, Primary Mark t, Stock market- ons of NSE, BSE	meaning, fe	atures,		n	narket i	investr	nent.		

V	account, Security repository, stock brokers, Operational aspects of securities markets: placement of orders, contract note, pay-in and pay- out, trading and settlement cycle, Various risks involved in investing in securities markets; Role of Financial Intermediaries; Stock indices. Mutual Funds- meaning concept, definition, types, importance and drawbacks of mutual funds, mutual funds in India, investing in mutual funds, Systematic Investment Plan (SIP) and its advantages.  Unit 5- Planning for debts and Retirement Consumer credit - Introduction to consumer credit; choosing a source of credit, the cost of credit alternatives, Consumer Legal Protection;	Students will be able to evaluate the aspects of retirement planning to formulate effective strategic financial plans.	1,2,
	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.	•	

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, 2<sup>nd</sup> Edition (Latest Edition)

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Comprehend the fundamentals of financial planning.	PO1					
2	Understand and utilize the basic aspects of income tax and GST.	PO3					
3	Understand the concept, scope, and prerequisites of entrepreneurship.	PO3					
4	Analyze and interpret the different dimensions of stock market investment.	PO9					
5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.	PO9					

Carre	SEMESTER – III  Course Title PROFICIENT COMMUNICATION (Communicative English & Soft Skills)										
Cour	se 11tle	PROFICIE			(Con L	munica T	ative E	nglish o	& Soft	<b>O/F</b>	С
Cour	se Code	23UBPD211R	Total Credits: Total Hours: 3	Total Hours: 30 0 0 4 0 0 0							2
Pre-r	equisite	Nil	Co-requisite		_			Nil			
	ramme		Bachelor of								
Seme	ster		Fall/I semester of								
			e students with the	transf	ormat	tion of	senten	ces an	d the a	approp	riate
		preposition.	1.1 1.11 1.11	cc .		. 1 1.	OX.		1	•.	
	ourse		ne writing skills indit								
Obj	ectives	3. To convey communication	meaning by reinfo	rcing,	subsi	ıııuııng	ior,	or con	ıtradicti	ing ve	erbai
			and performance-boo	ostino a	ctivit	ies for 1	he ner	forman	ce enha	nceme	ent
	201		nar will polish their				ine per	OTTIMIT	00 011110		
	CO2		eir communication a	_			ills.				
		Introduction to be						s will	enable	them	n to
	CO3		cious and productive	_							
	CO4	It will have a posi	itive impact in their t	hought							
Unit		Conten	t	Cont		I	Learni	ng Out	come		KL
No.				Hou							
Ι		e <b>1</b> -Grammar		12	2	Under		the	role	of	1,2
		Prepositions					sitions	in betwe	show en not	_	
	Tag que						•		words		
		Phrases and Claus complex, compou							in vari		
	Simple,	complex, compou						clear			
						precis	e mear	ings.			
II		e 2- Grammar			Į.						2,3
		and Passive Voice				and passive voice.  Convert sentences from					
	Direct a	and Indirect Speech									
						versa.		voice	and v	vice	
III	Module	e 3-Writing Skills		10	)			ar an	d pre	cise	1.2
111		sics of Writing; av	oid ambiguity and	10	,	Employ clear and preci- language to convey ide					1,2
	vaguene	_					ively.		J		
	_	ph Writing							founda		
	Precis V	Vriting							o enha		
	Letter V	•				overa	ll comr	nunicat	tion ski	lls.	
		e, CV and Cover L									
IV		e 4-Self-Manageme	ent Skills	10	)				al SW		2,3
		Analysis				_		-	areas	tor	
		gulation-Goal Sett	ing					levelop analy	sis to	set	
	Persona	l Hygiene							able go		
V	Module	e 5-Non-Verbal Co	mmunication-	12	2	Defin			non-ve		1,2
		s of Body Languag				unicat			ody	,	
	What is Non-Ve					langua				-	
		Language,							le of n		
		nts of Communication,				verbal		nmunic		in	
		of Body Language,				conve emoti		messa	iges	and	
	_	nce and Impact of				CHIOth	ons.				
		of Communication	through Body								
	Langua	-	roduction to								
		ction to Haptic, Int , Introduction to Pr									
		anguage Do's and									
	•	g Session.	Don 10, Doubt								
		<del> </del>		I		l					

- 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

	CO PO Mapping						
S.N.	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 behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.	PO1,PO9					
4	It will have a positive impact in their thought process and problem-solving skills	PO1,PO5,PO9					
5	Practice of grammar will polish their writing skills.	PO1,PO5,PO9					

		SEMESTER – III							
<b>Course Title</b>	FIEL	D-BASED LEARNING	& CC	MMU	UNITY	SER	VICES	8	
<b>Course Code</b>	23BBAO216R	23BBAO216R							C 1
Pre-requisite	Nil	Co-requisite			•	Nil	•	•	
Programme		Bachelor of Busin	ess A	dmini	stration	n			
Semester		Fall/I semester of Secon	d year	of th	e Prog	ramm	e		
Course Objectives	<ul><li>2. To analyze rea</li><li>3. To develop an</li><li>4. To enhance coand communit</li></ul>	<ol> <li>To apply business knowledge and skills in a practical setting.</li> <li>To analyze real-world business challenges faced by community organizations.</li> <li>To develop and propose solutions to address identified needs.</li> <li>To enhance communication and collaboration skills through teamwork with peers and community partners.</li> <li>To cultivate a sense of social responsibility and civic engagement.</li> </ol>							
CO1	Enhance resume project managen	es and portfolios with connent skills	ncrete	exam	ples of	comn	nunity	service	e and
CO2	Reflect on the i development.	mpact of their work on	the co	mmur	nity and	d their	own	profess	ional
CO3	Utilize project management skills to plan, execute, and evaluate their chosen project for the community organization.								
CO4	Effectively communicate business ideas and recommendations to diverse audiences, both orally and in writing.								
CO5	Apply critical community-iden	thinking and problem- tified needs.	solvin	g ski	lls to	devel	lop so	olutions	for

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Enhance resumes and portfolios with concrete examples of community service and project management skills	PO1					
2	Reflect on the impact of their work on the community and their own professional development.	PO1					
3	Utilize project management skills to plan, execute, and evaluate their chosen project for the community organization.	PO1,PO2					
4	Effectively communicate business ideas and recommendations to diverse audiences, both orally and in writing.	PO1,PO2					
5	Apply critical thinking and problem-solving skills to develop solutions for community-identified needs.	PO1					

SEMESTER – III									
<b>Course Title</b>	MOOCs								
Course code	23BSCE211R/ 23BSCE212R	Total Credits: 1 Total Hours:15	L0	T 0	P 0	S 0	R 0	O/F 0	C 1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management								
CO2	Showcasing a comprehensive understanding of international practices and regulatory frameworks								
CO3	Enabling effective decision-making and compliance in a globalized industrial environment.								
CO4	Evaluate and integrate international standards and trends into organizational strategies								
CO5	To equip learners with the skills and knowledge required to integrate international collaboration.								

CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO1					
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3					
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3					
4	Evaluate and integrate international standards and trends into organizational strategies	PO1					
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2					

	SEMESTER – IV													
Course	Course Title FINANCIAL MANAGEMENT									~				
Course code		23BBAO221R	redits: 3 ours: 45	L 3	T 0	P 0	S 0	R 0	0/F 0	<u>C</u>				
Pre-rec	auisite	Nil		quisite				Nil						
Progra	_	Bachelor of Business Administration												
Semest	ter	Winter/II semester of second year of the Programme												
To introduce basic knowledge of financial management.														
		2. To be familiar with the factors of capital structure relevant for dividend decisions.												
Co	urse	3. To impart knowledge on the various factors to be considered in designing the												
Objectives		capital structure of an entity.												
		4. To make the students understand and analyse the financial statements for												
		managerial decision making.												
C	01	Understand the concept and scope of Financial Management												
C	CO2 Understand the basics of capi				l structure of a company									
C	03	Analyze and interpret the different types of leverage.												
	<del></del>						of ==	ا 1 مان	nd -	ot af	00=14-1			
C	O4	Analyse the sign and elucidate the		•			•	oitai ai	na co	st of	capital			
		Comprehend div						form	s, tv	pes. a	nd the			
C	<b>O</b> 5	significance of r												
		policy.												
Unit		Content		Contact	I	Learn	ing C	utcon	ne		KL			
No. I	An	overview of	Financial	Hour 9	They v	vill n	erforr	n key	, fin:	ance	1,2			
1	An overview of Financial Management: Meaning, objectives,  Meaning, objectives,  They will perform key financial functions, apply basic financial						1,2							
	_	scope, finance fur		concepts, and recognize the										
		used in financial		strategic		ole	of	finar						
	role of f	inancial manager.		manage										
				making,		and	Sta	akeho	older					
II	Capital	Structure: Meanin	9	communication.  Students will understand the										
**		zation and capit		meaning of capital, capitalization,										
	Over	capitalization		and cap	-	_	_							
		zation- meaning, c		distingu			ween		ver-					
	and rem	edies.		capitaliz			and		der-					
			capitalization, identifying causes, effects, and remedies.						their					
III Leverage: Meaning, analysis of				9	Student					the	2,3			
, ,			•							and	2,5			
	leverage			differentiate between operating										
					and fina			_	•					
			analyze					_						
					of lever	rage o	on a	IIrm's	risk	and				
IV	Cost	of capital: Mo	9	Student	s wi	11 n	nderst	and	the	3,4				
•		Cost of capital: Meaning and importance of different types of			meaning and importance of the									
	capital- equity share capital, preference				cost of capital and differentiate									
		share capital and debentures; overall			between equity share capital,									
	cost of capital, role of SEBI & other regulatory authorities in the issue of capital.				preferer			•		and				
					debentu									
					the ove			-						
				recognize the role of SEBI and other regulatory authorities in the										
				issuance										

V	Dividend policy: Meaning, Forms and	9	Students will understand the 1,2
	types of dividend policy and retained		meaning, forms, and types of
	earnings, theories of dividend policy.		dividend policy and retained
			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.

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understand the concept and scope of Financial Management	PO1,PO9,PO9								
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	Analyse the significance and concept of different types of capital and cost of capital and elucidate the regulatory role of SEBI in capital issuance.	PO1,PO2,								
5	Comprehend dividend policy, including its meaning, various forms, types, and the significance of retained earnings, as well as explore theories surrounding dividend policy.	PO1,PO2,PO3,PO6,PO9								

	SEMESTER – IV Course Title RESEARCH METHODOLOGY													
Cou	rse Title									0/15				
Cou	rse code	23BBAO222R	Total credit		<u>L</u>	T 0	P 0	S 0	R 0	O/F 0	C 4			
Pre-	requisite	Nil	Co-requ		7	U	U	Ni		U	<b></b>			
	gramme	2 ,-2		elor of Bu	siness	s Adm	inistra		<del></del>					
	ester	V	Vinter/II sen	nester of s	econd	l year	of the	Progr	ramme	•				
Ol	Course bjectives  CO1	appropriate evidence-base 2. Enable studincluding bothe most suit 3. Foster skills students car thematic cool Understand the f	research stra sed decision-lents to und oth quantitationable method is in the collar use statistic ling technique fundamental collection	the ability to critically analyze research problems, design trategies, and evaluate research findings to contribute to an-making.  Inderstand and apply various research methodologies, ative and qualitative approaches, and learn how to selected for a given research question.  I collection, analysis, and interpretation of data, ensuring a stical tools and software for quantitative analysis, and ques for qualitative research.  I concepts of marketing research.										
(	CO3	Identify the samp	oling technique	ues for ma	rketin	g resea	arch							
•	CO4	Understand the o	liverse measu	rement sc	ales fo	or data	collec	ction						
(	CO5	Summarize stru	ctured reports	s of research findings effectively.										
Unit No.		Content		Contac t Hour		I	æarni	ng Ou	tcome		KL			
I	scope &	on, definition, i limitation of objectives, types of Design	marketing	12	Students will be able to define marketing research, explain its importance and scope, and identify its limitations, demonstrating a comprehensive understanding of foundational concepts in marketing research.									
п	Methods oprimary Literature Data Preptabulation Research Hypothesi freedom, Data analy Hypothesi bivariate a	12	utiliz colle data, prepa valid Stud resea hypo and hypo degre	ecting perfoare da lation, ents warch cotheses bivar othesis	liffere prima rm a l ata fo coding vill be objecti , and riate testin f free	nt rary a aiteratuor ana g, and e able ves, cond analys	method nd se re revi alysis tabulat to fo questio uct ur sis, ir th app	condary ew, and through	1,2					
III									3,4					

IV	Questionnaire design construction, Attitude measurement, various scales for attitude measurement	12	Students will be able to construct effective questionnaires that capture relevant data for marketing research, incorporating best practices in question formulation and sequencing.	1,2
V	Report writing- types of report, contents of the report, Personal presentation of report, APA style of referencing	12	Students will be able to identify and create different types of research reports, structuring them with appropriate content and adhering to academic standards.  Students will be able to personally present research findings and	2,3
			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									
S.N.	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								

	SEMESTER – IV													
Cour	se Title	CAMPUS TO			nunica	tive E	nglis	h & S	oft Sk	xills)				
Cour	se Code	23UBPD222R	Total Cred		L	T	P	S 0	R	O/F	<u>C</u>			
Pre-r	reauisite	Introductory English	Total Hour		0	0	6	l 0 Ni	<u>  0</u> 	0	3			
	ramme		Bachelor of	·	Admi	nistra	tion							
Seme		Winter	/II semester	of second	vear (	of the	Prog	ramn	ne					
	ourse ectives	<ol> <li>To acquaint students with the various tools of effective presentation.</li> <li>To acquire the speaking skill instruct, influence, engage, educate, or appease the listeners.</li> <li>To increase proficiency, present ability and quality of resume and provide guidance for self- promotion and self-evaluation in social media.</li> <li>To prepare and train the students for the campus drives &amp; walking interviews.</li> </ol>												
C	CO1	It will prepare the learne	ers to speak w	ith greate	r contr	ol and	l char	isma i	in fro	nt of o	thers.			
C	CO2	It will have a positive in	npact on their	thought p	rocess	and p	oroble	m-sol	lving	skills.				
C	CO3	It will arm the studer professional resume. The	ey will learn	and assess	them	selves	in so	cial m	edia.					
C	CO4	It will impart them to interviews, improve the	•			•				ew, de	evelop			
Unit No.		Content	Conta Hou		L	earnir	ıg Ou	itcom	e		KL			
I	Introduction Essential presental Prepara Public Sear of Underst of Public Confiderand Street Tips for Speaking Tips for Presental Presen	al characteristics of a gration tion of a good presentation Skills Public Speaking, anding and Overcoming to Speaking, ance and Control, Physioness Control/ Process, or Presentations and Public Speaking, and Control Spea	Fear logy ablic in	funda effec signi- conte Stude expla that and i Stude quali chara	Students will be able to describe the fundamental components of an effective presentation and its significance in various professional contexts.  Students will be able to identify and explain the essential characteristics that make a presentation engaging and impactful.  Students will be able to assess the quality of presentations based on key characteristics such as clarity, structure, and visual appeal.									
III	Presenta Deliver Success Summa Practic Curricu letter & Prepara of Resu Practica	ations, ing Presentations fully, Doubt Clearing and ry of Main Points al session on Resulum Vitae, Writing c LinkedIn Profile tion, submission & scree	ime, 6 over	profe that expension Stude scree	Students will be able to prepare professional and impactful resumes that highlight their skills and experiences effectively.  Students will be able to submit and screen resumes, ensuring they meet									
	Creating	g profile in LinkedIn utilize it		job	applic out to	cation	requ	uirem	ents					

IV	Leadership & Management Skills Concepts of Leadership Leadership Styles Manager VS Leader How to be an Effective Leader Mock/Practice Session, Doubt Clearing Session	6	Students will be able to explain key concepts of leadership and its importance in organizational success.  Students will be able to compare and contrast various leadership theories and approaches.	1,2
V	Interview Skills & Dress Code Ethics  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 How to Make FIRST IMPRESSION, What to Wear During Interviews or Any Other Formal Meetings – Male & Female	6	Students will be able to describe various types of interviews and the unique aspects of each format.  Students will be able to prepare effectively for different interview formats, demonstrating adaptability and preparedness.	2,3
VI	Mock Interview Practical Mock Interview, Feedback-Receiving Feedback, Giving Feedback, Advantages of Effective Feedback How to deal with negative feedback	6	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

	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								
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, improve their communication skills, boost their confidence.	PO5								

	SEMESTER – IV Course Title SALES AND DISTRIBUTION MANAGEMENT											
Cours	se Title				1			1		O/E		
Cours	se code	/4KK/M1//4R	Total credits Total hours:		<u>L</u>	T 0	P 0	<b>S 0</b>	R 0	0/F 0	<b>C</b> 3	
Pre-r	equisite	Nil	Co-req	uisite		•		N	il		•	
	amme			or of Busin								
Seme	ster		inter/II seme									
	ourse ectives	<ol> <li>To introduce students to the field of sales management and its significance in managerial decision making</li> <li>To make students understand the concepts of sales management</li> <li>Build and maintain strong customer relationships by providing high-quality products, services, and support.</li> </ol>										
(	C <b>O</b> 1	Understand the rel	evance of sale	es and man	agem	ent of	sales o	organi	zation			
(	CO2	Apply different sel	ling theories	to tailor pe	rsuasi	ve cor	nmuni	icatio	n in sal	es interac	tions.	
(	CO3	Demonstrate eff- overcoming salesr		in selling d achieving	•	util essful	_	•	pecting	g techni	ques,	
(	CO4	Organize impactfu	l sales meetin	ngs and sale	es con	tests to	o achi	eve sa	les targ	gets.		
(	CO5	Demonstrate comp	etence in mar	naging sale	es forc	e for o	ptimi	zing s	ales pe	rformance	е.	
Unit No.		Content		Contact Hour		L	earni	ng Ot	itcome	!	KL	
I	I Sales Management: Meaning, evolution, importance, concept of personal selling, hierarchy of sales organization, qualities and				man	ine sales evolution alate the	2,3					
II	responsibilities of sales executives.  II Theories of selling- AIDAs," Right set of circumstances", "Buying Formula", "Behavioral Equation theory".				Stud cont eval weal	ng the ales str lents v	ories a rategie vill be differe the	and thes. able able ont	eir app		1,2	
III	Resistan objective	of effective ing, steps in prospeces- obstacles to es, closing sales.	ecting, sales sales, sales	9	Students will be able to outline and implement the steps involved in effective selling, including prospecting, overcoming sales resistances, and closing sales.							
IV	Sales Meetings: concept and need, planning and organizing sales meetings; sales contests: contest objectives, contest formats, contest prizes, contest promotion etc., concepts of sales target, market share, market potential.  Students will be able to plan and organize effective sales meetings, understanding their concept and need in the context of sales management.  Students will be able to create and promote sales contests with clear objectives, formats, prizes, and understand concepts related to sales targets, market share, and market potential.											

V	Sales force management- Recruitment	9	Students will be able to execute the					
	& selection, Training & development,	recruitment, selection, and placement						
	placement of sales personnel,	of sales personnel, ensuring the						
	compensation & incentive to sales	development of a competent sales						
	persons, motivation & leadership for	team.						
	sales							
			Students will be able to design					
			effective compensation and incentive					
			plans and apply leadership and					
		motivational strategies to enhance						
			sales force performance.					

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

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understand the relevance of sales and management of sales organization	PO1,PO2,PO3,PO5,PO8								
2	Apply different selling theories to tailor persuasive communication in sales interactions.	PO1,PO3,PO5								
3	Demonstrate effectiveness in selling by utilizing prospecting techniques, overcoming salesresistances and achieving successful closure	PO1,PO3,PO5								
4	Organize impactful sales meetings and sales contests to achieve sales targets.	PO1,PO3,PO5								
5	Demonstrate competence in managing sales force for optimizing sales performance.	PO1,PO3,PO5								

SEMESTER – IV																	
Cours	e Title			ESS LAWS			_			1							
Cours	e Code	7388717748	otal credits: otal hours:		1 L 3	T 0	_		<u>S</u>	F	_	0/F 0	<u>C</u>				
Pro_ro	quisite	Nil 1		tal hours:       45       3   0   0   0   0   0   0           Co-requisite       Nil													
Progra		· .	nelor of Busi		ictra	tior	n		-	1111							
Semes								ram	ım	e							
		1. To understand the Laws Ro	nester of second year of the Programme elating to business.														
Co	ourse	2. To understand the Government	•		ness i	in Iı	nd	lia.									
Obj	ectives		3. To study the different types of act in Indian Law like Indian Partnership Act, Consumer Protection Act, Indian Contract Act										Act,				
				ndian Contract Act													
	CO1 CO2	Understand the concept of bu			India	1.											
	03	Comprehend the Indian Cont Recall the Indian Partnership		<u>Z</u>													
	04	Comprehend the Negotiable		ct. 1981													
	O5	Interpret the Consumer Prote															
Unit		Content	Contact		arni	ng (	O	utco	m	e			KL				
No.			Hour														
I		erview of Laws Relating to		Students v								-	1,2				
		ss in India Business Laws-			laws			expl				neir					
	meanin Govern	g and importance, nment Regulations on business		importance governmen		ınd		des				the					
	in India	•		business op	_						пр	ract					
				•									2.4				
II		Contract Act, 1872:	9	Students w									3,4				
		ng of a contract, characteristics valid contract, discharge of	contract and describe the characteristics of a valid contract,														
	contrac			including				roce				for					
		nity and guarantee, Bailment,		discharge a			•										
		, and Agency Contract															
III	Indian	Partnership Act, 1932:	9	Students v	will	be	a	ble	to	) (	lef	ine	1,2				
		ion of partners, partnership,		partners, partnership, and firm, and									·				
		pes of partnership, duties and		explain the different types of													
	-	of partners, dissolution of	partnerships and describe the and rights of partners, under														
	partner	ship, minor as a partner.		the proc	•		ne of					ana hip					
				dissolution													
				considerati													
				partner.													
IV	_	able Instruments Act, 1881:	9	Students v									2,3				
	Definit			negotiable													
		ible instruments, Endorsement,		their featu						•							
	Parties	to Negotiable Instruments.		various to instruments	types		O ni			_		ble					
					s iec lain	_						of					
				endorsemen				ide				the					
				parties in													
			instruments, detailing the								rc	oles					
		<b>D</b>	and responsibilities.  ection Act, 1986:  9 Students will be able to describe								1.0						
V		ner Protection Act, 1986:	9										1,2				
		l provisions, Consumer		the key pro													
Protection Councils, Consumer Dispute Redressal Agencies				Protection Act, 1986, and the role and functions of Co													
	Disput	11001000011160110100	Protection Councils.							J110	. 41	1101					
				explain th				ent	C	ons	sur	ner					
				Dispute R	edre	ssal	1	Age	enc	cies	6	and					
				their proc													
				consumer g	grieva	anc	es	anc	d d	isp	ute	es.					

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

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Understand the concept of business laws businesses in India.	PO1,PO2,PO9					
2	Comprehend the Indian Contract Act, 1872	PO1,PO5,PO9					
3	Recall the Indian Partnership Act, 1932	PO1,PO5,PO9					
4	Comprehend the Negotiable Partnership Act, 1981	PO1,PO5,PO9					
5	Interpret the Consumer Protection Act, 1986	PO1,PO5,PO7,PO8,PO9					

	SEMESTER – IV									
Cour	rse Title		INSURA	NCE PRO	DUCT	S (ELEC	CTIVE			
Cour	rse Code	23BBAO225R	Total Credits		L '	ΓР	S	R	O/F	C
Cour	isc Couc	25DDA0225K	Total Hours: 45   3   0   0   0   0   0						3	
Pre-i	requisite	Nil	Co-requi				N	il		
Prog	ramme		Bachel	lor of Busi	ness A	dministr	ation			
Seme	ester	V	Vinter/II seme	ester of sec	cond ye	ear of the	Progr	ramme	)	
		1. Understandi	ng General Ins	surance.						
$\mathbf{C}$	ourse	2. Exploring C	Seneral Insuran	ce Operation	ons.					
Obj	jectives	<ol><li>Mastering F</li></ol>	und Transfer N	Methods.						
		4. Analysing I	Life Insurance	Products						
	001	Understand the d	liverse landsca	pe of gene	ral inst	ırance, in	cludin	g its ty	pes, prin	ciples,
(	CO1	and economic im		1 0		,		<i>C</i> ,	1 /1	1 /
	001	Gain insights int	o the operatio	nal aspects	of ge	neral insu	irance	compa	nies, inc	luding
•	CO2	marketing, under								
(	CO3	Showcase profici	ency in electro	onic fund tr	ansfer	mechanis	ms.			
	C <b>O</b> 4	Acquire knowled	lge about the f	eatures, co	verage	, and sett	lement	proce	sses in fi	re and
•	C <b>U</b> 4	marine insurance						•		
(	CO5	Explore the tax b	enefits associa	ted with lif	e insur	ance poli	cies.			
Unit		Content		Contact		Learn	ing Oı	ıtcome	;	KL
No.				Hour			· .			
I	Introdu	iction Meaning	•	9	Stuc	lents wil	l be a	ble to	define	2,3
	insuran	ce and different	t types of		gene	eral in	suranc	e, i	dentify	
	general	insurance produc	ets, need of		diffe	erent ty	ypes	of	general	
	general	insurance, Tax be	enefits under		insu	rance pro	oducts.	, and	explain	

Unit	Content	Contact	Learning Outcome				
No. I	Introduction Meaning of general insurance and different types of general insurance products, need of general insurance, Tax benefits under general insurance, contribution of general insurance to the economy, principles of general insurance, difference between life insurance and general insurance	Hour 9	Students will be able to define general insurance, identify different types of general insurance products, and explain the need and tax benefits associated with general insurance.	2,3			
п	Operations General Insurance Company operations, rate marketing, underwriting, basic underwriting principles, claim settlement, steps in claim settlement, Re-insurance, Reasons for reinsurance	9	Students will be able to describe the operations of a general insurance company, including rate marketing, underwriting, and basic underwriting principles.  Students will be able to outline the steps in claim settlement and explain the concept of reinsurance and its importance in the insurance industry.	1,2			
III	Fund Transfer Electronic fund transfer – SWIFT – Electronic clearing system – Debit and Credit Clearing – RBI – Net data – Net bank wire	9	Students will be able to explain the mechanisms of electronic fund transfer systems, including SWIFT and electronic clearing systems for debit and credit transactions.  Students will be able to describe the role of the Reserve Bank of India (RBI) in electronic fund transfers and understand the processes involved in net banking and wire transfers.	1,2			

IV	Fire Insurance &Marine Insurance Fire Insurance, Features of a Fire Insurance Contract, Fire Insurance Coverage, Rate Fixation in Fire Insurance, Fire Insurance Documents, Settlement of Claims in fire insurance. Marine Insurance Contract, Types of Marine Insurance, fundamental concepts of different types of marine insurances, Types of Polices, Marine Insurance Documents, settlement of claims in marine insurances	9	Students will be able to explain the features, coverage, rate fixation, and documentation involved in fire insurance, and describe the process for settling fire insurance claims.	3,4
V	Life Insurance Tax benefits under insurance policies; life cycle needs-including solutions, matching of the customer's needs and requirements to available products; comparison between different products offered vis-à-vis chargeable premium, and coverage. Premium calculation-including rebates, mode rebate, large sum assured policies rebate; Extra premium; under premiums; Computation of benefits; Surrender value; Paid - up value. Life Insurance Products-Group Insurance and Pension Plans.	9	Students will be able to identify and compare various life insurance products, including group insurance and pension plans, and explain their tax benefits and how they meet life cycle needs.	1,2

T1: Insurance Principles & Practice book by Sb Mishra Mn Mishra , S Chand & Co Ltd, 2016

T2: Essentials Of Banking &Insurance: B.Com/Bba, Sreelakshmi Anand, Greeshma P,2006

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Understand the diverse landscape of general insurance, including its types, principles, and economic impact.	PO1,PO9					
2	Gain insights into the operational aspects of general insurance companies, including marketing, underwriting principles, and claim settlement procedures.	PO1,PO9					
3	Showcase proficiency in electronic fund transfer mechanisms.	PO1,PO3,PO9					
4	Acquire knowledge about the features, coverage, and settlement processes in fire and marine insurance contracts.	PO1,PO3,PO9					
5	Explore the tax benefits associated with life insurance policies.	PO1,PO3,PO9					

	SEMESTER – IV										
Cours	e Title	VISU	AL MERCHA	`			·		1		
Cours	e Code	23BBAO225R	Total Credits Total Hours:		1 3	T 0	P 0	<u>S</u>	R	0/F 0	C 3
Pre-re	equisite	Nil	Nil Co-requisite					N	1		
	amme	Ba	achelor of Busi	ness Admin	istra	atior	1				
Semes	ter		semester of se				_				
	urse ectives	mentals and the ciples to creat of visual merchalls in planning a e real-world e	te effective andising on c and executing	wii consi g vis	ndov ume sual	v di r beh merc	splay navio	vs a ur. lisin	g strat	tegies.	
C	01	Gain a comprehensive techniques.	understanding	of visual	mer	chai	ndisi	ng p	orino	ciples	and
C	O2	Explore the psychological elements like colour, lighting	•								esign
C	03	Develop proficiency in cr concepts that alignwith sea	•		lispl	ays,	leve	eragii	ng tl	nemes	and
C	O4	Acquire skills in creating categories, incorporatingted			_	-	acros	ss va	ariou	is pro	oduct
C	O5			dising in shaping consumer perception and lability, virtual reality, and personalization							
Unit No.		Content	Contact Hour	Lea	arni	ng (	Outc	ome			KL
I	Import Merch Visual Visual	andising in Retail, Role of Merchandiser, Psychology of Merchandising, Impact of Atmosphere, Elements on: Colour, Lighting, ar	g, 9 al of of of of	Students will be able to define visual merchandising and explain its importance in the retail industry, including the role and responsibilities of a visual merchandiser.							2,3
II	Eleme Displa and C Based for Wi	icance of Window Displants of an Effective Windy, Window Display Thendoncepts, Seasonal and Ever Displays, Lighting Techniqued and Mannequin Styling agement	ow nes ent- ues	the significance of window displays and identify the key elements that make them effective, including themes,						1,2	
III	Catego Point-	ys, Merchandisir iques for Various Productionies, Store Fixtures are of-Purchase Displays, Visuandising for Different Retats (Department Store ques, etc.), Interactivelys and Technology	ng ct ad al iil s,	Students compelling using eff techniques product ca	g fecti tai	in-st ve ilore	tore mer d fo	dis chan	splay disin	/S Ig	1,2

IV	Understanding Consumer Perception, The Role of Visual Merchandising in the Buying Decision Process, Visual Merchandising and Brand Image, Cultural Influences on Visual Merchandising	9	Students will be able to understand and analyse how visual merchandising influences consumer perception and the buying decision process.	3,4
V	Emerging Trends in Visual Merchandising, Sustainability in Visual Merchandising Practices, Virtual and Augmented Reality in Retail, Personalization in Visual Merchandising, Future of In-Store Technology	9	Students will be able to identify and discuss emerging trends in visual merchandising, including the use of virtual and augmented reality in retail.  Students will be able to incorporate sustainability into visual merchandising practices and understand the future of in-store technology and its role in personalizing the shopping experience.	2,3

T1: "Visual Merchandising: Windows and In-Store Displays for Retail" by Tony Morgan

T2: "Visual Merchandising and Display" by Martin M. Pegler

### **REFERENCE BOOKS**:

R1: "The Fundamentals of Visual Merchandising" by Colleen L. Moffitt

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Gain a comprehensive understanding of visual merchandising principles and techniques.	PO1,PO5,PO9					
2	Explore the psychological impact of store atmosphere and learn to master design elements like colour, lighting, and texture to create captivating retail environments	PO1,PO5,PO9					
3	Develop proficiency in crafting impactful window displays, leveraging themes and concepts that alignwith seasonal trends and events.	PO1,PO5,PO9					
4	Acquire skills in creating compelling in-store displays across various product categories, incorporating technology and interactive elements.	PO1,PO5,PO9					
5	Understand the role of visual merchandising in shaping consumer perception and explore emerging trends, including sustainability, virtual reality, and personalization	PO1,PO5,PO9					

	SEMESTER – IV  Course Title BASICS OF EPIDEMIOLOGY AND HEALTH ECONOMICS (ELECTIVE)								
Cours	se Title			1			<u> </u>		T
Cours	se Code	7388AA7775R	tal Credits: 3 tal Hours:  45		L T P 3 0 0		R 0	O/F 0	C 3
Pre-re	equisite	Nil Co-requisite Nil							, ,
	amme	В	achelor of Bu		lministrati	on			
Semes	ster	Winter/II	semester of s	econd yea	ar of the P	rogramı	ne		
		1. To learn about the gove	ernment's plans	and initi	atives to in	nprove h	ealthca	re syst	tem.
		2. To know the various National Health Programme related to communicable diseases							
~		Analyse the Central	Birth and De	aths Reg	gistration A	Act 1969	9 and	its re	ecent
	ourse	amendments.							
Obj	jectives	3. To learn about the E	Environmental	and Occ	cupational	Hazards	, Wast	e disp	osal
		management (Solids an	d Liquids).		-			_	
		4. To understand about		Safetv sv	stems. Imi	munizatio	on and	d Isola	ation
		systems		3 3	,				
		Analyse the impact of G	overnment's he	ealthcare	policies si	ich as A	vushm	ann Rl	narat
	CO1	and Atal Amrit Abhiyan			r	40 11	,	171	
	202	Evaluate the effectiver		nal Hea	lth Progra	ıms in	comba	ating	both
(	CO2	communicable and non-c	ommunicable	diseases.					
		Assess the structure and							
(	CO3	staffing patterns and int	frastructure no	rms, wit	hin the fra	ımework	of the	e Nati	ional
		Health Mission.							
(	CO4	Demonstrate understandi	ng of Hazards	& Emerge	ency Epide	mic Man	ageme	ent Sys	tem.
	CO5	Apply the principles of	health econo	mics to	analyse th	e basics	, dem	and-su	pply
•	205	dynamics, and forecasting	g of health serv	vices.					
Unit		Content	Contact		Learning	Outcom	e		KL
No.	~		Hour						
I				~ 1					
		ment's Plans an			ts will be				1,2
	Initiativ	ves to Improve Healthcar	e	the ke	y governi	nent pla	ans an	nd	1,2
	Initiativ System	ves to Improve Healthcar Government's plans an	re d	the ke initiativ	y governi wes aimed	nent pla at impro	ans an ving th	nd ne	1,2
	Initiativ System: initiativ	ves to Improve Healthcar des Government's plans and des to improve healthcar	re d	the ke initiativ healthc	y governi wes aimed care syste	nent pla at impro em in	ans an ving th Indi	nd ne a,	1,2
	Initiative System initiative system,	yes to Improve Healthcar des Government's plans and es to improve healthcar improvements in life	re d re le	the ke initiativ healthc includi	ey governi wes aimed care syste ng pro	nent pla at impro em in ograms	ans an ving th India lik	nd ne a, ke	1,2
	Initiative system, expectant	ves to Improve Healthcar e Government's plans an es to improve healthcar improvements in lif- ncy, lower mortality an	re d ce	the ke initiativ healtho includi Ayushi	y governi wes aimed care syste	nent pla at impro em in ograms	ans an ving th India lik	nd ne a, ke	1,2
	Initiative System: initiative system, expectan morbidi	yes to Improve Healthcar des Government's plans and es to improve healthcar improvements in life	re d re iè d	the ke initiativ healtho includi Ayushi	ey governi wes aimed care syste ng pro mann Bh	nent pla at impro em in ograms	ans an ving th India lik	nd ne a, ke	1,2
	Initiative System: initiative system, expectar morbidi Co-ordi Ayushm	res to Improve Healthcar des Government's plans and des to improve healthcar des improvements in lift decy, lower mortality and dety, National Health Policy of mation with different sectors dann Bharat, Atal Amr	re d d e e e e e e e e e e e e e e e e e	the ke initiativ healtho includi Ayushi	ey governi wes aimed care syste ng pro mann Bh	nent pla at impro em in ograms	ans an ving th India lik	nd ne a, ke	1,2
	Initiative System: initiative system, expectar morbidi Co-ordi Ayushm Abhiyar	ves to Improve Healthcar a Government's plans and es to improve healthcar improvements in lift acy, lower mortality and ty, National Health Policy of mation with different sectors ann Bharat, Atal Amra,	re d d re c d d & s, it	the ke initiativ healtho includi Ayushi Amrit	ey governi wes aimed care syste ng promann Bh Abhiyan.	ment pla at impro em in ograms arat an	ans an ving th India lik d Ata	nd ne a, ke al	
П	Initiative System: initiative system, expectate morbidi Co-ordi Ayushm Abhiyan Nationa	ves to Improve Healthcar a Government's plans an es to improve healthcar improvements in lift ncy, lower mortality an ty, National Health Policy of nation with different sectors nann Bharat, Atal Amr n, al Health Programmes:	re d d re le d d & s, it	the ke initiativ healthc includi Ayushi Amrit	ey governi wes aimed eare syste ng promann Bh Abhiyan.	ment pla at impro em in ograms arat an able to	ans an ving the India liked Ata	nd ne a, ke al	2,3
II	Initiativ System: initiativ system, expectar morbidi Co-ordi Ayushm Abhiyar Nationa Related	res to Improve Healthcar Government's plans an es to improve healthcar improvements in lif- ncy, lower mortality an ty, National Health Policy of nation with different sectors ann Bharat, Atal Amra, al Health Programmes: to Communicable diseases	re d d re Ge d & s, it 9	the ke initiative healthcoincludi Ayushi Amrit A	ey governi wes aimed are syste ng promann Bh Abhiyan.	ment pla at impro em in ograms arat an able to national	ans an ving the India liked Ata	fy	
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II	Initiative System: initiative system, expectar morbidi Co-ordi Ayushm Abhiyan Nationa Related Malaria Leprosy Non-Co Cancer Mental Reprodu program	res to Improve Healthcar  Government's plans an  es to improve healthcar  improvements in lift  ncy, lower mortality an  ty, National Health Policy of  nation with different sector  ann Bharat, Atal Amr  a,  al Health Programmes:  to Communicable diseases  Filarial, Tuberculosis  AIDS, and STD Related to  mmunicable diseases  Blindness, Diabetes, an  Health.  active and child healt  tume (RCH), Integrated Chil	e d d e e e e e e e e e e e e e e e e e	studen and of program disease Tuberc STD. Studen the nargetin disease Blindn Health, Reprocession of the student of the studen	ey governives aimed are system promann Bh. Abhiyan.  Its will be describe ms related to such as along no es such ess, Diabe along ductive and mme (Roted Child	at impro em in ograms arat an  able to national to commodal morosy, AI  able to ealth pon-commodal as tes, and with d Child CH) an	identification in the alternation in the alternatio	fy th le al, in ls le cr, al ne th ne	

III	Rural Health Care System - the	9	Students will be able to describe	3,4
	structure and current scenario;		the structure and current scenario	
	Staffing Pattern – Sub Centre, New		of the rural healthcare system,	
	Primary Health Centre, Community		including the staffing patterns and	
	Health Centre; Rural Health		infrastructure norms for Sub	
	Infrastructure Norms; National		Centres, New Primary Health	
	Health Mission (NHM) – overview,		Centres, and Community Health	
	mission outcome, role,		Centres.	
	responsibilities & functions.			
IV	Hazards & Emergency Epidemic	9	Students will be able to explain	2,3
	Management System:		the importance of immunization	
	Environmental and Occupational		and isolation protocols in	
	Hazards - Hazards of environment		managing emergency epidemics	
	and workplace – Safety systems –		and preventing the spread of	
	Immunization and Isolation.		infectious diseases.	
V	Health Economics: Basics of health	9	Students will be able to define key	1,2
	economics, Demand/Supply of		concepts in health economics,	
	Medical Care, health services		including the demand and supply	
	demand and elasticity of demand,		of medical care and health	
	demand estimation & forecasting of		services.	
	health services.			

T1: Modern Epidemiology by Kenneth Rothman, Third edition, Wolters Kluwe

T2: 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							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Analyse the impact of Government's healthcare policies, such as Ayushmann Bharat and Atal Amrit Abhiyan etc.	PO1,PO7						
2	Evaluate the effectiveness of National Health Programs in combating both communicable and non-communicable diseases.	PO1,PO2,PO7						
3	Assess the structure and functioning of the Rural Health Care System, including staffing patterns and infrastructure norms, within the framework of the National Health Mission.	PO1,PO2,PO7						
4	Demonstrate understanding of Hazards & Emergency Epidemic Management System.	PO1,PO2,PO7						
5	Apply the principles of health economics to analyse the basics, demand-supply dynamics, and forecasting of health services.	PO1,PO7						

	SEMESTER – IV										
Cour	se Title	TECHNOLOGY I		G AND II			,				T ~
Cour	rse Code	73RRAA7776R	al credits: 3 al hours: 45		1 3	T 0	P 0	S 0	R	0/F 0	C 3
Pre-r	equisite	Nil	Co-requisi	te				Ni	v		10
	ramme	Bachelor of Business Administration									
Seme	ester	Winter/II se					rogr	amm	e		
		1. To understand Banking Co	•		aches	S.					
	ourse	2. To explore Electronic Document Handling.									
Obj	ectives	3. To comprehend Fund Tran		isms.							
		4. To evaluate the Impact of									
C	CO1	Understand various banking and the Single Window conce		ion appro	ache	es, inc	ludir	ng WA	N, L	AN, V	SAT,
C	CO2	Demonstrate proficiency in document handling, shows Retrieval Systems.									
C	203	Master the intricacies of elec Clearing System, and Debit RBI regulations and Net Data	Credit Clear					_			
C	CO4	Evaluate the impact of tec management control.	hnology on	banking	emp	ployee	es, c	uston	ner se	ervice,	and
C	CO5	Demonstrate a sound unde ensuring the protection of da			curit	y law	s ar	nd the	eir in	nplicat	ions,
Unit No.		Content	Contact Hour		Lea	rning	g Ou	tcome	e		KL
I	Introd	uction to Banking	9	Studen	ts	wi	11	un	dersta	and	1,2
	_	uterization:		approa			to		bank	_	
		ent approaches to Banking		comput							
	_	terization, WAN, LAN, Networking system – Single		LAN,							
		w concept – usage of ATM –		concepts like Single Window. Anywhere, Anytime, and Home							
		tages, Limitation – Anywhere		Bankin							
	Bankin	g – Anytime Banking –		moderr	i ba	anking	g to	ols s	such	as	
		Banking – Internet Banking –		ATMs,				_			
		enquiry and update facilities									
		<ul> <li>ATM card – Debit card – card – Credit card</li> </ul>	including their uses, benefits, an limitations, along with onlin								
	Siliait	oma Ciodii oma		inquiry			_				
II	Docum	ent Handling and storage	9	Studen						nic	2,3
	_	ire storage and display by		signatu		_					
	electro			handlin							
		ng System and Document e and Retrieval System		functions of systems for managing, storing, and retrieving banking							
	Biolage	and Redieval Bystein		docum					Ourik	5	
III		Transfer Electronic fund	9	Studen			able	to exp		the	3,4
		r - SWIFT - Electronic		mechanisms and processes of							
		g system – Debit and Credit		electro						_	
	bank w	ig – RBI – Net data – Net ire		SWIFT system			troni nd ci		clear cleari	_	
	Junk W			systems, debit and credit clearing, and net bank wire transfers.							
				Studen						ibe	
				the rol							
				India							
				transfer regulat		and fram		lersta k go		the ing	
				these tr				5	. , 0111	b	
	<u> </u>			these tr	ansa	ctions	S.				

IV	Impact of Technology Impact of Technology – on its employees – Customer service – Management control.	9	Students will analyse technology's impact on bank employees and explain its role in improving customer service and management control.	1,2
V	Security and Confidentiality Protecting – Confidentiality and secrecy of data – Cyber laws and its implications	9	Students will understand the importance of banking data confidentiality, best practices for data security, and the impact of cyber laws on digital banking compliance.	2,3

T1: The Handbook of Banking Technology, Tim Walker, Lucian Morris ,Edition-1,2021

### **REFERENCE BOOKS:**

R1: Information Technology in Indian Commercial Banks NIBM Pune – Naidu C.A.S

CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome				
1	Understand various banking computerization approaches, including WAN, LAN, VSAT, and the Single Window concept.	PO1,PO3,PO9				
2	Demonstrate proficiency in utilizing electronic means for signature storage and document handling, showcasing competence in Document Handling and Storage Retrieval Systems.	PO1,PO3,PO9				
3	Master the intricacies of electronic fund transfer systems, including SWIFT, Electronic Clearing System, and Debit/Credit Clearing, with a comprehensive understanding of RBI regulations and Net Data principles.	PO1,PO3,PO9				
4	Evaluate the impact of technology on banking employees, customer service, and management control.	PO1,PO3,PO9				
5	Demonstrate a sound understanding of cybersecurity laws and their implications, ensuring the protection of data confidentiality.	PO1,PO3,PO9				

	SEMESTER – IV										
Course	e Title	ERP &		PPLICATION						0.75	
Course	e code	23BBAO226R	Total Credi Total Hour		$\frac{L}{3}$	T 0	P 0	S 0	R 0	0/F 0	<u>C</u>
Pre-re	anisite	Nil		equisite	3	U	U	Nil	_	U	3
Progra											
Semest				of second year o				nme			
		1. To articulate the co					_		, der	nystify	ing
		their structure and functionalities.									
		2. To demonstrate profi	iciency in ut	ilizing ERP soft	ware	for	vario	us r	etail	function	ons,
Co	urse	enhancing your opera	ational effici	ency.							
Obje	ectives	3. To explore the integ	gration of E	RP with diverse	e reta	il ap	plica	ation	s, ac	chievin	g a
		unified information f	low across y	our business.							
		4. To explore the integ			e reta	il ap	plica	ation	s, ac	chievin	ig a
		unified information f	low across y	our business.							
	01	Understand the fundar	mentals and	architecture of	of En	terp	rise	Res	ource	e Plan	ning
		(ERP)systems.									
C	O2	Analyse the role of ERP	in optimizin	g business proce	esses	in th	e reta	ail in	dust	ry.	
C	03	Demonstrate proficiency	y in using EF	AP software for r	etail 1	nana	agem	ent.			
C	04	Explore the integration of									
C	05	Evaluate the strategic decision-making.	implications	of information	syst	ems	in	retai	l for	impro	oved
Unit		Content	Contact	Lear	rning	Out	tcom	e			KL
No.			Hour								
I	Overvie		9	Students will							1,2
	Resource	ce Planning (ERP), Business Processes and		concept of Planning (ER		•	rise		sour		
		Inventory Management		retail busine							
		RP, Sales and Customer		inventory ma	_					-	
	Relation	nship Management		and human re	sourc	e ma	nage	emen	ıt.		
		in Retail, Human		Students will							
		ce Management with		integration			•				
	ERP.			managing improving sal	inver	•		effec		-	
				customer re							
				and optimiz		_	man	_	sour		
				functions in re							
II	Overvie		9	Students will							2,3
		tions, Point of Sale Systems and Integration		describe vari							
	with	ERP, E-commerce		and their in							
Platforms and ERP commerce platform									nobi		
						and		war	ehou	se	
	Applica			management	•		(WN	(S)	with	in	
	Wareho	C		an ERP frame			4 -		1 مم		
	Systems	s (WMS) and ERP.		Students will benefits of int							
				commerce		ing i itfori		-	mobi		
				applications,	•						
				systems to str	eaml	ine r	etail	ope			
				and enhance of	custor	ner s	servi	ce.			

III	Strategic Importance of	9	Students will be able to explain the	3,4
	Information Systems in Retail,		strategic importance of information	
	Business Intelligence (BI) in		systems in retail, including how	
	Retail Decision-Making, Data		Business Intelligence (BI) tools	
	Warehousing for Retail		support decision-making and the role	
	Analytics, Cloud Computing		of data warehousing in retail analytics.	
	and Retail Operations,		Students will be able to analyse the	
	Cybersecurity Challenges in		impact of cloud computing on retail	
	Retail, Risk Management in		operations and identify cybersecurity	
	Information Systems, Future		challenges specific to the retail sector,	
	Trends in Retail Information		as well as develop risk management	
	Systems.		strategies for information systems in	
			retail.	

T1: "Enterprise Resource Planning: Concepts and Practice" by Vinod Kumar Garg and N.K.

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the fundamentals and architecture of Enterprise Resource Planning (ERP)systems.	PO1,PO3,PO7						
2	Analyse the role of ERP in optimizing business processes in the retail industry.	PO1,PO3,PO7						
3	Demonstrate proficiency in using ERP software for retail management.	PO1,PO3,PO7						
4	Explore the integration of ERP with various retail applications.	PO1,PO3,PO7						
5	Evaluate the strategic implications of information systems in retail for improved decision-making.	PO1,PO3,PO7						

		SE	MESTER -	- IV			
Course	e Title	HOSPITAL OPERA			T (E	LECTIV	<b>E</b> )
Course	e code	/488/11//6R	Total Credi		L T P	SR	O/F
Pre-re	anisita	Total Hours: 45   3   0   0   0   0   3					
Progra	•	I.		guisite siness Adminis	tration	1111	
Semest				econd year of		nme	
		1. To learn about the hos					of hospita
		operations management	_				_
		2. To learn and understan	nd the var	ious operation	nal produce	s in ho	spital lik
		admission, discharge, bill	ling, average	e length of stay	y, bed occup	ancy rate	, turn ove
		interval, hospital census,	matrons re	port, medical	officers rep	ort, casua	alty repor
Cou	urse	medico-legal cases, ICU/	ICCU repor	t, security repo	rt, OT list.		
	ctives	3. To learn about developing	ing operation	onal strategy f	or technolo	gy sectio	n, proces
		development and as a cor	npetitive too	ol and element.			
		4. To learn about hospital	committee,	its role, comp	position, fre	quency o	f meeting
		minutes of meeting, follo	w up actions	S.			
		5. To learn about the maint	enance mar	agement, its o	bjectives, ty	pes of m	aintenanc
		system, equipment mainte	enance.				
C	01	Demonstrate proficiency in ex	_		discharge pr	ocedures	, generati
		managing billing services with					
CO	02	Exhibit a comprehensive und	_	•	•		uding the
		roles, composition, meeting for					
C	03	Apply maintenance manager					ig, quant
~	and reliability of biomedical equipment in a healthcare environment.  Navigate and respond effectively to crisis situations, such as mob violence, bomb						
C	04	threats, terrorist strikes, and f					
C	05	Demonstrate proficiency in a	dministering	nistering patient-related health insurance schemes.			
	1	• •		, patront relates	a mearin msa		emes.
Unit No.		Content	Contact		ing Outcom		KL
Unit No. I	Intro	• •			ing Outcon	ne	1
No.	manag	Content duction Hospital operations gement, role and decisions,	Contact Hour	Learn Students will the fundam	ing Outcom	describe	KL
No.	manag produ	Content duction Hospital operations gement, role and decisions, ctive systems in a hospital.	Contact Hour	Students will the fundam operations	be able to dentals of mana	describe hospital gement,	KL
No.	manag produ Routii	Content duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge	Contact Hour	Students will the fundam operations including the	be able to dentals of mana eroles and d	describe hospital gement, ecision-	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making productions	be able to dentals of mana eroles and decesses invo	describe hospital gement, ecision- lved in	KL
No.	manag produ Routii Procee	Content duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge	Contact Hour	Students will the fundam operations including the making pro-	be able to dentals of mana croles and decesses involved	describe hospital gement, ecision- lved in	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making pro- managing p within a hosp Students wil	be able to dentals of mana eroles and decesses involved oroductive bital.	describe hospital gement, ecision- lved in systems explain	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making promanaging provides within a hosp Students will routine process.	be able to dentals of mana eroles and decesses involved oroductive bital.	describe hospital gement, ecision- lved in systems explain patient	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making pro- managing p within a hosp Students will routine pro- admission, of	be able to dentals of mana eroles and decesses involved to the conductive bital. I be able to dedures for discharge, a	describe hospital gement, ecision-lved in systems explain patient and the	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making production managing production within a hosp Students will routine production admission, of creation	be able to dentals of mana e roles and decesses involved to be able to deduce for discharge, a of discharge, a	describe hospital gement, ecision-lved in systems explain patient and the ischarge	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making promanaging provides within a hosp Students will routine procadmission, occation summaries,	be able to dentals of mana eroles and decesses involved oroductive bital. I be able to dedures for discharge, a of dias we	describe hospital gement, ecision-lved in systems explain patient and the ischarge ll as	KL
No.	manag produ Routii Procee	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary,	Contact Hour	Students will the fundam operations including the making production managing production within a hosp Students will routine production admission, of creation	be able to dentals of mana croles and desses involved bital. I be able to dedures for discharge, a of dias we the billing	describe hospital gement, ecision-lved in systems explain patient and the ischarge ll as	KL
No.	manaş produ Routii Proced Billing	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. ne Admission/Discharge dures/Discharge Summary, g services	Contact Hour	Students will the fundam operations including the making production managing particles within a hosp Students will routine production summaries, understand to provided by Students will	be able to dentals of mana eroles and decesses involved bital. I be able to deduce for discharge, a of dias we she billing hospitals.	describe hospital gement, ecision-lved in systems explain patient and the ischarge ll as services identify	KL
No.	manag production Routing Process Billing Hospi Comm	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital mittees: Role, Composition,	Contact Hour 9	Students will the fundam operations including the making produced managing produced within a hosp Students will routine produced admission, or creation summaries, understand to provided by Students will the roles,	be able to dentals of mana eroles and decesses involved oroductive bital. I be able to dedures for discharge, a of dias we she billing thospitals. I be able to composition	describe hospital gement, ecision-lved in systems explain patient and the discharge ll as services identify n, and	1,2
No. I	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital nittees: Role, Composition, ency of Meetings, Minutes	Contact Hour 9	Students will the fundam operations including the making promanaging provided by Students will the roles, frequency of	be able to dentals of mana croles and decesses involved bital. I be able to dedure for discharge, a of dias we che billing hospitals. I be able to composition meetings of	describe hospital gement, ecision-lved in systems explain patient and the ischarge ll as services identify n, and various	1,2
No.	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital mittees: Role, Composition,	Contact Hour 9	Students will the fundam operations including the making procure managing procured within a hosp Students will routine procure admission, or creation summaries, understand to provided by Students will the roles, frequency of hospital	be able to dentals of mana croles and decesses involved bital. I be able to dedure for discharge, a of dias we che billing hospitals. I be able to composition meetings of committees,	describe hospital gement, ecision-lved in systems explain patient and the scharge ll as services identify n, and various and	1,2
No.	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital nittees: Role, Composition, ency of Meetings, Minutes	Contact Hour 9	Students will the fundam operations including the making promanaging provided by Students will the roles, frequency of	be able to dentals of mana croles and decesses involved by the able to deduce for discharge, a of discharge, a	describe hospital gement, ecision-lved in systems explain patient and the scharge ll as services identify n, and various and ance of	1,2
No.	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital nittees: Role, Composition, ency of Meetings, Minutes	Contact Hour 9	Students will the fundam operations including the making produced managing produced within a hosp Students will routine produced managing of admission, or creation summaries, understand to provided by Students will the roles, frequency of hospital of understand	be able to dentals of mana croles and decesses involved by the able to deduce for discharge, a of discharge, a	describe hospital gement, ecision-lved in systems explain patient and the scharge ll as services identify n, and various and ance of	1,2
No.	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital nittees: Role, Composition, ency of Meetings, Minutes	Contact Hour 9	Students will the fundam operations including the making promanaging provided by Students will the roles, frequency of hospital documenting follow-up committee miles.	be able to dentals of mana croles and desses involved bital. I be able to dedure for discharge, a of discharge, as we she billing thospitals. I be able to composition meetings of committees, the important minutes actions seetings.	describe hospital gement, ecision-lved in systems explain patient and the scharge ll as services identify n, and various and ance of and from	1,2
No.	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital nittees: Role, Composition, ency of Meetings, Minutes	Contact Hour 9	Students will the fundam operations including the making procure managing processes within a hosp Students will routine procure admission, or creation summaries, understand to provided by Students will the roles, frequency of hospital of understand documenting follow-up committee m Students will students with the roles of hospital of understand documenting follow-up committee m Students will students with the roles of hospital of understand documenting follow-up committee m Students will students with the roles of the r	be able to dentals of mana croles and decesses involved bital. I be able to dedure for discharge, a of dischar	describe hospital gement, ecision-lved in systems explain patient and the scharge ll as services identify n, and various and ance of and from ble to	1,2
No.	manag production Routing Process Billing Hospi Comm Freque	Content  duction Hospital operations gement, role and decisions, ctive systems in a hospital. The Admission/Discharge dures/Discharge Summary, g services  atal Committees Hospital nittees: Role, Composition, ency of Meetings, Minutes	Contact Hour 9	Students will the fundam operations including the making promanaging provided by Students will the roles, frequency of hospital documenting follow-up committee miles.	be able to dentals of mana croles and decesses involved bital. I be able to dedure for discharge, a of discharge discharge discharge discharge discharge of committees, the important discharge disc	describe hospital gement, ecision-lved in systems explain patient and the scharge ll as services identify n, and various and ance of and from ble to hospital	1,2

			decision-making processes are followed within the healthcare organization.	
III	Introduction to Maintenance Management Objectives, types of maintenance systems, equipment maintenance, quality and reliability, maintenance planning, maintenance, and monitoring of biomedical equipment's.	9	Students will be able to articulate the objectives of maintenance management in hospitals, including different types of maintenance systems and strategies for ensuring the quality and reliability of hospital equipment.  Students will be able to develop maintenance plans and effectively monitor biomedical equipment maintenance activities within a hospital setting to ensure optimal functionality and patient safety.	2,3
IV	Disaster and Crisis Management: Dealing with Crisis Situation, Mob violence, Bomb threat, Terrorist strike, Fire Fighting, Disaster Management Plan	9	Students will be able to outline strategies for managing crisis situations in hospitals, including responses to mob violence, bomb threats, terrorist strikes, and fire emergencies, and understand the importance of disaster management plans.  Students will be able to implement emergency protocols effectively during crisis situations, ensuring the safety and security of patients, staff, and hospital facilities.	1,2
V	Basic Introduction to Health Insurance: Administration of Patient Related Schemes, Medical Insurance (Cashless Benefit), CGHS, ECHS, TPA, ESI, Ayushmann Bharat, Atal Amrit Abhiyan, Private insurance sector	9	Students will be able to explain the administration of patient-related health insurance schemes, including Medical Insurance (Cashless Benefit), CGHS, ECHS, TPA, ESI, Ayushmann Bharat, and Atal Amrit Abhiyan, and understand the role of the private insurance sector in healthcare financing. Students will be able to navigate the complexities of health insurance processes, including claims management and reimbursement procedures, to ensure efficient healthcare service delivery within hospital settings.	2,3

- T1: Health Care Operations Management-A system perspective by James R Langabeer II and Jeffery Helton, Jones and Barlett, 2020 edition.
- T2: Hospital Administration Principles and Practice by Yashpal Sarma and Libert Anil Gomes

#### **REFERNCE BOOK:**

- R1: "Hospital Management: Text & Cases" by K.V. Ramani, Publisher: Pearson Education
- R2: "Healthcare Operations Management" by Daniel B. McLaughlin and Julie M. Hays Publisher: Health Administration Press
- R3: "Hospital Operations: Principles of High Efficiency Health Care" by Wallace J. Hopp and William S. Lovejoy Publisher: FT Press

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Demonstrate proficiency in executing routine admission/discharge procedures, generating discharge summaries, and managing billing services within a hospital setting.	PO1,PO2,PO6,PO9						
2	Exhibit a comprehensive understanding of hospital committee dynamics, including their roles, composition, meeting frequencies, and the effective documentation.	PO1,PO2,PO6,PO9						
3	Apply maintenance management principles to ensure the optimal functioning, quality, and reliability of biomedical equipment in a healthcare environment.	PO1,PO2,PO6,PO9						
4	Navigate and respond effectively to crisis situations, such as mob violence, bomb threats, terrorist strikes, and fires etc.	PO1,PO2,PO6						
5	Demonstrate proficiency in administering patient-related health insurance schemes.	PO1,PO2,PO6						

~	SEMESTER – IV											
Cours	se Title			CACCLIM	ATIZ					ъ	O/E	
Cours	se code	23UULS222R	Total Cre Total Hor			L	T	P	S	R	O/F	1 C
Pre-re	equisite	Nil	Co-	-requisite			•		Ni	l		•
Progr	amme		Bac	chelor of B	usines	s Adı	minis	tratio	n			
Semes	ster			emester of								
	_	1. To impart 1	knowledge	of the fu	ındam	entals	of	Hosp	itality	indus	stry an	nd its
	Course	applications.	h h 1 - 4 - 4	Ca:1::a:a	:41. 41.		. 1	:		~ O_ TT	مائمسما	
Ob	jectives	<ul><li>2. Students will</li><li>3. Students will</li></ul>								s & Ui	tensiis.	
(	CO1	Students will ha	ve basic kn	owledge of	cookii	ng me	ethod	s.				
(	CO2	Students will ga	in the know	ledge of or	ganizi	ng &	Clea	ning o	f Rooi	ns.		
(	CO3	Students will be	able to gain	n the travel	manag	gemei	nt coi	ncept.				
	CO4	Students will be to-day use	able to acq	uire the kn	owledg	ge of	basic	house	eholds	amen	ities for	r day-
Unit		Content		Contact	Lear	ning	Out	come				KL
No.	IJnit 1 T	ntroduction to		Hour 12	Ctore	dents		will	.1.	emons	troto	1,2
1		ntroduction to lodation Manage	ment	12		ients Tessio	nal			hanc		1,2
		ne handling technic						n vai		simul		
		ng of Rooms.	1			narios						
	Cleaning				Stuc	dents	will	arrang	ge a g	uest r	room	
		equipments and $\boldsymbol{\iota}$	ises.				_	hosp	oitality	indu	ıstry	
	Bed mak	ing Process.				dards					0	
										the sa		
						sures		quired ing ag		en u	ising	
II	Unit 2- F	<b>Sundamentals of</b>		12						aims	and	2,3
	Cooking							cookin		WIIII S		2,0
		n of cookery –Air	n &	Students will use basic cooking								
	3	es of cooking.								effecti	vely	
		asic Cooking equi	•			_	•	eparat				
		Hygiene and Safe	ety							ite pr	•	
	Use of Fi	re & Fuels				sonai paring			pracu	ces v	vnne	
III	Unit 3- N	Methods of Cook	ing	14					nstrate	e diffe	erent	1.2
	Different		8							rious		
		erbs and Spices.			item	_		•				
		od and Beverage				dents		will		ncorpo		
	Preparati									pices	into	
	Regional	food Habits.						nce fla		aa1:4		
										qualit	-	
			their food and beverage preparations and suggest improvements									
IV	Unit 4- F	Forms & Format	's	10						comple	ete a	2,3
	C –form								-	iest ch		,
	Reservati	ion form				cenar			-			
Registration form										reserva		
Passport Application form								-	sed or	n prov	rided	
	Legal Re	nt Agreement			_	st info			oto co	mpla	ront	
										mple hey i		
					_			stry st		-	inct	
<u> </u>	<u> </u>			<u> </u>	1050	and	muu	July St	andan (	<i>⊶</i> ∪•		

- 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.

	CO PO Mapping	
S.N.	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.	PO1
4	Students will be able to acquire the knowledge of basic households amenities for day- to-day use	PO1

<b>Course Title</b>		I	MOO	Cs					
Course ande	22DCCE221D	T	P	S	R	O/F	С		
Course code	23BSCE221R	<b>Total Hours: 15</b>	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				N	il		
Programme		Bachelor of Bu	sines	s Adm	inistra	ation			
Semester	V	Vinter/II semester of s	econo	l year	of the	Progr	ramme	<u> </u>	
Course Objectives	students are allo relevance to the Universities acro	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.							
CO1	Demonstrate proint in various manag	ficiency in acquiring a ement	nd ap	plying	g globa	lly red	cognize	ed certifica	ations
CO2	Showcasing a co frameworks	mprehensive understar	nding	of inte	ernatio	nal pr	actices	and regul	atory
CO3	Enabling effecti environment.	Enabling effective decision-making and compliance in a globalized industrial environment.							
CO4	Evaluate and integrate international standards and trends into organizational strategies								
CO5	To equip learner collaboration.	s with the skills and	know	ledge	requir	ed to	integra	te internat	tional

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO1
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3
4	Evaluate and integrate international standards and trends into organizational strategies	PO1
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2

	SEMESTER – V										
Cour	se Title			NVIRONMI	ENT					1	
Cour	se Code	74884118	tal Credits	L	L 3	T 0	P 0	<u>S</u>	R 0	0/F 0	<u>C</u>
Pre-r	equisite	Nil	Total Hours: 45         3 0 0 0 0 0 0 3           Co-requisite         Nil								
	ramme	I I		ness Adminis	strat	tion			111		
Seme				d year of the				ıe			
		To understand the concept and components of the business environment.									
		• To analyze the impact of economic factors on business operations.									
	ourse ectives	• To evaluate the influence of political and legal aspects on business activities.									
ՄՍ	ectives	• To examine the role of social and cultural factors in shaping business environments.									
		To appraise the significance of technological advancements on business strategies.									
(	CO1	Analyse the multifaceted con		f the busine	ss e	nvii	onn	nent,	dis	tinguis	shing
		between internal and external fa		11 1 1							
C	<b>CO2</b>	Evaluate the impact of fiscal ar the significance of globalecono							ons, i	ecogn	ızıng
	203	Appraise the legal framework a							000.0	poroti	one
	.03	Interpret demographic trends,								•	
C	<b>CO4</b>	implications on consumer beha		ies, and cuit	urai	uiv	CISI	y, 10	uem	Tymg	uien
Assess the transformative impact of digitalization on busin						sine	ss r	node	els, e	explore	e the
C	CO5	dynamics of e-commerce, and i	ecognize th								
Unit No.		Content	Contact Hour	Lea	rniı	ng (	)utc	ome	;		KL
I I	Definiti	on and Scope of Business	9	Students wil	1 det	fine	and	exp	lain 1	the	1,2
_		ment, Components of Business		scope of the							-,-
		ment, Importance of Studying	identifying its various components					ts			
		s Environment, Systems	and their interrelationships								
		ch to Understanding Business ment, Internal vs. External									
	Environ										
II		nd Monetary Policies, Global	9	Students wil	l ana	alys	e the	imp	pact		1,2
		ic Influences on Business,		of fiscal and							
		nic Reforms and Business		business ope			and	deci	sion-	-	
		ment, Economic Forecasting iness Decision-Making		making proc Students wil			how	ر مام	hal		
	and Dus	mess Decision-Making		economic in					oai		
				economic reforms shape the							
				business environment and							
				contribute to				orec	astin	ıg	
III	Role of	Government in Business,	9	and business Students wil				e ro	le of		1,2
111		ramework for Business		government							1,2
Operati and Co		ons, Regulatory Authorities		the legal fra							
		npliance, Political		authorities, a		com	plia	nce			
		ies and their Impact on		requirement		. 1	4 - 1				
		s Environment, Political and Business Decision-		Students will evaluate how political ideologies, political							
Making				stability, and	_		_				
				policies influ					SS		
				environment						g	
				processes.							

TT7	D 1' m 1 1D '	_	0. 1 . '11' 1 .'C 1 1	1.0	
IV	Demographic Trends and Business	9	Students will identify and analyse	1,2	
	Implications, Social Values and		demographic trends and their		
	Their Influence on Consumer		implications for business,		
	Behaviour, Corporate Social		including social values and their		
	Responsibility (CSR), Cultural		influence on consumer behaviour.		
	Diversity in Global Business, Social		Students will explore the concepts		
	Media and its Impact on Business		of Corporate Social Responsibility		
	Reputation		(CSR) and cultural diversity in		
			global business, understanding the		
			impact of social media on		
			business reputation.		
V	Overview of the Technological	9	Students will gain an overview of	1,2	
	Environment, The Impact of		the technological environment,		
	Digitalization on Business Models,		focusing on the impact of		
	E-commerce and its Influence on		digitalization on business models		
	Retail, Innovations in Manufacturing		and operations.		
	and Operations	Students will investigate the			
		influence of e-commerce on retail			
		and the role of technological			
		innovations in manufacturing and			
			business processes.		

T1: "Business Environment: Text and Cases" by Francis Cherunilam

### **REFERENCE BOOKS:**

R1: J M Negi: "Business Environment" by Ian Worthington and Chris Britton

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Analyse the multifaceted components of the business environment, distinguishing between internal and external factors.	PO1,PO2,PO5,PO8						
2	Evaluate the impact of fiscal and monetary policies on business operations, recognizing the significance of global economic influences and economic reforms.	PO1,PO2,PO5,PO8						
3	Appraise the legal framework and regulatory authorities governing business operations.	PO1,PO2,PO5,PO8						
4	Interpret demographic trends, social values, and cultural diversity, identifying their implications on consumer behaviour.	PO1,PO5,PO8						
5	Assess the transformative impact of digitalization on business models, explore the dynamics of e-commerce, and recognize the role of technological innovations	PO1,PO5,PO8						

	SEMESTER – V												
Cours	se Title			RKETS AND	- 1	_		_					
Cours	se Code	7388A(1317R	otal Credit		L 3	T		P	<u>S</u>	R 0	O/F	7	<u>C</u>
Pre-re	equisite	Nil	Cotal Hours: 45         3         0         0         0         0         0         3           Co-requisite         Nil								3		
	amme			siness Admini	istra	atio	on		1,	111			
Semes				nird year of th				nn	1e				
			are and functions of financial markets.										
C		2. To analyse the various financial instruments and their characteristics.											
	urse ectives	3. To evaluate the role of final	ancial instit	cutions and thei	ir se	rvi	ces.						
Obje	cuves	4. To apply investment strate		•			•	•					
		5. To assess the impact of glo											
CO1 Describe and categorize the various financial markets, such						ıch	as	sec	conc	lary	and pi	rim	ary
		markets.		financial mod		:	1	.1:			:	4	
C	O2	Determine the important play and middlemen.	yers in the	imanciai mark	kets.	, 1r	iciu	ulf	1g 19	ssuer	s, mv	est	ors,
C	03	Examine how financial market	et laws con	tribute to inves	tor	pro		tio	n an	d sta	bility		
													Izo
	O4	Explain the different kinds of											
C	<b>O</b> 5	Analyze various financial to investing, and value investing		proaches, incli	udır	ng	tech	nnı	cal	anal	ysis, g	grov	wth
Unit		Content	Contact	Lea	arn	ing	Ot	ıtc	ome	e			KL
No.			Hour				,						
I		tion and Classification of										1,2	
		ial Markets, Primary and											
	Second Marke	dary Markets, Financial t Participants: Investors,		secondary r						yıng	tne		
	Issuers	_							key				
		ncy and Information Flow,		participants in financial marke				•					
	Financ	<b>C</b> ,		including investors, issuers, and									
		of Financial Instruments:		intermediaries, and explain the concepts of market efficiency and									
	Equition	es, Bonds, Derivatives		information f			ιeι	eı	11010	ency	anu		
II	Overvi	ew of Investment	9	Students wil			ı a	C	omp	rehe	nsive		1,2
		ments, Equity Securities:		understanding of various					fina	ncial			
		and Indices, Fixed-Income		instruments,									
		ties: Bonds and Treasury Alternative Investments: Real		and derivativ			ıd tl	hei	r ro	les 1	n the		
		Commodities, Hedge Funds,		imanciai mai	IKCI	•							
	Investi	_											
	Investi	_											
777		cal Analysis	•	C41	1 .	1		∡1.	· c			+	1.2
III		ercial Banks and their ons, Investment Banks and	9	Students will commercial		•							1,2
		l Markets, Mutual Funds and			ınds			nd.			rance		
	Asset	Management, Insurance		companies,									
		nnies: Life and Non-Life,		in the financi				m.					
		n Funds and Retirement		Students will									
	Planni	ng		pension fund examining						_	ining, itions		
				contribute to									
				individual fir						,			

IV	Foreign Exchange Markets and Currency Trading, International Capital Markets, Globalization and Integration of Financial Markets, Cross-Border Investment Opportunities and Challenges, Impact of Geopolitical Events on Global Markets	9	Students will analyse the functioning of foreign exchange markets and currency trading, and the impact of globalization on the integration of international capital markets.  Students will evaluate cross-border investment opportunities and challenges, considering the impact of geopolitical events on global financial markets.			
V	Impact of Technology on Financial Markets, Sustainable Finance and Socially Responsible Investing, Cryptocurrencies and Block chain Technology, Regulatory Challenges in Evolving Financial Markets, Financial Inclusion and Access to Services	9	Students will identify key technological advancements that have influenced financial markets. Students will analyze the effects of technological innovations on market efficiency and trading practices.	1,2		

T1: "Financial Markets and Services" by Gordon and Natarajan

### **REFERENCE BOOKS:**

R1: "Financial Markets and Institutions" by Frederic S. Mishkin and Stanley G. Eakins

	CO PO Mapping						
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>					
1	Describe and categorize the various financial markets, such as secondary and primary markets.	PO1,PO2,PO6					
2	Determine the important players in the financial markets, including issuers, investors, and middlemen.	PO1,PO6					
3	Examine how financial market laws contribute to investor protection and stability.	PO1,PO2					
4	Explain the different kinds of financial products, such as derivatives, bonds, and stocks.	PO3					
5	Analyze various financial tools and approaches, including technical analysis, growth investing, and value investing.	PO2					

	SEMESTER – V										
Cours	se Title	MANAGING 1			URANC	E OP	ERA'	TION	NS (EI	LECTIV	ES)
Cours	se code	23BBAO313R	Total Cro		L 3	T 0	P 0	S 0	R	0/F 0	C 3
Pre-r	equisite	Nil		requisite	3	U	U	N	v		
Progr	amme		Bacl	nelor of Bu	siness A	lmini	strati	on			
Seme	ster		Fall/I sem	ester of Th	ird year	of the	e Prog	gram	me		
	Course Objectives  1. To understand the foundational ideas and customer-focused approach of banking and insurance, including the functions of different financial organizations and their duty to cater to the demands of their clients.  2. To use risk management techniques in banking and insurance operations to recognize, evaluate, and reduce credit, market, and operational risks.  3. To grasp ethics, compliance, and the effects of regulatory changes in order to successfully traverse the regulatory landscape that oversees banking and insurance.  4. To make informed decisions by utilizing technology breakthroughs, such as dat analytics, insurance technologies, and digital banking solutions.  Demonstrate the ability to analyze and evaluate a diverse range of financial product								d their ons to der to rance. s data		
(	C <b>O</b> 1	offered by banks a	and insuran	ice compani	es.						
(	Acquire effective risk management skills, enabling the identification, assessment, and implementation.										
(	Develop proficiency in navigating regulatory compliance requirements, ethic decision-making, and ensuring adherence to industry standards.							ethical			
(	CO4	Apply technologic and decision-make			e operati	onal e	efficie	ncy,	custon	ner expei	rience,
(	CO5	Advocate for fin championing initia				_					g and
Unit No.		Content		Contact Hour		Lea	rning	Out	come		KL
I	Instituti Detailed types of includin investme compani	examination of of financial inst g commercial ent banks, and in	itutions, banks,	9	such investm compan	types as nent nies, roles	con banks und and fi	nancia nmerc s, ar erstar	al insti cial nd in nding	among itutions, banks, surance their thin the	1,2
II	Instrum Understa markets financia	Part Markets and ents:  Inding the role of financial and the diverse range of instruments available in and insurance operations.  Servaluate the characteristics and uses of diverse financial instruments, such as bonds, stocks, derivatives, and insurance policies, to make informed decisions in banking and insurance contexts.									
Ш	Operati Explorir challeng banking exchang transacti	ternational Banking perations:  ploring the complexities and allenges of international haking, including foreign exchange markets, cross-border transactions, and the influence of global regulatory frameworks on banking practices.							2,3		

IV	Insurance Products and Under writing: In-depth analysis of insurance products, the underwriting process, and the principles governing risk assessment in insurance operations.	9	Analyse various insurance products, understanding the principles and processes involved in their development, pricing, and distribution to meet diverse consumer needs.  Evaluate the underwriting process and risk assessment principles in insurance operations, applying them to determine policy terms, conditions, and premiums.	3,4
V	Treasury Management in Banking: Understanding the functions of the treasury department in banks, including liquidity management, investment strategies, and risk management.	9	Understand the core functions of the treasury department in banks, including liquidity management, investment strategies, and the role of treasurers in maintaining financial stability.	1,2

T1: Insurance Principles & Practice book by S B Mishra M N Mishra , S Chand & Co Ltd, 2016

### **REFERENCE BOOKS:**

R1: Essentials Of Banking &Insurance: B.Com/Bba, Sreelakshmi Anand, Greeshma P,2006

	CO PO Mapping							
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>						
1	Demonstrate the ability to analyze and evaluate a diverse range of financial products offered by banks and insurance companies.	PO1,PO3,PO5						
2	Acquire effective risk management skills, enabling the identification, assessment, and implementation.	PO1,PO3,PO5						
3	Develop proficiency in navigating regulatory compliance requirements, ethical decision-making, and ensuring adherence to industry standards.	PO1,PO3,PO5						
4	Apply technological solutions to enhance operational efficiency, customer experience, and decision-making processes.	PO1,PO3,PO5						
5	Advocate for financial inclusion and social responsibility by understanding and championing initiatives that contribute to the welfare of diverse communities.	PO1,PO3,PO5						

	SEMESTER – V										
Cour	se Title	MALL	MANAGI	EMENT (EL	EC	ΓIVE	S)				
Cour	se Code	I TARRACIAIAR I	Total Cred Total Hour		1 3	T 0	P 0	S 0	R 0	0/F 0	<b>C</b> 3
Pre-r	equisite	Nil	Co-red		3	U	U	Nil		U	
	ramme		Bachelor of Business Administration								
Seme	ester	Fall/I sem	ester of Th	ird year of t	he P	rogr	amn	ie			
	ourse jectives	<ol> <li>To craft effective market visibility.</li> <li>To apply customer rel satisfaction and loyalty.</li> </ol>	<ul><li>3. To apply customer relationship management principles to build customer satisfaction and loyalty.</li><li>4. To navigate legal and ethical considerations in mall management (leasing,</li></ul>								
	CO1	Understand the key principle	es and comp	onents of sh	oppiı	ng ma	all m	anag	emei	ıt.	
	C <b>O2</b>	Apply effective branding and shopping malls.	d positionin	g strategies t	o en	hance	the	mark	ket pi	resence	e of
	C <b>O3</b>	Execute operational proces proficiency in tenant manage			_			•			ing
(	C <b>O4</b>	Demonstrate the ability to strategies, employing techno						anag	emer	nt (CR	(M)
	C <b>O</b> 5	Analyze and address ethical management strategies.							men		
Unit No.		Content	Contact Hour	Le	arni	ng O	utco	me		J	KL
I	Foundation Overview shopping Classification Mall Pl	tion to Mall Management ons of Mall Management, of Retail Industry and mall, Types and ations of shopping malls, anning and Design-Site and Planning	9	Identify a types are shopping foundation planning mall man selection a Evaluate landscape, significant within it, plans for operations	nd mall: nal proc agen and d the exp ce ( and mal	class, un pricesses nent, resign re blorin of s	sificaterst derst incip includes in the control of	ations andir les volve ludin ind e rol ing	ng the ared significant signif	of ne ne nd in tte ''s nd ls ic	2,3
II Marketing Strategies for Shopping Malls Mall Branding and Positioning, Branding Strategies for Shopping Malls, Positioning and Target Audience, Marketing Mix for shopping malls, Digital Marketing and social media for Malls-Online Presence and E-commerce Integration, Social Media Strategies for Malls  Develop effective rand and positioning understanding how specific audiences a marketing mix to enlice competitive advantage Implement digital nad social media strategies e-commerce and nad robust online present and engage mall visite					w and nhan ge. marl gies, main	stra to utiliz ce a ketin integ ntain	tegie targ ze th mall g ar gratir ing	et ne l's nd ng a	1,2		

III	Operations and Facilities Management Operational Processes and Facilities Management, Tenant Management and Leasing, Security and Safety Measures, Maintenance and Sustainability in Mall Operations	9	Manage operational processes and facilities within a shopping mall, ensuring efficient tenant management, leasing practices, and the implementation of security and safety measures.	1,2
IV	Customer Experience and Service Customer Relationship Management (CRM), Understanding Customer Behaviour, CRM Strategies for Malls, Technology in Enhancing Customer Experience- Smart Mall Concepts, Technology Integration for Enhanced Customer Experience.	9	Analyse customer behaviour and develop effective CRM strategies to enhance customer satisfaction and loyalty within a shopping mall context.	3,4
V	Legal and Ethical Aspects of Mall Management Ethical Considerations in Mall Management, Crisis Management and Future Trends- Crisis Management in Mall Operations, Future Prospects and Challenges	9	Understand and apply ethical considerations in mall management, developing strategies to handle crisis situations effectively and ensuring compliance with legal standards.	2,3

T1: "Shopping Center Management" by Barry Z. Posner and David H. Beall

## **REFERENCE BOOKS:**

R1: "The Art and Science of Shopping Centers" by H. Williams and R. Hise

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the key principles and components of shopping mall management.	PO1,PO3,						
2	Apply effective branding and positioning strategies to enhance the market presence of shopping malls.	PO1,PO3						
3	Execute operational processes and facilities management techniques, showcasing proficiency in tenant management, security measures, and sustainability practices	PO1,PO3						
4	Demonstrate the ability to implement customer relationship management (CRM) strategies, employing technology to enhance customer experience.	PO1,PO3						
5	Analyze and address ethical considerations in mall management, implementing crisis management strategies.	PO1,PO3						

			SEMES	STER – V								
Course Title HEALTHCARE INFORMATION SYSTEMS AND EHR IMPLIMENTA							NTAT	Ί(	N			
Course Title		(ELECTIVES)  Total Credits: 3 L T P S R O/F C										
Course code		23RRAO313R		Credits: 3		T	P	S	R	O/F	_	C
			Total Hours:			0	0	0	0	0		3
Pre-requisite		Nil Co-requisite Nil  Bachelor of Business Administration										
Programme Semester		Fall/I semester of Third year of the Programme										
Scilics		1. To understand healthcare technology's introduction, concepts, functions, and										
Course Objectives		practices.										
		2. To analyze the functions of electronic health records (EHRs).										
		3. To secure healthcare data through online information security practices.										
		4. To utilize communication technology methods and techniques in healthcare.										
CO1		Analyse the societal implications of information technology, evaluating its influence										
		on healthcare accessibility, patient engagement, and overall community well-being.										
		Demonstrate proficiency in navigating and utilizing electronic health records,										
		understanding their functions and advantages.										
CO3		Evaluate the legal and ethical considerations of healthcare data ownership, focusing on										
CO3		securing information.										
CO4		Demonstrating competence in utilizing information systems, accessing data through										
		the World Wide Web, and understanding communication technologies.										
	CO5	Assess the advantages and barriers of telehealth, exploring its historical context										
Unit		Content		Contact	Le	arniı	ng O	utcon	ne			KL
No.	T 4 1	4° , T.C. , T.		Hour	A 1	41	•		c tr			2.2
I		<b>ction</b> to Information, Imp  —Impact on Healthcare	9	Analyse the impact of IT on healthcare and patient care, and						2,3		
I		of healthcare technology		evaluate future trends and								
		ealthcare record		advancements in healthcare								
Tuture ne		difficure record			nology and records.							
II	Electron	nic health record Funct	ions of	9	Compare	•			electr	onic		1,2
		h record – Changing func						to		,		
the patie paper rec record – Automat Advanta of the E		ents record – Advantages		understan	understand their transition, and							
		cord – Disadvantages of th		address	chal	lenge	es t	o I	EHR			
		- The electronic health re	adoption with strategies f					for				
		ting the paper record – successful implementation.										
		ges of the EHR – Disadvantages										
		HR – Roadblocks and challenges										
777	to EHR implementation  III Security and Privacy Securing the 9 Explore principles of health							2.4				
1 1 -		-	· ·	9	_	•	ciple	S 01				3,4
		ion: Privacy and confidence w-Who owns the data? -Se		information security,								
		er crime-Role of he		emphasizing privacy,								
profession				confidentiality, and legal aspects, and assess healthcare								
	profession	niuis										
					_			nes		and		
				safeguard	ing s							
					profession computer safeguard		crii	nes	reven			

IV	Hardware and software A bit of history	9	Trace the evolution of hardware,	1,2
	– Hardware and software for connecting –		software, and information	
	Methods of accessing information –		connectivity, including WWW	
	World Wide Web (WEB) –		use, and gain proficiency in MS	
	Communication Technologies.		Word and Excel for healthcare	
	MS Office: MS word: editing, formatting		data management and document	
	text, drawing, paragraph, alignment, spell		creation.	
	check, printing, views, index, table of			
	contents, macro tables. MS excel: Data			
	entry, editing, formatting, charting &			
	mapping data, data handling, graphs,			
	functions			
V	Tele-health Tele health: Terms related to	9	Explore tele-health's history,	2,3
	Tele-health – Historical perspective on		technologies, initiatives, benefits,	
	tele-health – Types of		and challenges, and analyse the	
	Technology - Clinical initiatives -		future of informatics and global	
	Administrative initiatives – Advantages		IT for advancing healthcare	
	and Barriers of telehealth -The future of		delivery.	
	Informatics: Globalization of Information			
	Technology			

T1: Hospital Information Systems-A concise Study, S.A Kelkar

#### **REFERENCE BOOKS:**

R1: The Strategic Management of Health Care Organizations by Peter M. Ginter, W. Jack Duncan & Linda E. Swayn

CO PO Mapping					
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>			
1	Analyse the societal implications of information technology, evaluating its influence on healthcare accessibility, patient engagement, and overall community well-being.	PO1,PO2,PO6			
2	Demonstrate proficiency in navigating and utilizing electronic health records, understanding their functions and advantages.	PO1,PO2			
3	Evaluate the legal and ethical considerations of healthcare data ownership, focusing on securing information.	PO1			
4	Demonstrating competence in utilizing information systems, accessing data through the World Wide Web, and understanding communication technologies.	PO6			
5	Assess the advantages and barriers of telehealth, exploring its historical context	PO2			

	SEMESTER – V										
Cours	se Title	RISK MANAG								1	
Cours	se code	23BBAO314R		Credits: 3 Hours: 45	1 L 3	T 0	P 0	S 0	R	0/F 0	C 3
Duo n	o anniaita	Nil		o-requisite	3	U	U	Nil		U	3
	equisite ramme	INII		chelor of Bu	cinece Ad	minic	tratio		L		
Semes		Fa		nester of Th					e		
5 02220	3002	1. To acquire a solid								termino	logies
		related to risk in th		-				•			
Cor	urse	2. To identify the importance of risk management as a strategic element in the									
Obje	ctives	operations of banking and insurance.									
		3. To understand the intricacies of credit risk, including its various components and									
		impacts on financi	al instit	tutions.							
		4. To explore the diff	erent ty	pes of mark	et risks an	d the	ir inte	rconne	cted n	ature	
C	01	Demonstrate a founda	ational	understandir	ng of risk i	mana	gemen	nt princ	ciples,	termino	ology,
	<b>O1</b>	and its significance in	financi	al institution	ıs.						
C	<b>)2</b>	Apply credit scoring r	nodels	to evaluate t	he creditw	orthi	ness o	f indiv	iduals	and ent	tities.
	72	Analyse and interpret	marke	et risks, incl	uding inte	rest r	ate ris	sk, for	eign e	xchange	e risk,
	<b>O3</b>	and commodityprice	risk.								
C	04	Apply risk assessme	nt tool	s to identif	y operation	onal	vulner	abiliti	es wit	thin fin	ancial
	<b>J4</b>	services									
C	<b>)</b> 5	Navigate regulatory	complia	ance require	ments rela	ated t	o risk	mana	gemei	nt in ba	ınking
		and insurance.									
Unit		Content		Contact		Lear	ning (	Outcor	ne		KL
No.				Hour							
I								lain	the	2,3	
	_	gement:									
		tanding the fundan			different						
		ts of risk, risk types, an			in banking and insurance operations, emphasizing the critical role of risk						
	_	ance of risk managem			•	_					
	bankin	g and insurance operation	ions		managen			in -4-1-1:1:		uring	
					organiza			stabili	ty	and	
II	Cnodit	Digly Managements		9	compliar		it mials	and	tha m	oo of	1,2
11		<b>Risk Management:</b> th analysis of credit	rick	, ,	Analyse credit so						1,4
	credit	scoring models,	and		strategies	-	-				
		ies for effective credi			managen						
	_	ement in both banking			insurance				mini		
	_	ice contexts	5		potential						
					stability.						
III	Marke	t Risk Management:		9	Examine		erent	types	of m	arket	1,2
	Explor	ing market risk, includ	ing		risks, in						
	interes	t rate risk, foreign exch	ange		foreign	exe	chang	e r	isk,	and	
	risk, ar	nd commodity price risl	k, and		commod	ity	price	e r	isk,	and	
examining risk management				understand their implications if							
strategies employed by financial			ial		financial institutions.						
	institutions.				Develop		_		t effe	ective	
						_	ement		tegies		
					mitigate				-		
					instrume			_	_		
					against p	otent	ial ma	rket vo	olatilit	y.	

IV	Operational Risk in Financial	9	Identify and analyse operational risk	2,3
	Services: Understanding		factors, such as technology risk,	
	operational risk factors, such as		fraud, and human error,	
	technology risk, fraud, and human		understanding their potential impact	
	error, and developing strategies to		on financial services operations.	
	identify, assess, and mitigate			
	operational risks			
V	Regulatory Compliance and Risk	9	Navigate the regulatory landscape	3,4
	Governance:		governing risk management in	
	Navigating the regulatory		banking and insurance,	
	landscape governing risk		understanding the role of compliance	
	management in banking and		frameworks and risk governance	
	insurance, including the role of risk		structures in ensuring adherence to	
	governance structures and		legal and regulatory requirements.	
	compliance frameworks			

T1: "Risk Management and Insurance" by Harrington and Niehaus

#### **REFERENCE BOOKS:**

R1: "Operational Risk Management: A Practical Approach to Intelligent Data Analysis" by Ron S. Kenett and Yossi Raanan

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Demonstrate a foundational understanding of risk management principles, terminology, and its significance in financial institutions.	PO1,PO2,PO3,PO9							
2	Apply credit scoring models to evaluate the creditworthiness of individuals and entities.	PO1,PO2,PO3,PO9							
3	Analyse and interpret market risks, including interest rate risk, foreign exchange risk, and commodityprice risk.	PO1							
4	Apply risk assessment tools to identify operational vulnerabilities within financial services	PO3							
5	Navigate regulatory compliance requirements related to risk management in banking and insurance.	PO9							

C	- TV41 -	VICUAL MEDICI		MESTER -		DE I		ATIT D	ECI	NNI (E	TEC	rtx	717)
Cours	se Title	VISUAL MERCH		redits: 3	510	L		P	S	r (E	LEC O/I		(E) C
Cours	se code	23BBAO314R		redits: 3 lours: 45		3	0	0	0	0	0/1	2	3
Pre-re	equisite	Nil	Nil Co-requisite Nil										
Progr	amme	Bachelor of Business Administration											
Seme	ster	Fa	all/I sem	ester of Th	ird y	ear (	of the	Progr	amm	ie			
	Course jectives	layout design.  2. To analyze the p their impact on co.  3. To develop practicustomer flow and control of the c	<ol> <li>To understand the principles and practices of visual merchandising and store layout design.</li> <li>To analyze the psychological and aesthetic aspects of visual merchandising and their impact on consumer behavior.</li> <li>To develop practical skills in designing effective store layouts that influence customer flow and purchasing decisions.</li> </ol>									and	
	CO1	Demonstrate a component merchandising inreta			andin	g of	the ro	ole and	d sign	nificar	nce of	vis	sual
(	CO2	Apply the principle decisions, recognizing	es of one	consumer potional imp	oact o	of visi	ual me	erchan	dising	g		·	
(	CO3	Execute effective of employing technique interactive, multi-ser	ies in v	window di splays.	splay	des	ign,	interio	r dis	play	layou	ıt,	and
(	CO4		Integrate digital technologies seamlessly into retail spaces, incorporating digital signage, screens, augmented reality, and virtual reality.										
(	CO5	Implement strategic	trategic space planning and layout techniques, conducting traff d applying specialized design principles for apparel, electroni l spaces.										
Unit No.		Content		Contact Hour		L	earni	ng Ou	itcom	ie		K	L
I				9	Understand visual merchandising concepts, its role in retail, and key elements of effective strategies. Apply color theory and lighting to design engaging retail displays that enhance customer experience.						nd ive ory ng	1	,2
III	Behaviour Understanding Consumer Behaviour- Basics of Consumer Psychology-Perception and Buying Decisions- Emotional Impact of Visual Merchandising. Cultural and Social Influences-Cultural Considerations in Visual Merchandising-Social Trends and Their Impact- Consumer Motivation and Impulse Buying			9	and per cul dec me pur	d breepti tural cision rehar	ehavion, influss. adising	emo nences Deve g strate adapt	ocusi tions, on lop egies to tre	ng a buyi vist to dri	on nd ng ual ive		,3
444	Principle Display	s of Design- Techniq Design, Window D Interior Display Lay or and Multi-Se	ues in isplay ayout,		Apply design principles to craft compelling window, interior, and multi-sensory displays that capture customer attention. Use advanced techniques to create visually appealing, sales-driver retail spaces.						nd hat Use ate	~	,~

IV	Technology Integration Digital Technologies in Retail, Digital Signage and Screens, Augmented Reality in Visual Merchandising, E-commerce and its Impact on In-Store Design-Virtual Reality and Simulation-Virtual Store Layout Design	9	Evaluate the impact of digital technologies like digital signage, AR, VR, and e-commerce on retail merchandising. Design virtual layouts and interactive displays to create immersive customer experiences.	1,2
V	Retail Space Optimization Space Planning and Layout, Traffic Flow Analysis, Specialty Store Design- Designing for Apparel Retail, Electronics and Technology Retail Spaces, Grocery and Supermarket Layouts	9	Apply space planning and layout techniques to optimize retail environments, ensuring efficient flow and maximizing space for various store types. Design sector-specific layouts to enhance shopping experiences and boost sales.	3,4

T1: "Visual Merchandising: Window and In-Store Displays for Retail" by Tony Morgan

#### **REFERENCE BOOKS:**

R1: "Visual Merchandising and Display" by Martin Pegler

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Demonstrate a comprehensive understanding of the role and significance of visual merchandising inretail management.	PO1, PO9					
2	Apply the principles of consumer psychology to analyse and predict buying decisions, recognizing the emotional impact of visual merchandising.	PO1,PO9					
3	Execute effective display designs by mastering the principles of design and employing techniques in window display design, interior display layout, and interactive, multi-sensory displays.	PO1,PO9					
4	Integrate digital technologies seamlessly into retail spaces, incorporating digital signage, screens, augmented reality, and virtual reality.	PO1,PO9					
5	Implement strategic space planning and layout techniques, conducting traffic flow analysis, and applying specialized design principles for apparel, electronics, and grocery retail spaces.	PO1,PO9					

				STER – V								
Cour	se Title	HEALTHO		ALITY MANAGEMENT								
Cour	se Code	23BBAO314R		credits: 3		R O/F C						
Dno n	equisite	Nil	1 otal H	lours: 45 Co-requisite	3 0 0 0 0 0 Nil	0 0 3						
	ramme	INII	Rachelor	of Business Administrat								
Seme		Fall		of Third year of the Pro								
Seme	5001					Ouality						
		1. To learn about quality in healthcare, its history, pioneer, Total Quality Management (TQM), continuous quality management, PDCA cycle.										
		2. To learn to carry out root cause analysis which includes Causal tree, decision table,										
		*		kawa diagram, FMEA, I								
		analysis.	, ,	, , ,	,							
C	ourse	*	s managen	nent with various tools, Qu	uality assurance, s	ix sigma						
	jectives	_	_	nal Accreditation Board for	•	-						
	,			s, Standards & Objective	_							
		_	_	Accreditation Board for		libration						
		Laboratories (NAB)	L), its stand	dards, International Organ	ization for Standa	rdization						
		(ISO 9001:2008) &	ISO 1400,	its standards. and about p	atient safety as pe	r NABH						
		guidelines, Biomed	ical Waste	Management (BMW), n	nedical errors and	adverse						
		events.										
	CO1	Analyse the evolution	n healthcare through demo	onstrating a compr	ehensive							
'	CO1	understanding of qualit										
	CO2	Apply advanced root of	cause analy	sis techniques to identify	and address quali	and address quality issues,						
,	.02	integrating theories of	theorists.									
	C <b>O3</b>	_	ance of healthcare accreditation, with a focus on NABH, NABL,									
		and ISO standards.										
		•	•	nsuring patient safety	•	0 0						
(	C <b>O</b> 4	-	ponding to	emergency codes (Code	Blue, Code Yello	w, Code						
		Red, and Code Pink).										
	C <b>O</b> 5	-	althcare-as	sociated risks, incorporation	ng principles of qu	ality and						
	· · · · · · · · · · · · · · · · · · ·	patient safety.										
Unit		Content	Contact	t Learning Outcome K								
No.	Introdu	ection to Quality	Hour 9	Explore the evolution	of quality through	h 1,2						
1		definition, history,		pioneers like Shewhart, 1								
		in Healthcare, Quality		Ishikawa, highlighting								
	Pioneer			healthcare. Apply the PI								
		rt, Edward Deming,		continuous improven		g						
	Joseph Ishikaw	M Juran, Kaoru a), PDCA Cycle		service quality and patien	nt outcomes.							
II	Root	cause analysis,	9	Analyze and apply ro	oot cause analys	is 2,3						
		ues of root cause		techniques to identify un								
	analysis			quality issues in healthcare processes,								
		ment. Theories, and		developing effective strategies for process								
	principl	<del>-</del>		management and improv		d						
	Trilogy,	ce: Principles, Juran, Kaizen, Philip			Evaluate and implement theories and principles of quality assurance, including							
		s Principles		Juran's Trilogy, Kai		-						
		•		Crosby's principles, to	foster a culture of	of						
						n						
	healthcare organizations.											

III	Accreditation: Accreditation- Introduction, importance, National Accreditation Board for Hospitals & Healthcare providers (NABH)	9	Understand the concept and importance of accreditation in healthcare, particularly the role of the National Accreditation Board for Hospitals & Healthcare Providers (NABH) in enhancing healthcare quality and safety.	1,2
IV	Laboratory Accreditation National Accreditation Board for Testing & Calibration Laboratories (NABL) – standards and NABL Radiology, International Organization for Standardization (ISO 9001:2008) & ISO 1400 – standards	9	Study NABL standards, including Radiology, and apply ISO 9001:2008 and ISO 14001 to ensure accurate testing, quality management, and global best practices in laboratories.	2,3
V	Basics of Quality and Patient Safety: Patient safety-, Biomedical Waste Management (BMW), Code Blue, Code Yellow, Code Red & Code Pink. Healthcare-associated infections. Infection Control, Evacuation, Emergency and Patient Transfer Problems & Risk	9	Master patient safety principles, biomedical waste management, emergency codes, infection control, and protocols for evacuation and patient transfer to ensure a safe healthcare environment.	3,4

T1 Gupta S & Kant S. 1998. Hospital & Health Care Administration: Appraisal and Referral Treatise. Jaypee: New Delhi

#### **REFERENCE BOOKS:**

R1 Hospital Management – Goel

R2 Hospital Management McGibony

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Analyse the evolution of quality in healthcare through demonstrating a comprehensive understanding of quality principles and the PDCA cycle.	PO1
2	Apply advanced root cause analysis techniques to identify and address quality issues, integrating theories of theorists.	PO1
3	Evaluate the significance of healthcare accreditation, with a focus on NABH, NABL, and ISO standards.	PO1
4	Demonstrate proficiency in ensuring patient safety by effectively managing biomedical waste, responding to emergency codes (Code Blue, Code Yellow, Code Red, and Code Pink).	PO3
5	Assess and mitigate healthcare-associated risks, incorporating principles of quality and patient safety.	PO5

	SEMESTER – V								
<b>Course Title</b>		SUMME	R IN	TERN	SHIP				
Course Code	23BBAO315R	<b>Total Credits: 6</b>	L	T	P	S	R	O/F	C
Course Coue	23DDAO313K	Total Hours: 90				16	12	0	6
Pre-requisite	Nil	Co-requisite				N:	il		
Programme		Bachelor of Bu	sines	s Adm	inistra	ation			
Semester		Fall/I semester of Tl	nird y	ear of	the P	rograr	nme		
	The Summer P	roject enables student	s to	bridge	theor	y and	practio	ce by app	olying
classroom knowledge to real-world challenges. Through structured short							red short	rt-term	
Course	projects, student	s develop planning, or	ganiz	ational	, and p	problei	n-solvi	ng skills,	while
Objectives	enhancing profe	essional communication	n and	collab	oratio	n. This	s hands	s-on expe	rience
-	offers insights	into industry practic	es, p	repari	ng stu	dents	for in	nformed o	career
	decisions and in	nproved employability.	•	•					
CO1	Apply theoretica	al concepts to practical	challe	enges.					
CO2	Develop project	planning and time-ma	nagen	nent sk	ills.				
CO3	Analyse problem	ns, devise solutions, an	d eva	luate o	utcom	es.			
CO4	Enhance profess	ional communication a	and te	amwor	·k.				
CO5	Gain exposure to	o industry practices and	d care	er path	iways.				

	CO PO Mapping								
S.N.	Course Outcome	Mapped Program Outcome							
1	Apply theoretical concepts to practical challenges.	PO4							
2	Develop project planning and time-management skills.	PO4							
3	Analyse problems, devise solutions, and evaluate outcomes.	PO4							
4	Enhance professional communication and teamwork.	PO4							
5	Gain exposure to industry practices and career pathways.	PO4							

		SEMESTER – V							
<b>Course Title</b>		MOOCs							
Course Code	23BSCE311R	Total credits: 1	L	T	P	S	R	O/F	C
Course Code	25DSCE311K	Total hours:15	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				Ni	il		
Programme		Bachelor of Business Ad	lmin	istra	tion				
Semester	Fal	l/I semester of Third year	of th	e Pro	ograr	nme			
Course Objectives	students are allowed relevance to the credi	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.							
CO1	Demonstrate proficie in various management	ncy in acquiring and applyint	ing g	lobal	lly re	cogni	zed o	certifica	tions
CO2	Showcasing a compre frameworks	ehensive understanding of i	ntern	ation	al p	ractic	es an	d regul	atory
CO3	Enabling effective environment.	decision-making and com	npliar	nce i	in a	glob	alize	d indu	strial
CO4	Evaluate and integrate	e international standards and	d tren	ds in	to org	ganiza	ationa	al strate	gies
CO5	To equip learners was collaboration.	ith the skills and knowleds	ge re	quire	ed to	integ	rate	internat	tional

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO1						
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3						
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3						
4	Evaluate and integrate international standards and trends into organizational strategies	PO1						
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2						

		SE	MESTER -	- VI								
Cours	se Title	ST	RATEGIC			1 1		1	ı	1		
Cours	se Code	23BBAO321R	Total Cre Total Hou		1 L 3	T 0	P 0	S 0	R	0/F 0	<u>C</u>	
Pre-re	equisite	Nil	Co-req		3	U	U	l U Ni	-	U	_ 3_	
	ramme		elor of Bus		minis	strat	ion	- 12	<u>-</u>			
Semes	ster	Winter/ II ser										
	ourse ectives	<ol> <li>To learn about quality in healthcare, its history, pioneer, Total Quality Management (TQM), Ability to understand about strategic management – introduction, concept, principles, functions, practices, roles and responsibilities.</li> <li>Ability to study the different phases of strategic management.</li> <li>Ability to acquire knowledge of SWOT analysis as well as external and internal environment.</li> <li>Ability to learn methods and techniques used for organizational appraisal.</li> </ol>										
CO1 Understand the importance of strategy making in business and should be able to business goals.  Understand the factors and components of business environment and take business												
	CO2 Understand the factors and components of business environment and take busined decisions based on environmental factors											
C	03	Use proper technique in analys										
C	O4	Analyse the competition and it										
C	O5	Identify the need of the business benefit of the business	ess and sho	uld be at	ole to	take	the 1	prope	r stra	itegy fo	r the	
Unit No.		Content	Contact Hour		Lea	arnir	ıg Ot	itcom	ie		KL	
I	Nature manag Nature Missic Charac manag manag compo analys primar activiti	on statements: Definition, eteristics. Strategic sement process: strategic sement model – various onents of the model. SWOT is. Value chain analysis: ry activities and support	9	Students will define strategic management and explain its nature and value, highlighting how it contributes to achieving organizational goals and gaining competitive advantages.  Students will analyse the significance of strategic management in guiding long-term organizational direction and decision-making processes.						1,2		
II	Compe International and environal Threat environal Econonal Technological	onmental Appraisal: etitive strength analysis — all environment: Strengths Weaknesses. External nment: Opportunity and s. Classification of nmental sectors: Legal, mic, Social, Political and ological factors. Forces g the competitions among the zations	9	Student the nat stateme shape a aspirati- Student vision guiding commo	ents, uan ons.  ests will  states  er	and under rgani ll ev ment nplo	benerstand zation valuat s in yees	fits of ling h n's l e the inspi	of vinow to	sion they term	1,2	

III	Strategy formulation: concept of environment in various organizations, internal and external environment, SWOT matrix, appraising the environment, environmental threat and opportunity profile (ETOP) for an organization	9	Students will describe the components of the strategic management model, including environmental scanning, strategy formulation, strategy implementation, and strategy evaluation.  Students will analyse how each component of the strategic management model contributes to the overall strategic management process in organizations.	1,2
IV	Methods and techniques used for organizational appraisal: internal analysis, comparative analysis, comprehensive analysis	9	Students will explain the concept of value chain analysis, distinguishing between primary activities and support activities.	1,2
V	Corporate level strategies: expansion strategies, stability strategies, retrenchment strategies, combination strategies, concentration strategies- Ansoff' product- market matrix	9	Students will assess the need for strategic management in organizations, understanding its role in navigating complex business environments and ensuring long-term success.	1,2

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.

	CO PO Mapping								
S.N.	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							

		Sl	EMESTER -	- VI							
Cours	se Title		TERNATIO:	NAL MAR	KE	ΓING	j				
Cours	se Code	73RRA(1377D	Credits: 3		L	T	P	S	R	O/F	
Dro_r	equisite	Nil 1 ota	Hours: 45 Co-requis	sito	3	0	0	0 Ni	0	0	3
	amme		helor of Bus		inist	ratio		111	11		
Seme		Winter/II s	emester of T	hird year	of th	e Pro	gran				
			and the scope and opportunities of international marketing								keting
	ourse ectives	<ul> <li>and its difference with domestic marketing.</li> <li>2. To give an idea of the approach and procedures in undertaking international marketing activities.</li> <li>3. Understand pricing strategies for international markets, considering factors like exchange rates, tariffs, and taxes.</li> </ul>									
(	CO1	Demonstrate a comprehen business.	sive underst	anding of	the	signi	ificar	ice o	of in	nterna	tional
C	CO2	Differentiate between intern	ational and d	omestic ma	ırketi	ing st	rateg	ies.			
C	CO3	Analyse the dynamic natu market entry, andformulate	strategic plar	s to capital	ize o	n glo	bal b	ousine	ess p	rospe	cts.
C	CO4	Proficiently navigate the procedures.						and	l po	ost-dis	spatch
C	CO5	Integrate information techno		r internatio	nal b	ousine	ess.		_		
Uni t		Content	Contact Hour	I	æarı	ning (	Outc	ome			KL
I	I Meaning and need of international business - exports and imports; Difference between international and domestic marketing; Nature of international markets and opportunities; selection of an international market for exporting and international marketing.			Students business engaging activities benefits business Students of inte economi expansion	and g in s, of es an will ernati c on, a	expl exp emp glo nd eco l ana ional gro and d	ain toort a chasic bal conom alyse but	the notand zing tradnies. the usines	imp le imp ss marl	for ort the for act on ket of	1,2
II	Processing an export order – pre dispatch and post-dispatch procedures; Role of banks in export import transactions.  and tools used to search for an identify potential overseas buyers including trade fairs, online marketplaces, and trade associations.  Students will develop a plan to initiate contact and establish relationships with overseas buyer						ers, ine ide to ish	1,2			
Ш	venture; Process of doing an export business; export-import documentation.  dispatch procedures involved in processing an export order including documentation packaging, labelling, an compliance with regulations.  Students will explain the positions.								in er, on, and est-as ms	1,2	

IV	Information technology and	9	Students will evaluate the role of	1,2
	international business - Electronic		information technology in	
	procurement, electronic marketing,		enhancing international business	
	electronic logistics and their		operations, including electronic	
	benefits.		procurement, electronic	
			marketing, and electronic	
			logistics.	
			Students will analyse the benefits	
			and challenges of adopting digital	
			technologies in international	
			business, such as improved	
			efficiency, cost savings, and	
			enhanced customer service.	
$\mathbf{V}$	WTO and trade liberalization; Role	9	Students will explain the role of	1,2
	of govt. and semi govt. agencies in		the World Trade Organization	
	export promotion; India's		(WTO) in promoting trade	
	competitiveness in product and		liberalization and its impact on	
	service export.		global trade policies and business	
			practices.	
			Students will assess the	
			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 Global R2: Sak Onkvisit, John J. Shaw : International Marketing Analysis and Strategy

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

			SEN	MESTER –	VI								
Cours	se Title	LEGAL AND R	EGULA		PECTS ECTIVI		BAI	NKI	NG &	INS	URAN	ICI	E
Cours	se Code	23BBAO323R		Credits: 3 Lours: 45	<u>I</u>		Γ 0	P 0	S 0	R	O/I 0	7	C 3
Pre-r	equisite	Nil		o-requisite			U	U	Ni		U		3
	amme			elor of Busi	iness A	lmin	istr	atior	ì				
Seme	ster	Win	ter/II se	mester of T	hird ye	ar of	the	Pro	gram	me			
	ourse jectives	Debts due to Banks and Financial Institutions Act, Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest Act (SARFAESI), Banking Ombudsman Scheme, Bankers Books Evidence Act, and The Legal Services Authorities Act.  4. To examine the legal dimensions of consumer protection in the banking sector, focusing on The Consumer Protection Act, 1986, CERSAI (Central Registry of Securitization Asset Reconstruction and Security Interest), and related laws.									the ypes y of and Act and ector,		
(	CO1	Grasp the legal and banking business, re	_	•				_	_				
(	CO2	Understand legal in secured/unsecured guarantees, letters o	loans, re	egistration	of firm	s, in	corp	porat	ion,				
(	CO3	Explore laws impact Ombudsman Schen Authorities Act.	ne, Ban	kers Books	Evide	nce	Act	, an	d Th	e Le	gal S	erv	rices
(	CO4	Apply the principl safeguard consumer an understanding of	interests	s and addres hts and oblig	ss disput gations i	es in	the	ban mer p	king rotec	sector tion	shov	vca	sing
·	C <b>O</b> 5	Examine legal dim Protection Act, 198 banking.			_				-				
Unit No.		Content		Contact Hour		Lea	rnin	ıg Oı	ıtcon	ne		ŀ	KL
I	Legal F Banks, Banks, Busines Winding	· .	ions of tion of anking ection, &	9	Studer the govern contro acquis of pub banks.	reging med	ulate b char s, ar	ory anks nisms nd the	fra , i , mer e man	mewonclud gers a agem	ork ing and ent	]	1,2

П	Legal Aspects of Banking Operations: Different Types of Borrowers, Types of Credit Facilities, Secured and Unsecured Loans, Registration of Firms and Incorporation of Companies, Indemnities, Bank Guarantees, Letters of Credit, Deferred Payment Guarantees, Laws Relating to Bill Finance, Various Types of Securities, Laws Relating to Securities and Modes of Charging-I, Laws Relating to Securities and Modes of Charging-II, Registration and Satisfaction of Charges	9	Learners will be able to differentiate between various types of borrowers and credit facilities, understanding the legal implications of secured versus unsecured loans in banking transactions.	1,2
III	Banking Related Laws: Recovery of Debts due to Banks and Financial Institutions Act, 1993(DRT Act), Securitization and Reconstruction of Financial Assets and Enforcement of Securities Interest Act (SARFAESI),Banking Ombudsman Scheme, Bankers Books Evidence Act, 1891,The Legal Services Authorities Act, 1987	9	Participants will gain a comprehensive understanding of the legal framework governing debt recovery and asset reconstruction under acts such as the DRT Act and SARFAESI Act, emphasizing their implications for banking institutions.	1,2
IV	Consumer Protection: The Consumer Protection Act, 1986 and CERSAI, The Law of Limitation, Tax Laws, Negotiable Instruments Act, 1881,Payment & Settlements Systems Act, 2007	9	Learners will analyse the provisions of the Consumer Protection Act, 1986, and CERSAI, focusing on their significance in safeguarding consumer rights and regulating banking practices.	1,2
V	Commercials Laws with Reference to Banking Operations: Indian Contract Act, 1872, The Sale of Goods Act, 1930, Indian Partnership Act, 1932, Definition and features of a company, The Companies Act, 1956 (Now Companies Act, 2013), Foreign Exchange Management Act, 1999, Transfer of Property Act, 1882, The Right to Information Act, 2005, Right to Information and Obligation of Public Authorities, The Prevention of Money Laundering Act, 2002, Information Technology Act, 2000	9	Participants will gain an understanding of key commercial laws such as the Indian Contract Act, Sale of Goods Act, and the Companies Act, 2013, and their relevance in regulating banking contracts and corporate governance.	1,2

T1: Bloomsbury Legal And Regulatory Aspects Of Banking By RAJEEV BABEL Edition 2019

#### **REFERENCE BOOKS:**

R1: Banking Regulations & Business Laws Perfect, Macmillan Education India, First Edition (23 January 2023)

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Grasp the legal and regulatory framework of banks, covering organizational control, banking business, returns inspection, and processes like mergers and acquisitions.	PO1,PO8							
2	Understand legal intricacies in banking, including borrower types, credit facilities, secured/unsecured loans, registration of firms, incorporation, indemnities, bank guarantees, letters of credit, and deferred payment guarantees.	PO1,PO8							
3	Explore laws impacting banking like Recovery of Debts Act, SARFAESI, Banking Ombudsman Scheme, Bankers Books Evidence Act, and The Legal Services Authorities Act.	PO1,PO8							
4	Apply the principles of The Consumer Protection Act, 1986, and CERSAI to safeguard consumer interests and address disputes in the banking sector, showcasing an understanding of legal rights and obligations in consumer protection	PO1,PO8							
5	Examine legal dimensions of consumer protection, focusing on The Consumer Protection Act, 1986, CERSAI, and related laws for ensuring consumer rights in banking.	PO1,PO8							

				MESTER -								
Cours	se Title	ETHICAL		SAL ASPEC					-			T ~
Cours	se Code	23BBAO323R		l Credits: 3 l Hours:  45	<del></del>	<u>L</u>	T 0	P 0	S 0	<u>R</u>	0/F 0	C 3
Pre-re	equisite	Nil		Co-requisite					Ni	•		
	amme			helor of Bu	•	dmi	nistr	ation				
Seme	ster	Wir	nter/II se	emester of	Third ye	ear o	of the	Prog	ramı	ne		
Cobj	eatment involvi es, ethic eatment involvi es, ethic enployee global e explor	tecti cov cov emp c, cro ng r eal h es in reta	aviou on sum rering hasiz eate etail andl retai	ir, an laws, ers. g pring tan etl empling oil.	d ga and ciple the b nical oyee f cus	in inside the state of the stat	sights e spec al aspe e betw place, data,	into cific ects, veen and and onal				
(	C <b>O</b> 1	Apply the basics of regulations.	ethical r	narketing in	retail, i	nteg	ratin	g lega	ıl aspe	ects of	f adver	tising
(	CO2	Exhibit proficiency resolve ethical dilem	ımas inv	olving empl	oyees.					•		
(	CO3	Demonstrate expert ensuring theethical h	andling	of customer	· data							
(	CO4	Exhibit competence incorporatinglegal co										uons,
(	CO5	Demonstrate a comprehensive understanding of the importance of ethical behaviour in retail, including knowledge of consumer rights, protection laws, and the responsibilities of retailerstowards consumers.										
Unit		Content		Contact		Lea	arnir	ıg Ou	tcom	e		KL
No.	Basics	of ethics in	retail.	Hour 9	Studen	nte	will	1190	lersta	nd +	he	1,2
1	Importa retail, Respon protecti	nce of ethical behavi Consumer Rights	our in and asumer	<i>y</i>	import retail, trust, relation Learner consur respon knowled laws respon	inc loy nshi ers v ner sibil edge	e of e ludin valty, ps wi vill b lities, e of c	ethical g ho and th cor e able righ consun th	beha w it d lo nsume e to a tts lemor	viour foste ng-ter ers. rticula anstrati	in ers em ate and ang on	1,4
II	of ethic of Reta regulati and Eth conside marketi and trai	Marketing in Retail, al marketing, Legal A il Advertising- Adve ons in retail, Social tical Retail Practices-Frations in social ng, Balancing promsparency, Impact of on retail ethics.	spects rtising Media Ethical media notion	9	Partici of eth includi transpa adverti practic	pant nical ing arend ising	s wi ma princey,	ll gra ırketin	g in of l fairn	reta honest	il, ty, in	1,2

III	Employee Rights and Ethical Treatment, creating an ethical workplace, handling ethical dilemmas involving employees.	9	Learners will evaluate ethical considerations in social media marketing, understanding the balance between promotional activities and transparency in communication with consumers.	1,2
IV	Consumer Privacy in Retail-Data protection laws, Ethical handling of customer data, Ensuring customer and employee safety.	9	Learners will identify challenges in international retail operations, including cultural differences, legal considerations, and ethical dilemmas inherent in global business practices.	1,2
V	Ethical Challenges in Global Retail Challenges in international retail operations, Legal considerations in global retail.	9	Learners will identify challenges in international retail operations, including cultural differences, legal considerations, and ethical dilemmas inherent in global business practices.  Students will analyze legal frameworks and ethical guidelines applicable to global retail, developing strategies.	1,2

T1: "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans

#### **REFERENCE BOOKS**:

R1: "Retailing Ethics: How to Sell Effectively While Doing the Right Thing" by Patrick M. Murphy and Gene R. Laczniak

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Apply the basics of ethical marketing in retail, integrating legal aspects of advertising regulations.	PO1,PO8					
2	Exhibit proficiency in creating an ethical workplace, with the ability to navigate and resolve ethical dilemmas involving employees.	PO1,PO8					
3	Demonstrate expertise in understanding and implementing data protection laws, ensuring theethical handling of customer data	PO1,PO8					
4	Exhibit competence in addressing challenges in international retail operations, incorporating legal considerations to navigate the complexities of global retail.	PO1,PO8					
5	Demonstrate a comprehensive understanding of the importance of ethical behaviour in retail, including knowledge of consumer rights, protection laws, and the responsibilities of retailers towards consumers.	PO1,PO8					

			SEME	ESTER – V	/ <b>I</b>								
Cours	se Title	ETHICAL 1							- ·	1		1	
Cours	se code	23BBAO323R	Total cro Total ho			<u>L</u>	<u>T</u>	P 0	S 0	R 0	0/F 0	<u>C</u>	
Pre-r	equisite	Nil		requisite		<i>J</i>	U	U	Nil	·	U		
	ramme	- ,,55		or of Busin	ness Ad	dmi	nistr	ation					
Seme	ster	Win	ter/II sem	ester of Th	nird yea	ar o	f the	Prog	ramm	ie			
				ations of Ethics in Healthcare.  ortance of informed consent and shared decision-									
			-		informe	ed	cons	ent a	ınd sh	nared	deci	sion-	
	Course	making in healthcare practice.											
Ob	jectives	<ul><li>3. Navigate the Legal and Regulatory Framework in Healthcare</li><li>4. Address Ethical Challenges in Research and Clinical Trials:</li></ul>											
				_					Trials	:			
		5. Comprehend Critically analyze							othica	1 pri	ncinla	e to	
	CO1	decision-making.	etilicai 1880	ues III IIe	artificare	aı	iu a	ppry	cunca	ı pın	пстріс	s 10	
	CO2	Navigate the legal a	nd regulate	ory landsca	pe of h	nealt	hcar	e with	an u	nders	tandin	g of	
	CO2	patient confidentiali	ty and comp	pliance.	_								
	CO3	Evaluate the ethical	challenges	associated	with re	esea	rch,	clinic	al trial	ls, an	d conf	flicts	
		of interest	.00000mr 1	owlodaa	olzill oz	od a	om=	otono:	00 #0~	nies 4	for	rood	
	CO4	Demonstrate the ne administrator as sign					ошр	etenci	es req	uned	101 8	good	
	CO5	Articulate the conce					r hea	lthcar	e orga	nizati	ions.		
Unit		Content		Contact		Le	arni	ing O	utcom	e		KL	
No.				Hour									
I		on to Ethics in Health		9	Stude			vill	grasp		he	1,2	
		ons of Ethics, Over its significance in he			found health			of incl	ethio luding		in an		
	Ethical	_	tonomy,						al pri				
		ce, non-maleficence,	•						benef				
		development of							and				
		n healthcare. Ethical D					sign	iifican	nce in	clinic	cal		
		n Healthcare, The pr ecision-making, Case		practi	ice.								
		etical applications, I											
		nd shared decision-ma											
II	_	Regulatory Framewo		9	Partic	•		will		ersta		1,2	
		e Laws and Reg							d regu				
		and patient confidery bodies and con				_			A and well				
	_	-	ealthcare						y bodi				
	decisions		Juitificuit						iremer		in		
					health								
III	Ethical Is	sues in Research and	Clinical	9	Learn	ners	W	ill e	evaluat	te t	he	1,2	
		nformed consent in a			ethica				rations		in		
		onsiderations in clinic			resear				inical	tria	· ·		
	Addressin	ng conflicts of interest							mporta , add				
					confli				, add iterest,		ng nd		
					maint				tegrity		in		
					scient	tific	inve	estigat	ions.				
									apply				
					_	•			gate co	_			
									ent in				
									ideline				
									cond				
					clinic								

IV	Corporate Social Responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility	9	Students will comprehend the meaning and evolution of corporate social responsibility (CSR), examining its significance in balancing profit maximization with ethical obligations towards society and stakeholders.	1,2
V	Socially Responsive Management: Strategies of response - formulating socially responsive strategies - Implementing social responsiveness, making a social strategy work - Conceptual framework of social responsibilities of business - SWOT analysis for evaluating organizational framework for discharging social responsibility - Financial incentives for social responsibility - Role of self-regulation in discharge of social responsibility	9	Learners will develop strategies for socially responsive management, including formulating and implementing strategies that align organizational goals with social responsibilities and stakeholder expectations.	1,2

T1: "Healthcare Ethics Committees: Theories & Models" by William Nelson and Paul M. Schyve

#### **REFERENCE BOOKS:**

R1: "Global Health: An Introduction to Current and Future Trends" by Kevin McCracken and David R. R Phillips

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Critically analyze ethical issues in healthcare and apply ethical principles to decision-making.	PO1, PO8						
2	Navigate the legal and regulatory landscape of healthcare with an understanding of patient confidentiality and compliance.	PO1, PO8						
3	Evaluate the ethical challenges associated with research, clinical trials, and conflicts of interest	PO1, PO8						
4	Demonstrate the necessary knowledge, skill and competencies required for good administrator as significant contributor in healthcare.	PO1						
5	Articulate the concept of CSR and its implications for healthcare organizations.	PO7						

			SEMI	ESTER – V	/I								
Cour	rse Title	FINANCIA	AL DERIVA	TIVES AN	D RISK			` `	ECT	IVE)			
Cour	rse code	23BBAO324R	Total Cred Total Hou		1 3	T 0	P 0	S 0	R 0	O/F 0	<u>C</u>		
Pre-	requisite	Nil		equisite				Ni					
Programme Bachelor of Business Administration													
Semester Winter/II semester of Third year of the Programme													
	ourse jectives	<ol> <li>To understand the concept of financial derivatives and their role in modern financial markets.</li> <li>To explore the types of financial derivatives, including forwards, futures, options, and swaps.</li> <li>To learn the techniques for pricing various financial derivatives.</li> <li>To understand the factors influencing the valuation of derivative contracts.</li> <li>To explore risk management techniques using derivatives.</li> </ol>											
(	C <b>O</b> 1	Analyse the mecha distinguish betwee principles.	en various t	ypes of f	inancial	deriva	itives	and	their	under	lying		
	CO2	Understanding pri binomial option pri	•	s, includin	g the	Black-S	Schol	es-Me	erton	model	and		
	CO3	Showcasing an un financial derivative	derstanding	of the leg	al and	ethical	dime	ension	is ass	sociated	with		
		Evaluate the risk-r		s of struct	ured pro	ducts,	demo	nstrat	ting t	he abil	ity to		
(	CO4	analyse structured	notes and		•				_		•		
		Assess ethical cons	Assess ethical consideration, conflict of interest, and industry codes of conduct in										
	CO5	deviating trading.	ideration, cor	innet or mo	ciest, am	a muus	шусс	oues o	or com	uuct III			
Unit		Content		Contact		Lear	ning (	Outco	ome		KL		
No. I	Fundam	nentals of	Financial	Hour 9	Studer	nts v	vill	be	able	e to	1,2		
	Derivati contract Options and oth and App and hed strategic returns	ives, Forwards and as (call and put option or structured derivated plications of Risk malging, Speculation ares, Leveraging and	d futures  ns), Swaps ives, Uses anagement nd trading enhancing		differe of fi forwar and ar in specul Learni demon the f pricing applica Law of fair va contrace	ntiate nancial ds, fut ticulate risk ation. ng Out astrate fundaming derivation of One lues of cts.	betweeld declares, the their man decome an unental vative of arion from the forward from the transfer of the t	eri vati opticar resp lagem 2: St inders prints, incompleting bitrage e in covards	ves ons, s ective ent tudent tandi nciple cludin ge an determ	types (e.g., waps) e uses and ts will ng of es of eg the d the nining utures			
П	Futures: Arbitrag Forward Option Scholes option	Models for Forver Spot and future ge and the Law of old and futures pricing Pricing Models: T-Merton model, pricing model, I rations in pricing	9	in cald prices models prices and int Studen the str futures variou	using s, and are influerest rates will attegic s contras final cy and h c	g forv g di exp luence ates. l be uses acts in ncial	ward afferential ain able of fo a hedg risks erest	and f nt p how spot to ev rward ging a	utures ricing these prices aluate Is and gainst ch as	1,2			

Ш	Risk Management Strategies using Derivatives: Types of financial risks (market, credit, operational), Risk-return trade-off in financial markets, The role of derivatives in risk management, Hedging currency risk, Managing interest rate risk, Case analysis of successful risk hedging strategies	9	Participants will analyse the mechanics of option pricing models, including the Black-Scholes-Merton model and the binomial option pricing model, and apply them to real-world scenarios to assess option values.	1,2
IV	Introduction to structured products, Structured notes and certificates, Risk- return profiles of structured products	9	Learners will categorize and compare various structured derivatives, including swaps, collars, and caps/floors, and evaluate their suitability for managing different types of financial risks.	1,2
V	Insider trading and market manipulation, Conflicts of interest in derivative trading, Industry codes of conduct and ethical guidelines.	9	Participants will analyse case studies to understand how structured derivatives are used to enhance returns and manage risks, and critique the ethical considerations involved in their application.	1,2

T1: Healthcare Ethics Committees: Theories & Models" by William Nelson and Paul M. Schyve

#### **REFERENCE BOOKS**:

R1: "Global Health: An Introduction to Current and Future Trends" by Kevin McCracken and David R. R Phillips

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Analyse the mechanics of forwards and futures contracts, demonstrating the ability to distinguish between various types of financial derivatives and their underlying principles.	PO1,PO3						
2	Understanding pricing models, including the Black-Scholes-Merton model and binomial option pricing model.	PO1						
3	Showcasing an understanding of the legal and ethical dimensions associated with financial derivatives.	PO3						
4	Evaluate the risk-return profiles of structured products, demonstrating the ability to analyse structured notes and certificates in the context of financial markets and investment portfolios.	PO1						
5	Assess ethical consideration, conflict of interest, and industry codes of conduct in deviating trading.	PO5						

			SEMI	ESTER – V	'I								
Cour	se Title	MULTI-CHA		TAILING A			MER	CE ST	ΓRΑΤ	EGIE	S		
Cour	se Code	23BBAO324R	Total Cred	lits: 3	L 3	T 0	P 0	S 0	R	O/F 0	C 3		
Pre-r	equisite	Nil		equisite	3	U	U	Nil	U	U	J		
	ramme	1411	1	or of Busin	oss Adr	ninict	ration						
Seme		Wi							ne				
Scilic	5111		Winter/II semester of Third year of the Programme and the fundamentals of multi-channel retailing and e-commerce.										
	ourse jectives	<ol> <li>2. Analyse the impact of technology on retailing and e-commerce strategies.</li> <li>3. Develop and evaluate multi-channel strategies for retail businesses.</li> <li>4. Apply marketing principles to optimize online and offline customer experiences.</li> <li>5. Critically assess the challenges and opportunities in the evolving landscape of retail and e-commerce.</li> </ol>											
	CO1	Develop and imp behaviour and mark		ti-channel	retailin	g stra	ategies	s base	ed oi	n cons	sumer		
(	C <b>O2</b>	Analyse and utilize of a retail business.								•			
(	C <b>O</b> 3	Apply digital marke channels.											
(	C <b>O</b> 4	Manage the opera logistics, and custor	ner service.										
	C <b>O</b> 5	Understand and na commerce and mult		ailing.						ted wi			
Unit No.		Content		Contact Hour		Lear	ning (	Outcor	ne		KL		
	Multi-C Behavio	g, Importance of Inte Channel Strategy, our in Multi-Channel Channel Shopping Bel	Consumer Retailing,		retailing strategrand integrach Learned behave multidisting cross-tehave implicit	ng a gic ating els to and er ers wi iour chann guishin chann iours	va enhangager ill ana in thel el ng bet	identi ortance rious ance oment. lyse cone e cone ween	e sa custor consur ntext retaili differ shopp th	the of ales mer of ng, rent ing neir			
П	and Co Paymen Measure Emergin Comme	ction to E- logies, E-commerce ontent Management at Gateways and es, Mobile Comm ng Technologi rce Trends and Strat of Artificial Intellige	Systems, Security erce and es-Mobile egies, The	9	Particisignific various offline multiprovide experis operate Studen framer organitechnomintegra suppossucces retaile	icance as cha e, mo chann de a lence cional nts w works ization ologies ation rted	of nnnels bile) el seam an efficie ill dev nal res to acc	in (e.g., in a strate, less of dency. velop to essource hieve ess case strate.	tegrat , onli cohes gy custor optim strate al ces aeffect	ing ne, ive to mer ize gic ign and ive els, of	1,2		

III	Digital Marketing for Retail- Social Media Marketing, Email Marketing and Customer Relationship Management, Personalization and Customer Experience- Enhancing Customer Experience Across Channels	9	Learners will analyse consumer decision-making processes in multi-channel environments, examining how factors such as convenience, product assortment, and pricing influence channel choice and purchasing behaviour.	1,2
IV	Inventory Management and Fulfilment- Inventory Strategies in Multi-Channel Retailing, Order Fulfilment and Logistics, Returns Management and Customer Service	9	Learners will develop inventory strategies tailored to multichannel retailing, balancing product availability across online and offline channels to optimize fulfilment efficiency and minimize stock outs.	1,2
V	Legal and Ethical Issues in E-commerce- Privacy and Security Concerns, Regulatory Compliance in E-commerce, Ethical Considerations in Multi-Channel Retailing	9	Participants will evaluate privacy and security concerns in e-commerce transactions, assessing regulatory compliance requirements and ethical considerations related to data protection and consumer rights.	1,2

T1: "E-Commerce 2020: Business, Technology, Society" by Kenneth C. Laudon and Carol Guercio Traver T2: "Multi-Channel Marketing: Maximizing Market Share with an Omni-Channel Strategy" by Chris J. Neland

#### **REFERENCE BOOKS:**

R1: "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Develop and implement multi-channel retailing strategies based on consumer behaviour and market trends.	PO1,PO9						
2	Analyse and utilize various e-commerce technologies to enhance the online presence of a retail business.	PO1,PO8						
3	Apply digital marketing techniques to promote products and services across different channels.	PO1						
4	Manage the operational aspects of multi-channel retailing, including inventory, logistics, and customer service.	PO9						
5	Understand and navigate the legal and ethical considerations associated with e-commerce and multi-channel retailing.	PO8						

		SEMESTER – VI										
Cours	se Title	LEGAL FRA	MEWORI	K FOR HOSI	PITA	LS (	ELF	CTI	VE)			
Cours	se code	23BBAO324R	Total Cred		L	T	P	S	R	O/F		
			Total Hou		3	0	0	0	0	0	3	
	equisite	Nil		equisite				Ni	<u>l</u>			
	ramme			Business Adn								
Seme	ster			of Third year						4:	:	
		1. To give orientation about different forms of organizations, functions in organizations, business strategies and environment, along with an exposure										
			_				aion	g wi	ın aı	expo	osure	
C	Course	to elements of business laws and entrepreneurship.  2. To demonstrate an understanding of the fundamental concepts, principles,										
Ob	jectives	and rule of law that apply to both the individual and business.										
										m in	tha	
3. Identify various types of legal issues when encountering the Hospital and Healthcare industry.									, unc	2111 111	ı uic	
		Recall and articulate the la			hmen	t of i	hoen	itale	focu	sing o	n the	
	CO1	formation of societies or tr			,,,,,,, <u>,</u> ,	ıı OI	nosp	11a15,	1000	omg 0	711 UIC	
		Memorize the laws pertain			, with	n a s	speci	fic e	mpha	asis o	n the	
	CO2	Central Birth and Deaths F								3.		
		Understand the laws relate								Гесhn	iques	
	CO3	(Regulation & Prevention										
Ì	000	Pregnancy Act, Bio-med			ent &	: Ha	ındli	ng) l	Rules	s, and	d the	
		Transportation of Human				1 1	c	1		1 1'	TC1	
	CO4	Comprehend the laws pert Pharmacy Act 1948 and le						arugs	, inc	ıuaıng	gine	
		Apply knowledge of medic						ing a	reac	of me	dical	
•	CO5	negligence and malpractic								OI IIIC	uicai	
Unit		Content	Contact								KL	
No.		8										
1100			Hour									
I	Introdu		Hour 9	Students			lyse	the		gal	1,2	
	Laws rel	ating to establishment of		framework	S	go	vern	ing	1	the	1,2	
	Laws rel Hospital	ating to establishment of : Forming of Society of		framework establishme	s ent of	go f hos	vern spita	ing ls, in	cludi	the ing	1,2	
	Laws rel Hospital	ating to establishment of		framework establishme the formati	s ent of ion of	go f hos	vern spita ieties	ing ls, in s, tru	cludi sts, a	the ing and	1,2	
	Laws rel Hospital	ating to establishment of : Forming of Society of		frameworks establishme the formati compliance	ent of ion of e with	go f hos f soc h he	vern spita ieties alth	ing ls, in s, trus polic	cludi sts, a	the ing and to	1,2	
	Laws rel Hospital	ating to establishment of : Forming of Society of		framework establishme the formati compliance understand	ent of ion of with	go f hos f soc h he	vern spita ieties alth	ing ls, in s, trus polic reg	cludi sts, a cies, gulato	the ing and to ory	1,2	
	Laws rel Hospital	ating to establishment of : Forming of Society of		frameworks establishme the formati compliance	ent of ion of e with ts	go f hos f soc h he the	vern spita ieties alth	ing ls, in s, trus polic reg	cludi sts, a	the ing and to ory	1,2	
	Laws rel Hospital Trust, Ho	ating to establishment of : Forming of Society of		frameworks establishme the formati compliance understand requiremen	ent of ion of e with ts	go f hos soc h he the fo	vern spita ieties alth r	ing ls, in s, trus polic reg hea	cludi sts, a cies, gulato altho	the ing and to ory are	1,2	
I	Laws rel Hospital Trust, Ho Laws P Death	ating to establishment of: Forming of Society of ealth Policy.  ertaining to Birth and	9	frameworks establishme the formati compliance understand requiremen institutions Learners v Births and	ent of ion	go f hose soc h he fo  interj	vern spita ieties alth r oret Regi	ing ls, in s, trus polic reg hea	cludists, acies, gulato althou	the ing and to ory are		
I	Laws rel Hospital Trust, Ho Laws P Death Laws Pe	ating to establishment of: Forming of Society of ealth Policy.  ertaining to Birth and  rtaining to Health —	9	frameworks establishme the formati compliance understand requiremen institutions Learners v Births and 1969 and	s ent of ion of e with the with the second s	go f hos f soc h he fo  interj ths	vern spita ieties alth r oret Regi	ing ls, in s, trus polic reg hea the strati	cludists, acies, gulatos althomorphic Cent on Admer	the ing and to pry are ral Act ats,		
I	Laws rel Hospital Trust, Ho Laws P Death Laws Pe Central I	ating to establishment of: Forming of Society of ealth Policy.  ertaining to Birth and ertaining to Health — Birth and Deaths	9	frameworks establishme the formati compliance understand requiremen institutions Learners v Births and 1969 and analysing	ent of ion of e with the ion of e with the ion of e with the ion of the ion o	go f hose soc h he the fo  interj ths ecen r in	vern spita ieties alth r oret Regi t a	ing ls, in s, trus polic reg hea the strati	cludists, acies, gulato althorace.  Cent on Admer on	the ing and to ory are cral Act onts, the		
I	Laws rel Hospital Trust, Ho Laws P Death Laws Pe Central I Registrat	ating to establishment of: Forming of Society of ealth Policy.  ertaining to Birth and rtaining to Health — Birth and Deaths tion Act 1969 —Recent	9	frameworks establishme the formati compliance understand requiremen institutions Learners v Births and 1969 and analysing registration	ent of ion of e with the with the ion of e with the ion of the ion	go f hos f soc h he fo interpolation r in rep	vern spita ieties alth r oret Regi t a mpac	ing Is, in s, trus polic reg hea  the strati	cludists, acies, gulatos althomore Admer	the ing and to ory are ral Act of the ths		
I	Laws rel Hospital Trust, Ho Laws P Death Laws Pe Central I	ating to establishment of: Forming of Society of ealth Policy.  ertaining to Birth and rtaining to Health — Birth and Deaths tion Act 1969 —Recent	9	frameworks establishme the formati compliance understand requirement institutions Learners v Births and 1969 and analysing registration and dea	ent of ion of e with the will into a contract their and the,	go f hos soc h he fo interj iths ecen r in	vern spita ieties alth r oret Regi t a mpac portir	ing Is, in s, trus polic reg hea  the strati mence of com	cludists, acies, gulatos althout on Admer	the ing and to ory are cral Act of the ins, the ths of the ins of		
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IV	Laws pertaining to manufacture and sale of drugs Laws pertaining to manufacture and sale of drugs; The pharmacy Act 1948, Legislation relating to Tobacco control	9	Participants will evaluate legislation concerning tobacco control, assessing regulatory measures aimed at reducing tobacco consumption, protecting public health, and promoting compliance with legal standards in the healthcare sector.	2
V	Medical negligence and malpractice Medical negligence and medical malpractice, area of medical negligence and medical malpractices, laws relating to medical negligence and medical malpractice, Ethics and ethical decision making	9	Students will differentiate between medical negligence and malpractice, identifying key areas of liability and ethical considerations in healthcare delivery.	1,2

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

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Recall and articulate the laws related to the establishment of hospitals, focusing on the formation of societies or trusts and health policies.	PO1, PO8					
2	Memorize the laws pertaining to birth and death, with a specific emphasis on the Central Birth and Deaths Registration Act 1969 and recent amendments.  PO1, PO8						
3	Understand the laws related to health, including the Pre Natal-Diagnostics Techniques (Regulation & Prevention of Misuse) Act 1994, the Medical Termination of Pregnancy Act, Bio-medical Waste (Management & Handling) Rules, and the Transportation of Human Organs Act 1969.	PO1, PO8					
4	Comprehend the laws pertaining to the manufacture and sale of drugs, including The Pharmacy Act 1948 and legislation related to tobacco control.	PO8					
5	Apply knowledge of medical negligence and malpractice, identifying areas of medical negligence and malpractices and understanding the laws governing them.	PO9					

SEMESTER – VI									
<b>Course Title</b>	urse Title DISSERTATION								
Course Code	23BBAO325R	Total Credits: 5	L	T	P	S	R	O/F	C
Course Code		Total Hours: 75	0	0	0	0	18	16	5
Pre-requisite	Co-requisite				Ni	1			
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
	COURSE DURATION 15 WEEKS								
	The <b>Dissertation</b> course in the final semester of the BBA program is designed to								
	enable students to engage in independent research, applying theoretical knowledge to								
Course	practical business challenges. Over 15 weeks, students will develop critical thinking,								
Objectives	•	ving, and analytical skills, culminating in a comprehensive research report.							
	The course emphasizes originality, rigorous analysis, and professional presentation								
	preparing students for adva			•			1		,

	CO PO Mapping					
S.N.	Course Outcome	Mapped Program Outcome				
1	Identify and define relevant business research problems, aligning them with organizational objectives and societal needs.	PO4				
2	Design and implement appropriate research methodologies to address business issues effectively	PO4				
3	Employ quantitative and qualitative techniques to analyse data and derive meaningful insights for decision-making.	PO4				
4	Prepare a well-structured dissertation report and present findings professionally using oral and written communication.	PO4				
5	Adhere to ethical standards in conducting research, ensuring integrity, accuracy, and respect for intellectual property.	PO4				

SEMESTER – VI									
Course Title		MOOCs							
Course code	23BSCE321R/	Total credits: 1	L	T	P	S	R	O/F	C
Course code	23BSCE322R	Total hours: 15	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				N	Vil		
Programme Bachelor of Business Administration									
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	MOOCS is provided through Coursera Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit, and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management								
CO2	Showcasing a comprehensive understanding of international practices and regulatory frameworks								
CO3	Enabling effective decision-making and compliance in a globalized industrial environment.								
CO4	Evaluate and integrate international standards and trends into organizational strategies								
To equip learners with the skills and knowledge required to integrate intercollaboration.			internatio	onal					

	CO PO Mapping					
S.N.	Course Outcome (CO)	Mapped Program Outcome				
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO1				
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3				
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3				
4	Evaluate and integrate international standards and trends into organizational strategies	PO1				
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2				



### **Assam down town University**

## Curriculum and Syllabus

# Bachelor of Hotel Management and Catering Technology

### OUTCOME BASED EDUCATION FRAMEWORK CHOICE BASED CREDIT SYSTEM

Version: 2.1

# FACULTY OF COMMERCE AND MANAGEMENT

July, 2023

**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 Board of Studies (BOS) meeting of the Faculty of Science held on

dated 21/06/2023 and approved by the Emergent Academic Council (AC) meeting held on

dated 28/07/2023.

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 societybetter.
- 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**

Bachelor of Hotel Management and Catering Technology is a 4-years full time Programme offered by the Discipline of Hospitality and tourism Management, Assam down town University. The curriculum is Sub categorized into eight different semesters, and Key Highlighted area are culinary arts and understanding of Accommodation operation procedures, are covered over those semesters. The Bachelor of Hotel Management and Catering Technology (BHMCT) programme is a professional programme that helps students develops the required skills and knowledge for positions in the hospitality sector or for starting their own enterprises. There are more job openings available in the hospitality industry, particularly in hotel management and Culinary Industry. This course is also the finest integrated course for students who are interested in learning new skills of cooking. Students will develop the skills necessary to succeed in the rapidly evolving hospitality industry after completing this course. The widening domain of Hospitality has witnessed a large number of candidates choosing it over other educational disciplines. It is one of those options which provide candidates opportunities to travel and work around the world.

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 Choice based Credit System (CBCS).
- b) Industrial Training and On Job Training spread over two semesters i.e. 4<sup>th</sup> and 7<sup>th</sup>.
- c) Regular (both soft & hard) skill development training.
- d) Guest Lectures by Internationally acclaimed Management Leaders.
- e) Hotel visit to explore Hotel Industry in details
- f) Regular Workshops, Competition, seminars, symposia etc.
- g) Special events are organized which enhanced the quality and exposure of the 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):

**PEO1:** AdtU BHMCT Graduates will be well prepared for prosperous careers in the hotel. Industry or/ and in the government sector in one or more areas of hospitality, event and tourism. Management: food production, food & production, food amp; beverages services, and room division with a commitment to quality perspectives, timeliness, guest satisfaction, sustainable facility planning, creativity, design and analysis.

**PEO2:** The BHMCT graduates will be academically prepared to become qualified hospitality. Professionals to contribute effectively to the growth and development of their respective organizations.

**PEO3:** The graduates will engage in professional activities to enhance their stature and simultaneously contribute to the profession, and will be successful in higher education in hospitality and tourism management if pursued.

#### **IV.** Program Specific Outcomes (PSOs):

**PSO1:** Global Competency: Excelling in the profession with global competency by understanding the global perspectives of the hospitality and tourism industry through international certification courses.

**PSO2:** Holistic Development: Demonstrate interpersonal ability and adaptability, critical problem-solving and sustainable decision-making in diverse socio-cultural settings as attained through co-curricular and extracurricular activities/initiatives.

**PSO3:** Techno-Professional Proficiency: Apply a holistic understanding of multidisciplinary concepts and interdisciplinary strategies to resolve complex catering challenges across diverse service sectors, upholding standards; showcase multicultural competence enhanced through industrial and job training.

#### V. Program Outcome (PO):

**PO1:** Hospitality Knowledge: Apply the knowledge of hospitality and hotel management, culinary art and science, food and beverages, catering techniques and dining operations, French language, human resources management fundamentals and marketing principles in the Hospitality, Event, Hotel and Tourism Industries.

**PO2:** Problem-Solving: Identity, formulate and analyse complex hotel business, catering and supply chain problems, and conflicts by applying critical thinking, behavioural

etiquette, and comprehensive managerial competency for better customer support and satisfaction.

**PO3:** Operation Management: Apply management principles, catering techniques and practices for effective and efficient management of various operations for better logistics and service outcomes in the Hotel, Hospitality and Event/ Tourism Industries.

**PO4:** Modern Tool Usage: Apply appropriate catering techniques, resources, forecasting, and practices using modern equipment and IT tools for better outcomes in the profession.

**PO5:** Compassionate Support: Compassionate in extending support services with creativity, logical decision-making and enormous patience focusing on customers' delight and satisfaction.

**PO6:** Professional Ethics: Apply ethical principles ensuring integrity, sustaining work pressure with patience, responsible behavioural aspects and compassion to create delightful service outcomes.

**PO7:** Communication: Communicate effectively with individuals, guests, interdisciplinary teams, supply-chain, and service providers for a clear exchange of information, and prepare quality reports/ documents/ presentations.

**PO8:** Teamwork and Leadership: Function effectively both as an individual and as a member/leader in multidisciplinary teams for efficient management of various segmental operations of the hotel, hospitality, event and tourism industries.

**PO9:** Lifelong Learning: Actively engage in independent and lifelong learning in the broadest context of technological and managerial practice advancements in the dynamic landscape of hotel, catering, hospitality, event and tourism sectors.

#### VI. Total Credits to be Earned: 181

S.N.	Year	Semester	Credits Assigned
1	First	I	15
2	FIISt	II	21
3	Second	III	29
4	Second	IV	21
5	Thind	V	30
6	Third	VI	27
7	Esseth	VII	18
8	Fourth	VII	20
		<b>Total Credits</b>	181

#### VII. Career Prospects:

Hospitality Management courses educate the candidates about the various management principles that are related to tourism and hotel management. The Hospitality Management subjects of the courses are curetted in such a way that it allows the aspirants to understand the administrative, operational and the commercial operation of the various hotels, Bars, amusement parks, resorts and many more.

The core Hospitality Management subjects generally includes accounting, administration, entrepreneurship, finance, information systems, marketing, human resource management, public relations, strategy, quantitative methods, sectored studies in the various areas of the hospitality business, and culinary training in course curriculum.

#### **EVALUATION METHODS**

The student performance shall be evaluated through In-semester (Sessional) and semester-end examinations. A weight age 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.

S.N.	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			

<sup>\*</sup>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:

- a) He/ She is a registered student of the University;
- b) He/ She is of good conduct and character;
- c) 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, whe 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** 

S.N.	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 weight age given to a course, usually in terms of the number of instructional hours per week assigned to it. Credits assigned for a single course

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

#### ii. Grade Point:

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

#### iii. Letter Grade:

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

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

**Table 2: Letter Grades and Grade Points** 

Letter Grade	Grade Points	Description
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
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 i<sup>th</sup> 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 i<sup>th</sup> 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 Performa 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) Re-evaluation 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 re-evaluation of the candidate attracts the provision of condemnation 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 examinations 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

# **Breakdown of Credits**

Sl. No	Category		Total number of Credits
		Skill Enhancement Course (SEC)	2
		Ability Enhancement Course (AEC)	12
1	University Core (UC)	Field Training	0
	(00)	0	
		1	
2	University Elective	Multidisciplinary Course (MDC)	2
2	(UE)	Value Added Course (VAC)	5
		Discipline Specific Core (DSC)	95
3	Duagnam Cana (DC)	Field Training	5
3	Program Core (PC)	Research /Industry Internship	12
		Summer Internship	0
4	Program Elective	Discipline Specific Elective (DSE)	47
4	(PE)	Value Added Course (VAC)	0
5	Faculty Core (FC)	Skill Enhancement Course (SEC)	0
<i></i>	raculty Cole (FC)	Ability Enhancement Course (AEC)	0
		Total	181

# **Breakdown by categories of courses**

S.N.	Category	Credits	%
1	Science	2	1.10%
2	Commerce and Management	179	98.8%
	Total	181	100%

# SEMESTER WISE COURSE DISTRIBUTION

	S.			Course			Eng	ager	nent			Max	imum	Mar	ks for
	N.	Course Code	Course Title	Category	L	T	P	S	R	o	C	IA*	SEE*	PE*	Total
	1	23BHMC111R	Principles of Cookery	DSC (Major)	1	0	4	0	0	0	3	40	60	100	200
	2	23BHMC112R	Introduction to Dining Operation	DSC (Major)	1	0	2	0	0	0	2	40	60	100	200
	3	23BHMC113R	Foundation in Room Division	DSC (Major)	1	0	2	0	0	0	2	40	60	100	200
r I	4	23BHMC114R	Implicative French	DSC (Minor)	0	0	0	4	0	0	1	40	60	0	100
Semester	-	23BHMC115R	Fundamental of Tourism	DSE	•	0	0		0	0	2	40	60	0	100
Sem	5	23BHMC116R	Introduction to Event Management	(Minor)	2	0	0	0	0	0	2	40	60	0	100
	6	23UBPD112R	Elementary English	AEC	0	0	4	0	0	0	2	0	100	0	100
	7	23BHMC117R	Field/Industry Visit	Field Training	0	0	0	0	0	8	1	0	100	0	100
	8	23BSCE118R	MOOCS (Healthy and Sustainable Foods)	DSE	0	0	0	4	0	0	1	0	100	0	100
	9	23UBEC111	Extra-curricular (Non-CGPA)	VAC	0	0	0	4	0	0	1	0	0	0	0
			Total:		5	0	12	12	0	8	15	200	600	300	1100
	S.		Course Title	Course			Eng	ager	nent			Max	imum	Mar	ks for
	N.	Course Code	Course Title	Category	L	T	P	S	R	o	C	IA*	SEE*	PE*	Total
	1.	23BHMC121R	Culinary Operation	DSC (Major)	2	0	4	0	0	0	4	40	60	100	200
	2	23BHMC122R	Catering Operation	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
	3	23BHMC123R	Room Division Operation	DSC (Major)	2	0	4	0	0	0	4	40	60	100	200
II	4	23BHMC124R	Proficiency in French	DSC (Minor)	0	0	0	4	0	0	1	40	60	0	100
		23BHMC125R	Tourism Products	DSE											
Semester	5	23BHMC126R	Event Planning and Public Relations	(Minor)	2	0	0	0	0	0	2	40	60	0	100
Sen	6	23BHMC117R	Field/Industry Visit	Field Training	0	0	0	0	0	8	1	0	100	,0	100
	7	23UBPD122R	Implicit English	AEC	2	0	0	0	0	0	2	0	100	0	100
	8	22UBES101R	Environmental Science	MDC	2	0	0	0	0	0	2	40	60	0	100
	9	23BSCE217R	MOOCS (Management Foundation in the Hospitality Industry)	DSE	0	0	0	4	0	0	1	0	100	0	100
	10	23UBEC111	Extra-curricular (Non -CGPA)	VAC	0	0	0	2	0	0	1	0	100	0	100
			Total:		12	0	10	10	0	8	21	240	760	300	1300

	S.			Course		F	Enga	ıgei	nen	nt		Max	kimum	Mark	ks for
	N.	Course Code	Course Title	Category	L	Т	P	S	R	O	С	IA*		PE*	Total
	1.	23BHMC2101R	Bakery & Confectionary	DSC (Major)	1	0	4	0	0	0	3	40	60	100	200
	2	23BHMC2102R	Bar Operation	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
	3	23BHMC2103R	Front Office Operation	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
	4	23BHMC2104R	Accommodation Operation	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
	5	23BHMC2105R	Principles of Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
I	6	23BHMC2106R 23BHMC2107R	Tourism Geography Destination Mapping	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100
ter II	7	23BHMC2108R 23BHMC2109R	Transportation Management Event Logistics	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100
Semester III	8	23BHMC2111R	MOOCS (Introduction to social media marketing)	DSE	0	0	0	4	0	0	1	0	100	0	100
		23BHMC2112R	MOOCS (Open Generic Elective)	MDC	0	0	0	4	0	0	1	0	100	0	100
	9	23BHMC2113R	Field/ Industry Visit	Field Training	0	0	0	0	0	8	1	0	100	0	100
	10	23UULS212R	Basic life Saving Skills	SEC	0	0	2	0	0	0	1	0	100	0	100
	11	23UUFL211R	Financial Literacy	SEC	0	0	2	0	0	0	1	0	100	0	100
	12	23UBPD214R	Advanced English language for excellence	AEC	2	0	0	0	0	0	2	0	100	0	100
	13	23UBCC111	Co-curricular	VAC	0	0	0	4	0	0	1	100	0	0	100
		1	Total		18	0	14	12	0	8	29	380	1020	400	1800
	S.	Course Code	Course Title	Course			inga			t	1		imum N		s for
	N.	Course coue		Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	23BHMC221R	Food Production (Industry Exposure)	DSC (Major)	0	0	0	0	0	32	4	0	0	100	100
r IV	2	23BHMC222R	Food & Beverage Service (Industry Exposure)	DSC (Major)	0	0	0	0	0	48	6	0	0	100	100
Semester IV	3	23BHMC223R	Front Office (Industry Exposure)	DSC (Major)	0	0	0	0	0	32	4	0	0	100	100
Sem	4	23BHMC224R	Housekeeping (Industry Exposure)	DSC (Major)	0	0	0	0	0	32	4	0	0	100	100
	5	23BHMC225R	MOOCS (Open Generic Elective)	MDC	0	0	0	0	0	0	2	0	100	0	100
		23BHMC226R	Indian Heritage	VAC	0	0	0	0	0	0	1	0	100	0	100
			Total:		0	0	0	0	0	144	21	0	0	400	600

	S.			Course		E						Engagement Maximum Marks			ks for
	ъ. N.	Course Code	Course Title	Course Category	L	Т	P	S	R	o	С	IA*	SEE*	PE*	Total
	1	23BHMC3101R	Cuisine of Bharat	DSC (Major)	1	0	4	0	0	0	3	40	60	100	200
	2	23BHMC3102R	Food & Beverage Control	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
	3	23BHMC3103R	Advance Room Division	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
	4	23BHMC3104R	Hotel Accounting	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	5	23BHMC3105R	Airline Ticketing / GDS	DSE	3	0	0	0	0	0	3	40	60	0	100
	3	23BHMC3106R	Event Safety & Risk Management	(Minor)	3	U	U	U	U	U	3	40	00	U	100
· V	6	23BHMC3107R	Tourism Resources of India	DSE	3	0	0	0	0	0	3	40	60	0	100
Semester		23BHMC3108R	Cultural Events Management	(Minor)	3	0	0	0	0	0		40	00		100
m		23BHMC3109R	Regional Tourism	DSE											
Se	7	23BHMC3110R	Leisure and Tourism Events	(Minor courses)	3	0	0	0	0	0	3	40	60	0	100
	8	23BHMC3111R	Quantitative Technique	DSC (Major)	1	0	0	0	0	0	2	40	60	0	100
	9	23BHMC3112R	Field/ Industry Visit	Field Training	0	0	0	0	0	8	1	0	100	0	100
		23BHMC3113R	MOOCS	DSE	0	0	0	4	0	0	1	0	100	0	100
	10	23BHMC3114R	MOOCS (Open Generic Elective)	MDC	0	0	0	8	0	0	2	0	100	0	100
	11	23UBPD314R	English for Employability	AEC	0	0	4	0	0	0	2	0	100	0	100
	12	23UBEC111	Extra-Curricular / Co-curricular Activities	VAC	0	0	0	4	0	0	1	0	100	0	100
			Total		18	0	12	16	0	8	30	320	980	300	1600
	S.	Course Code	Course Title	Course		Eı	nga		nen	t		Max	imum	_	
	N.	Course Coue		Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1	23BHMC3201R	Catering Technology	DSC (Major)	1	0	4	0	0	0	3	40	60	100	200
VI	2	23BHMC3202R	Advance Technologies in Room Division	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200
ster	3	23BHMC3203R	Human Resource Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
Semester	4	23BHMC3204R	Adventure & Wildlife Tourism	DSE	3	0	0	0	0	0	3	40	60	0	100
S	4	23BHMC3205R	Sports & Adventure Events	(Minor)	3	U	U	U	U	U	3	40	00	U	100
	5	23BHMC3206R	Tourism Trends	DSE	3	0	0	0	0	0	3	40	60	0	100
	3	23BHMC3207R	Wedding Planning & Live Events	(Minor)	J	U	U	U	U	U	3	40	UU	U	100

					_	ı	1		г					1	
	6	23BHMC3208R	Foreign Exchange	DSE	2	0	0	4	0	0	3	40	60	0	100
	0	23BHMC3209R	Event Merchandising	(Minor)	2	U	U	۲	U	0	7	40	00	O	100
	7	23BHMC3210R	Tour Operation Management &study Tour Report	DSE	2	0	0	4	0	0	3	40	60	0	100
VI	,	23BHMC3211R	Business & Corporate Events (MICE)	(Minor)		V	U	-	U	0	3	40	00	O	100
Semester	8	23BHMC3212R	Field/Industry Visit	Field Training	0	0	0	0	0	8	1	0	100	0	100
Ser	9	23BHMC3213R	MOOCS	DSE	0	0	0	8	0	0	2	0	100	0	100
	10	23BHMC3214R	MOOCS (Open Generic Elective)	MDC	0	0	0	8	0	0	2	0	100	0	100
	11	23UBCC111	Extra-Curricular/ Co-curricular Activities	VAC	0	0	0	0	0	0	1	0	100	0	100
			Total:		16	0	6	24	0	8	27	280	820	200	1300
	S	S. Course Code Course Title			Engagement							Maxi	mum I	Mark	e for
	· ·	0 0 1		Course				<del></del>				111421	mum 1	viain	22 101
	N.	Course Code	Course Title	Category	L	Т	, i	S	_	0	C				Total
		Course Code 23BHMC411R	Course Title  Specialized in Hotel Industry Exposure (JT)		L	_	, i	_	_	_	C				
	N.		Specialized in Hotel Industry Exposure		<b>L</b> 0	_	, i	_	R	_	<b>C</b>				
· VII	<b>N.</b> 1	23BHMC411R	Specialized in Hotel Industry Exposure (JT) Specialized in Tourism Industry	<b>Category</b> DSC		Τ	P	S	R	O		IA*	SEE*	PE*	Total
emester VII	1 2	23BHMC411R 23BHMC412R	Specialized in Hotel Industry Exposure (JT)  Specialized in Tourism Industry Exposure (JT)  Specialized in Event Management	<b>Category</b> DSC		Τ	P	S	0	80		IA*	SEE*	PE*	Total
Semester VII	1 2 3	23BHMC411R 23BHMC412R 23BHMC413R	Specialized in Hotel Industry Exposure (JT)  Specialized in Tourism Industry Exposure (JT)  Specialized in Event Management Exposure (JT)  Research Project on	DSC (Major)	0	0	0	0	0	80	10	0	100	100	<b>Total</b> 200
Semester VII	1 2 3 4	23BHMC411R 23BHMC412R 23BHMC413R 23BHMC414R	Specialized in Hotel Industry Exposure (JT)  Specialized in Tourism Industry Exposure (JT)  Specialized in Event Management Exposure (JT)  Research Project on Industry Exposure  Digital Tech Courses and Application in Health, Environment., and Sustainable Living,	DSC (Major)  Research/ Industry	0	0	0	0	0	80	10	0	100 100	100	200 100

	S.	Commo Codo	Corres Tido	Course		E	nga	gen	nen	t		Max	imum	Mark	ks for
	N.	Course Code	Course Title	Category	L	T	P	S	R	0	C	IA*	SEE*	PE*	Total
	1	23BHMC421R	Hospitality Marketing	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
I	2	23BHMC422R	Entrepreneurship Development	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
r VIII		23BHMC423R	Mini Research	Research/ Industry	0	0	0	0	4	0	8	40	60	0	100
Semester	3	23BHMC424R	Legal Aspects in Hospitality Industry	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
Sel	4	23BHMC425R	MOOCS	DSE	0	0	0	4	0	0	1	0	100	0	100
	6	23BHMC426R	Digital Tech Courses and Application in Health, Environment and Sustainable Living, Gender	AEC	0	0	0	8	0	0	2	0	100	0	100
			Total:		9	0	0	12	4	0	20	160	440	0	600

<sup>\*</sup>IA: Internal Assessment, SEE: Semester End Examination, PE: Practical Examination

		SEMESTE	R – I										
Course T	itle	Princ	iples of Co	okery									
Course C	ode	1 238HMC111R	Credits: 3 Lours: 60	L 1	T 0	P 4	S	R	O/F 0	C 3			
Pre-requi	isite		equisite		Ū	-	Ni		Ū				
Program		Bachelor of Hotel Man	_	ıd Cateı	ring	Tecl	nnolo	ogy					
Semester		I semester of first year of the Programme											
Cours Objecti		<ol> <li>Know the history of cooking, its modern developments and develop brief idea of various cuisines.</li> <li>Understand the professional requirements of kitchen personnel and the importance and maintenance of hygiene;</li> <li>Have insight of kitchen organization, duties and responsibilities of kitchen staff, workflow, and kitchen equipment's.</li> </ol>											
CO1	L	Understand the origin of culinary his	tory										
CO2	1	Analysing, this course will offer environment, outlining essential professional culinary setting.											
CO3		Evaluating the duties, responsibilities	s, and profe	ssional s	tanc	lards	of ki	tche	n staff				
CO4		Remembering various ingredients, its various cooking techniques and its equipment's used in a modern kitche	effects on										
CO5		Analyzing the importance of sanitation	on & safety	in hospi	talit	y ind	lustry	<b>.</b>					
Unit No.		Content	Content Contact Hour Learning O						F	KL			
I	•	Culinary history Origin of modern cookery International, Continental and Pan Asian Cuisine-Meaning and characteristics Aims and Objectives of cooking Attributes of culinary professional, personal hygiene en Organization Structure Classical kitchen Brigade for 5 star& 3 star hotel Duties of various Chefs Kitchen layout Liaison of Kitchen with other department	7	Studen knowle hotel k	edge			ons c		1,2			
II	Fuels	classification of kitchen equipment- by size and mode of use Criteria for selection Care and maintenance used in the kitchen Types of fuels used-Gas, electricity, wood, coal/charcoal, solar energy, diesel Handling Fire, types First Aid httages & Disadvantages	7	Studen develop the Ve cutting	p cu geta		-	lls i	n	1,2			

III	Cooking Techniques	10	Students gain knowledge	1.2
111	<ul><li>Cooking Techniques</li><li>Techniques used in preparation of</li></ul>	10	on preparing and Stocks	1,2
	food		and Sauces.	
			and Sauces.	
	Methods of mixing food     Methods of Host Transfer			
	Methods of Heat Transfer -			
	Conduction, Convention, Radiation,			
	Induction			
	Methods of cooking (moist, dry, medium of			
	fat) – Definition, classification, Rules to be			
	observed for each type of cooking method			
	with examples			
IV	Vegetable and Fruit cookery	8	Students will able to	1,2
	Classification		identify ingredients used	
	Colour Pigments		in kitchen.	
	Effect of heat on colour pigments and			
	texture			
	Methods of cooking			
	Care and precaution while cooking			
	Vegetable cuts			
	Aims of Cooking Veg.      Classification (NY)			
	Classification of Veg	40	G. 1	
V	Different Commodities in a kitchen	10	Students will acquire	1,2
	Introduction to different commodities		knowledge on food plating	
	Colouring Agents; Thickening Agents;		and presentation based on	
	Tenderizing Agents; Flavouring &		Hotel Industry	
	Aromatic Agents; Spicing Agents and their			
	use	40		1001
Practical	1. Introduction to various kitchen	18	1. Students will gain	1,2,3,4
	equipment, tools and their usage. Safety		knowledge on classic	
	precaution to be taken while handling		French cuisine which	
	equipment. Hygiene & Safety practices		includes method of	
	to be observed in kitchen, introduction to		2. Preparation and plating	
	various commodities.		techniques.	
	2. Demonstration of Food pre-preparation		3. Students will acquire	
	and cooking methods: Preparation		knowledge on food	
	Methods –Washing, Peeling, Paring		safety and personal	
	(fruits), Cutting (cuts of vegetables),		Hygiene during	
	Grating (Vegetables), Grinding,		practical.	
	Mashing, (vegetables & pulses), Sieving		4. Students will hone the	
	(flours), Steeping (cereals, pulses,		skills and innovate and	
	tamarind, lemon-rind), Evaporation		prepare basic dishes	
	(milk & gravies), Marinating (meat, fish,		with standard recipes.	
	chicken), Sprouting (pulses & legumes),		5. Students gain	
	Blanching, Filleting of fish, Deboning &		knowledge in handling	
	jointing poultry.		different kitchen	
	3. Methods of Mixing – Beating, Blending,		equipment.	
	Cutting in, Rubbing in, Creaming,			
	Folding, Kneading, Rolling in, Pressing,			
	Stirring Basic Indian masalas & gravies			
	(Dry & wet).			
	4. Indian Breakfast/ Snack item.			
	Continental menu consisting of			
	appetizer/soup, main course with starch			
	and vegetables and dessert.			
	5. Basic Indian menu consisting of a Meat,			
	Vegetable, Rice, Dal/ Raita, Bread and			
	Sweet Preparation			

- 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

## **OTHER LEARNING RESOURCES:**

https://www.ecoleducasse.com/en/blog/science-of-cooking

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understand the origin of culinary history	PO1, PO2, PO3, PO9
2	Analysing, this course will offer a comprehensive introduction to the kitchen environment, outlining essential prerequisites for effective functioning in a professional culinary setting.	PO1,PO2,PO3,PO4,PO9
3	Evaluating the duties, responsibilities, and professional standards of kitchen staff.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
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	PO1,PO3,PO4,PO9
5	Analyzing the importance of sanitation &safety in hospitality industry.	PO1,PO9

SEMESTER – I												
Course Ti	tle		Introduction	n to Dinin	_							
Course Co	ode	23BHMC112R	Total credit Total hours		1	T 0	P 2	S 0	0	0/F 0	C 2	
Pre-requis	site	Nil	Co-requisi	te:			l	Nil				
Programn	ne	Bachel	or of Hotel Man	agement a	and (	Cateri	ing T	'echno	ology			
Semester		F	all/ I semester of	first year	of t	he pr	ograi	n me				
Course Objectives		<ol> <li>Know the history of Food and Beverage service</li> <li>Understand evolution of this industry</li> <li>Know the basic skills and grooming of Service personnel as well as customer service.</li> </ol>										
CO1		Understanding an ovit.	er view of Food &	t beverage	Ser	vice in	dustr	y and	the his	story ł	oehind	
CO2		Remembering the value between various cate			nt ar	nd serv	vices a	as wel	l as dif	feren	tiating	
CO3		Applying the knowle	edge of Food and	Beverage	serv	ice in	vario	us out	lets of	the F	Hotel	
CO4		Evaluating a detailed	d overview of the	Food & B	ever	age pe	erson	nel an	d their	stanc	lards	
CO5		Applying the guideli	nes and regulation	ns of Gue	ridor	n Servi	ice					
Unit No.	Cor	ntent	Contact Hour	L	earnin	ıg Oı	ıtcom	e		KL		
I	• H ii • () e c • () • () F Driv	coduction to F & B S Evolution of Food industry.  Classification of establishments - Com- commercial,  Captive & non-captive Types of F & B outle Fine Dining, Casual Food Te Through, Coffee He eteria, Kiosks, Vendir	6	ho	troduc ospital dustry	ity		basic cateri		1,2		
II	Equ	9 11			Interpret the command obligation of employee and departmental staffin organization					F&B the		
III	•	B service Personnel F & B service organ for large hotel Organization structur restaurant- restaurant Attitudes & attribut personnel, Competen	re of individual brigade tes of F & B	6		nderst fferen		_	abo ce are		2,3	

	Dania ati maattaa			
	Basic etiquettes     Interdepartmental relationship with —			
	Food Production, HK, Front Office, Stores, HR, Finance, Marketing			
IV	Types of service	5	Develop adequate	1,2
	• Table Service – Silver/English,		knowledge of different	
	American		service equipment	
	Self Service - Buffet and Cafeteria			
	Service			
	• Specialized Service – Gueridon,			
	Lounge, Room <ul><li>Single Point Service- Takeaway,</li></ul>			
	Vending, Kiosks, Food Courts			
	New trends in service – Clientele			
	centric approach.			
V	Gueridon	4	Through knowledge about	3,4
	Definition		the non-alcoholic	,
	Types of Trolley and Layout		beverages	
	• Special Equipment, Care and			
	Maintenance			
	<ul><li>Carving Hygiene</li><li>Gueridon dishes and Service</li></ul>			
	Procedure for the trolley			
Practical	Service grooming and Restaurant	9	1.Introduction to the basic	1,2,3,4
	etiquettes		of hospitality and	
	Napkin folds – at least 12 folds		catering industry	
	Laying and relaying of table cloth English		2. Interpret the	
	/ Silver service, American service Receiving a guest, seating and service of		commitment and obligation of F&B	
	water		employee and the	
	Carrying a salver or tray		departmental staffing and	
	Handling service gear, Carrying plates,		organization	
	glasses and other equipment		3. Understanding about	
	- ^ ^		different food service	
			areas	
			4.Develop adequate	
			knowledge of different	
			service equipment	
			5. Through knowledge	
			about the non-alcoholic	
			beverages	

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

## **REFERENCE BOOKS:**

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

## **OTHER LEARNING RESOURCES:**

https://food and beverageknowledge.com/food-and-beverage-service-101-basics-types-and-role-explained/

# RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES (PO) $\overline{\ \ }$

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understanding an over view of Food & beverage Service industry and the history behind it.	PO1,PO2,PO9
2	Remembering the various Food service equipment and services as well as differentiating between various catering establishments	PO1,PO3,PO4,PO6,PO9
3	Applying the knowledge of Food and Beverage service in various outlets of the Hotel	PO1,PO9
4	Evaluating a detailed overview of the Food & Beverage personnel and their standards	PO1,PO5,PO8,PO9
5	Applying the guidelines and regulations of Gueridon Service	PO1,PO4,PO9

			SEMESTER -	- I										
Course '	Title		Foundation	in Room D	ivision	1	1	1 1						
Course	Code	23BHMC113R	Total Credit Total Hours		1	T 0	P 2	S 0	R 0	OF 0	<b>C</b> 2			
Pre-requ	uisite	Nil	Co-rec	quisite				Nil						
Progran	nme	Bachelor of F	Hotel Manage	ment and	Caterin	g Te	chno	logy	7					
Semeste	r	Fall/ I s	emester of fir	st year of t	the Prog	gram	me							
Cour Object		<ol> <li>Know the history of hoto</li> <li>Understand various type</li> <li>Understand different From</li> </ol>	s guest rooms	ns as well as hotels ersonnel and their duties and responsibilities.										
CO	1	Remembering of different g	governing bod											
CO	2	Analyze the classification of	of hotels based	l on various	categor	ies								
CO	3	Applying the knowledge Housekeeping Department	for smooth	operation	of the	Fron	it O	ffice	as	well	as			
CO	4	Evaluating the standard ope	erating proced	ure for gue	st check	-in aı	nd cl	neck	out					
CO	5	Understanding with guest a	ccommodatio	n facilities	as well a	as gu	est s	afety	pro	cedur	es			
Unit	Content			Contact	Lea	rnin	g Ou	tcon	ne	K	KL			
No. I	Intro	duction to guest cycle		Hour 6	Unders			are	and	1	1,2			
II	Reser • I • M • C • C • S • S • C • C	Arrival During guest stay Departure After departure  Tvation Importance of reservation Modes of reservation Channels and sources of FITs, Travel Agents, Airline Types of reservations Confirmed, Guaranteed) Systems and equipment Demi-automated, fully automated Cancellation Amendments	s, GITs) (Tentative, (Manual,	7	Discus in	department such as key				:	1,2			
	• (	Overbooking												
III	Office  • H  • H  • H  • H	nizational Framework of e and Housekeeping Depar Function areas (sections an Front Office) Front Office and housekeepi n small, medium, large Hote Duties and responsibilities nterdepartmental coordination	tment d layout of ng hierarchy	7	Comprehend the originand growth of hospitalities industry, travel and tourism and hote industry						2,3			
IV	• H	Rules of the house (for guest Bell Desk and Concierge duties and responsibilitie andling and records) Types of keys and key contro	(functions, es, luggage	5	Interpr commi obligat employ and its	me F artm	ents	2,3						

	<ul> <li>Food / Meal plans</li> <li>Types of room rates (Rack, FIT, crew, group, corporate, weekend)</li> <li>Inter departmental co- ordination.</li> </ul>			
V	<ul> <li>Cleaning Organization and Cleaning Equipment</li> <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> <li>Use and care of equipment</li> <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> </ul>	5	Understand the need and criteria of standard classification of hotels	3,4
Practica	l:			
I	Front Desk grooming and essentials such as body language and speech modulations (Videos and Presentations)	8	Students will gain knowledge on classical French cuisine.	1,2,3
II	Telephone etiquettes and standard phrases used at the Front Desk, Key Handling procedure	5	Preparation and plating techniques.	2,3
III	Bell Desk activities such as preparing Errand card, luggage tag, Bell desk register, newspaper distribution record	8	Students will acquire knowledge on food safety and personal Hygiene during practical.	3,4
IV	Guest room Orientation (Single, Double, Twin and Suite room) Guest room supplies and placement (Standard room and VIP amenities)	5	Students will hone the skills and innovate and prepare basic dishes with standard recipes.	2,3
V	Bed making (identifying of linen and step by step procedure for a day bed using traditional and modern methods)	4	Students gain knowledge in handling different kitchen equipment's.	3,4

- 1. Managing Front Office Operations Kasavana & Brooks Educational Institution ABHMA
- 2. Front Office Operations and management ABH Med Ismail (Thomson Delmar).
- 3. Hotel Hostel and Hospital Housekeeping–Joan C Branson & Margaret Lennox (ELBS).

#### **REFERENCE BOOKS:**

- 1. Managing Computers in Hospitality Industry Michael Kesavana & Cahell
- 2. Hotel Housekeeping Operations & Management-Raghubalan, Oxford University Press

#### **OTHER LEARNING RESOURCES:**

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Remembering of different governing body of hospitality industry.	PO1, PO3, PO9							
2	Analyze the classification of hotels based on various categories	PO1, PO3, PO9							
3	Applying the knowledge for smooth operation of the Front Office as well as Housekeeping Department	PO1, PO3, PO6, PO9							
4	Evaluating the standard operating procedure for guest check-in and check out	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Understanding with guest accommodation facilities as well as guest safety procedures	PO1,PO3,PO9							

			SEMEST	ER – I								
Course T	itle		In	nplicative	Frei	nch						
Course co	ode	23BHMC114R	Total Credits	H-	L	T	P	S	R	O/F	1	C
Pre-requi		Nil	Total Hours: Co-requi		0	0	0	4 Nil	0	0		1
Program					t and	l Cate	ring T		ologs	7		
Semester			Bachelor of Hotel Management and Catering Technology  Fall/ I semester of first year of the Programme									
Semester			basic knowledge					iiiiiie				
Cour Object		<ol> <li>To familiarize the students with the basics of Hospitality French terms.</li> <li>To identify the significance of foreign language in Hospitality Industry.</li> </ol>										
CO	1	Understanding the basics of French language										
CO2	2	Remembering the pronunciation of French alphabets and numbers										
CO	3	Applying the knowledge about Vocabulary of French language as per requirement in the industry.										
CO	ı	Understanding the interrogative and negative sentences to have clear conversation with the guest.										
COS	5	Understanding and	d application of	essential F	renc	h gram	ımar r	ules.				
Unit No.		Content		Contact Hour	Learning Outcome							KL
I	giving	bet and accents; bas and asking one's runs and articles	•	8	of	nderst f Fre arning	ench	he im langı	_	in	1	1,2
II	teleph gender	ers 0-1000; date one numbers; use or in French; po- astrative adjectives	of number and	7	ar to	evelop nd wri o funct beaking	ting s	kills 1	neces	sary	1,	2,3
III		oulary related to foo eful phrases; some a		8		lentify atures		_	uncia	tion	2	2,3
IV		ogative and negati ies, languages and r								3	3,4	
Practical					ı					l		
I	out, g being	ng out the alphabe iving, and asking f able to understand d give their names	for names and	15	w	ommu rith o rench	nicate other	and spea		of	1,2	2,3,4

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

## **REFERENCE BOOKS:**

1. French for Hotel Management & Tourism Industry by S. Bhattacharya.

# **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/397024906/French-Terms-for-Hospitality

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understanding the basics of French language	PO1, PO6,PO7							
2	Remembering the pronunciation of French alphabets and numbers	PO1,PO6,PO7							
3	Applying the knowledge about Vocabulary of French language as per requirement in the industry.	PO1, PO6							
4	Understanding the interrogative and negative sentences to have clear conversation with the guest.	PO1,PO6,PO7,PO9							
5	Understanding and application of essential French grammar rules.	PO1,PO6,PO7							

			SEMESTE	CR – I							
Cours	e Title			mental of			1			1	
Course	e Code	23BHMC115R	Total cred Total hou		<u>L</u>	T 0	P 0	S 0	R 0	O/F 0	C 2
Pre-re	quisite	Nil	Co-requ			· ·		Nil		· ·	
Progra	amme	Bachelor of Hotel Management and Catering Technology									
Semes	ter		Fall/ I semester o				_				
	urse ectives	of organization business in part 2. It deals with management ar	<ol> <li>This course aims at enriching the understanding of students on the various forms of organization and management in general and relating to tourism and travel business in particular.</li> <li>It deals with the various concepts and methods relevant to the study of management and organization to the tourism industry.</li> <li>Students will learn a solid foundation in tourism industry operation planning and development.</li> </ol>								
	01	understanding of t	This paper aims to acquaint learners with the tourism phenomenon, fostering a deeper understanding of the subject.  Understanding the role of tourism as an economic intervention and its significance in the economy								
C	03	To analyse socio-economic, and ecological impacts of tourism.									
C	04	Understanding the	Understanding the global nature of tourism and government support for it								
	05	To evaluate the fu of Tourism Indust			outing 1	to the	e gro	wth a	nd de	velopi	ment
Unit No.		Content		Contact Hour	Ι	∠earı	ning	Outco	me		KL
1	related from its importar	ction- Definition of terminologies, hist roots to the modern nce of tourism, co of tourism.	ory of tourism n era, nature and	7	Evalu			ourism and d		red	1,2
2	Nature and Motivators of Tourism- Introduction to tourism as an industry, Concept of Visitors, Tourists, and Excursionists, Basic Travel motivators, Concept of Domestic and International Tourism. Various travel documents like passport, VISA, health and insurance			6	6 Describe the history and structure of international travel and hospitality industry						2,3
3	Significance and Impacts of Tourism-Understanding the tourism System, economics of tourism, tourism demand and supply concepts, Seasonality, and tourism.			6	negat	ive i	mpa	positi ets of elopm	touris		3,4
4	for grovindustry scenario	Contemporary Trends in Tourism, factors for growth/ decline of tourism & travel industry in the 21st century, future tourism scenario, growth and development of Tourism in India			•	an		ge of otivat			1,2,3

- 1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- 2. Bhatia A.K, International Tourism Management, Sterling Publishers, New Delhi.

## **REFERENCE BOOKS:**

- 1. Goeldner, C.R. & Brent Ritchie, J.R. Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey
- 2. Michael M. Coltma. Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.

## **OTHER LEARNING RESOURCES:**

https://api.pageplace.de/preview/DT0400.9789387295773\_A47353545/preview-9789387295773A47353545.pdf

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	This paper aims to acquaint learners with the tourism phenomenon, fostering a deeper understanding of the subject.	PO1, PO3, PO4, PO5, PO9								
2	Understanding the role of tourism as an economic intervention and its significance in the economy	PO1, PO6, PO7, PO8, PO9								
3	To analyse socio-economic, and ecological impacts of tourism.	PO1, PO3								
4	Understanding the global nature of tourism and government support for it	PO1, PO2, PO3, PO5, PO6								
5	To evaluate the future tourism scenario contributing to the growth and development of Tourism Industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								

	SEMESTER – I												
Cours	se Title		Introduction t	o Event M	anag	eme	nt						
Cours	se Code	23BHMC116R	Total Credi		L	T	P	S	R	O/F	C		
	equisite	Nil	Total Hours Co-requis		2	0	0	0	o Vil	0	2		
	-				- A		- T-						
_	amme	Bachelor of Hotel Management and Catering Technology											
Seme	ster	Fall/ I semester of first year of the Programme											
Course Objectives		<ol> <li>To provide students with a comprehensive understanding of the fundamentals of event management.</li> <li>To develop essential skills required for planning, organising, and developing successful events.</li> <li>To explore the key principles of event marketing, budgeting, and risk management</li> </ol>											
CO1 Remembering the core concepts and page 1				nciples of e	vent 1	nana	igem	ent.					
C	CO2	ŭ	ability to plan and eva			•							
C	:03	Applying the know	pplying the knowledge to make effective budgeting and financial management for event										
CO4 Analysing strong organizational and				ject manage	emen	t skil	ls						
C	CO5	Evaluating the vari	ous marketing and ad	vertising st	rategi	ies fo	or pr	omoti	on of	events			
Unit No.		Content		Contact Hour	Learning Outcome						KL		
I	Definition		agement- Concept, rks, Categories & of Event.	5	stag		0		fferen even		.,2		
II		Planning: Concations, Component and Qualities of Goo	s, Role of Event	6	requ	ired	for	•	skill cessfu t.		2,3		
III		ss & Design, Pre- ibility Study, Legal	5	fam	iliar cepts	wit	h th	ecom e keg ging a	y	2,3			
IV	Decorate selection	ion, Entertainment p n, Various Protocols		4	vari and	ous a	s of o	ets of		S	2,3		
V	events, Production events. I and practical events.	lection, Various Protocols, Time Management vent- Promotion: Marketing & advertising for ents, Finance Management, and sponsorship roduction of Special, Corporate, and Sporsents. PR function and its associated activities of practices such as sponsorship and new lease writing.			chal	leng	es	ne ski face even			2,3		

- 1. Event Management for the Tourism and Hospitality Industries- Bonita M
- 2. Event Management: A Complete Handbook for Tourism and Hospitality Professionals-Chiranjib Kumar

#### **REFERENCE BOOKS:**

- 1. Events management: an introduction- Charles Bladen
- 2. Michael M. Coltman. Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.

## **OTHER LEARNING RESOURCES:**

https://uou.ac.in/sites/default/files/slm/HM-402.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Remembering the core concepts and principles of event management.	PO1,PO2,PO3,PO4,PO6,PO9							
2	Understanding the ability to plan and evaluate various types of events	PO1,PO3,PO8,PO9							
3	Applying the knowledge to make effective budgeting and financial management for event	PO1,PO3,PO8,PO9							
4	Analysing strong organizational and project management skills	PO1,PO2,PO3,PO9							
5	Evaluating the various marketing and advertising strategies for promotion of events	PO1,PO9							

			SEMESTER – I	I							
Course T	itle		Culinary	Operation	on						
Course C	aho"	23BHMC121R	Total Credits: 4		T P	S	R	O/F	C		
			Total Hours: 72	2	0 4	0	0	0	4		
Pre-requ		Nil Co-requisite Nil									
Program		Bachelor of Hotel Management and Catering Technology									
Semester	•		ng/ II semester of fir								
Cour Object		<ol> <li>Teach fundamental and advanced culinary techniques, including knife skills, cooking methods, and food preparation procedures.</li> <li>Equip students with the knowledge and skills needed to create menus, considering factors such as seasonality, food cost, pricing strategies, and portion control to maximize profitability.</li> <li>Educate students about the importance of maintaining a clean and safe kitchen environment, including proper food handling, storage, and sanitation practices to prevent food borne illnesses.</li> <li>This course gives an insight into the basic processes used in cooking with egg, meat and fish cookery.</li> <li>Provide training in interpersonal skills and customer service techniques to enhance the overall dining experience and build positive relationships with guests</li> </ol>									
CO	1	Understanding the basi	cs of Stocks, Soups	& Sauces	, and the	ir types					
CO2	2	Applying knowledge for	or various dish prepa	rations							
CO3	3	Remembering about fuels and Cooking Methods									
CO <sub>2</sub>	1	Understanding of fundamental concepts related to various salads and sandwiches.									
COS	5	Analyzing about food contamination and control measures.									
Unit No.		Content		Contact Hour	Lear	Learning Outcome					
I	•	Definition & Composite Rules of stock making Types of Stocks Recipes of 1 liter of (White, brown, fish and Uses of stocks Reduction & Glazes So Aim/principles of soup Classification of examples	f various stocks l vegetable)  up making soups with animents and s  reparation ces (Kitchen & butter, dessert, al accompanying and derivatives ion,	8	Studer knowle will ac	nts will edge equire k fferent	interp Stude	oret ents	3,4		

<ul> <li>III Egg Cookery</li> <li>Composition and structure of egg</li> <li>Selection criteria for egg</li> <li>Selection criteria for egg</li> </ul> Students gain knowledge Indenting, Portioning, Receiving	721
Various ways of cooking egg Uses of egg in cookery  Food Commodities     Cereals & Pulses - Classification and varieties, Catering uses     Fats and Oil —Types, varieties, catering uses, hydrogenation and rendering of fat     Sweeteners - Types, stages in sugar cooking, catering uses     Dairy products: Milk, Cream, Cheese, Curd-types and uses     Spices, Herbs, Condiments & Seasonings -used in Western & Indian Cooking, examples and uses     Effect of heat on Carbohydrates, Sugar, Protein, Color pigment, vitamins and minerals pertaining to above mentioned     Commodities method with examples.  IV Salads & Salad Dressings  Area and Quality control  Area and Quality control  Structure Control  Area and Quality control  Structure Control  Area and Quality control	3,4
<ul> <li>Salads &amp; Salad Dressings</li> <li>Parts of salad with ingredients used</li> <li>Types of Salads - Green, Vegetable,</li> <li>Students will acquire knowledge on food plating and</li> </ul>	3,4
Cooked, main course, Fruit, Gelatin based salad Principles of salad making Guidelines for making salads Salad dressings – Types International Classical Salads – composition and country of origin Sandwiches Parts of sandwiches Types of sandwiches Types of sandwiches Precautions to take while preparing and storing sandwiches	
Cooked, main course, Fruit, Gelatin based salad  Principles of salad making Guidelines for making salads Salad dressings – Types International Classical Salads – composition and country of origin Sandwiches Parts of sandwiches Parts of sandwiches Types of sandwiches Precautions to take while preparing and storing sandwiches	2.3
Cooked, main course, Fruit, Gelatin based salad Principles of salad making Guidelines for making salads Salad dressings – Types International Classical Salads – composition and country of origin Sandwiches Parts of sandwiches Parts of sandwiches Types of sandwiches Precautions to take while preparing and storing sandwiches Precautions to take while preparing and storing sandwiches Precautions to take while preparing and storing sandwiches Food Contamination and control measures Food Contamination -Types, reasons& precaution Introduction to HACCP- meaning, importance, Principles Kitchen Stewarding Importance of kitchen stewarding Hierarchy & staffing in kitchen stewarding department Equipment found in kitchen stewarding department	2,3
Cooked, main course, Fruit, Gelatin based salad Principles of salad making Guidelines for making salads International Classical Salads Salad dressings – Types International Classical Salads – composition and country of origin Sandwiches Parts of sandwiches Parts of sandwiches Precautions to take while preparing and storing sandwiches Precautions to take while preparing and storing sandwiches Precautions to take while preparing and storing sandwiches Food Contamination and control measures Food Contamination -Types, reasons& precaution Introduction to HACCP- meaning, importance, Principles Kitchen Stewarding Importance of kitchen stewarding Hierarchy & staffing in kitchen stewarding department Equipment found in kitchen stewarding department	2,3
Cooked, main course, Fruit, Gelatin based salad Principles of salad making Guidelines for making salads International Classical Salads – composition and country of origin Sandwiches Parts of sandwiches Parts of sandwiches Precautions to take while preparing and storing sandwiches Precautions to take while preparing and storing sandwiches Food Contamination and control measures Food Contamination -Types, reasons& precaution Introduction to HACCP- meaning, importance, Principles Kitchen Stewarding Importance of kitchen stewarding Hierarchy & staffing in kitchen stewarding department Equipment found in kitchen stewarding department	

portion sizes	safety and personal Hygiene during the
	course of practical.  • Students will hone
	the skills and
	innovate and prepare basic dishes with
	standard recipes
	• Students gain
	knowledge in handling different
	kitchen equipment.

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

### **REFERENCE BOOKS:**

- 1. Practical Cookery By Kinton & Cessarani
- 2. Practical Professional Cookery by Kauffman & Cracknell

## **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/624085708/Introduction-to-Culinary-Operations-Module

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understanding the basics of Stocks, Soups & Sauces, and their types.	PO1,PO3,PO4,PO4,PO8,PO9						
2	Applying knowledge for various dish preparations	PO1,PO3,PO4,PO9						
3	Remembering about fuels and Cooking Methods.	PO1,PO3,PO4,PO9						
4	Understanding of fundamental concepts related to various salads and sandwiches	PO1,PO3,PO4						
5	Analysing about food contamination and control measures.	PO1,PO3,PO6,PO9						

			SEMESTE	ER – II								
Course Ti	tle		Cat	tering Ope	ration							
Course Co	ode	23BHMC122R	Total Cred Total Hou		L 1	T 0	P 4	S 0	R		O/F 0	<b>C</b> 3
Pre-requis	site	Nil	Co-requisite			•		Ni		l		10
Programn	ne	Bachelor of Hotel Management and Catering Technology										
Semester		Spi	Spring/ II semester of first year of the Programme									
Course Objectives		<ol> <li>This course aims to provide intrinsic knowledge of Food and Beverage menus with purpose and necessity in various types of meals.</li> <li>It enables students to apply the knowledge and skills required to advise and serve customers in food service outlets</li> <li>Analyse the food service operations of in room dining.</li> </ol>										
CO1		Remembering differ	ent types of meal	ls such as b	reakfas	st, br	unch	, hi-te	a			
CO2		Understanding of ty	pes of KOT's, Bo	OT's, Billir	ng meth	ods	and f	eedba	ick m	ech	anisn	n.
CO3		Understand to learn	about the classifi	cation of n	on- alco	oholi	c be	verage	es.			
CO4		Applying knowledge	e about tobacco a	and its prod	ucts							
CO5		Apply insights from operations.	Apply insights from industry trends to innovate and adapt room service and catering operations.									
Unit No.		Content		Contact Hour	Le	earni	ing (	Outco	me		KI	L
1	<ul> <li>Types of Meals</li> <li>Breakfast- Introduction, Types, Service Methods</li> <li>Elevens and Brunch</li> <li>Full afternoon tea and Hi–Tea</li> <li>Lunch/Dinner</li> <li>Supper snacks / round the clock meals</li> </ul>			8	Comp Meals						1,2	2
II	• In • To • No • Co • Co • Co • Co • Co • Co • C	Ienu knowledge Introduction Types—Ala Carte & Table d'hôte Menu Planning, considerations, and constraints Classical French Menu Classical Foods & its accompanyments with cover Definition of Menus - Children, Diet, Working Lunch, Banquet, Take Away, Cyclic, Combination, Poolside, Trendy snacks /Fast Foods.		6	Devel extens Frenc	sive	sevei	iteen	cours		2,4	4
III	• II • C • S • C • Non • C • H	ntroduction, types Cigar–Parts, manufactrengths, brands, serv Cigarette–Manufactur ervice procedure  1-Alcoholic Beverag Classification Hot Beverages – Teatest trends d Beverages - Types, ds	ice procedure ing, brands, es	10	Under types					nt	3,4	1

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, Flowchart of KOT</li> <li>List of Software used in billing methods – Micros, IDS, Fidelio, Opera Importance of control</li> </ul>	6	Develop extensive knowledge on Sales and the control system	1,2,3
V	<ul> <li>Room Service/In room dining service</li> <li>Introduction, General Principles</li> <li>Cycle of Service, Scheduling and Staffing</li> <li>Forms and Formats</li> <li>Order Taking, Suggestive Selling, Breakfast Cards</li> <li>Time management-lead time from order taking to clearance</li> <li>IRD Layouts and special equipment, Mini bar</li> </ul>	10	Develop the basic knowledge about tobacco and its products.	2,3
Practical	Briefing and De-briefing Menu planning & service procedure Continental and American Breakfast Menu planning & service procedure English and Indian Breakfast Menu planning & service procedure English and Indian Breakfast Menu planning & service procedure Full afternoon tea and High tea Menu planning & service procedure 3/4courselunch/dinner French menu Menu planning & service procedure 5/6courselunch/dinner French Menu Menu planning & service procedure 7/8courselunch/dinner French menu. Menu planning & service procedure 13 course French Classical Menu. Menu planning & service procedure Including cheese, Savory, desserts IRD tray/ trolley set up and service procedure for Breakfast/ Tea/ Snacks/ Beverages. IRD tray/ trolley set up and service procedure for Lunch / Dinner	20	Comprehend the basic of cover lying.  Develop the knowledge of extensive seventeen course French classical menu.  Understand the different types of food service.  Develop extensive knowledge on Sales and the control system  Develop the basic knowledge about tobacco and its products.	1,2,3,4

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

## **REFERENCE BOOKS:**

- 1. Food & Beverage Service Training Manual Sudhir Andrews, Tata Mc Graw Hill.
- 2. Food & Beverage Service Lillicrap & Cousins, ELBS

## **OTHER LEARNING RESOURCES:**

https://egyankosh.ac.in/bitstream/123456789/69863/1/Unit-3.pdf

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Remembering different types of meals such as breakfast, brunch, hi-tea	PO1,PO3,PO9						
2	Understanding of types of KOT's, BOT's, Billing methods and feedback mechanism.	PO1,PO3,PO4,PO5,PO6,PO9						
3	Understand to learn about the classification of non- alcoholic beverages.	PO1,PO3,PO4,PO5,PO6,PO9						
4	Applying knowledge about tobacco and its products	PO1,PO3,PO4,PO5,PO6,PO9						
5	Apply insights from industry trends to innovate and adapt room service and catering operations.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						

			SEMESTER -	II							
Course T	itle		Room Divis	ion Opera	tion						
Course C	'ode	23BHMC123R			L T	P S		O/F	C		
						2 0	4 0		0	4	
Pre-requi			Nil Co-requisite Nil								
Program		Bachelor of Hotel Management and Catering Technology									
Semester			Spring/ II semester of first year of the Programme								
Cour		1. The students will comprehend about guest cycle, filling up of front office forms and									
Cours Objects		formats.  2. Welcoming the guest, telephone handling, and assigning guest rooms.									
		2. Welcoming the guest, telephone handling, and assigning guest rooms.  3. Procedures of message and mail handling along with paging.									
CO1	1	To understand about gu					nd form	nats.			
CO2	2	To remember various pr	ocedures carried o	out at front	desk lik	e roo	m chan	ge p	rocedu	ıre.	
CO3	3	Applying techniques ab	out Handling Gues	st Complair	nts						
CO4	ı	To analyse various procout at the Hospitality Do		and mail h	andling	alon	g with p	pagin	ig carr	ied	
CO5	5	To evaluate Message an	d Mail Handling p	rocedure.	<u> </u>						
Unit		C	31	Contact	т		O4		TO	т	
No.		Content		Hour			Outco		K		
_		out of the Front Office D		9			l care a		1,	2	
I	Functions performed by  Department		y Front Office				rocedu: t surfac				
	<ul><li>Department</li><li>Different sections of front</li></ul>		t office and their		101 01	IICICI	ı surra	.03			
		mportance									
		Ancillary areas of Front C	Office								
II		Arrival Procedures		8	I .					4	
		Pre arrival activities (Pre	paring an arrival		step action plan for						
	1	list, notification) Pre arrival procedure for	VIDe		cleaning procedure of public areas			res			
		Pre arrival procedure for			or pu	one a	cas				
		arrangements, meal coupo									
	• ,	Arrival Procedures									
III	1	ck In Procedure		8	Know		<del>)</del>	on	3,	4	
		Guest Check In	CI 1 1		effect		p	est			
		Group Check In, Express Types of Room Rates	Check In		contro	OI					
IV		ning Routine of Guest 1		9	-		hierarc	-	1,2	2,3	
		Daily cleaning of Occu					ffice a				
		Vacant, Under Repair and Evening service and			indus		) 111 (	ше			
		procedures.	second service		maas	<b></b> <i>y</i>					
		Spring Cleaning proce	edures and its								
i		mportance									
		<b>ning Routine of Public</b> Public areas to be ma									
		weekly and spring-cleaning	•								
<ul> <li>procedures for various Public a</li> </ul>		•									
Lo		Lobby / Lounge, Restaura	nts, Bar, Banquet								
I		Halls, Elevators, Staircase	, Guest corridors,								
	1	Restrooms and Leisure	nool showing								
		Areas (spa, swimming arcades)Importance of cor									
V		rol Desk	🗸	8	Unde	rstanc	<u> </u>	the	2,	3	
	• ]	Introduction and function	s of the Control		infras	tructi	re of t	the	ĺ		

	<ul> <li>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>		hotel (layout), its functions and its importance	
Practical	1. Use of PMS and suggested tasks to be carried out:  • Various function keys  • Pre-register a guest Creating and updating guest profiles  2. Preparing Records, lists, books, and forms such as:  • Arrival register  • Arrival list  • No show/cancellation report  • VIP List  • Fruits & Flowers requisition  • Left luggage register  • Bell boy movement control sheet  • Scanty Baggage Register  • Arrival & Departure errand cards  • Expected arrival /departure list  3. Telephone handling skills at the reception and taking reservations.  4. Spring cleaning of public areas  5. Servicing a guest room and bathroom with chambermaid's trolley (checkout/occupied and vacant room)  Bed making (Daybed, turn down service)	30	Discuss various tasks of desk control.  Demonstrate step by step action plan for cleaning procedures of public areas  Discuss various activities in housekeeping department such as key control  Comprehend the origin and growth of hospitality industry, travel and tourism and hotel industry  Interpret the commitment and obligation of some FO employees, departments and its functional areas	1,2,3,4

- 1. Front Office Training manual-Sudhir Andrews. Publisher: Tata Mac Graw Hill
- 2. Managing Front Office Operations -Kasavana & Brooks Educational Institution ABHMA
- 3. Front Office-Operations and management -ABH Med Ismail (Thomson Delmar).

## **REFERENCE BOOKS:**

- 1. Managing Computers in Hospitality Industry–Michael Kesavana & Cahell.
- 2. Front Office Operations –Colin Dix & Chris Baird.

## **OTHER LEARNING RESOURCES:**

https://www.academia.edu/26686533/INTRODUCTION\_TO\_HOTEL\_ROOMS\_DIVISION

	CO PO Ma	pping
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	To understand about guest cycle, filling up of front office forms and formats.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9,
2	To remember various procedures carried out at front desk like room change procedure.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9,
3	Applying techniques about Handling Guest Complaints	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9,
4	To analyse various procedures of message and mail handling along with paging. Carried out at the Hospitality Desk.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9,
5	To evaluate Message and Mail Handling procedure.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9,

	SEMESTER – II														
Cours	se Title			Proficie	ncy in Frenc	h									
Cours	se Code	23BHMC124R		otal Credi		L	T	P	S	R	O/F	C			
Dro re	equisite	Nil	T	otal Hours Co-requis		0	0	0	4 Nil	0	0	1			
	amme		lor of Uo	-	ement and C	otor	ina '	Foobr							
										gy					
Semes	ster	Spi	ring/ II so	semester of first year of the Programme											
_	ourse jectives	<ol> <li>To impart the basic knowledge of French language.</li> <li>To familiarize the students with the basics of Hospitality French terms.</li> <li>To identify the significance of foreign language in Hospitality Industry.</li> </ol>													
(	CO1	To understand the b	asics of F	French lang	uage										
(	CO2	To remember and k	now the p	oronunciation	on of French a	alph	abets	and	num	bers.					
CO3 Apply the vocabulary for proper formation of sentences.															
CO4 Learn to apply about interrogative and negative sentence							for	prope	r co	mmu	nicatio	on.			
(	CO5	Evaluating respectfy	ul commu	nication sk	ills related to	Hos	spital	lity in	dust	ry.					
Unit No.		Content		Contact Hour	Lea	arni	ng C	utco	me			KL			
I	Introduct	ion to verbs and conj	ugation	10	Understand language in		•		e of	Fren	ich	1,2			
II	Very sho French.	ort passages and red	cipes in	9	Develop so writing skil well in Fren	ls n	eces	sary		_		2,3			
III		le plays and conv partners in each settir		10	Identify bas in French	sic p	ronu	nciati	on 1	featu	res 2	2,3,4			
IV	times and being ab	out numbers and giving numbers in conversable to understand as the information.	tion and	9	Identify and discuss themes in the readings in oral and written form.							3,4			
V	and be ab	very short passages le to answer brief and from them.		10	Understand	the t	hem	es in t	the r	eadir	_	1,2,3			

1. French for Hospitality by P Rajnith Kumar & Rahul

# **REFERENCE BOOKS:**

1. French for Hotel Management & Tourism Industry by S. Bhattacharya

#### **OTHER LEARNING RESOURCES:**

https://nlsnorwegian.no/hospitality-french-language-skills-key-french-phrases-for-hotels-and-restaurants/

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	To understand the basics of French language	PO1,PO7,PO9								
2	To remember and know the pronunciation of French alphabets and numbers.	PO1,PO7,PO9								
3	Apply the vocabulary for proper formation of sentences.	PO1,PO7,PO9								
4	Learn to apply about interrogative and negative sentences for proper communication.	PO1,PO7,PO9								
5	Evaluating respectful communication skills related to Hospitality industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								

	SEMESTER – II												
Cours	se Title			ourism Pr							1		
Cours	se Code	23BHMC125R		otal Credit otal Hours:		<u>L</u>	T 0	0	S 0	R	0/F 0	<u>C</u>	
Pre-re	equisite	Nil		Co-requisi		4	U	U	J U N		U	<u> </u>	
	ramme		•	•	and Caterin	1g ]	Гес	hno					
Seme					ear of the P								
	ourse	<ol> <li>Ability to understand</li> <li>Ability to understand</li> <li>Understand the important</li> </ol>	Tourism Pro Destination	oducts. Analysis.						lopm	ent.		
Овје	ectives	4. Ability to understand environmental factors	<ul> <li>4. Ability to understand and analyse the impact of socio-cultural, economic, and environmental factors on tourism products.</li> <li>5. Understand the role of service quality, hospitality, and customer relations in tourism.</li> </ul>										
C	CO1	To understand the nature	e of tourism	products.									
C	02	Analyse the process of d	leveloping to	ourism proc	ducts from co	nce	epti	ion t	o im	plem	entati	on.	
C	CO3 Apply theoretical knowledge to practical scenarios through projects and simulations.												
C	O4	Evaluate the factors influ	uencing the	success of	a business to	uris	sm	proc	luct.				
C	05	Evaluate the impact of to	ourism on lo	cal culture	s and environ	ıme	nts						
Unit No.		Content		Contact Hour	Learni	ing	Oı	ıtco	me		KI	Ĺ	
I	characte classific of UNI	n Product: Definition, neristics of tourism product eation of tourism product ESCO and ASI in develoing Tourism Products.	ducts and ts, the role	6	6 Understand the concepts and typology and elements of tourism.								
II	Heritag Archite Archae		,	5	Understand significance in tourism					and ion	2,3	3	
III	Arts Sculptu Perform	(Tangible forms): res, Museums, Art ning Arts, etc.	Paintings, Galleries,	4	Understand the different agency and functions of	3,4	1						
IV	possibil tourism product	I tourist resources: - I ities of tourism, Mou, products, Deserts as, Coastal and island a Sanctuaries, and Nation	intains as s tourism products,	4	Understand tourism	1,2,	,3						
V	Health tourism	& Business Tourism &Wellness Tourism, , MICE Tourism, Rituals products.	Medical	5	Understand different of helps touris	orga	ani	zatio	n t		1,2,3	3,4	

- 1. Tourism Product- Manoj Dixit, Charu
- 2. The Tourism of India Ritik Gupta

# **REFERENCE BOOKS:**

1. Indian Tourism Product by Robinet Jacob.

### **OTHER LEARNING RESOURCES:**

https://www.tourismbeast.com/tourism-product-concept/

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	To understand the nature of tourism products.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
2	Analyse the process of developing tourism products from conception to implementation.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
3	Apply theoretical knowledge to practical scenarios through projects and simulations.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
4	Evaluate the factors influencing the success of a business tourism product.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
5	Evaluate the impact of tourism on local cultures and environments.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								

			S	EMESTE	R – II									
Cou	rse Title		Eve	ent Planni	ng and P	ublic l	Relati	ons						
Cou	rse Code	23BHMC126R		Credits: 2		T	P	S	R	O/F				
				Hours: 24		0	0	0	0	0	2			
	requisite	Nil		-requisite				Nil						
	gramme		Bachelor of Hotel Management and Catering Technology											
Sem	ester	<u> </u>	_	I semester of first year of the Programme with a comprehensive understanding of the fundamentals of										
	ourse jectives	<ol> <li>To provide stude event managemen</li> <li>To develop esse successful events.</li> <li>To explore the key</li> </ol>	nt. ential s	kills requi	ired for	planni								
CO1 To understand the core concepts and principles of event management.														
CO2 Understand the concept of PR activities														
(	CO3	Applying the tools of	ctivities.											
(	CO4	Analysing strategic k	knowle	dge about t	the PR as	sociati	ions.							
(	CO5	Evaluate the ability to	o plan	and evalua	te variou	s types	s of ev	ents.						
Unit No.		Content		Contact Hour		Lear	ning C	utcom	e		KL			
I		ction- Definitions of p and its uses in I nent.		6	Explain relation corpora	s pi	rofessi	onal		lic the	1,2			
II	Channel Making	f PR in events - Us to Their Best Ab the Event Stand Buzz About the Event	oility, Out,	5	Underst concept advertis professi	s, histo	ory an	d organi	zation	of	2,3			
III		nges of maintaining a fference between PR		4	Develop plan	evelop a basic communications an								
IV	Element Campai	s of a Strategic gn	PR	4	Underst commu- theories and info	nications on m	ass m		ncludi		1,2,3			
V	PR Asso	ciations		5	Underst commu- enterpri	nicatio		ro busin		of ind	1,2,3,4			

- 1. Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development
- 2. The Art of Gathering: How We Meet and Why It Matters, by Priya Parker.

#### **REFERENCE BOOKS:**

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.

#### **OTHER LEARNING RESOURCES:**

https://gyansanchay.csjmu.ac.in/wp-content/uploads/2022/05/The-Role-of-PR-in-Event-Planning.pdf

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	To understand the core concepts and principles of event management.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
2	Understand the concept of PR activities.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
3	Applying the tools of PR activities.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
4	Analysing strategic knowledge about the PR associations.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								
5	Evaluate the ability to plan and evaluate various types of events.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9								

			SEMESTER	– III							
Course T	Title		Bakery &	& Con	fecti	onery					
Course (	obo <sup>r</sup>	23BHMC2101R	<b>Total Credits:</b>	3	L	T	P	S	R	O/F	C
			Total Hours:		1	0	4	0	0	0	3
Pre-requ		Nil	Co-requisite		Nil	1.0.4	• 7				
Program Semester			or of Hotel Manag I/ I semester of Se								
Semester		1. Ability to understa							:		
~		2. Ability to study th							r functio	ons.	
Cours Objecti		3. Ability to develop									ınd
Objecti	ives	fondant work.									_
		4. Ability to learn at hygiene practices		ding a	nd in	npleme	ntıng	proper	tood s	itety a	ind
COI	1	1		, and a	onfo	otionor	· · · ·				
		Learn to understand t						1			
CO2		Understanding the Cl									
CO3		Understanding the Cl								ngs a	ınd
CO4	ļ	Apply bakery skills- Meringues, Chocolate decorations, Sugar work, Icings and toppings, Pastries & Recipe balancing									
CO5	;	To evaluate profession		niques	requ	ired fo	r Cak	e Maki	ng.		
Unit				Con		La	earni	ng Out	come	K	L
No. I	T4		Confortionomy	Ho 9							,2
1		oduction to Bakery & Definition	Comecuonery	9	'				student uipmen		,2
		Principles of Baking							used i		
		Bakery Equipment (St	nall, Large, Tools			I	-	nit ar	nd thei	r	
		etc.)				funct	ions.				
		Formulas & Measurer Physical & Chemical									
		baking	changes during								
II		<u> </u>	Functions of	7	'	The	studer	nts will	be abl	e <b>2</b> ,	3,4
	_	edients used in Ma	king of Bread,				entify		s baker		
		e and Flour Pastry Flour				and produ	note:	confe	ectioner	У	
		Shortening agents				produ	icis				
	•	Sweetening agents									
		Raising agents									
		Dairy products									
		Eggs Sundry materials -	Sotting Agents								
		Chocolate, Cocoa Po									
		Nuts, Salt Spices Flav	*								
		Emulsions & Alcohol									
TTT	Vess	4 Dayaha (Farmanta	I Caada)	8	)	The	l	:11	da1a	. 2	2
III		st Doughs (Fermented Types – (Rich / Lean)	i Goods)	0	•		iearne iment		develo bakin		,3
		Stages / Steps in Bread	d Making				iques		Ounin	>	
		Methods of Bread N					-				
		Dough, Straight Dou	_								
	Dough, Sponge and Dough Delayed, Continuous Bread		0								
		•	leywood Bread								
		making process)									
	•	Bread Disease									
<b>TT</b> 7		Bread Improvers				777 1	- 00				2.4
IV		e <b>Making</b> Factors to be consid	ered while cake	8	)				y as eam an		3,4
		making- (Combining							ani uil		

	Forming of air cells and Developing		learn entrepreneurial skills	
	texture)		for self-reliance	
	<ul> <li>Method of Cake Making (Sugar batter,</li> </ul>			
	Flour batter, Foaming, Boiled, All in			
	one, Blending)			
	<ul> <li>Scaling, Panning, Baking and Cooling</li> </ul>			
	• Faults & Remedies			
	Icings			
	Introduction to Icings			
	<ul><li>Definition &amp; Uses</li></ul>			
	<ul><li>Classification (Flat &amp; Fluffy)</li></ul>			
	Ingredients used in preparation of Icings			
V	Flour Pastries	10	To analyse the role of	221
•		10	•	2,3,4
			various ingredients used in	
	examples		bread making and effect of	
	• Recipes, Methods of Preparation,		processing conditions	
	(Short Crust, Choux, Hot Water Crust,			
	Flaky, Puff, Danish)			
	• Do's and Don'ts while preparing Pastry			
	Cookies			
	Definition & Introduction			
	<ul> <li>Characteristics and their Causes</li> </ul>			
	<ul> <li>Mixing Methods</li> </ul>			
	• Types of Cookies (Piped / Bagged,			
	Dropped, Rolled, Moulded / Stamped,			
	Ice box / Refrigerator, Bar, Sheet and			
	Stencil)			
	<ul> <li>Panning, Baking &amp; Cooling</li> </ul>			
	~			
	Cookie Improvers			
Practical	•	18	To impart basic	1,2,3,
Practical	•	18	To impart basic knowledge of scope of	1,2,3,
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns,	18	1	
Practical	Breads	18	knowledge of scope of	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread,	18	knowledge of scope of bakery and confectionary,	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes	18	knowledge of scope of bakery and confectionary, terminology used, and	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition,	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut)	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake , Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens,	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream)	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent, Eclairs, Eccless Cake, Bouchees, Pinwheel,	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake , Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent, Eclairs, Eccless Cake, Bouchees, Pinwheel, Palmiers, Khari, Cream Rolls ,Cinnamon	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake , Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent, Eclairs, Eccless Cake, Bouchees, Pinwheel, Palmiers, Khari, Cream Rolls ,Cinnamon Twist, Veg Puffs)	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake, Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent, Eclairs, Eccless Cake, Bouchees, Pinwheel, Palmiers, Khari, Cream Rolls ,Cinnamon Twist, Veg Puffs) Cookies	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	
Practical	Breads (Bread Rolls- Garlic / Herb, Burgers Buns, Hot Dog Rolls, Bread Loaf, French Bread, Sweet Dough, Brown Bread, Milk Bun, Pizza, Ladi Pav, Bread Sticks) Cakes (Vanilla Muffins, Chocolate Layer Cake, Orange Muffins, Banana Bread, Madeira Cake, Swiss Roll / Roulade Eggless Cake, Mawa Cake, Devil's Food Cake, Angel Food Cake, Madeleine's, Date and Walnut Cake, Carrot Cake, Pineapple Upside Down Cake, Dry Fruit Cake, Gel Sponge, Genoese Sponge, Tea Cakes, Petite Four, Fruit Flan, Dundee Cake , Doughnut) Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream) Flour Pastry Products and its variations (Tarts- Fresh Fruit / Choc, Profit Rolls, Meat Pie, Cheese Straw, Croissant, Vol Au Vent, Eclairs, Eccless Cake, Bouchees, Pinwheel, Palmiers, Khari, Cream Rolls ,Cinnamon Twist, Veg Puffs)	18	knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.  To familiarize the students with different types of flours, their composition, and functional properties.  To analyse the role of various ingredients used in bread making and effect of processing conditions.  To understand the working of various types of ovens, methods of making and characteristics of a good	

Macroons, Choco Chips, Biscotti, Pinwheel,		
Nan Khatai, Jeera Cookies, Brownie)		

- 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

#### **OTHER LEARNING RESOURCES:**

https://nios.ac.in/online-course-material/vocational-courses/bakery.aspx

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Learn to understand the basics of bakery and confectionery.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
2	Understanding the Characteristics & Functions of Ingredients used in bakery.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
3	Understanding the Characteristics & Functions of Ingredients used in bakery.	PO1, PO2, PO3, PO4, PO9
4	Apply bakery skills- Meringues, Chocolate decorations, Sugar work, Icings and toppings, Pastries & Recipe balancing	PO1, PO5, PO6, PO9
5	To evaluate professional skills and techniques required for Cake Making.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9

			SEMESTER	- III							
Course Tit	tle		В	ar Operati	on						
Course Co	de	23BHMC2102R	Total Cree		L	T	P	S	R	O/F	
Pre-requis	site	Nil	Total Hou Co-requ		2	0	2	0	0 Nil	0	3
Programn			lor of Hotel Man		nd Ca	ateri	ng T				
Semester			all/ I semester of S								
Cours Objecti		<ol> <li>Ability to unde</li> <li>Ability to technositive atmos</li> <li>Ability to under beverages.</li> <li>Learn about dir</li> <li>Learn the Technositive under the technositive atmos</li> </ol>	rstand of various aniques for handling there. Erstand Bar Operators	alcoholic ang customer and W	nd nor inqui	n-alc iries	coho , con	lic be	everage nts, and	d crea	
CO1	CO1 Understand the different layouts					ıside	ratio	ons.			
	CO2 Remembering the Bar control pro CO3 Analyse the classification of wine					ed s	tatut	ory r	equiren	nents.	
CO4	edge about the se	rvices of d	iffere	ent ty	ypes	of a	lcoholi	c and	non-		
CO5		Evaluate proficier classic and conten	ncy in mixing and								uding
Unit No.		Content		Contact Hour	I	Lear	ning	Out	tcome		KL
I	<ul><li>Alcoho</li><li>D</li><li>C</li><li>Fo</li><li>E</li><li>Bar</li><li>Ty</li><li>Bar Heavy</li></ul>	6	To introduce the students to the basic of Alcoholic Beverages and Dispense Bar						1,2		
III	Beer Int Ra pro Ty Fre Bee Fa Fo Oft	roduction and Definity materials & ocess spes of Ales and Lageshly brewed Beer er ults in Beer- Company (Sour, Cloreign bodies) her Fermented verages (Sake, Cides Domestic & Internation	6	To make them aware of different types of Beer.						2,3	
	<ul><li>Int</li><li>Cla</li><li>Ty</li><li>Fa</li><li>Wi</li><li>Vi</li></ul>	roduction and Definance assification of wines pes of wines ctors influencing to the ticulture and viticulture		To teach the students about Wines.							
IV	Wine	producing Countri	es	6	To abou	tea ut Sp			studer	its	1,2,3

			1	
	• France – Regions with Wine examples			
	Champagne – Regions, Manufacture			
	process (Traditional, Cuvee close /			
	Charmat, Transfer,			
	Impregnation/Carbonation), Brands			
	• Italy – Regions with Wine examples			
	Fortified wine: Masala, Types and			
	Brands			
	• Sherry – Manufacture process, Types			
	and Brands			
	• Port – Manufacture process, Types,			
	Brands			
	Madeira – Manufacture process, Types,			
	Brands			
	International and national Wine examples			
V	Aperitifs	6	To equip the students	3,4
	<ul> <li>Definition</li> </ul>		about the basic knowledge	
	Types of Aperitifs		about Aperitifs & Liquors	
	Wine based Aperitifs		de out i periors et Erquers	
	_			
	a. Vermouth Styles and Brands			
	b. Chambery, Chamberyzette, Punt-e-			
	mes, Carpano			
	c. Dubonnet, Lillet, St.Raphael, Byrrh			
	and Cap Corse			
	Spirit based Aperitifs and Bitters – Amer			
	Picon, Fernet Branca, Pernod, Campari,			
	Angostura, Ouzo and Underberg Do's and			
	_			
	Don'ts while preparing Pastry			
		_		
Practical	Organization of a wine bar, Types of	8	To introduce the students	1,2,3,4
Practical	Organization of a wine bar, Types of Glasses used in the bar, Beer Service –	8	To introduce the students to the basic of Alcoholic	1,2,3,4
Practical	Glasses used in the bar, Beer Service –	8		1,2,3,4
Practical	Glasses used in the bar, Beer Service – Service Temperature, Equipment,	8	to the basic of Alcoholic	1,2,3,4
Practical	Glasses used in the bar, Beer Service – Service Temperature, Equipment, Procedure, Brands, Wine equipment,	8	to the basic of Alcoholic Beverages and Dispense Bar.	1,2,3,4
Practical	Glasses used in the bar, Beer Service – Service Temperature, Equipment, Procedure, Brands, Wine equipment, Reading of a wine label (Wine labels from	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students	1,2,3,4
Practical	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 &	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service.	1,2,3,4
Practical	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,	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of	1,2,3,4
Practical	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 Cakes	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature,	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service.	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature, Equipment, Procedure, Decanting process	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature,	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service.	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature, Equipment, Procedure, Decanting process	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature, Equipment, Procedure, Decanting process and Brands Champagne / Sparkling Wines service-	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature, Equipment, Procedure, Decanting process and Brands Champagne / Sparkling Wines service-Service temperature, Equipment,	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge	1,2,3,4
Practical	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 Cakes Red wine service- Service temperature, Equipment, Procedure, Decanting process and Brands  Champagne / Sparkling Wines service-Service temperature, Equipment, Procedure and Brands	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge	1,2,3,4
Practical	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 Cakes 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	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure,	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands • Sherry	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands Sherry Port	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands Sherry Port Menu Planning with wines and Service of	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands • Sherry • Port Menu Planning with wines and Service of Food and wine (Menu planning with wines	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands Sherry Port Menu Planning with wines and Service of	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands • Sherry • Port Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4
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Practical	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 Cakes 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 Flour Pastry Products and its variations Fortified wine service - Service Temperature, Equipment, Procedure, Brands • Sherry • Port Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)	8	to the basic of Alcoholic Beverages and Dispense Bar. To teach the students about Wines service. To make them aware of different types of Beer service. To match the food with wine. To equip the students about the basic knowledge about Aperitifs &	1,2,3,4

- 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

#### OTHER LEARNING RESOURCES:

https://uou.ac.in/sites/default/files/slm/HM-401.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the different layouts of Bar and their considerations.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Remembering the Bar control procedures & concerned statutory requirements.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Analyse the classification of wines.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
4	Apply the knowledge about the services of different types of alcoholic and non-alcoholic beverages	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Evaluate proficiency in mixing and preparing a wide range of cocktails, including classic and contemporary recipes, using proper techniques and measurements.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							

			SEMESTER	– III							
Course T	itle		Front	Office Ope	rati	ion					
Course C	ode	23BHMC2103R	Total Credi		L	T	P 2	S	R 0	O/F	C 3
Pre-requi	isite	Nil	Total Hours Co-requis		2	0	<i>L</i>	0 Nil	U	0	3
Program		Bachel	or of Hotel Mana	i	d C	aterin	g Tec	hnol	ogy		
Semester		Fa	ll/ I semester of S	econd year	r of	the Pr	ogran	nme			
Course Objectives		operation of a he 2. Ability to study 3. Ability to develo	<ol> <li>Ability to understand the role and importance of the front office in the overall operation of a hotel.</li> <li>Ability to study Guest Services and Communication</li> <li>Ability to develop skills in Front Office Accounting</li> <li>Ability to learn about cash handling and billing</li> </ol>								
CO	1	Understand to learn	various Checkou	t procedure	s in	Front	Office	;			
CO	2	Apply the knowled	ge of cash and cre	dit handlin	g thi	rough f	ront o	ffice	cash	iering	Ţ <b>.</b>
CO	3	Analyse various typ	pes of room rates a	and method	s us	ed to e	stablis	sh ro	om ra	ate.	
CO	4	Applying the Calcu	lations of various	statistical c	lata	using I	Formu	lae i	n fro	nt offi	ce
CO	5	Evaluating strong c	sustomer service sl		ial i	n the fi	ont of	ffice	role.		
Unit No.		Content		Contact Hour		Learn	ing O	utco	me		KL
I	<ul> <li>Dej sys</li> <li>Gro</li> <li>Exp</li> <li>Ear</li> </ul>	parture notification parture procedure in tem pup Checkouts press check outs by and Late check outparture Courtesy Ser	ats and charges	6	FO accounting and its functions, different kinds of vouchers, various folios, ledgers, types of accounts and FO accounting cycle					ds us of	1,2
II	<ul> <li>Settl</li> <li>Cash curre</li> <li>Trav Dem</li> <li>Fore enca</li> <li>Crec Age</li> <li>Other</li> </ul>	Methods of Payment Settlement of Bills Cash Settlement- Indian & Foreign currency Travellers' cheque, Personal cheque, Demand draft, Debit card Foreign currency exchange procedure and encashment certificate Credit Settlement- Credit card, Travel Agent voucher, Bill to Company letter Other methods of payment- NEFT/RTGS,			cyc	urth scle, ocedure tlemen		dep odes		re	2,3
III	charge voucher  Front office Accounting  • Accounting fundamentals (Types of accounts, folios, vouchers)  • City Ledger  • Front office Accounting cycle-Creation, maintenance and settlement of accounts  Credit control measures-Pre-Authorization, Advance Payments, Floor Limit, House Limit			6	its nig res	eck ou soluti ght au sponsib rpose	ons dits,	Proce dutie	ess o	of id	2,3,4

IV	Application of various Statistical data Room occupancy percentage, Double Occupancy percentage, Foreign Occupancy percentage, Local Occupancy percentage, House Count, ARR, RevPAR, ARG, Single Occupancy, Cancellation percentage, No Show percentage, Overstay percentage, Under stay percentage (Numerical based on the above formulae)	6	Role of hotel staff in ensuring the safety and security of the guest	1,2,3
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</li> <li>Reservation Management software</li> <li>Room Management Software</li> <li>Guest Accounting Management Software</li> <li>General Management Software</li> </ul>	6	Handle various guest situations (Complaints, concerns, guest request, special occasions etc.	3,4
Practical	Role-play on Checkouts using various methods of Payments- FIT (Indian & Foreign Nationality guests)  Role-play on Checkout Procedure for bookings done through Corporate Travel Agents and Groups.  Format of Departure Register, Departure Intimation, Departure List, Departure Errand Card.  Preparation of guest folio, Filling up, accounting and totaling (final) guest folio in semi-automated accounting system  Preparation of various vouchers-V.P.O., Miscellaneous voucher, Allowance vouchers, Travel Agent voucher, Cash receipt voucher etc.	8	Perceiving the front office accounting system followed in the hotel Be acquainted with the procedures adopted during check out Initiating the night auditing process Ensure guest safety measures in the hotel Acquire knowledge in guest relations	1,2,3,4

- 1. Front Office Training manual Sudhir Andrews. Publisher: Tata Mac Graw Hill
- 2. Managing Front Office Operations Kasavana & Brooks Educational Institution AHMA

#### **REFERENCE BOOKS:**

- 1. Managing Computers in Hospitality Industry Michael Kesavana & Cahell.
- 2. Front Office Operations Colin Dix & Chris Baird.

#### **OTHER LEARNING RESOURCES:**

https://setup myhotel.com/hotel-staff-training/front-office-training/front-office-department-introduction-operations-and-functions/

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand to learn various Checkout procedures in Front Office.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
2	Apply the knowledge of cash and credit handling through front office cashiering.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
3	Analyse various types of room rates and methods used to establish room rate.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
4	Applying the Calculations of various statistical data using Formulae in front office.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
5	Evaluating strong customer service skills is crucial in the front office role.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						

			SEMES'	TER – III							
Course T	Title		Accor	mmodatio	n Ope	eration	l				
Course C	Code	23BHMC2104R	Total Cr		L	T	P	S	R	O/F	
Pre-requ	isite	Nil	Total Ho Co-req		2	0	2	0 Nil	0	0	3
Program			_	Management and Catering Technology							
Semester		Fall/ I semester of Second year of the Programme									
Cours Objecti		<ol> <li>Ability to understate operation of a hotel</li> <li>Ability to study Gu</li> <li>Ability to develop states</li> <li>Ability to learn about</li> </ol>	and the role . est Services a	and important Commit Office Ac	rtance unicat	e of th				the o	overall
CO1	-	Understand the importance of supervision and Checklist for inspection									
CO2		Remember the concep	Remember the concept Contract Cleaning and its use in Housekeeping Operation.								
CO3		Apply the knowledge									
CO4		Evaluating the concept	t of Managin	g Housekee	eping	Person	nel				
CO5		Understanding the bas	ics of horticu	lture							
Unit No.		Content	Content			Lear	ning (	Outco	me		KL
I	• 1 • 2 • 3 • 6 • 6 • 6 • 6 • 6 • 6 • 6 • 6 • 6	sekeeping Supervision Role of Supervisor Specific Functions of St Guestroom inspection, In VIP rooms, Linen Inven Checklist for inspection Dirty dozen and on spection tract Cleaning Definition & Concept Jobs given on con Housekeeping Advantages & Disadvan Pricing a contract	6	Enumerate areas of coordination between Linen & Laundry.						1,2	
II	<ul> <li>Laundry Operations</li> <li>Types of Laundries- OPL, Commercial</li> <li>Layout of a typical laundry</li> <li>Laundry equipment&amp; uses (Commercial Laundry Equipment-calendaring machine, Hydro extractors, Washing machine, Steam press, Suzie, Flat press etc.)</li> <li>Laundry Process</li> <li>Stain Removal</li> <li>Dry-cleaning</li> <li>Flow Chart of Handling Guest Laundry-Laundry list and Valet Service</li> </ul>			6	varie effe	l poss ous lir ctive h k and miques	nen u andlir poss	sed ing of l	hote inen j	els, par	2,3

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>	6	Will be able to effectively reuse discarded linen.	2,3,4
IV	<ul> <li>Managing Housekeeping Personnel</li> <li>Recruiting, Selecting, Hiring, Orientation and Training</li> <li>Motivating Employees</li> <li>Performance Appraisal</li> <li>Teamwork, Leadership</li> <li>Employee welfare, Discipline</li> </ul>	6	Will be able to design uniforms with the use of appropriate fabrics in accordance with latest trends in uniform designing.	1,2,3
V	<ul> <li>Horticulture</li> <li>Essential components of Horticulture</li> <li>Landscaping</li> <li>Indoor Plants</li> <li>Bonsai in the Hotel properties</li> </ul>	6	Will be able to perform daily activities of sewing room. Knowledge and operating skills of various laundry equipment handle laundry flow process; effectively possess skill to remove stains from various types of fabric, to handle guest laundry issues effectively.	3,4
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 a 100 room property with an OPL Stock taking of Linen for Housekeeping Lab	8	Effectively design the layout of linen room and laundry Operational knowledge of various laundry equipment and machineries Understand and practice various stain removal techniques Develop skills in various styles of flower arrangement.	1,2,3,4

- 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

#### **OTHER LEARNING RESOURCES:**

https://hmhub.in/3rd4th-sem-accommodation-operations-theory/#google\_vignette

	СО РО Марр	ing
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understand the importance of supervision and Checklist for inspection	PO1,PO2,PO3,PO9
2	Remember the concept Contract Cleaning and its use in Housekeeping Operation.	PO1,PO3,PO5,PO7,PO8,PO9
3	Apply the knowledge of laundry operation in Housekeeping	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
4	Evaluating the concept of Managing Housekeeping Personnel	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
5	Understanding the basics of horticulture	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

	SEMESTER – III										
Cours	e Title		Principle	s of N	Iana	gemei	nt				
Cours	e Code	23BHMC2105R	Total Credits: Total Hours: 3		L 3	T 0	P 0	S 0	R 0	O/F 0	<b>C</b> 3
Pre-re	quisite	Nil	Co-requisite				•	Nil			
Progra	amme	lor of Hotel Manag	Iotel Management and Catering Technology								
Semes	ter	Fa	ll/ I semester of Se	cond	year	of the	e Prog	ramme			
Course Objectives		2. Students will lea problem-solving	<ol> <li>Understanding Management Functions</li> <li>Students will learn about the decision-making process in management, including problem-solving techniques and tools.</li> <li>Understanding the role of innovation and entrepreneurship in driving organizational</li> </ol>								
C	CO1	Understanding and	learning the import	ance o	of lea	dershi	ip, its s	styles, ar	nd patte	erns.	
C	O2	Remembering the c	concept of Human si	kills.							
С	03		gerial skills, the nat and characteristics, a					•	entrepro	eneursl	hip,
	04	, ,	vledge of Organizat								
Unit	05	Understanding case	e studies, projects, a	Contact							
No.		Content		Hour Learning Outcome							L
Evolution of Management Thought:			neory School nool nd Contingency ept and Nature of	•		ing	of the r	te und role of m nization			,2
<ul> <li>Process of Management:         <ul> <li>Planning</li> <li>Organizing- departmentalization, Line and Staff relationship</li> <li>Directing</li> <li>Coordinating &amp; Controlling</li> <li>Decision Making</li> </ul> </li> <li>Authority and Responsibility</li> </ul>			(	5	conc	cepts,	e the ele principl manage	les an	•	,3	
3	Authority and Responsibility			8	3	func on				ct	

4	Psychological Variables and Communication Technology:  • Learning  • Values and Attitudes  • Motivation Management and Behavioural Applications of Attitude and Motivation on Performance	9	Identify the contemporary issues and challenges in management	1,2,3
5	Leadership:	7	Develop ethical workplace practices	2,4

- 1. VSP RAO-Managing Organization (EXCEL 1 EDITION)
- 2. Chaturvedi & Saxena Managing Organization (Himalaya Publication)

### **REFERENCE BOOKS:**

- 1. Robbins-Organization Behavior -15 e Prentice hall
- 2. Koontz Harold & Weihrich Heinz Essentials of management

#### **OTHER LEARNING RESOURCES:**

https://www.cliffsnotes.com/study-notes/15214055

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understanding and learning the importance of leadership, its styles, and patterns.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
2	Remembering the concept of Human skills.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
3	Applying the managerial skills, the nature of their work, leadership, entrepreneurship, strategy, meaning and characteristics, and scope of management	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
4	Analysing the knowledge of Organizational Conflict.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
5	Understanding case studies, projects, and simulations.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						

	SEMESTER – III											
Course	e Title		Tour	ism Geogra	aphy							
Course	e Code	23BHMC2106R	Total Cr Total Ho		L 3	T 0	P	S	R	O/F	C 3	
Pre-re	auisite	Nil	Co-req		3	U	0	0 Ni	<u>  0</u> 	0	3	
Progra				•	d Cate	rino	Тес					
Semest				agement and Catering Technology Second year of the Programme								
Scines				•					les o	f tou	rism	
	ırse ctives	geography. 2. Ability to Tourist I 3. Ability to Explorin	<ol> <li>Ability to understand the fundamental concepts and principles of tourism geography.</li> <li>Ability to Tourist Behavior and Motivations</li> <li>Ability to Exploring the principles of destination development and planning</li> <li>Ability to learn geographical aspects of tourism</li> </ol>									
CO	01	Understand the concept	Tourism Geog	raphy								
CC	)2	Remember to understan	d the compone	nts of touris	sm.							
CC	)3	To analyse, and contrib rapidly changing world										
CC	04	•	•	•							_	
co	)5			e development of tourism destinations, including economic resources, and government policies.  citical thinking skills through the analysis of case of academic literature in tourism geography							case	
Unit No.		Content		Contact Hour	L		KL					
I	BASICS OF GEOGRAPHY: Locate and			6	Studer unders Geogr of wo Date I	stand aphy orld	fun , cli	dame matic	ntals regio	ns	1,2	
Ш	Introducing Tourism Geography Definition; Geographical components of tourism, Tourist generating areas-features that stimulate demand for tourism (Push factor). Identifying main tourist markets in the world, top tourist arrival destinations, and Tourist destinations / receiving areas factors that attract tourists (Pull factor). Identifying main tourist receiving markets in the world  Physical & Political Geography-World Major landscapes- Mountains, Plains, Plateaus, Desert, Arid/Semi-arid lands, Tidal areas, Ghats and Coastal plains Drainage system- Climate and its impact on tourism, Nature vegetations and wildlife, World political geography,			8	To import geogra	tance aphy aware	e and in to	urism s abo	ope  out t	cal	3,4	
		ational Airports with IA	ΓA code									

IV	Political Geography- India	9	Students will be able to	1,2,3
	Major landscapes-Mountains, Plains,		acquire the knowledge about	
	Plateaus, Desert, Arid/Semi-arid lands,		Physical and Political	
	Tidal areas, Ghats and Coastal plains,		features of Indian Geography	
	Drainage system, Climate and its impact on		and to apply the knowledge	
	tourism, Nature vegetations and wildlife.		of climatic conditions	
	Indian political geography, City and airport		prevailing in India in	
	codes, Major tourist receiving cities of India		designing tour itineraries.	
	(location and Importance.			
V	Regional Geography. Geography of	7	Students will be able to	2,4
	northeast India.		acquire the knowledge about	
			Regional Geography and	
			Geography of northeast India	

- 1. A Social & Economic Atlas of India, Oxford University Press, Delhi.
- 2. David Collins & the Diagram Group, the Travel & Tourism Resource Pack, Cambridge University Press.

#### **REFERENCE BOOKS:**

1. General Geography of India, NCERT, New Delhi.

#### OTHER LEARNING RESOURCES:

https://www.geofacts.in/2023/08/tourism-geography-concept-nature-and-scope.html

	CO PO Ma	pping
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understand the concept Tourism Geography	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
2	Remember to understand the components of tourism.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
3	To analyse, and contribute to the sustainable development of tourism destinations in a rapidly changing world.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
4	Analysing the factors influencing the development of tourism destinations, including physical landscapes, cultural heritage, economic resources, and government policies.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
5	Students will develop research and critical thinking skills through the analysis of case studies, fieldwork, and the evaluation of academic literature in tourism geography	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

			SEMESTE	R – III								
Course	Title		Dest	ination Maj	pping							
Course	Code	23BHMC2107R	Total Cro Total Ho		1 3	T 0	P 0	5	_	R 0	O/F 0	<u>C</u>
Pre-reg	uisite	Nil	Co-requ		- 3	U	10		Vil	U	U	
	Programme Bachelor of Hotel Management and Catering Technology											
Semeste		Fall/ I semester of Second year of the Programme										
Cou Objec		mapping 2. To Use GIS	mapping  2. To Use GIS tools to interpret and visualize destination-related information									
CO	<b>D1</b>	To understand the o	concepts of Logist	ics in Event	planni	ng.						
CC	)2	Apply the knowled	ge of design and d	lelivery of a	n event	•						
CC	)3	Evaluate the unders	standing of on-site	e event logist	tics pla	nnin	g.					
CC	)4	To understand abou	it the event transp	ortation logi	stics							
CC	)5	Evaluate the frame	work for Tourism	Recreation	Master	Pla	1					
Unit No.		Content		Contact Hour	L	earr	ing	Out	cor	ne	]	KL
I	Tourisi Island	egorising Destinations: Coastal urism, Urban Tourism, Rural Tourism, and Tourism, Spa Tourism and The ecessful Destinations.  6 Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.					al, nd	1,2				
II			tural Tourism, Shopping, actions, Events,	6	Interp touris and as	m a		phe	no			2,3
III	Destina Manag Tourist manage visitor	ation Management, controlling m, meeting the cement, operational	the impacts of cost of visitor	8	Identi relation relation capac	onshi ve to	ips a				ks	3,4
IV	Plannin Compl princip integra landsca and foo study Vatika	ng Tourist Resorts exes: Integrated resorts of development tion, increasing valuation, and distributions of interest, phasing analysis of Chowk in Jaipur	orts, developers, , environmental ue of resources, on of buildings ag projects. Case ii Dhani/Amber	9	Apply relevant technology for the production and management of tourism experiences.				,2,3			
V	Plan: A development developmen		urism/recreation in planning for , fundamental , government rocesses, scales environmental	7						2	,3,4	

- 1. Holloway: The Business of Tourism
- 2. Peter Mason: Tourism Impacts, Planning & Management

#### **REFERENCE BOOKS:**

1. Geography of Tourism by Dr. Jyotiram C.More

### **OTHER LEARNING RESOURCES:**

https://www.studocu.com/in/document/kannur-university/organisation-behaviour/destination-mapping-2nd-module/35252074

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	To understand the concepts of Logistics in Event planning	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
2	Apply the knowledge of design and delivery of an event.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
3	Evaluate the understanding of on-site event logistics planning.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
4	To understand about the event transportation logistics	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
5	Evaluate the frame work for Tourism Recreation Master Plan	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						

	SEMESTER – III											
Course	Title			Event	logisti	ics						
Course	Code	23BHMC2108R	Total Cr Total Ho		L 3	T 0	P 0	S	R	O/F 0	C 3	
Pre-req	nisite	Nil	Co-req		3	Nil						
Program			or of Hotel		ent ar	nd Ca	terino		nlogy			
Semeste			ll/ I semeste					·				
Cou Objec	ırse	1. To provide studer 2. To develop essen 3. To explore the ke	nts with a co	mprehensi quired for o	ve und design	derstar	nding d deli	of the I	Event L	ogistics	١.	
CC	)1	To understand the co	oncepts of Lo	ogistics in	Event	plann	ing.					
CO	)2	Apply the technique	s of on-site e	event logis	tics pl	anning	<u>.</u>					
CO	)3	Understanding about	t the event tr	ansportation	on log	istics						
CO	04	Evaluate the ability scales, from small co	orporate mee	tings to la	rge-sc	ale fes	tivals	or con	ference	s.		
CO	)5	Understand the potential risks associated with event logistics and learn strategies to mitigate these risks effectively, including contingency planning and crisis management.										
Unit No.		Content	•	Contact Hour				Outco		K		
I		<b>uction</b> - introductions cs, procedures and too		6				of a l		s 1	,2	
II		logistics planning- livering the event, clie		6		•		a time e at the	•	2.	,3	
III		of event logistics- or cs, on site health a		8				of the to		3	,4	
IV	IV Events transportation logistics				spe sol ser the	ranger ecifical lutions evices, e speci e ever sign, f	n e it f	2,3				
V	Hosting a virtual logistical challenge for event manager				sch	neme	of th	the the the even	ent, th	e	3,4	

- 1. Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development
- 2. The Art of Gathering: How We Meet and Why It Matters, by Priya Parker

#### **REFERENCE BOOKS:**

1. Event Logistics by Kjetil K. Haugen.

### **OTHER LEARNING RESOURCES:**

https://egyankosh.ac.in/bitstream/123456789/72273/1/Unit-1.pdf

	СО РО Мар	pping
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	To understand the concepts of Logistics in Event planning.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
2	Apply the techniques of on-site event logistics planning.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
3	Understanding about the event transportation logistics	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
4	Evaluate the ability to plan, coordinate, and manage logistics for events of varying scales, from small corporate meetings to large-scale festivals or conferences.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
5	Understand the potential risks associated with event logistics and learn strategies to mitigate these risks effectively, including contingency planning and crisis management.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

			SEMESTE	R – III								
Course	Title		Transpo	ortation N	Mana	gement						
Course	Code	23BHMC2109R	Total Credits Total Hours:				S 0	R	O/F 0	C 3		
Pre-rec	quisite	Nil	Co-requisit	te			Nil					
Progra	mme	Bachelor of Hotel Management and Catering Technology										
Semest	er	F	all/ I semester of	Second y	ear (	of the Pr	ogramn	1e				
	urse ectives	rail, air, sea) and 2. Students will lea of logistics and 3. Students will un to manage these 4. Understanding these	<ol> <li>Students will gain an understanding of the various modes of transportation (road, rail, air, sea) and their respective roles in the supply chain.</li> <li>Students will learn about the integration of transportation within the broader context of logistics and supply chain management,</li> <li>Students will understand the risks associated with transportation and the strategies to manage these risks, including security measures to protect goods in transit.</li> <li>Understanding the operational aspects of transportation management, including fleet management, routing, scheduling, and load planning.</li> </ol>									
	O1 O2	Demonstrate a con their roles in the appropriate applica Identify and man	supply chain, tions.	including	thei	r advant	tages, d	isadva	ntages,	and		
	03	Implement sustain reduce carbon foot	able transportation	on practic	es to	minimi	ze envi	ronme		pact,		
C	O4	Understand transporta enhance transporta emerging technolo	tion planning, trac gies.	cking, and	l man	agement	, includi	ng the	adopti	on of		
	05	Analyse the financ control, and financ		ng.		agement	, includi	ng buc	igeting,	cost		
Unit No.		Content		Contact Hour		Learr	ing Out	come		KL		
I	surface Major C System Impact	g, importance, and transport industry concerns in World Su and Methods to o of Surface Transport of rail & road transp	arface Transport vercome them.	6	6 Critique tourism practices for their implications locally and globally.							
II	world. Underst	nt rail and road n anding the important in context to touris	ce of rail & road	6	to a: p	xplain the ourism, nd pla erspectivesign and	includin ace, g ves, and o	ig cul lobal/le experie	ture ocal	2,3		
III Indian Railways Setup, growth, and importance of Indian Railways Indian railways network & products New trends in Indian Railways Reservation system and computerized bookings of Indian trains.						ate comi	nitmer		3,4			
IV								ctice	1,2,3			
V		Transportation, Tortation, Water tr		5	tra	xplain ansportat eir impac		India		2,3,4		

India, Important waterways in India. Scope		
of water Transportation in India,		

1. Sinha, P. C.: Surface Transport in Travel & Tourism

2. Tiwari, S.P.: Tourism Dimensions

#### **REFERENCE BOOKS:**

1. Mill & Morrison : The Tourism System & Introductory Text

### **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/428083219/Chapter-1-Introduction-to-Transportation-Management

	CO PO Maj	pping
S.N.	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.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

	SEMESTER – IV												
Course	Course Title Food Production (Industry Exposure)												
Course	. Code	23BHMC221R	Total Cro		L	T	P	S	R	O/F	C		
		Nil	Total Hou		0	0	0	0 Ni	0	32	4		
Pre-rec	_		Co-requested Ma		and Cat	owin	<u>~ Т</u> о						
Progra			elor of Hotel Ma										
Semest	er		ring/ II semester										
		1. Introduce stude facilities.	nts to the workflo	ow and org	anızatıon	al st	ructu	ire of	food	produc	ction		
Co	ourse	2. Enhance stude	nts' technical sl	kills in fo	ood prod	lucti	on 1	echn	ianes	inclu	ding		
	ectives		oking, and present		ou proc	iacti	011		iques,	mera	amg		
J J		3. Familiarize stud			al kitcher	ı eqi	iipm	ent ar	nd too	ls.			
		4. Educate student				•	•				ns.		
		Understanding a c	omprehensive un	derstanding	of the v	ario	us st	ages	invol	ved in	food		
C	CO1	production, inclu	ding sourcing of	of raw m	aterials,	pro	cess	ing,	packa	aging,	and		
		distribution.											
	O2	Remembering above	ut the importance	of food saf	ety regul	atio	ns an	d star	ndard	8			
C	О3	Apply to learn the		<del>-</del>									
C	04	Analyze recipe for		•		or p	rofili	ng, a	nd in	novatio	on to		
		meet consumer pre				anda	hec	ndin	a atro	togios	and		
C	<b>O</b> 5	Understand to lea promotional tactics				enas	, Dra	ınaınş	g sıra	legies,	and		
Unit		1.4		Contact			·~ ()	t.o.o.w			71		
No.		Content		Hour				utcon			KL		
I		dent has to observe	•	704	Students will acquire 1,2,3								
1	_	uring Industrial Exposure: knowledge on functions of the Kitchen cold kitchen.					J115 U.	L					
		of Standard Recipe											
		ting, Receiving & S				Students will able							
	_	aring of batters, i	marinating and		develop culinary skills in								
		cuts of meat and	butchery items		the charcutier								
		tton, poultry, beef, f	•		Students gain knowledge								
	-	procedure of hando	ver from shift to			n preparing and presenting							
	shift	es and methods of p	reparation of all		cold cut	S							
	sauc	_	reparation or an		Student	Students will able							
		ntities of prepar			identify and use diffe					t			
		arations and time so	•		cooking		ipme	ent in	larde	r			
	9. Stoci	k preparation and lved	cooking time		departm	ient							
		ing of all garnishes											
	11. Tem	peratures and prop	er usage of all										
		pment	.11										
		e presentations for a a la cart orders	iii room service										
		ning and proper upk	eep of hot range										
14. Clea		anliness and proper	upkeep of the										
		nen area and all equi	_										
15. Yiel oran		d of fresh juice fro	m sweet iime /										
		age of different r	nise-en-place –										
	(Rav	v, Semi-Processed)	•										
		preparations											
	18. Finis	shing of buffet dishe	es										

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 Mapping							
S.N.	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.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
2	Remembering about the importance of food safety regulations and standards	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
3	Apply to learn the skills and cooking methods of Food Production.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
4	Analyze recipe formulation, product development, flavor profiling, and innovation to meet consumer preferences and market demands.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
5	Understand to learn consumer preferences, market trends, branding strategies, and promotional tactics relevant to the food industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						

SEMESTER – IV									
<b>Course Title</b>	ourse Title Food & Beverage Service (Industry Exposure)								
Course Code	23BHMC222R	Total Credits: 4 Total Hours:704	L 0	T 0	P 0	S 0	R 0	O/F 32	C 4
Pre-requisite	Nil Co-requisite Nil								
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of second year of the Programme								
Course Objectives	<ol> <li>Enhance students' technical skills in serving food and beverages, including table setting, order taking, and service techniques.</li> <li>Educate students on industry standards for food and beverage service, including proper etiquette, customer service, and presentation.</li> <li>Provide insights into the operational aspects of food and beverage service, including point-of-sale systems, inventory management, and workflow organization.</li> </ol>								
CO1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.								
CO2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.								
CO3	Learn to analyze the principles of exceptional customer service, including communication skills, problem-solving, and handling customer complaints.								
CO4	Remembering the comprehensive knowledge about different types of menus, food items, beverages, and their ingredients, as well as the ability to recommend items to customers.								
CO5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.								

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
3	Learn to analyze the principles of exceptional customer service, including communication skills, problem-solving, and handling customer complaints.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
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.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						

	SEMESTER – IV										
Cours	e Title	Front Office (Industry Exposure)									
Course Code		7384N/(*7738	Total Credits: 4 Total Hours: 704			T 0	P 0	S 0	R	O/F 32	C 4
Pre-requisite		Nil		requisite		U	-	Nil	1 0	32	1 -
Progra		<u> </u>			ment and Ca	aterin	g Te		logy		
Semes											
Schies		Spring/ II semester of second year of the Programme  1. Educate students on industry standards for front office operations, including guest									
		service, communica		•			1		,	- 66	,
Co	ourse	2. Enable students to handle real-world challenges and develop problem-solving skills									
	ectives	in front office settings.									
		3. Develop skills in managing guest inquiries, handling complaints, and ensuring guest									
		satisfaction.									
C	CO1	Front office exposure of the hospitality industry		aim to prov	ride students	with a	broa	ıder u	ınders	tanding	gof
	101	Understanding front office operations in the hospitality industry, including hotel front									
	O2	desk operations, reserv	ations,	guest servi	ces and com	munic	ation	techi	niques	S	
C	03	Remember to learn ho colleagues, and other d			•	•	nd ef	ficien	tly w	ith gue	sts,
		Applying problem solving techniques and strategies to resolve issues promptly and									
C	O4	efficiently.									
	05	Analyzing the importation how to coordinate with		departments							and
Unit No.		Content		Contact Hour		<b>Learning Outcome</b>				K	L
_		ident has to observe		704	Perceiving	the		ont	offic		,4
I	followin Exposur		hotel					e			
	_	eting, meeting & esco									
		guest				acquainted with the procedures					
	2. Tota	al capacity and tariffs of		adopted du	lopted during check out						
					Initiating the night auditing			γ			
		ation and role of			Initiating the night auditing process				5		
		rd, different types	of		process						
		cial rates and disc	s's maintained Ensure guest safety measure				ares i	in			
_		licable to groups, bus			the hotel						
		ses, airlines, VIP's etc.  Acquire knowledge				in	gues	it			
		ntification of kind,		relations		- ن		<i>J</i> • • •			
		type of reservation			D : E0	C	1				
		ng systems and follo		Basic FO formulas and closing invoice methods					g		
		eservations es of plans and packag	ec on		myorce mer	.11043					
	offe		,cs on								
		ms and formats used i	n the								
	dep	artment									
		aning of guarar									
			listed								
		rvations	<b>41.</b> -								
		orts taken out in rvations department	ıne								
	11. Pro	-	a								

- reservation
- 12. Group reservations, discounts and correspondence
- 13. How to receive and room a guest
- 14. Room blockings
- 15. Size, situations and general colour 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.

	CO PO Mapping							
S.N.	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.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						

SEMESTER – IV												
<b>Course Title</b>	Housekeeping (Industry Exposure)											
<b>Course Code</b>	23BHMC224R	Total Credits: 4 Total Hours: 704	<b>L</b> 0	T 0	P 0	S 0	R 0	O/F 32	C 4			
Pre-requisite	Nil Co-requisite			Nil								
Programme	nme Bachelor of Hotel Management and Catering Technology											
Semester	Spring/ II semester of second year of the Programme											
Course Objectives	<ol> <li>Introduce students to sustainable housekeeping practices, including eco-friendly cleaning methods and resource conservation.</li> <li>Equip students with techniques for efficient time management and productivity in housekeeping tasks.</li> <li>Develop skills in managing guest requests, handling complaints, and ensuring guest satisfaction.</li> </ol>											
CO1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.											
CO2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.											
CO3	Implement sustainable transportation practices to minimize environmental impact											
CO4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.											
CO5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.											

	CO PO Mapping							
S.N.	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.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
4	Understand transportation management systems (TMS) and other technological tools to enhance transportation planning, tracking, and management, including the adoption of emerging technologies.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
5	Analyse the financial aspects of transportation management, including budgeting, cost control, and financial decision-making.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						

	SEMESTER – V										
Course T	itle		Cui	sine of Bharat							
Course C	ode	23BHMC3101R		Credits: 3 Hours: 60	1	T 0	P 4	S 0	R 0	O/F 0	<b>C</b> 3
Pre-requi	isite	Nil		equisite		Ū		Nil		U	10
Programme Bachelor of Hotel Management and						ng T	<b>Techi</b>	ology	7		
Semester		Fall/	I semester of	third year of th	e Pr	ogra	amm	e			
1. Understanding the distinct regional cuisines across Bharat, including N South Indian, East Indian, West Indian, and Central Indian cuisines.  2. Exploring the unique ingredients, flavours, and cooking styles that charregion.  3. Familiarization with a wide array of spices, herbs, and other key ing form the foundation of Indian cuisine.  4. Understanding the role of staple ingredients like rice, lentils, and dive different regions.  5. Hands-on preparation of classic dishes, allowing participants to deve skills in the kitchen.					racte gredi erse elop	rize e ents t grain	ach that s in ical				
CO1		Gain an understanding tapestry of Indian cuisi Appreciate the historic traditions.	ne.								
Acquire knowledge of essential Indian spices, herbs, and traditional dishes.				and	othe	r key	ingre	dient	s use	d in	
CO4		Understand the significance of ingredient combinations in creating distinct flavours.									
CO5		Learn the art of creatin	g textures and	flavours through	n dif	feren	nt me	thods	of co	oking	g.
Unit No.		Content		Contact Hour	I	æarı	ning	Outco	ome	ŀ	ΚL
I	• II	rakhand Introduction, Perspectives Brief Historical Backgrou Characteristics & Salient Cuisine Key Ingredients, Population Foods Specialties during Festiva Occasions Ines of Punjab, Haryana	Geographical  nd Features of  ular Foods,  uls and Other  a & Delhi Geographical  nd Features of  ular Foods,	9	of	Indi	ian (	aracte Cuisin odities	e ar		1,2
II	• I	ines of Rajasthan & Gu introduction, Perspectives	casions es of Rajasthan & Gujarat roduction, Geographical  5 Define basic Indian culinary terminology						n 2	2,3	

III	<ul> <li>Characteristics &amp; Salient Features of Cuisine</li> <li>Key Ingredients, Popular Foods, Seasonal Foods</li> <li>Specialties during Festivals and Other Occasions</li> <li>Cuisines of Maharashtra &amp; Goa</li> <li>Introduction, Geographical Perspectives</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 Gin</li> <li>Cuisines of Andhra Pradesh &amp; Kerala</li> </ul>	8	Identify kitchen	
	<ul> <li>Introduction, Geographical Perspectives</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> <li>Cuisines of Awadh &amp; Bengal</li> <li>Introduction, Geographical Perspectives</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>		equipment and tools used in Indian cooking	1,2,3
IV	<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>	8	Demonstrate ability to cook Indian food using appropriate cooking methods	3,4
V	<ul> <li>Food of India</li> <li>Jain Food</li> <li>Parsi Food</li> <li>Dum Style of Cooking</li> <li>North Eastern Indian Foods</li> </ul>	5	Students will be able to gain knowledge about the history & Heritage of Indian Regional Cuisine	3,4
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	25	Introduction to Indian cookery Spices used in Indian cookery Masalas - Concepts of masalas-	1,2,3

3 course menu of Kashmiri Cuisine	Classification of
3 course menu of Kerala Cuisine	masalas- Types of
3 course menu of Bengal Cuisine	masalas
3 course menu of Punjabi Cuisine	Demonstration of Basic
	Indian Gravy- Makhni
	gravy- Curry gravy-
	Shahi gravy- Hara
	gravy- Kadai masala-
	Chettinad masala

- 1. Theory of Cookery: Krishna Arora Publisher: Frank Brothers
- 2. Food Production Operations: Parvinder S Bali, Oxford University Press

# **REFERENCE BOOKS:**

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

# **OTHER LEARNING RESOURCES:**

https://www.uou.ac.in/sites/default/files/slm/BHM-401T.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Gain an understanding of the diverse cultural influences that contribute to the rich tapestry of Indian cuisine.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Appreciate the historical, religious, and regional factors shaping Indian culinary traditions.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Acquire knowledge of essential Indian spices, herbs, and other key ingredients used in traditional dishes.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
4	Understand the significance of ingredient combinations in creating distinct flavours.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Learn the art of creating textures and flavours through different methods of cooking.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							

	SEMESTER – V												
Course	e Title			od & Beve	rage C	ontro	ol						
Course	e Code	23BHMC3102R		redits: 3	L	T	P	S	R	0/		C	
				ours: 48	2	0	2	0	0	0		3	
Pre-ree		Nil		equisite			•	Ni					
Progra			or of Hotel							7			
Seme	ester	1. To impart the ba	ll/ I semest			i the	Progr	ramn	ie				
Cou		2. To familiarize th				ol svs	stem o	of Hos	snitalit	v inc	lust	rv	
Objec	etives	3. To identify the s				•			•	•		•	
C	<b>N</b> 1	To know the basics											
CO	)1	customer service str	ategies.										
CC	)2.	To understand the r								to fo	ood	and	
		beverage Service an						e mar	nager.				
CC		To learn about mair	<u> </u>			agem	ent.						
CC		To learn about inve				_							
CC Unit	)3 	To learn about Prod	uction cont	Contact	u recip	<del>ك</del>				1			
No.		Content		Hour	Learning Outcome			Learni				K	<b>KL</b>
I I	Food co	st control		6	On co	mplet	ion o	fthis	semest	er	1.	2,3	
_		ction to cost control			the stu	_					94	-,-	
		cost control			of the			0					
	-	es and Advantage	of cost										
	control												
II	Food co	ntrol cycle	6	Basic	Cost (	Contr	ol wit	h respe	ect	2	2,3		
		ing Control		to the Hospitality Industry									
		Purchasing Policy											
		cription of Purchase	Manager/										
	Personn	ei f Food Purchase											
		Purchasing											
	Quality												
III		ng control		8	To pr			_			1,	2,3	
		Receiving	<b>C1</b> 1 /		basic								
	Job Des Personn	scription of Receivi	ng Clerk/		Functi				llities	&			
		ent required for recei	vina		contro	nnig	meas	ures.					
	Equipm	ent required for recer	vilig										
IV	Storing	and issuing control		6	To be	fami	liar v	vith I	nvento	rv	3	5,4	
		maintained in the	Receiving		Manag							,	
	Departn												
		Received Book											
		eceiving Report											
	Meat Ta												
		ng Procedure eceiving											
	Assessir	_	nce and										
		cy of receiving depart											
		n the Receiving Depa											
		e and cleanliness of ar											
V	Producti	ion control		6	To un	deret	and th	ne im	nortan	ce	2	5,4	
<b>, ,</b>		id Objectives		U	of Pro				•		3	,-	
	Forecast	•			Manag								
		of Standards Defi	nition of			<b>-</b>							
	standard	ls (Quality & Quantit											
	Standard	Ι ,	Definition,										
	Objectiv	ves and various tests)											

	Standard Portion Size (Definition,			
	Objectives and equipment used)			
Practical	Food cost control Introduction to cost control Define cost control Define cost control  Food control cycle Purchasing Control Aims of Purchasing Policy Job Description of Purchase Manager/Personnel Types of Food Purchase Quality Purchasing  Receiving control Aims of Receiving Job Description of Receiving Clerk/Personnel Equipment required for receiving  Storing and issuing control Records maintained in the Receiving Department Goods Received Book Daily Receiving Report Meat Tags Receiving Procedure Blind Receiving Assessing the performance and efficiency of receiving department Frauds in the Receiving Department Hygiene and cleanliness of area  Production control Aims and Objectives Forecasting Fixing of Standards Definition of standards (Quality & Quantity) Standard Recipe (Definition, Objectives and equipment used)	16	On completion of this semester the Student will get awareness of the following To be familiar with Basic Cost and Sales Concept with respect to Hospitality Industry Adequate knowledge on Inventory Management & Beverage Controlling measures Better understanding with respect to Budget, Budgetary Process & Variance Analysis To be familiar with Menu Merchandising and Menu Engineering	1,2,3,4

- 1. Food and beverage management -Bernard Davis, Andrew Lockwood, Ioannis Pantelidis, Peter Alcott.
- 2. Food and Beverage Cost Control, 7th Edition-Sudhir Andrew

#### **REFERENCE BOOKS:**

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

#### **OTHER LEARNING RESOURCES:**

https://www.ihmnotes.in/assets/Docs/Sem-6/F&B%20Mag/4.%20Beverage%20Control%20(1).pdf

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	To know the basics of Food cost in Hospitality industry Identify and implement customer service strategies.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
2	To understand the management of food cost and control system related to food and beverage Service and production, Job description of purchase manager.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
3	To learn about maintaining quality and store management.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
4	To learn about inventory management system.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9						
5	To learn about Production control, standard recipe.	PO1,PO3,PO4,PO5,PO6,PO7,PO8,PO9						

		SEMESTER -	- <b>V</b>						
Course T	itle	Advance	Room Div	ision					
Course C	ode	7384/01/31038	al Credits: al Hours:		L T 2 0		S R 0 0	O/F 0	C 3
Pre-requi	isite	Nil	Co-requis		2   0	4	Nil		3
Programi		Bachelor of Hotel Manage			echn	olog			
Semester		Fall/ I semester of thi					<u> </u>		
Cours Objecti		<ol> <li>Explore the role of the front office in</li> <li>Understand the front desk procedur services.</li> <li>Learn about reservation systems, room</li> <li>Examine the importance of housekeen</li> <li>Study housekeeping procedures, inventor</li> </ol>	es, includi m assignme ping in gue	ng check-in ent, and han est satisfacti	n, che dling on an	gue d ho	st inq	uiries putati	s. ion.
CO1	:	Describe the structure and functions of the	he room di	vision in a l	notel.				
CO2		Identify and implement customer service	e strategies						
CO3		Develop strategies for effective room inv							
CO4		Understand housekeeping operations and	<u> </u>		faction	1.			
CO5		Apply best practices in housekeeping ma					fficier	ıcy.	
Unit No.		Content	Contact Hour	Learn	ing O	utco	ome		KL
I	<ul> <li>In</li> <li>R</li> <li>N</li> <li>En</li> <li>Th</li> <li>C</li> <li>M</li> <li>Pr</li> <li>Sales</li> <li>Deps</li> </ul>	at Auditing Attroduction to Night Auditing Tole of a Night Auditor Tight Auditing Process Torors during Night Audit - Pickup errors, Transposition error, Out of balance Tredit Balance Management- Credit Tonitoring, High balance Report, Charge Trivileges Techniques for Front Office Techniques for Front Office The Autitory of the Auti	6 Demonstrate step by step planning and organizing process for ensuring efficient, effective and economic operations of House-keeping department.  6 Understand and analyse housekeeping standards together with safety and						
III	•	occupancies, overbooking, increasing average room rates) Suggestive selling, up selling, down selling, substitute selling, planning a sales call, discounts and discount fixation policy m Tariff	8	To unde	rstand	d	iffere	nt 1	,2,3
	•	Factors affecting room tariff Establishing the end of the day (Checkin / check-out basis, twenty four hour basis and night basis) Room Tariff Fixation: Cost- based pricing (Rule of thumb approach, Overview of Hubbart formula) Market based pricing. (As per competition, Rate cutting, Guest Requirements, Market Tolerance, Inclusive &Non Inclusive Rates) Types of Rates-BAR, Incentive, CVGR, Seasonal, Ad-hoc, Membership rate Taxes applicable on rooms		concepts i	n bud	geti	ng		

IV	<ul> <li>Pest Control</li> <li>Definition of Pest</li> <li>Types of Pests-Insects and Rodents</li> <li>Common Pests and their control. (Bed Bugs, Silverfish, Cockroaches, Termites, Mice &amp; Rats)</li> </ul>	6	To understand the night Auditing and Room Tariff	3,4
V	<ul> <li>Complaint Handling in Housekeeping department</li> <li>Types of Guest Complaints</li> <li>Dealing with Guest Complaints of Housekeeping department</li> </ul>	6	To understand the sales technique in front office department	3,4
Practical	Role play on enhancing guest stay (welcome call, courtesy call etc.) Role plays on suggestive selling, up selling (Walk-in and guaranteed reservation guest) and upgrading. Situation handling - Overbooking (Walk-in and guaranteed reservation), rate discrepancy etc. Plan a sales call to corporate & travel agency Collection and Comparison of tariff for various categories of hotels.	16	Acquire knowledge in guest relations.  Basic FO formulas and closing invoice methods.  Knowledge on various first aid procedures.  Devising and developing SOP.  Designing of various training modules	1, 2, 3, 4

- 1. Front Office Training manual Sudhir Andrews. Publisher: Tata Mac Graw Hill
- 2. Managing Front Office Operations Kasavana& Brooks Educational Institution AHMA

# **REFERENCE BOOKS**:

1. Hotel Housekeeping – G U Raghubalan

# **OTHER LEARNING RESOURCES:**

https://www.slideshare.net/slideshow/rooms-division-management/78843031

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Describe the structure and functions of the room division in a	PO1, PO2, PO3, PO4, PO5,						
1	hotel.	PO6, PO7, PO8, PO9						
2	Identify and implement customer service strategies.	PO1, PO2, PO3, PO4, PO5,						
	identity and implement customer service strategies.	PO6, PO7, PO8, PO9						
3	Develop strategies for effective room inventory management.	PO1, PO2, PO3, PO4, PO5,						
3	Develop strategies for effective room inventory management.	PO6, PO7, PO8, PO9						
4	Understand housekeeping operations and its role in guest	PO1, PO2, PO3, PO4, PO5,						
4	satisfaction.	PO6, PO7, PO8, PO9						
5	Apply best practices in housekeeping management for	PO1, PO2, PO3, PO4, PO5,						
3	cleanliness and efficiency.	PO6, PO7, PO8, PO9						

	SEMESTER – V										
Cours	e Title		Н	otel Accou	nting						
Cours	e Code	23BHMC3104R		Credits: 3		LT		S	R	O/F	C
				Hours: 36		3 0	0	0	0	0	3
	equisite	Nil		<u>equisite</u>	1.0	•	<i>T</i> D 1	Ni			
Progra			of Hotel Mar					_	gy		
Semes	ter		/ I semester o						.+a1 i=	duate	
	urse ectives	<ol> <li>Understand the ac</li> <li>Analysing the recand other hotel set</li> <li>Understand the va</li> <li>Apply the various maintenance, and</li> <li>Understand the raccuracy in finance</li> </ol>	ording of rever rvices. rrious compone us expenses of supplies. ole internal ar	ents of final categories,	oom sale ncial sta includi	s, foo temer ng th	d and nts. ne lab	beve our	rage costs	operat	ities,
C	<b>O</b> 1	Understand the fundar	mental principl	es of bookl	keeping						
C	02	Understand the princi									
	03	Analyze the financial organized ledgers, and practices.  Analyzing the financial	compiling acc	urate trial b	alances	, ensu	ring ef	fecti	ve bo	okkee	ping
	04	cash flow statement	ai statements,		ile ilicoi	iie sta	itemen	ii, va	iance	SHECT	anu
C	05	Remember the hotel s	pecific termino	ology and c	oncepts						
Unit No.		Content		Contact Hour	L	earni	ng Ou	itcon	1e	1	KL
I	<ul><li>Me</li><li>Sys</li></ul>	Keeping aning, need and objects stem of Book-keeping sic Accounting Terms.		7	Studen detailed unifor hotel i	d ki m syst	nowle tem of	dge	abo	ut	,2,3
II	<ul><li>Del</li><li>For</li></ul>	finition, classification bit and credit rmat of accounts les of Debit and Credit.		5 Students about the preparation of Income statement and balance sheet in a hotel						,2,3	
III Books of Account      Meaning     Features and Preparation of Journal     Ledger, Preparation of Trial Balance  Students will aware of the importance of Internal Control							2,3				
IV Cash Book      Single, Double and Triple Column cash     Book     Petty Cash Book.  Students will know auditing in hotel industrial in the state of the state								ut 3	3,4		
V										2	2,3,4

- 1. Theory and Practice of Accountancy, BB Dam, R.A. Sarda, Ramen Barman, Bijoy Kalita, Capital publishing company.
- 2. Introduction to Accountancy, TS Gerewal, S.Chand Publishers

# **REFERENCE BOOKS:**

1. Advanced Accountancy: S.N Maheswari

# **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/585821759/sem-3-hotel-accountancy-notes

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the fundamental principles of bookkeeping.	PO1,PO2,PO3,PO4,PO9							
2	Understand the principles of debit and credit, apply appropriate account formats, and adhere to the rules of debit and credit for accurate recording of financial transactions.	PO1,PO2,PO3,PO4,PO9							
3	Analyse the financial transactions through the preparation of journals, maintaining organized ledgers, and compiling accurate trial balances, ensuring effective bookkeeping practices.	PO1,PO2,PO3,PO4,PO9							
4	Analysing the financial statements, including the income statement, balance sheet and cash flow statement	PO1,PO2,PO3,PO4,PO9							
5	Remember the hotel specific terminology and concepts.	PO1,PO2,PO3,PO4,PO9							

			SEMESTI	ER – V									
Course	e Title		Airli	ne Ticketii	ng / GDS	<u> </u>							
	e Code	23BHMC3105R	Total Cre	edits: 3	L	T	P	S	R	O/F	C		
		Nil	Total Ho		3	0	0	0 Nil	0	0	3		
	quisite		Co-requ		and Cat		Tool						
Progra			elor of Hotel Mar						gy				
Semes	ter		Fall/ I semester o										
	ourse ectives	<ol> <li>Understanding the overall airline industry and ticketing process.</li> <li>Understand the different fare types, restrictions, and ticketing rules.</li> <li>Analyse the regulation and industry standards according to international air transport association (IATA)</li> <li>Apply the various fare constructions Techniques in the ticketing system</li> <li>Remembering the various itineraries involves in the preparation of GDS system</li> </ol>											
C	CO1	Understanding the	e various flight res	servation te	chniques	and	systei	ns.					
C	O2	Apply the various airline tickets.	s criteria such as o	dates, route	es, and p	assen	gers'	prefe	erenc	es to b	ook		
C	О3	Understanding the itinerary planning		code shares	s and inte	rlinin	ıg agr	eeme	ents fo	or effic	cient		
CO4 Analyzing the ticketing process including the baggage's alloward						wanc	es etc	c.					
C	<b>O</b> 5	Understanding the	e complete Global	Distributio	on system	1.							
Unit No.		Content		Contact Hour	Le	Learning Outcome							
I	<ul><li>Bilate convergence</li><li>Free</li><li>Police</li></ul>	sportation industrateral Convention dom of Air, Carrier cies: Practice And Fairport)	Codes Warsaw	7	Gain the knowledge of flying time calculation and structure of aviation industry at national and global level						,2,3		
II	<ul><li>Weig</li><li>Chec</li><li>Free</li></ul>	e allowance: ght Concept, & Piece ck And Unchecked Baggage Allowand Baggage	Baggage	5	To accepticketing						,2,3		
III	Reserva     Pass     Tick     ABC	tion, How to take a port and visa (Trave et and Fares Familiarization	el Formalities). ·  And Travel	8	To enhance of the docume formali	stu entati	dents		trav		2,3		
Information Manual (TIM) etc.  IV Introduction to fare construction  • Mileage Principle, Extra Mileage Allowance (EMA)  • Extra Mileage Surcharge, Higher Intermediary Points(Hip)  • Circle Trip Minimum Back haul check.  • Add-ons, General limitations of indirect travel  • Mixed class journeys &Special fares  • Domestic and international tickets  • Different kinds of ticket Preparing Tickets				8	To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus					on	3,4		

V	Global Distribution System (GDS)	8	To acquaint the students 2,3,4
	Itinerary Preparation through Portal & CRS		about the basic airlines
	Practices.		geography, calculation of
			flight timings and role and
			significance of various
			associations related to
			aviation industry at global and
			National level.

1. Louis Grialloreto: Strategic Airline

2. Gwenda Syratt: Manual of Travel; Agency Management

# **REFERENCE BOOKS:**

1. ABC World Airway Guide

2. Air Traffic Book-I, World Wide Fares

# **OTHER LEARNING RESOURCES:**

https://baou.edu.in/assets/pdf/BBAATR\_202\_slm.pdf

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understanding the various flight reservation techniques and systems.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8								
2	Apply the various criteria such as dates, routes, and passengers' preferences to book airline tickets.	PO1, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
3	Understanding the airline alliances, code shares and interlining agreements for efficient itinerary planning	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
4	Analysing the ticketing process including the baggage's allowances etc.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
5	Understanding the complete Global Distribution system.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								

			SEMI	ESTER – `	V						
Cours	se Title		Event	Safety &	Risk	k Man	agem	ent			
Cours	se Code	23BHMC3106R	Total Cre Total Hou		<b>L</b> 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-r	equisite	Nil	Co-requ	isite				Ni	l		
Progr	amme	Back	elor of Hotel	Managen	nent	and (	Cateri	ng Tecl	nnolog	gy	
Seme	ster		Fall/ I semest	ter of thir	d ye	ar of t	the Pr	ogramı	me		
	ourse jectives	<ol> <li>Understanding</li> <li>Analyse the sa</li> <li>Understand th</li> <li>Analyse the va</li> <li>Apply the vari</li> </ol>	afety measures e event safety arious types of	to be take measures event risk	en in to be	events e taker					
CO1 To understand the core concepts and principles of event safety management											
(	CO2	Analyse the ability	to plan and e	valuate ev	ent r	isk ma	anager	nent.			
(	CO3	Understand the dif	•								
	CO4	Understand the too				mana	gemen	t in an e	event		
	CO5	Analyse the emerg					5				
Unit No.	t Content			Contact Hour		Le	earnin	g Outc	ome		KL
1	<ul> <li>Understanding the risk management</li> <li>Meaning of risk management</li> <li>5 C's of risk management</li> <li>Risk Management process</li> <li>Safety procedures in even management</li> </ul>			7	Describe the nature of r management, the risk fact typical to the event industry a the risk management process					ctors and	1,2,3
II	<ul> <li>Types of</li> <li>Exa</li> <li>Risk</li> </ul>			5	Examine the theory, technicand processes for cromanagement and crowd complanning					rowd	1,2,3
III	<ul> <li>Event Sa</li> <li>Imp</li> <li>Even</li> <li>Ven</li> </ul>	ortance making a event safety and securion ue and site designates of event risk	vent safe	8	re et	hical	ce of l	e nat legal co s, and for eve	omplia sec		2,3
IV					Create a Risk Assessment pla for a planned event that reflect key tenants of the ris management process					_	3,4
V	<ul><li>Eme</li><li>Mai</li><li>Imp</li></ul>	ncy planning ergency checklist ntenance of equipm ortance of emerge wents		8	ef en ris	sure	e eme prepar ad enha	imple ergency redness, ance saf	plar , mit	n to igate	2,3,4

- 1. Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development.
- 2. The Art of Gathering: How We Meet and Why It Matters, by Priya Parker.

#### **REFERENCE BOOKS:**

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.

#### **OTHER LEARNING RESOURCES:**

https://egyankosh.ac.in/bitstream/123456789/69847/1/Unit-8.pdf

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	To understand the core concepts and principles of event safety management	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
2	Analyse the ability to plan and evaluate event risk management.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
3	Understand the different types of event risks.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
4	Understand the tools of used in safety and risk management in an event.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
5	Analyse the emergency planning of an event	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								

SEMESTER – V													
Course	e Title	T		m Resour	ces of Inc				ı				
Course	e Code	738HM(~3107R	Total Cr Total Ho			$\frac{\mathbf{L}}{3}$	$\begin{array}{c c} \Gamma & P \\ \hline 0 & 0 \end{array}$	<b>S 0</b>	<b>R</b> 0	O/F 0	<b>C</b> 3		
Pre-re		Nil		o-requisite		•	•		lil				
Progra		Bachelor of H							ogy				
Semest	ter			of third ye									
	ourse ectives	<ol> <li>To understand the comprehensive study of the tourism resources</li> <li>Analyse the rich culture, historical, natural and heritage sites that attract millions of tourists.</li> <li>Remember the different types of tourism resources found in India</li> <li>Analyse the importance and impacts of tourism on Indian economy and society.</li> <li>Understand the various India's cultural resources highlighted performing arts, music, dance forms and festivals.</li> </ol>											
C	CO1	Understand the significant the overall growth of the to	ourism in	dustry									
С	O2	Analyze the role of tourisi preservation of cultural her		moting sus	stainable	devel	lopme	nt, j	ob c	reation	and		
C	О3	Remember the various and and spiritual destinations.	ient mon	uments and	d historic	al site	es aloi	ng w	ith t	ne relig	ious		
С	O4	Understand the India's u conservation of ecotourism		ora and fa	auna fou	nd ar	nd ef	forts	ma	de tow	ards		
	O5	Apply the various measure promotions, and marketing		s to attract					e, su	stainabi	ility,		
Unit No.		Content		Contact Hour	Lear	ning	Outo	ome	;	Kl	L		
I	<ul><li>Define tourist</li><li>class</li><li>role</li></ul>	Tourism product  • Definition, nature and characteristics of tourism products  • classification of tourism products  7 Gain the know skills to identify tourism products						cult	ultural				
II	<ul><li>Heritage</li><li>Mean heritage</li></ul>		itectural	5	Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.								
Ш		(Tangible forms) Pa res Museums Art Galleries	aintings	8	Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.								
IV		ing Art, Fairs & Festivals, & Religion	8	They explore festivals importa tourism	maj s of In nce f	or fa ndia a for pre	irs nd tl	and neir	2,3	3			
V	<ul><li>River Mount</li><li>Des</li></ul>	tourist resources rs and possibilities of ntains as tourism products erts as tourism product stal and island products	tourism	8	tourism in India.  Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special								

<ul><li>Wildlife Sanctuaries</li><li>National Parks in India</li></ul>	reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal
	etc.

- 1. Dixit, Manoj & Charu Sheela. (2007), Tourism Products, New Royal Book Co.
- 2. Gupta, I.C., Tourism Products of India. 17 | P a g e Suggested Readings
- 3. Jacob, Robinet, Mahadevan, P. & Sindhu, Joseph. Tourism Products of India- a National Perspective, Abhijeet Publications.

#### **REFERENCE BOOKS:**

1. Punja, S. Great Monuments of the Indian Subcontinent. Odyssey Publications, Hong Kong

#### **OTHER LEARNING RESOURCES:**

https://gacbe.ac.in/pdf/ematerial/18MTT13C-U1.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the significance of India's tourism resources and how they contribute to the overall growth of the tourism industry	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Analyse the role of tourism in promoting sustainable development, job creation and preservation of cultural heritage.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Remember the various ancient monuments and historical sites along with the religious and spiritual destinations.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
4	Understand the India's unique flora and fauna found and efforts made towards conservation of ecotourism	PO1, PO2, PO3, PO4, PO5, PO8, PO9							
5	Apply the various measures to solve the issues related to infrastructure, sustainability, promotions, and marketing strategies to attract international tourists	PO1, PO2, PO3, PO4, PO7, PO8, PO9							

SEMESTER – V												
Cours	se Title			l Events M				T.	-	-	0.5	~
Cours	se Code	23BHMC3108R		Credits: 3 Hours:36		L 3	T 0	P 0	S 0	R	0/F 0	<b>C</b> 3
Pre-re	equisite	Nil		equisite -			v		Nil	ı v	U	
	amme	Bachelor	r of Hotel Ma	nagement	and Ca	ateri	ng T	'echn	olog	y		
Semes	ster	Fal	l/ I semester o	of third yea	ar of th	e Pr	ogra	mm	e			
	ourse ectives	<ol> <li>Understanding on the standing of the standing of</li></ol>	s of the cultur lous cultural e s of cultural e	al events. vents. vents on the	e econo		-			rea.		
C	CO1	Understand the core co	oncepts and pr	inciples of	various	cult	ural	even	ts			
C	O2	Understand the various	s types of cult	ural events.								
C	O3	Understand the impact	s of the cultur	al events or	n the ov	verall	gro	wth o	of the	area		
	04	Remember the rules ar					<u> </u>					
	05	Remember the various			ent parts	s of t	he w	orld				
Unit No.		Content		Contact Hour	1				come	e	K	KL
I	<ul> <li>Cultural Events         <ul> <li>Introduction and definitions of cultural events</li> <li>Types of cultural Events</li> <li>Cultural festivals and live music events</li> </ul> </li> <li>Work collaboratively in to identify problems design appropriate rest to cultural and management characteristics.</li> </ul>					lems resp l e chall	and onse event	d s s s	2,3			
II	<ul> <li>Bu</li> <li>Sc</li> <li>Ve</li> <li>Tes</li> </ul>	ng a cultural Event idgeting of the event ope of an cultural event nue selection am Management omotion and marketing		5	Apply approachalle manag events approp	acher enges geme s pro	int o	to n s of cu ts, a	cı sustai ltura nd d	l and	t e d	2,3
III	<ul> <li>III Impacts on the Society         <ul> <li>Impacts of festivals on the cultural events</li> <li>Economic impacts on the community</li> <li>Cultural events and its impact on the economic growth of an area.</li> </ul> </li> </ul>				Critically analyse and evaluate case studies of cultural and events product using relevant theories, models and frameworks						d t	2,3
IV	• Se Lic	ines for cultural events tting rules for a event cences OP and Code o conduct		8	Communicate ideas in a range of academic and professional formats							2,3
V	• Pro • Fe	al events from different cominent Fairs and festive sts ortant cultural events over	als in India	8	Gain an understanding of the diverse cultural practices, traditions, and values celebrated globally, fostering appreciation and respect for cultural differences.						s g	3,4

- 1. Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development.
- 2. The Art of Gathering: How We Meet and Why It Matters, by Priya Parker.

# **REFERENCE BOOKS**:

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.

#### **OTHER LEARNING RESOURCES:**

https://egyankosh.ac.in/bitstream/123456789/69659/1/Unit-2.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the core concepts and principles of various cultural	PO1, PO2, PO3, PO4, PO5,							
1	events	PO6, PO7, PO8, PO9							
2	Understand the various types of cultural events.	PO1, PO2, PO3, PO4, PO5,							
	Onderstand the various types of cultural events.	PO6, PO7, PO8, PO9							
3	Understand the impacts of the cultural events on the overall	PO1, PO2, PO3, PO4, PO5,							
3	growth of the area.	PO6, PO7, PO8, PO9							
4	Domamhar the rules and guidelines of events	PO1, PO2, PO3, PO5, PO6,							
4	Remember the rules and guidelines of events.	PO7, PO8, PO9							
5	Remember the various cultural events of different parts of the	PO1, PO2, PO3, PO4, PO5,							
3	world.	PO6, PO7, PO8, PO9							

			SEME	CSTER – V											
Course	e Title			Regional Tourism	1										
Course	e Code	23BHMC3109R		al Credits: 3	LT	]	9 8	_	R	O/F	C				
				al Hours: 36	3 0				0	0	3				
Pre-rec		Nil		o-requisite	• • •			Nil .							
Progra				Management and (					<u> </u>						
Semest	ter			er of third year of t					th or	agt ra	rion				
		1. Analyse the uniq		teristics and attrac	nons (	01 (	ne i	NOIT	111-62	asi 108	gion,				
		identifying the SWOT.  2. Understand the cultural heritage of the region, sustainable practices, and their role in													
		enhancing the tourism experiences.													
Co	urse	enhancing the tourism experiences.  3. Remember the regional tourism policies and governance structures, including the role													
Obje	ectives	-			nance s	uc	tures	s, IIIC	ciuu	mg me	1016				
		of government and non-governmental organizing.  4. Apply the skills to develop the destination marketing, stakeholder's engagements,													
		tourism products de	_		cuing, s	oian	211010	101 S	5 C11	gagem	C1115,				
		5. To understand the	•		c ac we	ه 11ء	s the	skil	c n	ecesso:	ry to				
			-	industry in a specifi			. 111C	SKII	110 110	cccssa.	ıy to				
	101														
	01	Understand the region		C C 1											
C	<b>O2</b>	Analyze how to access potential risks and ben						uris	sm aı	nd eval	luate				
		_						mict	g 2:	nd torr	111 0100				
C	О3	To understand the re- operators and how to f			Joiiimu	шц	, iot	ırıst	s, ai	na tou	ı tourism				
C	04	Analyse the skills in d													
	O5	Understand the tourism	n of variou	s regions.											
Unit No.		Content	Contact Hour	Learn	ing Ou	tcor	ne			]	KL				
		of North		Students will be at	ole to ga	ain 1	he k		_	ge 1	,2,3				
No.	Geogra	of North phical Perspective of	Hour	Students will be all of various types	ole to ga	ain 1	he k		_	ge 1					
No.		of North phical Perspective of	Hour	Students will be at	ole to ga	ain 1	he k		_	ge 1					
No. I	Geogra North E	of North phical Perspective of East.	Hour 7	Students will be at of various types religion and touris	ole to ga of rom.	ain t	he k	bet	twee	ge 1	,2,3				
No.	Geogra North E	y of North phical Perspective of Cast.  Tourist destinations	Hour	Students will be all of various types	ole to ga of r m.	ain telat	he kilons	bet sopl	twee	ge 1 en					
No. I	Geography North E	y of North phical Perspective of Cast.  Tourist destinations	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim	of rom.	ain telatine I	he kilons Philo as kilons	sopl	hy o	ge 1 of 2	,2,3				
No. I	Major of North  heri Ecc	Tourist destinations h East itage of the State o Tourism Destination	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in Ir	of rom.	ain telatine I	he kilons Philo as kilons	sopl	hy o	ge 1 of 2	,2,3				
No. I	Major of Nort  heri Ecc in N	Tourist destinations h East itage of the State to Tourism Destination North East.	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in It of chosen pilgrim interconnection will reconnection with the students of the second s	ole to ge of r.m.  oout the dia as age tra	ain telati ne I well aditi	he kilons Philo as kilons	sopl now and	hy o	ge 1 of 2 ge iir	2,3				
No. I	Major of Nort  heri Ecc in N  Religio	Tourist destinations the East to Tourism Destination North East.  Tourism Destination North East.  Tourism Tourism	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in It of chosen pilgrim interconnection will be all of the students will have	ole to gas of r.m.  cout the dia as vage trath touring	ain telation ain t	he kilons Philo as kilons	sopl now and	hy ovledge the	ge 1 of 2 ge ir	,2,3				
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No. I	Major of North  herri Ecc in N  Religio Destina	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism ntion in North East tural attractions	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in It of chosen pilgrim interconnection will be all of the students will have	oout the dia as vage trace the touring degree dia as vage dia as v	ain telation ain t	Philo as kaons  he kanical as fa	sopl now and now exte	hy or ledgent of	ge 1 of 2 ge 1 of 2	2,3				
No. I	Major of Nort  heri Ecc in N  Religio Destina Cul Art	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism httion in North East	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will be students will have of basic feature ar major religion in Ir	oout the dia as vage trace the touring degree dia as vage dia as v	ain telation ain t	Philo as kaons  he kanical as fa	sopl now and now exte	hy or ledgent of	ge 1 of 2 ge 1 of 2	2,3				
No. I	Major of North  Major of North  Religio Destina  Cul  Art cuis Fair	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism htion in North East tural attractions forms, handicrafts, sines rs and festivals of	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will have of basic feature ar major religion in Ir them how to study	oout the dia as vage trace the touring degree dia as vage dia as v	ain telation ain t	Philo as kaons  he kanical as fa	sopl now and now exte	hy or ledgent of	ge 1 of 2 ge 1 of 2	2,3				
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No. I	Major of Nort  heri Ecc in N  Religio Destina Cul Art cuis Fain Nor	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism tion in North East tural attractions forms, handicrafts, sines rs and festivals of th East. m Policies of North	Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in It of chosen pilgrim interconnection will have of basic feature ar major religion in It them how to study tourism nexus.	oout the dia as vage trace the tourier acquired geographical as various the associated as various acquired geographical as various to geographical acquired geographical acquire	ain telatione I well well ism.	Philo as kons  The kinical as fat of the and	soph now and now exteamil relig	hy or relative the the the the the the the the the th	ge 1 of 2 ge sir	2,3				
III	Major of North  Major of North  Eccin N  Religio Destina  Cul  Art cuis Fain Nor  Tourist Eastern	Tourist destinations h East itage of the State o Tourism Destination North East.  us Tourism htion in North East tural attractions forms, handicrafts, sines rs and festivals of th East. m Policies of North n States	Four 7 5 5 8	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will have of basic feature ar major religion in Ir them how to study tourism nexus.  Students will be a knowledge of various types.	ole to gas of rem.  Dout the dia as wage trace the tourist acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the acquired geogradian ac	ain telatione I well aditions.	he kinons  Philo as kinons  he kinical as fat of the standard and as de	soph now and now exteamil relig	hy (vledgent (liarizgion	ge 1 of 2 ge ir ge 1 of 2 ge 1 of 2 ne 2	,2,3				
III	Major of North  Major of North  Religio Destina  Cuis Fair North  Tourist Eastern  Tou	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism htion in North East tural attractions forms, handicrafts, sines rs and festivals of rth East. m Policies of North n States urism initiative,	Four 7 5 5 8	Students will be all of various types religion and touris  Get awareness all major religion in It of chosen pilgrim interconnection will have of basic feature ar major religion in It them how to study tourism nexus.	ole to gas of rem.  Dout the dia as wage trace the tourist acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the acquired geogradian ac	ain telatione I well aditions.	he kinons  Philo as kinons  he kinical as fat of the standard and as de	soph now and now exteamil relig	hy (vledgent (liarizgion	ge 1 of 2 ge ir ge 1 of 2 ge 1 of 2 ne 2	,2,3				
III	Major of North  Major of Nort  herri Ecc in N  Religio Destina Cuis Fair Nor  Tourist Eastern  Tou	Tourist destinations h East itage of the State o Tourism Destination North East.  us Tourism htion in North East tural attractions forms, handicrafts, sines rs and festivals of th East. m Policies of North n States	Four 7 5 5 8	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will be assic feature ar major religion in Ir them how to study tourism nexus.  Students will be a knowledge of varie in India and their in the study of the study tourism nexus.	ole to gas of rem.  Dout the dia as wage trace the tourist acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the acquired geogradian ac	ain telatione I well aditions.	he kinons  Philo as kinons  he kinical as fat of the standard and as de	soph now and now exteamil relig	hy (vledgent (liarizgion	ge 1 of 2 ge ir ge 1 of 2 ge 1 of 2 ne 2	,2,3				
III	Geograf North E Major of Nort • heri • Eccin N Religio Destina • Cul • Art cuis • Fair Nor Tourist Eastern • Tou	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism ntion in North East tural attractions forms, handicrafts, sines rs and festivals of th East. m Policies of North n States urism initiative, oular tourism Circuits,	Four 7 5 5 8	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will be assic feature ar major religion in Ir them how to study tourism nexus.  Students will be a knowledge of varie in India and their in the study of the study tourism nexus.	ole to gas of rem.  Dout the dia as wage trace the tourist acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the as one of the acquired geogradia as we the acquired geogradian ac	ain telatione I well aditions.	he kinons  Philo as kinons  he kinical as fat of the standard and as de	soph now and now exteamil relig	hy (vledgent (liarizgion	ge 1 of 2 ge ir ge 1 of 2 ge 1 of 2 ne 2	,2,3				
III	Geograp North E Major of Nort • heri • Ecc in N Religio Destina • Cul • Art cuis • Fair Nor Tourist Easterr • Tou pop • Tou Nor	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism htion in North East tural attractions forms, handicrafts, sines rs and festivals of rth East. m Policies of North n States urism initiative, oular tourism Circuits, urism Statistics of rth-east al Tourism in Assam	Four 7 5 5 8	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will be assic feature ar major religion in Ir them how to study tourism nexus.  Students will be a knowledge of varion India and their it tourism in India.	oout the dia as y age trace the touring acquired geographic as y the as oble to go bus relimporta	ain telatione I well aditions is a second control of the second co	Philo as kan as fat of and as de for p	soph now and now external external appliance appliance a	hy chedge the views of the view	ge 1 of 2 ge 1 of 2 ge 1 ne 2	,2,3				
II III	Geograp North E Major of Nort • heri • Ecc in N Religio Destina • Cul • Art cuis • Fair Nor Tourist Easterr • Tou pop • Tou Nor	Tourist destinations h East itage of the State o Tourism Destination North East. us Tourism ntion in North East tural attractions forms, handicrafts, sines rs and festivals of th East. m Policies of North n States urism initiative, oular tourism Circuits, urism Statistics of th-east al Tourism in Assam in trade Associations of	# Hour 7	Students will be all of various types religion and touris  Get awareness all major religion in Ir of chosen pilgrim interconnection will be assic feature ar major religion in Ir them how to study tourism nexus.  Students will be a knowledge of varion India and their it tourism in India.	oout the dia as was age trace that touring acquired geographic as well	ne I well aditi ism. red t graph gain giou nce	Philo as k ons  The k inical as fat of and as de for p	soph now and now external app app stinal prom	hy chedge the views of the view	ge 1 of 2 ge 1 of 2 ge 1 ne 2	,2,3 2,3 ,2,3				

- 1. Dixit, Manoj & Charu SheelaTourism Products, New Royal Book Co.
- 2. Punja, S. The Museums of India. Penguin Indraprastha Museum of Art and Archaeology & D.K. Printworld

# **OTHER LEARNING RESOURCES:**

https://egyankosh.ac.in/bitstream/123456789/67178/3/Unit-4.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the regional tourism and its geographical Perspective.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Analyse how to access the local community's readiness to embrace tourism and evaluate potential risks and benefits associated with tourism development.	PO1, PO2, PO3, PO4, PO6, PO8, PO9							
3	To understand the relationship between the local community, tourists, and tourism operators and how to foster positive interactions.	PO1, PO2, PO3, PO7, PO8, PO9							
4	Analyse the skills in destination marketing.	PO1, PO2, PO3, PO4, PO5, PO7, PO8, PO9							
5	Understand the tourism of various regions.	PO1, PO2, PO7, PO8, PO9							

			SEMEST	ER – V											
Cours	se Title			and Tour							1	1			
Cours	se Code	23BHMC3110R		al Credits: al Hours:		<u>L</u>	T 0	P 0	S 0	R	0/F 0	<b>C</b> 3			
Pre-r	equisite	Nil		o-requisite		3	U	U	N	-	U	3			
	ramme	Bachelor of 1				terii	<u>1</u> σ Τ	'echi							
Seme										5 <b>J</b>					
Scilic	3101	1. Understanding on the		er of third year of the Programme and tourism events.											
C	ourse	2. Understand the value of													
	ectives	3. Remember the various	leisure &	tourism ev	ents.										
		4. Analyse the leisure and	d Tourism	events pol	icy and	plan	nin	g							
		5. Apply the various Tou													
	CO1 Understand the core concepts and principles of leisure and tourism events.														
	CO2	Remember the various type													
	203	Understand the value of to													
	CO4	Analyse the importance of	leisure an												
(	CO5 Understand the impacts of leisure and tourism events														
Unit		Content		Contact	Loc	. mni	na l	Outo	omo		K	T			
No.				Hour					come						
I	Leisure			7	Know						1,2	2,3			
		duction and definitions of	Leisure		environment to tourism.										
	even • Mea	ning of Leisure Events													
		age between leisure and tou	rism												
		es of leisure and Tourism act		s											
II		value of an Event		5	Unders	stano	d tł	ne e	ffect	of	2,	3			
	_	ificance of Tourist		would human population											
***		value tourist			growth						1.0				
III	Event T	ourism ning of Event Tourism		8	Know pressur		effe			nan the	1,2	4,3			
		oal event Tourism			enviro		nt	on		tiic					
		nts based on tourism product	S												
	• Effe	cts of events on tourism													
IV		ance of Leisure events		8	Know		ural	sou	ırces	of	2,	3			
		ortance of tourism			energy										
		ortance of leisure travel ose of travel in leisure touris	em												
		d of leisure	J.1.1.												
V	Leisure	tourism events and its imp	acts	8	Understand the economic							1,3,4			
		s of Leisure activities			Impact	s of	tou	rism							
		s of leisure events													
	• Effec	t of leisure in tourism													

- 1. Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development
- 2. The Art of Gathering: How We Meet and Why It Matters, by Priya Parker.

#### **REFERENCE BOOKS:**

1. Goeldner, C.R. & Brent Ritchie, J.R, Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.

# **OTHER LEARNING RESOURCES:**

 $https://www.researchgate.net/publication/352680044\_The\_Relationship\_between\_Leisure\_Tourism\_and\_Events$ 

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the core concepts and principles of leisure and tourism events.	PO1, PO2, PO3, PO4, PO5, PO7, PO8, PO9							
2	Remember the various types of leisure and tourism events	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Understand the value of tourist in events various events.	PO1, PO2, PO3, PO4, PO6, PO7, PO8, PO9							
4	Analyse the importance of leisure and tourism events.	PO1, PO4, PO5, PO6, PO7, PO8, PO9							
5	Understand the impacts of leisure and tourism events	PO1, PO2, PO3, PO8, PO9							

		SEMESTER – V										
Cours	se Title			ative Tech		T	В	C	ъ	0/1	- I G	
Cours	se Code	23BHMC3111R	Total Cr Total Ho		1	T 0	<b>P</b> 0	<b>S 0</b>	<b>R</b> 6	O/I 0	F C 2	
Pre-r	equisite	Nil	Co-req	uisite				N	Vil			
Progr	amme	Bachelor	r of Hotel Manag	gement and	l Cateri	ng T	Гесh	nolo	gy			
Seme	ster	Fal	l/ I semester of t	hird year o	f the Pr	ogr	amn	ne				
	ourse ectives	<ol> <li>Understand the base</li> <li>Understanding the</li> <li>Apply the Analyti</li> <li>Analyse the basic</li> <li>Remember the da</li> </ol>	e organization of cal Skill concept Data Analysis	Cleaning of	f data							
C	CO1	Understand the statistic p-values.						ıfideı	nce in	iterva	ls and	
C	CO2	Understand the various	statistical conce	pts and tech	miques.							
C	203	Analyze and interpret statistical findings.	statistical data,	as well as	make i	nfor	med	dec	isions	s bas	ed on	
C	<b>CO4</b>	Remember the testing	hypothesis and pa	arametric te	sts.							
C	CO5	Apply the various trial through random experi		d sample sp	oace, eve	ent, (	Ope	ratio	ns of	Even	ts etc.	
Unit No.		Content		Contact Hour	Le		KL					
I	<ul><li>Defir</li><li>Conc samp</li><li>Data: varia</li></ul>	cal Methods nition and scope of Stati epts of statistical p le. quantitative and qualit bles, scales of measur al, interval and ratio.	oopulation and ative, attributes,	14	Identity, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver.						1,2	
II	<ul> <li>and c</li> <li>Meas and p</li> <li>Meas devia devia</li> </ul>	lar and graphical, including ogives. Sures of Central Tendence positional. Sures of Dispersion:	y: mathematical range, quartile ion, standard	15	Solve optimizati problems like transportati and assignment problem mathematically and by usi excel solver						2,3	
III	<ul><li>partia only)</li><li>Rank</li><li>Simp polyr</li></ul>	nition, scatter diagram, sal and multiple correlate correlation.  le linear regression nomials and exponential	15	Develop critical thinking and use PERT and CPM techniques to improve decision making.						1,2,3		
IV	<ul> <li>Trial, Oper exclu</li> <li>Defir relati</li> <li>Discr</li> </ul>	n experiment , sample point and samp ations of Events, conce sive and exhaustive eve nition of probability: ve frequency approach. rete probability space, ability, Independence	pts of mutually nts. classical and Properties of	10	Identify different types decision-making environments and che the appropriate decis making approaches for e						2,3	

	Conditional probability, total and compound probability rules, Normal probability Distribution, Bionomial probability Distribution, Poisson Probability Distribution, Bayes' theorem and its applications.			
V	Testing of hypothesis, parametric test	30		,3,4
	• T-test, z-test, chi-square test.		formulate, test, and interpret	
	Non-Parametric test		hypotheses using parametric	
	One sample Kolmogorov test, wilcoxon		and non-parametric	
	Signed test, Mann-Whitney Test, Kruskal		statistical methods to make	
	walis test		informed decisions based on	
			data analysis.	

- 1. Head-first Statistics: A Brain-Friendly Guide Book by Dawn Griffiths. ...
- 2. An Introduction to Statistical Learning with Applications in R by Gareth James, Daniela Witten, Trevor Hastie, and Robert Tibshirani.

#### **REFERENCE BOOKS:**

1. Statistics in Plain English By Timothy C. Urdan

# **OTHER LEARNING RESOURCES:**

https://www.toppers4u.com/2021/01/quantitative-techniques-application.html

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understand the statistical hypothesis testing, including the use of confidence intervals and p-values.	PO1, PO2, PO3, PO4, PO9								
2	Understand the various statistical concepts and techniques.	PO1, PO2, PO3, PO4, PO9								
3	Analyse and interpret statistical data, as well as make informed decisions based on statistical findings.	PO1, PO2, PO3, PO4, PO9								
4	Remember the testing hypothesis and parametric tests.	PO1, PO2, PO3, PO4, PO9								
5	Apply the various trial, sample point and sample space, event, Operations of Events etc. through random experiments.	PO1, PO2, PO3, PO4, PO9								

SEMESTER – VI															
Course T	itle			g Technolo		ı	ı	1	1						
Course C	ode	23BHMC3201R	Total Credit Total Hours		1 1	T 0	P 4	S 0	R	0/F 0	<u>C</u>				
Pre-requi	isite	Nil	Co-requisi		1	LU	-	Nil	-	U	3				
Programi		Bache	lor of Hotel Manage		Cateri	ng T	echr	nolog	y						
Semester			ring/ II semester of t												
		=	he introduction to t	=					techi	nology	. &				
Cours Objecti		Cuisine & impar 2. To apply prerequ 3. Understand and i ensure the well-b	is primarily aimed at ting the concept of No isite skills and knowl mplement rigorous for eing of consumers. e of nutrition in menu	ouvelle cuis ledge to pur ood safety s	sine. rsue ca tandar	reer ds ar	in cu	ılinar nitati	y art on pi	actice					
CO1															
CO2 Learn to apply artistic and technical s products.				s in produc	cing hi	gh-q	uality	y bak	ery a	ınd pa	stry				
CO3 Remember different international /				ean cuisine	e										
CO4 To understand about the uses of herbs															
Apply nutritional knowledge in menu balanced catering offerings.				planning to create health-conscious and well-											
Unit No.		Conten	t	Contact Hour	Learning Outcome										
I	<ul><li>De</li><li>La</li><li>Se</li><li>La</li><li>etc</li><li>Hi</li></ul>	efinition  Ayout of a Typical Lanctions and functions and functions arder Equipment (Soc.)  erarchy of Larder sta	r or cold kitchen inition out of a Typical Larder tions and functions of larder kitchen der Equipment (Small, Large, Tools				Students will acquire knowledge on different International cuisine with geographical location, Historic back ground, and different recipes								
II	<ul> <li>Intreg</li> <li>Spp med</li> <li>fold</li> <li>Ge</li> <li>Sw</li> <li>Nouv</li> <li>Ev</li> <li>Sa</li> <li>Di</li> <li>No</li> <li>Se</li> </ul>	pean / Continental (troduction to influer gions becial features with resthods, presentation llowing countries ermany, Spain, Portuguitzerland.  Telle Cuisine Folution & history lient features fference between puvelle Cuisine rvice Style – Types, tern plating techniques	5	Stude know fabric prepa differ icings and depar	rledge cation ration rent s us	n on mo ed i con	ethoc topp	ings. akery		,3					
III	<ul><li>T</li><li>Ir</li><li>P</li></ul>	etizers (Hot & Cold) types of appetizers winternational Classical recautions for prepart f appetizers	appetizers	8	Stude insigl froze	ht a			quire ssical		2,3				

IV	<ul> <li>Points to be observed for storage of appetizers from food spoilage view</li> <li>Convenience Foods</li> <li>Characteristics</li> <li>Processing methods</li> <li>Advantages &amp; Disadvantages</li> <li>Uses of Herbs and wines in cooking</li> <li>Introduction</li> <li>Herbs</li> <li>Popular herbs used in cooking</li> <li>Wines used in Cooking</li> </ul>	5	Students will interpret knowledge production planning, Budgeting, scheduling and Quality control	2,3
V	Charcuterie Introduction Sausage Galantines, Ballotines, and Dolines Ham, Bacon, and Gammon Pares and terrines Truffle Aspic or Gelee	6	Students will acquire knowledge on food plating and presentation based on Hotel Industry	1,3,4
Practical	Banquet Function Prospectus with menu, space specification, equipment, staffing —  Cocktail dinner  Sit-down dinner  Formal Banquet  Conference  Wedding reception  Theme Event  Banquet seating styles- Auditorium, classroom, U shape, Box shape, Herring bone, Star shape  Formal banquet service procedure, toasting procedures  Setting up of theme based buffet, service procedure  Preparation of duty rosters in restaurant and function catering  Planning of event / theme in MICE  Service styles in transport catering (Airline, railway, sea catering)  Menu Engineering spread sheet and matrix	30	Students will gain knowledge on regional cuisine which includes method of preparation, standard recipes and plating techniques.  Students will acquire knowledge on food safety and personal Hygiene during the course of practical.  Students will hone the skills and innovate and create new recipes.  Students will gain knowledge International cuisine which includes method of preparation, standard recipes and plating techniques.  Students will acquire knowledge on different International cuisine with geographical location, Historic back ground, and different recipes	1,2,3,4

- 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 International cuisine & Food Production Management: : Parvinder S Bali

#### **REFERENCE BOOKS:**

- 1. Practical Cookery by Kinton & Cessarani
- 2. Practical Professional Cookery by Kauffman & Cracknell

# **OTHER LEARNING RESOURCES:**

https://www.studocu.com/in/document/gd-goenka-university/hospitality-and-catering-technology/unit-1-detailed-notes/65615318

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	To understand the Larder or cold kitchen.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
2	Learn to apply artistic and technical skills in producing high-quality bakery and pastry products.	PO1, PO2, PO3, PO4, PO9								
3	Remember different international / European cuisine	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
4	To understand about the uses of herbs and wines in cooking	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
5	Apply nutritional knowledge in menu planning to create health-conscious and well-balanced catering offerings.	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9								

	SEMESTER – VI											
Course T	itle		Adv	vance Tech	nologies i	n Ro	om Divis	ion				
Course C	ode	23BHMC3202R		otal Credits otal Hours:	<u> </u>	L	T P		R	O/F	C	
Pre-requi	isite	Nil		cai Hours: Co-requisite		2	0 2	0 Nil	0	0	3	
Programi				Hotel Man		and (	Catering					
Semester				I semester (								
Course Objectives		<ol> <li>To understand to room division con</li> <li>To analyse the final factorial of Housekeeping</li> </ol>	<ol> <li>To understand the role and significance of advanced technologies in the contemporary room division context.</li> <li>To analyse the features and functionalities of modern Property Management Systems.</li> <li>It equips the student to acquire knowledge and skills with respect to the various aspects of Housekeeping Operations.</li> <li>To understand the importance of Housekeeping Management within the Hospitality Industry.</li> </ol>									
COI	1	Understand the role	e of techr	nology in en	hancing g	uest	satisfactio	n and lo	yalty.			
CO2		Identify and analys front desk operatio	ns, house	keeping, an	d mainten	ance				eserva	tions,	
CO3	3	Understand the class								1 -	1 .	
CO4		Understand and remember the types of Budgets, Housekeeping Expenses and Budget Planning Process  Evaluate the potential impact of new technologies on the future of the hospitality industry.										
CO5 Unit	; 	Evaluate the potent	tial impac	et of new tec	chnologies Contact		the future	of the he	ospitali	ty indu	ustry.	
No.		Conten	nt		Hour		Learni	ng Outo	come		KL	
I	Introduction to Room Division Management  Overview of the hospitality industry Role and significance of room division in hotels Historical development and current trends in room division Purchasing and Store Purchasing system-Principles, Stages, Types Operational Procedures with regard to Cleaning Supplies, Guest Supplies, Linen Store requisition, Issuing from Stores to Floors and Public areas			6	in	ield mana case of emand per	high	_		1,2		
П	II Technology in Room Division  • Property Management Systems (PMS)  • Automated check-in/check-out systems  • In-room technologies (smart rooms)  • Mobile apps and guest engagement			5	Classification on the basis ownership					2,3		
III	fibi • Ch • Fal • Fin	essification and Identes aracteristics oric Construction in ishes ection and use of tex	brief		8	pr di		oromotic of idea	as, goo	nd ds	2,3,4	

	Selection and Design of Uniforms			
	Establishing Par Levels for Uniforms			
	• Storage of Uniforms			
	<ul> <li>Issuing and Exchange of Uniforms</li> </ul>			
	<ul> <li>Advantages of providing Staff Uniforms</li> </ul>			
	Protective clothing in different departments			
IV	Budgets	5	Understand and analyse	2,3,4
	Objectives, Types of Budgets (Categorized)		housekeeping standards	, ,
	by types of expenditure, departments		together with safety and	
	involved, flexibility of Expenditure, Zero)		security aspects.	
	· · ·		security aspects.	
	Housekeeping Expenses			
	Budget Planning Process			
	• Income statement of the Rooms Division			
	<ul> <li>Controlling Expenses</li> </ul>			
	Refining Budget Plans			
	Cost per occupied room			
	Inventory control and Stock taking			
V	Property Management Systems in Front	8	To understand different	2,3,4
•	office	O		2,3,4
			concepts in budgeting.	
	Concept & Importance of PMS     Salariana Parameter Management September 1997			
	Selecting a Property Management System			
	Modules involved in Front office System-			
	Reservations, Front desk, Rooms, Cashier,			
	Night Audit, Set-up			
	• PMS interface with Stand-alone Systems-			
	POS, Call Accounting, Electronic locking			
	system			
	• Software used in Hotels and their systems			
	– Fidelio, Micros, Opera, IDS8			
	• Reports generated at Front desk (Room			
	status Report, Sales Mix, Revenue Report,			
	Guest History)			
	* '			
D 4' 1	Advantages & Limitations	17	D	1004
Practical	Designing of an e-brochure for Budget	16	Process the conception,	1,2,3,4
	Hotels, Business Hotels, and Heritage Hotels.		pricing, promotion, and	
	Making a mock sales call using brochure to		distribution of ideas, goods	
	Corporate, Travel Agents, Business clients		and services in the industry	
	Corporate, Traver Agents, Business chents		Acknowledge the timeshare	
	Prepare a Power point presentation on		and vacation ownership	
	different types of Lobbies.		±	
	• •		concept	
	Best out of Waste Items to be utilized in the		Perceive the components of	
	guest room or prepare a model for eco-		yield management	
	friendly practices		yieid management	
			Demonstrate step by step	
	Practice on indenting, requisition slips and		planning and organizing	
	issue of housekeeping materials from the		process for ensuring	
	stores.		efficient, effective and	
	Dala wlass on Hamilton C		economic operations of	
	Role play on Handling Guest complaints			
	related to the Housekeeping department		Housekeeping department	
	(HWC guests, technical complaints, service		Understand and analyse	
	complaints, unusual complaints)		housekeeping standards	
			together with safety and	
			, ,	
			security aspect.	

- 1. Hotel Hostel and Hospital Housekeeping Joan C Branson & Margaret Lennox (ELBS).
- 2. Hotel House Keeping Sudhir Andrews Publisher: Tata McGraw Hill
- 3. Hotel Housekeeping Operations & Management Raghubalan, Oxford University Press.

#### **REFERENCE BOOKS:**

- 1. Security Operations by Robert McCrie, Publisher: Butterworth Heinemann
- 2. The Professional Housekeeper Tucker Schneider,; Wiley Publications

#### **OTHER LEARNING RESOURCES:**

http://www.publishingindia.com/khrj/98/impact-of-technological-advancement-in-room-division-of-indian-hotel-industry/748/5207/

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understand the role of technology in enhancing guest satisfaction and loyalty.	PO1, PO2, PO3, PO4, PO8, PO9
2	Identify and analyse the key components of room division functions, including reservations, front desk operations, housekeeping, and maintenance.	PO1, PO2, PO3, PO4, PO5, PO8, PO9
3	Understand the classification of textile and Selection and Design of Uniforms.	PO1, PO2, PO5, PO6, PO7, PO8, PO9
4	Understand and remember the types of Budgets, Housekeeping Expenses and Budget Planning Process	PO1, PO2, PO3, PO4, PO9
5	Evaluate the potential impact of new technologies on the future of the hospitality industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9

	SEMESTER – VI											
Course	e Title		Human Res	ource Mar	nagem	ient						
Course	e Code	23BHMC3203R	Total Cred Total Hour		L 3	T 0	P 0	S 0	R	O/F 0	C 3	
Pre-re	quisite	Nil	Co-requis			U	U	Nil	U	U		
Progra		Bacheloi	of Hotel Manag	gement and	l Cate	ering	Tec	hnolo	ogy			
Semes	ter	Sprin	g/ II semester of	third year	of th	e Pr	ogra	mme				
	ourse ectives	organizational suc 2. Remembering the 3. To understand the 4. To evaluate the sk goals.	<ol> <li>To understand the concepts of human resource management and its significance in organizational success</li> <li>Remembering the roles and responsibilities of HR professionals.</li> <li>To understand the legal and ethical considerations in the recruitment process.</li> <li>To evaluate the skills in providing constructive feedback and setting performance goals.</li> </ol>									
	01	Understand the cormanagement.										
C	O2	Understanding of the	historical evolution	on and cont	tempo	orary	signi	fican	ce of	HRN	Л.	
C	О3	Apply knowledge of	employment laws	and regula	tions	to er	sure	legal	com	pliano	ce.	
C	<b>O</b> 4	Analyse the importan	Analyse the importance of diversity and inclusion in the workplace.									
C	O5	Develop strategies to	create an inclusiv	e organizat	tional	cult	are th	at val	lues	divers	sity.	
Unit No.		Content	Content			Lear	ning	Outc	ome	;	KL	
Introduction to HRM  I Introduction to Human Resource Management, definition and evolution  Role, Nature & Characteristics of HR  Need for HRM in the Service Industry  Human Resource Planning in Hospitality  Manpower Planning- Concepts, techniques and need  Job Analysis, Job Description & Job Specification – format,  Need and importance  Recruitment – sources and modes				9	It provides the student with the capacity to identify issues and problems relating to the realization of human rights						1,2	
II	<ul> <li>II Human Resource Development         <ul> <li>Definition and Characteristics</li> <li>Orientation &amp; Induction</li> <li>Training – Need &amp; Importance</li> <li>Training Process, need assessment, training programs</li> <li>Methods and types of Training – need based and refresher</li> <li>Training evaluation</li> </ul> </li> <li>Performance Management and Appraisal         <ul> <li>Performance Management – Need and importance</li> <li>Performance Appraisal – Purpose, Methods and errors</li> <li>Career management – Promotion &amp; Transfers</li> <li>Counselling</li> </ul> </li> </ul>			5	aspe	ects	of hu	ntify of man wome	righ		2,3	

III	<ul> <li>Performance and Job Evaluation</li> <li>Performance evaluation and its objectives</li> <li>Job Evaluation – concept and objectives, methods and benefits</li> <li>Limitations of Job Evaluation</li> <li>Competency matrix- concept, benefits and implementation in Hotels</li> <li>Compensation Administration</li> <li>Objectives of Compensation Administration</li> <li>Types of compensation – direct and indirect</li> <li>Factors influencing compensation administration- external and internal, concept of Cost to Company (CTC)</li> <li>Steps in formulation of compensation</li> <li>Current trends in compensation – competency and skill based pay, broad banding</li> </ul>	8	Students learn not only their basic rights but also can understand the duties to be carried out in the day to day.	2,3,4
IV	<ul> <li>Incentive and Benefits</li> <li>Objectives of wage incentives</li> <li>Wage incentive planning process</li> <li>Types of incentive schemes in brief – straight piece rate, differential piece rate, task and time bonus, merit rating</li> <li>Organization wide incentive plans – Profit sharing, employee stock ownership, stock option</li> <li>Fringe Benefits- objectives and forms Inventory control and Stock taking</li> </ul>	6	It also develops investigative and analytical skills.	2,3,4
V	Grievances & Discipline <ul> <li>Grievance Handling – Identifying Causes</li> <li>Developing Grievance Handling Systems</li> <li>Discipline- Concept, Causes of Indiscipline Women grievance committee-importance, role, functions</li> </ul>	8		2,3,4

- 1. Fundamentals of Human Resource Management Content, Competencies and Applications Gary Dessler and Biju Varkkey , Pearson
- 2. Human Resource Management Pravin Durai- Pearson
- 3. Human Resource Management in Hospitality by Malay Biswas-Oxford
- 4. Fundamentals of Human Resource Management Content, Competencies and Applications Gary Dessler and Biju Varkkey , Pearson

#### **REFERENCE BOOKS:**

- 1. Human Resource Management A textbook for the Hospitality Industry Sudhir Andrews -Tata McGraw hill
- 2. Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello

#### **OTHER LEARNING RESOURCES:**

https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the core concepts, functions, and principles of human resource management.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
2	Understanding of the historical evolution and contemporary significance of HRM.	PO1, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
3	Apply knowledge of employment laws and regulations to ensure legal compliance.	PO1, PO4, PO5, PO6, PO7, PO8, PO9						
4	Analyse the importance of diversity and inclusion in the workplace.	PO1, PO2, PO5, PO6, PO7, PO8, PO9						
5	Develop strategies to create an inclusive organizational culture that values diversity.	PO1, PO2, PO3, PO4, PO7, PO8, PO9						

SEMESTER – VI										
Cours	se Title	Adventure & Wildlife Tourism					0.75			
Course Code		23BHMC3204R	Total Credits: Total Hours: 3			Γ <u>P</u> 0 0	<b>S 0</b>	R 0	0/F 0	<b>C</b> 3
Pre-requisite		Nil	Co-requisite		•	•	Ni			
Programme		Bachelor of Hotel Management and Catering Technology								
Seme	ster	Spring	/ II semester of third	l year of t	he I	Progra	mme	;		
Course Objectives		<ol> <li>To understand the key concepts, motivations, and market trends related to adventure and wildlife tourism.</li> <li>To understand the role of responsible tourism in conservation efforts.</li> <li>Identify and analyse various adventure tourism activities, including trekking, rock climbing, water sports, and more.</li> <li>To evaluate skills in planning and designing adventure and wildlife tourism packages.</li> </ol>								
CO1		Understanding of a significance, and glob		ife tourisi	m,	includ	ling	its d	efiniti	ons,
	CO2	Understand the role of	f responsible tourism	practices i	n co	onserva	ation	effort	s.	
CO3 CO4		Analyse and differentiate various adventure tourism activities, assessing the risks and safety considerations associated with each.  Apply principles that contribute to the conservation of wildlife habitats.								
	CO5	management principle	Evaluate wildlife tourism practices, demonstrating an understanding of sustainable							
Unit No.		Content		Contact Hour	L	earnin	ıg Ou	tcom	e I	KL
110.	Introduct	tion to Adventure & W	ildlife Tourism	9	То	o de	velop	tł	ne 1	1,2
1	<ul> <li>Definition and significance of adventure and wildlife tourism</li> <li>Market trends and motivations of adventure and wildlife tourists</li> <li>The role of adventure and wildlife tourism in the global travel industry</li> <li>Importance of preserving natural and cultural heritage</li> <li>Responsible tourism practices in conservation efforts</li> <li>Case studies on successful heritage preservation initiatives</li> </ul>				un ba Ac an Ai	owled derstandsics of dventu d varie ar Base Durism	nding f Air re T ous ty d Ad	Base Couris: Types oventu	on ed m of	
II	<ul> <li>Analysis of various adventure to (trekking, rock climbing, water sp</li> <li>Risk assessment and safety co adventure activities</li> <li>Guest lecturers from adve professionals</li> <li>Wildlife Tourism Management</li> <li>Wildlife tourism practices and exp</li> </ul>		er sports, etc.) 7 considerations in adventure tourism H experiences wildlife tourism	5	mi red Ba To va pro wi Ad an Ai	iowled inimum quired ased ourism rious ovidin	n sta for Ad <sup>o</sup> alon In g ass Air re t alleng d Ad	n bas andard r A ventur g wit stitute ociate Base courisi	ic ds ir re th es ed ed m of	2,3
III	<ul><li>Skills wildli</li><li>Factor</li></ul>	Skills in planning and designing adventure and wildlife tourism packages  Factors influencing tour itineraries, logistics, and cost considerations			Im	o de nowled npacts dventu		abo		,3,4

	Guest speakers from tour planning and development professionals			
IV	<ul> <li>Marketing and Promotion in Adventure &amp; Wildlife Tourism</li> <li>Marketing strategies specific to adventure and wildlife tourism</li> <li>Role of digital platforms and social media in promoting nature-based tourism experiences</li> <li>Group project: Designing a marketing campaign for an adventure/wildlife tour</li> </ul>	6	To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Air Based Adventure Tourism.	2,3,4
V	<ul> <li>Customer Experience and Safety</li> <li>Customer service skills for adventure and wildlife tourism</li> <li>Implementing safety measures and emergency protocols</li> <li>Case studies on customer experiences in adventure and wildlife tourism</li> <li>Emerging Trends and Future Directions</li> <li>Industry innovations and emerging trends in adventure and wildlife tourism</li> <li>Integration of technology and experiential tourism</li> <li>Final project presentations: Future trends in adventure and wildlife tourism</li> </ul>	8	The students gain the knowledge about Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).	2,3,4

- 1. "The Tourism System: An Introductory Text" by Robert E. Wood
- 2. Tourism: Principles and Practice" by John Fletcher and Alan Fyall

#### **REFERENCE BOOKS:**

- 1. Tourism Marketing: A Strategic Approach" by Nigel Morgan, Annette Pritchard, and Roger Pride
- 2. "The Art of Travel" by Alain de Botton

#### OTHER LEARNING RESOURCES:

https://egyankosh.ac.in/bitstream/123456789/11471/1/Unit-8.pdf

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understanding of adventure and wildlife tourism, including its	PO1, PO2, PO3, PO4, PO5,						
	definitions, significance, and global trends.	PO6, PO7, PO8, PO9						
2	Understand the role of responsible tourism practices in	PO1, PO2, PO3, PO4, PO5,						
	conservation efforts.	PO6, PO7, PO8, PO9						
3	Analyse and differentiate various adventure tourism activities,	PO1, PO2, PO3, PO4, PO5,						
	assessing the risks and safety considerations associated with each.	PO6, PO7, PO8, PO9						
4	Apply principles that contribute to the conservation of wildlife	PO1, PO2, PO3, PO4, PO5,						
	habitats.	PO6, PO7, PO8, PO9						
5	Evaluate wildlife tourism practices, demonstrating an	PO1, PO2, PO3, PO4, PO5,						
	understanding of sustainable management principles.	PO6, PO7, PO8, PO9						

SEMESTER – VI										
Cours	se Title	Sports & Adventure Events								
Course Code		23BHMC3205R	Total Credits: 3 Total Hours: 36			T P 0 0	S 0	R 0	O/F 0	C 3
Pre-requisite		Nil	Co-req		3	0   0	Nil			
Progr	amme	Bachelor o	f Hotel Mana	gement ar	d Cate	ring Te	chnol	ogy		
Semes	ster	Spring/	II semester o	f third yea	r of th	e Progra	amme	)		
Course Objectives		<ol> <li>To understand the concepts and scopes of sports and adventure events Management</li> <li>Understand the importance of aligning event concepts with target audiences and market trends.</li> <li>Analyse the sports and adventure events industry, exploring its evolution, trends, and economic impact.</li> <li>Understand the role of sponsorship and partnerships in funding and enhancing sports and adventure events.</li> </ol>								
	CO1	Understand the key con	cepts, scope,	and signific	ance of	f sports a	ınd ad	venti	ıre eve	ents.
(	CO2	Analyse the historical evolution and current trends in the sports and adventure events industry.								
•	CO3	Understand the role of sponsorship and partnerships in funding and enhancing sports and adventure events.								
(	CO4	Apply event design principles, considering venue selection, budgeting, and resource allocation.								
(	CO5	Develop methods for evaluating the success of sports and adventure events.								
Unit No.		Content		Contact Hour	Learning Outcome					KL
I	Introduction to Sports & Adventure Events  Management  Definition and scope of sports and adventure events  Overview of the sports and adventure events industry  Historical evolution and current trends  Event Planning and Conceptualization  Event conceptualization and design  Venue selection and layout planning  Budgeting and resource allocation for events			9	To develop the knowledge and understanding on basics of Land Based Adventure Tourism and various types of Land Based Adventure Tourism.					
<ul> <li>II Marketing and Promotion Strategies</li> <li>Marketing principles in the context of sports and adventure events</li> <li>Developing effective promotional campaigns</li> <li>Digital marketing, social media, and branding for events</li> <li>Registration systems and technologies</li> <li>Participant communication strategies</li> <li>Ensuring positive participant experiences</li> </ul>		5	on standa Based along provice Land	m and C Based	mired f ture 'ious I sociate Ac Challe	ninim For La Touri nstitu ed w dvent	um and sm ates vith ure of	2,3		

III	<ul> <li>Logistics and Operations Management</li> <li>Logistics planning for sports and adventure events</li> <li>Venue operations and infrastructure requirements</li> <li>Contingency planning and risk mitigation</li> <li>Sponsorship and Partnerships</li> <li>Role of sponsorship in funding and enhancing events</li> <li>Negotiating and managing sponsor relationships</li> <li>Building partnerships with local communities and stakeholders</li> </ul>	8	To develop the knowledge about Impacts of Adventure tourism	2,3,4
IV	Technology Integration in Event Management  • Event management software and tools  • Live streaming, mobile apps, and participant tracking  • Technology's impact on operational efficiency	6	To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Land Based Adventure Tourism.	2,3,4
V	<ul> <li>Sustainability in Event Management</li> <li>Integrating sustainability principles in event planning</li> <li>Addressing environmental and social considerations</li> <li>Evaluating the ecological footprint of events</li> </ul>	8	The students gain the knowledge about Land Based Adventure tourism impacts social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).	2,3,4

- 1. Strategic Sports Event Management-Guy Masterman
- **2.** Managing People in Sport Organizations: A Strategic Human Resource Management Perspective-By Tracy Taylor, Alison Doherty, Peter McGraw
- **3.** Sport Management: Principles and Applications-By Russell Hoye, Katie Misener, Michael L. Naraine, Catherine Ordway

#### **REFERENCE BOOKS**:

- 1. The Business of Event Planning: Behind-The-Scenes Secrets of Successful Special Events-Judy Allen.
- 2. "The Art of Travel" by Alain de Botton

#### **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/769448223/Unit-1-Management-of-Sporting-Events-Revision-Notes-and-Questions-Answer

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the key concepts, scope, and significance of sports and adventure events.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Analyse the historical evolution and current trends in the sports and adventure events industry.	PO1, PO2, PO3, PO6, PO7, PO8, PO9							
3	Understand the role of sponsorship and partnerships in funding and enhancing sports and adventure events.	PO1, PO2, PO3, PO4, PO5, PO6, PO9							
4	Apply event design principles, considering venue selection, budgeting, and resource allocation.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Develop methods for evaluating the success of sports and adventure events.	PO1, PO2, PO3, PO5, PO6, PO7, PO8, PO9							

		SEMESTER – VI							
Course	e Title		International Tourism Trends						
Course	e Code	738HMC3706R	Fotal Cred		L T P		D/F C		
Pre-re	quisite	Nil	Fotal Hour Co-requi		3 0 0	0   0     Nil	0 3		
Progra			-		nd Catering Te				
Semes					ar of the Progr				
		1. Understand the imp					npact on		
Course Objectives		environmental and cu  2. Analyse the current economies and culture  3. Analyse changing c international travel.  4. Evaluate the impact cooperation.	state of t es worldwid onsumer p	he global de. oreferences	and behaviou	rs in the co	ontext of		
C	CO1	Remember the historical global economies and cult		of internat	ional tourism a	nd its role in	n shaping		
C	CO2	Understand the concepts, tourism.							
C	203	Identify and analyse trendisparities and emerging r	narkets.						
CO4 Apply resilience planning and recov tourism.			and recove	ry strategie	s in response to	global events	affecting		
C	<b>CO5</b>	Evaluate the impact of geo	Evaluate the impact of geopolitical factors on tourism development and cooperat						
Unit No.		Content		Contact Hour	Learning (	Outcome	KL		
		uction to International Tou		9	Gain the know		1,2		
I		verview of the global tourism istorical evolution and mile			the various located in Far				
		ternational tourism	stolles ill		Tocarca III T air	Lust			
	in		economic, social, and cultural acts of tourism on destination						
		Tourism Dynamics							
	• St	atistical analysis of inte	ernational						
		urist arrivals and expenditure egional disparities and growt							
		global tourism	n patterns						
	• T	he role of tourism in the	ne global						
II		conomy ging Destinations and Mark	ets	5	Demonstrate of	commitment	2,3		
11	• Id	entification and evalua nerging tourism destinations		3	to ethical p tourism.		2,3		
	• Fa	actors influencing the rise	ors influencing the rise of new						
		urist hotspots  pportunities and challenges for	-						
			ortunities and challenges for tourism elopment in emerging markets						
	Techr	ology and Innovation in To	ourism						
		the impact of technology on aperience	the travel						
		rends in digital platforms,	artificial						
	in	telligence, and virtual reality	in tourism						
		ase studies on successful to tegration in the tourism indus							

III	<ul> <li>Sustainable Tourism Practices</li> <li>Principles and importance of sustainable tourism</li> <li>Strategies for minimizing environmental and cultural impacts</li> <li>Certification programs and initiatives for sustainable tourism</li> <li>Crisis Management and Resilience in Tourism</li> <li>Analysis of global events affecting tourism (e.g., pandemics, natural disasters)</li> </ul>	8	Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.	2,3,4
	<ul> <li>Crisis management strategies and planning in the tourism sector</li> <li>Building resilience and recovery in the aftermath of crises</li> </ul>			
IV	<ul> <li>Consumer Behaviour and Travel Trends</li> <li>Changing consumer preferences in international travel</li> <li>Influence of social media, online reviews, and influencers on travel decisions</li> <li>Personalization and customization in travel experiences</li> <li>Cultural Exchange and Heritage Tourism</li> <li>Impact of tourism on cultural exchange</li> <li>Preservation and promotion of cultural heritage through tourism</li> <li>Case studies on heritage tourism initiatives</li> </ul>	6	Practice empathy and respect for diversity and multicultural perspectives.	2,3,4
V	<ul> <li>Policy and Governance in Tourism</li> <li>Role of government policies and international regulations in tourism</li> <li>Geopolitical factors affecting tourism development</li> <li>Case studies on successful and challenging policy implementations</li> <li>Industry Perspectives and Future Trends</li> <li>Guest lecturers from industry professionals</li> <li>Analysis of current trends and innovations in international tourism</li> <li>Future prospects and challenges in the global tourism landscape</li> </ul>	8		2,3,4

- 1. *Trends* and Issues in *Global Tourism* by R Conrady\
- 2. International Tourism: An Economic Perspective-François Vellas , Lionel Bécherel
- 3. Modeling and New Trends in Tourism: A Contribution to Social and Economic Development-José António Filipe (Editor), Kostas Rontos (Editor)

#### **REFERENCE BOOKS**:

- 1. Future Tourism Trends Volume 1: Tourism in the Changing World-Canan Tanrisever.
- 2. "The Art of Travel" by Alain de Botton

#### **OTHER LEARNING RESOURCES:**

https://egyankosh.ac.in/bitstream/123456789/69990/3/Unit-3.pdf

	CO PO Mapping								
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>							
1	Remember the historical evolution of international tourism and its role in shaping global economies and cultures.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Understand the concepts, terminologies, and structures associated with international tourism.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Identify and analyse trends within the global tourism industry, considering regional disparities and emerging markets.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
4	Apply resilience planning and recovery strategies in response to global events affecting tourism.	PO1, PO2, PO3, PO4, PO5, PO6, PO9							
5	Evaluate the impact of geopolitical factors on tourism development and cooperation.	PO1, PO2, PO3, PO4, PO5, PO7, PO8, PO9							

	SEMESTER – VI								
Cours	e Title		Wedding Planning	& Live E	vents				
Cours	e Code	23BHMC3207R	Total Credits: 3	L	T P	S	R	O/F	C
Pre-re	equisite	Nil	Total Hours: 36 Co-requisite	3	0 0	0 Nil	0	0	3
Progra	-		r of Hotel Managemen	t and Cate	ering Te		ngv		
Semes			ng/ II semester of third						
Semes	oter		e principles of event pl	-				evelon	ment
	ourse ectives	<ul><li>budgeting, and tim</li><li>To understand cor</li><li>To understand cor</li><li>preferences.</li></ul>	neline management.  Attract negotiation and veultural considerations  importance of ethical properties of events p	ndor comi and ritua	nunication ls to ca	on stra ter to	tegie div	es. verse	client
C	CO1	Understanding of the market dynamics.	e wedding industry, inc	luding its	trends, t	raditio	ons,	and c	urrent
C	02		ess of selecting and ma ering, photography, flori	~ ~			ous a	aspect	s of a
C	О3		ge gained throughout the may involve planning world events						
С	04		ed timelines and manage of all elements involved		stics of a wedding day, ensuring				
C	05		in budgeting for weddefectively to meet client			g cos	t stru	ucture	s, and
Unit No.		Content		Contact Hour	Learn	ing O	utco	me	KL
I	<ul> <li>Und</li> <li>Ove</li> <li>Role</li> <li>Prof</li> <li>Event P</li> <li>Con</li> <li>Bud</li> <li>Crea</li> </ul>	ction to Event Planning erstanding the Event In rview of Wedding Plants and Responsibilities expensionalism and Ethics Planning Fundamental cept Development and geting Basics for Wedditing and Managing Tirnt Consultation and Co	industry ining of a Wedding Planner in Event Planning is Theme Selection ling Events melines	9	Define used in plannin	the	wedd		1,2
II	<ul><li>Ele</li><li>Col</li><li>Flo</li></ul>	ng Design and Aestheti ments of Wedding Des lour Schemes and Coor ral Arrangements and I ands in Wedding Aesthe	5	Determ steps re a wedd:	quire	d to p	the	2,3	
III	<ul><li> Ide</li><li> Cor</li><li> Ver</li></ul>	dor Selection and Management Identifying and Choosing Event Vendors Contract Negotiation and Review Vendor Coordination and Communication Problem-solving with Vendors			Produce and c weddin	heckli		ules for	2,3,4
IV	<ul><li>Crea</li><li>Coo</li><li>Vent</li></ul>	s and Timeline Mana ting Detailed Event Tir rdination of Logistics ( are Selection and Setup Management and Con	melines Setup, Transport, etc.)	6	Create weddin		get fo	or a	2,3,4

V	Budgeting and Financial Management	8	Determine the role	2,3,4
	Creating and Managing Event Budgets		and career of a	
	Allocating Budget for Different Components		wedding planner.	
	Tracking Expenses and Staying Within Budget			
	Handling Client Expectations Regarding Costs			
	Marketing and Client Acquisition			
	Developing a Marketing Strategy for Event			
	Planning			
	Building an Online Presence			
	Networking and Relationship Building			
	Attracting and Retaining Clients			

- 1. Event Planning and Management-Ruth Dowson & David Basette
- 2. Special Events: Creating and Sustaining a New World for Celebration- Dr. Joe Goldbalt
- 3. Event Planning: The Ultimate Guide-Judy Allen

#### **REFERENCE BOOKS:**

- 1. Event Planning
- 2. Management & Marketing for Successful Events-Alex Genadinik
- 3. Events Management-Glenn Bowdin, Johnny Allen, Rob Harris.

#### **OTHER LEARNING RESOURCES:**

https://www.bambooevents.co.in/complete-guide-planning-wedding-event.php

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understanding of the wedding industry, including its trends, traditions, and current market dynamics.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
2	Understand the process of selecting and managing vendors for various aspects of a wedding, such as catering, photography, floristry, and entertainment.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
3	Apply the knowledge gained throughout the course in a final project or practical experience, which may involve planning and executing a mock wedding or participating in real-world events	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
4	Learn to create detailed timelines and manage the logistics of a wedding day, ensuring smooth coordination of all elements involved.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
5	Learn to apply skills in budgeting for weddings, understanding cost structures, and managing finances effectively to meet client expectations.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9

SEMESTER – VI												
Course	e Title			eign Excha	nge							
Course	e Code	Total Credi Total Hour		1 3	T 0	P 0	S 0	R 0	O/F	יו	<u>C</u>	
Pre-re	quisite	Nil	Co-requis			9	v	Ni	·		1_	
Progra		Bachel	or of Hotel Mana	gement ar	nd Cat	terin	g Te	chno	ology			
Semest	ter	Spr	ing/ II semester o	of third yea	ar of t	he P	rogr	amm	ie			
	ourse ectives	<ol> <li>Understand the fo</li> <li>Understanding cu</li> <li>Analyse different systems.</li> <li>In-depth analysis</li> </ol>	exchange rate regi	heir notatio imes, inclu	on. ding fi	xed,	floa	ting, a	and m	anage	ed f	loat
C	CO1	Develop a solid und including its purpose					fore	eign	excha	inge r	nar	ket,
С	O2	Understand the different float, and analyse the	eir advantages and	disadvanta	ages.							
C	03	Analyse and interprinto major, minor, and		understand	ding th	neir i	notat	ion a	ınd ca	ategor	iza	tion
C	O4	Apply both technica movements in current		analysis to	echniq	ues t	o as	sess a	nd in	terpre	t p	rice
C	05	Evaluate critical thir dynamics, using both	•		•			ited to	o curr	ency	mai	rket
Unit No.		Content		Contact Hour	L	∠earı	ning	Outo	come		K	KL
I	<ul><li>Ove</li><li>Hist</li></ul>	action to Forex Markerview of the foreign estorical development a nificance in the global	exchange market and evolution	9	unde	rstan ange	ıd y maı	with rket s	epared fore structu	ign	1	,,2
II	<ul><li>Fixe excl</li><li>Pros</li><li>Cas</li></ul>	ge Rate Systems ed, floating, and hange rate systems s and cons of different e studies on countri hange rate regimes	5		playe	ers i	n the	function function for the force of the force		2	2,3	
II	<ul> <li>Market Participants</li> <li>Roles of central banks, commercial banks, hedge funds, and retail traders</li> <li>Impact of market participants on currency prices</li> <li>Behavioural aspects in the foreign exchange market</li> </ul>				Capa vario				rstand ures	ing	2,	3,4
IV	<ul><li>Ider curr</li><li>Stra</li></ul>	TI 61							mana sures	age	2,	3,4
V	<ul><li>Role prin</li><li>Reg</li></ul>	Currency Markets e of the U.S. Dolla nary reserve currency ional perspectives kets	r as the world's on currency	8	Learn				and s	pot	2,	3,4

and lessons from failures	<ul> <li>Emerging trends and developments in global currency markets</li> <li>Trading Strategies</li> <li>Day trading, swing trading, and long-term investing strategies</li> <li>Simulation exercises and real-world application</li> <li>Review of successful trading strategies</li> </ul>	
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- 1. Foreign Exchange-Robet L Owen
- 2. Fundamentals of Financial Instruments: An Introduction to Stocks, Bonds, Foreign Exchange, and Derivatives-Sunil K. Parameswaran
- 3. Foreign exchange-Adam S. Iqbal
- 4. FOREX TRADING-Jim Brown

#### **REFERENCE BOOKS:**

- 1. FOREX TRADING Dale Strong, John Reese
- 2. FX Derivatives Trader School -Giles Jewitt

#### **OTHER LEARNING RESOURCES:**

https://www.teachmint.com/tfile/studymaterial/b-tech/economics/foreignexchangenotespdf/801120df-ac4b-443e-95c1-871584607eea

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Develop a solid understanding of the fundamentals of the foreign exchange market, including its purpose, structure, and historical development.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Understand the different exchange rate systems, such as fixed, floating, and managed float, and analyse their advantages and disadvantages.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Analyse and interpret currency pairs, understanding their notation and categorization into major, minor, and exotic pairs.	PO1, PO2, PO3, PO4, PO5, PO7, PO8, PO9							
4	Apply both technical and fundamental analysis techniques to assess and interpret price movements in currency markets.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Evaluate critical thinking skills to assess and solve problems related to currency market dynamics, using both quantitative and qualitative approaches.	PO1, PO2, PO3, PO4, PO5, PO6, PO9							

			– VI									
Course	Title	Event	Merchand	lising								
Course	Course Code 23BHMC3209R Total Credi					T 0	P	S 0		R 0	O/F	<b>C</b> 3
Pre-re	guisite	Nil	Total Hours Co-requis		3	U	0		l Jil	U	0	3
Progra		Bach	elor of Hotel Mana		d Cat	terin	g Te	chno	olog	gy		
Semest	ter	Sp	oring/ II semester of	f third yea	r of t	he Pı	rogr	amm	ie			
	ourse ectives	viability and su 2. Develop an int	vill learn the use bush ustainability of an every egrated communicating terminology, and	ent. ions strateg	gy to s	sell tł	ne ev	ent.	-			
C	01	Demonstrate how product.	marketing a service	e such as	a fes	tival	diff	ers f	ron	n m	arketir	ng a
C	O2	Apply a systematic	approach to the eva	luation of a	an eve	ent m	arke	ting	stra	itegy	7.	
C	03	Develop a marketii	ng plan for a festival									
C	O4	Apply concepts of	consumer behaviour	and custor	ner sa	atisfa	ctio	1.				
C	O5	Evaluate the succes	ss of an event from a	n economi	c and	socia	al pe	rspec	ctiv	e.		
Unit No.		Content		Contact Hour	]	Lear	ning	Out	con	ne	]	KL
	<ul> <li>Introduction to Merchandising in event planning         <ul> <li>Introduction to Merchandising in event</li> <li>Place of Merchandising and Marketing in event industry</li> <li>Rules of Merchandising</li> <li>Celebrities in Events</li> </ul> </li> </ul>				An role	stud unde s & nt Ma	ersta resp	nding onsit	g c oilit	of tl	he	1,2
II	Promotional Tools      Website     Newspapers     Radio Stations     Television Stations			5	imp	erstar ortan ımuni lershi	nd: ce icati	on &	de		ne of or	2,3
III	<ul> <li>Posters</li> <li>BRAND MANAGEMENT</li> <li>Determinants of Brand Management</li> <li>Components of Brand Value</li> <li>Designing Brand Strategy</li> </ul>			8	fam	dents iliar cepts nt	wi		the		ey	,3,4
IV	<ul> <li>BUDGETING IN EVENT MANAGEMENT</li> <li>Budget Management</li> <li>Criteria in Budget Development</li> <li>Budget Control</li> <li>SUCCESS OF THE EVENT</li> <li>Understanding Key Performance Areas</li> <li>Scope of KPIs</li> <li>Event Feedback</li> </ul>			6	chal	lersta llenge naging	es	fac	ed		nd 2	,3,4
V	<ul><li> Pro</li><li> Ma</li></ul>	Media and Sponsors duct Development rketing Communica veloping a Marketin	tions	8	and to ea	lersta spor nhand age drive	nsors ce bi targ	ship and et a	stra visi udi	itegi bilit ence	es ey, es,	,3,4

- 1. "The Tourism System: An Introductory Text" by Robert E. Wood
- 2. Tourism: Principles and Practice" by John Fletcher and Alan Fyall

#### **REFERENCE BOOKS:**

- 1. Tourism Marketing: A Strategic Approach" by Nigel Morgan, Annette Pritchard, and Roger Pride
- 2. "The Art of Travel" by Alain de Botton

#### **OTHER LEARNING RESOURCES:**

https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/bajmc/hm-402-event-management-notes/46378627

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Demonstrate how marketing a service such as a festival differs from marketing a product.	PO1, PO2, PO3, PO4, PO5, PO8, PO9							
2	Apply a systematic approach to the evaluation of an event marketing strategy.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Develop a marketing plan for a festival.	PO1, PO2, PO3, PO4, PO7, PO8, PO9							
4	Apply concepts of consumer behaviour and customer satisfaction.	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9							
5	Evaluate the success of an event from an economic and social perspective.	PO1, PO2, PO3, PO4, PO5, PO6, PO9							

	SEMESTER – VI												
Course	Title	Tour	Operation Manageme	ent & Stu	ıdy T	our	Repo	rt					
Course	Code	23BHMC3210R	Total Credits: 3	L	T	P	S	R	O/F	C			
Pre-rec	micito	Nil	Total Hours:36 Co-requisite	3	0	0	0 N	<u>0</u> ii	0	3			
Progra				ent and Catering Technology									
Semest	er			ird year of the Programme									
1. Gain an in-depth understanding of the tourism industry, including its s trends, and dynamics.  2. Learn how to plan, develop, and manage various types of tours, considering such as destination selection, itinerary development, transp accommodation, and activities.  3. Conduct research on the destination visited during the study tour, inclutourism industry, attractions, infrastructure, and local culture.  4. Develop presentation and communication skills by preparing and delir comprehensive report on the study tour findings, addressing key aspects destination analysis, tour operation observations, and recommendation improvement.							ring fansportancludineliveri	ctors ation, ag its ag a ch as					
CO	)1	A comprehensive un components, trends, an	derstanding of the to nd challenges.	ourism i	ndust	ry, i	ncludi	ing it	ts stru	cture,			
CC	)2		or marketing and prom nce analysis, advertisin	_			•		_				
CC	)3	encountered during th	nowledge gained in e study tour, such as o , and experiencing tour	bserving	tour	oper	ations						
CC	<b>)</b> 4		weaknesses, opportuni perience. Discuss any r										
CC	<b>)</b> 5		a financial management ation, pricing strategies							_			
Unit No.		Content		Contact Hour	I	Learr	ning C	Outco	me	KL			
I	Growt Operat Organi Proces Destin Field Manag exchar chains	our Operation: Definition- Concept-History and frowth of Tour Operation business. Types of Tour operators, Organizational Structure, Forms of organization, Departments, and its functions The rocess of travel decision making, Mode and destination selection, Managing Tour Operation, itself Operations- inbound and outbound, Managing Distribution Role of Distribution in schange process, Selling through distribution mains. Distribution System in Tourism Operation Management of In-house operations.			tra op ass va	ivel eratio socia	tion othe	tou and	its with	1,2			
II	related Hotels travel, Servic Hotel Status Statem	vation and Cancellation I services- , Airlines, Cruise liners, Commission Structure e, Tour Operation Docu and Airline Exchange Report, Daily Sai nents- Credit Cards- Imegulations for Tour Ope	, Car rentals and Rail es from Suppliers of mentation: Voucher-Order, Pax Docket, les Record, AGT portance and Future	professionally fit into the organizational f setup of the travel and tourism agencies and how to develop professionally.									

III	Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints Custom made itinerary and Readymade itinerary, Factors to be considered while preparing an itinerary.	8	To develop the competencies to start their own business in the fields of travel and tourism.	2,3,4
IV	Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Liaoning and Negotiation of Package Tour. Product Oriented Package tour case studies, Costing a Tour: Components, Considerations-Types of Costs-Cost sheet, FIT Costing & GIT Costing.	6	To apply the knowledge pertaining to role of various associations in promoting travel and tourism business.	2,3,4
V	Itinerary Preparations and Costing, Special Lectures	8	Acquire the skills to design customized travel itineraries and calculate accurate costs, while integrating insights from industry experts through special lectures to enhance practical understanding.	2,3,4

1. Foster D: Travel Agency & Tour Operations

2. Deller: Conducting Tours

#### **REFERENCE BOOKS**:

J M Negi: Travel Agency and Tour Operation
 Holloway & Robinson: Marketing for Tourism

#### **OTHER LEARNING RESOURCES:**

https://www.studocu.com/row/document/jordan-university-college/information-management/tour-operations-notes/116203348

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	A comprehensive understanding of the tourism industry, including its structure, components, trends, and challenges.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
2	Applying strategies for marketing and promoting tours effectively, including market research, target audience analysis, advertising, public relations, and digital marketing techniques.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
3	Apply theoretical knowledge gained in the classroom to real-world scenarios encountered during the study tour, such as observing tour operations, interacting with industry professionals, and experiencing tourist activities first-hand.	PO1, PO4, PO5, PO6, PO7, PO8, PO9
4	Analyse the strengths, weaknesses, opportunities, and threats of the destinations visited and the overall tour experience. Discuss any notable trends, issues, or recommendations for improvement.	PO1, PO3, PO4, PO5, PO6, PO7, PO8, PO9
5	To Evaluate skills in financial management relevant to tour operations, including budgeting, cost estimation, pricing strategies, revenue management, and profitability analysis.	PO1, PO2, PO3, PO4, PO5, PO9

	SEMESTER – VI										
Cours	se Title		Business & Corp	·	ven	ts (M	ICE)				
Cours	se Code	23BHMC3211R	Total Credits: 3	<u> </u>	L	T 0	P 0	S 0	R 0	0/F 0	<u>C</u>
Pre-re	equisite	Nil	Total Hours: 30 Co-requisite	,	3	U	U	Nil	U	U	_ 3
	ramme		elor of Hotel Manage	ment an	d C	aterin	ıg Tec		gγ		
Seme			oring/ II semester of t						<i>⊃√</i>		
1. Students will gain insights into the various components of the MICE incincluding meetings, incentives, conferences, and exhibitions/events, along their significance and roles within the broader tourism and hospitality sector 2. The course aims to develop participants' skills in conceptualizing, pla organizing, and managing different types of events, considering factors st budgeting, logistics, venue selection, marketing, and risk management.  3. Students will learn how to effectively communicate and negotiate with condensation their event objectives.  4. The course may cover topics related to destination selection, site inspections regulations, and vendor sourcing, enabling participants to make informed decomposition when organizing events in various locations.  5. Participants will be introduced to the latest trends, tools, and technologies reto to the MICE industry, such as event management software, virtual/hybrid								ong weters.  plannis such  h clies  s to m  ons, lo  decisi	vith ing, n as nts, neet ocal ons		
	CO1	Understanding the	ial media marketing, a principles and conce				ncenti	ves, co	onfere	ences,	and
	CO2	exhibitions (MICE) Remembering to de	management. evelop skills in event p	lanning	orga	anizati	on, an	d exec	ution		
	203		it various types of ever								
	CO4		importance of budgeting							E eve	nts.
C	CO5	Applying knowleds	ge of event marketing,	promotio	on, a	and spo	onsors	hip str	ategi	es.	
Unit No.		Conten	t	Contac Hour	t	Lea	arning	g Outc	ome	]	KL
I	<ul><li>The</li><li>Con</li><li>His</li></ul>	e Meaning and Impo mponents of MICE latory of MICE Indus of MICE Industry	Industry	9	i	descril	e the avel	ll be role or and	f MIC	Œ	1,2
II Key Players in the MICE Industry						nts	2,3				
III	• Cha	<b>Planners</b> aracteristics of a MIG sponsibility of a MIG		8	á			ll be new			2,3,4
IV	MICE I	Planning onsors o MICE ocess of MICE Plann		6	I	Exami charac Meetir Confe	teristi 1gs,	Inc		he es,	2,3,4

			sector (MICE)	
$\mathbf{V}$	MICE Management	8	Illustrate the range of	2,3,4
	Three types of plan		existing leisure events,	
	<ul> <li>Functions of Management in MICE</li> </ul>		analyse their	
	Other Management Concept to MICE		characteristics and their	
	Management		role in the development of	
			tourism	

- 1. Foreign Exchange-Robet L Owen
- 2. Fundamentals of Financial Instruments: An Introduction to Stocks, Bonds, Foreign Exchange, and Derivatives-Sunil K. Parameswaran
- 3. Foreign exchange-Adam S. Iqbal
- 4. FOREX TRADING-Jim Brown

#### **REFERENCE BOOKS:**

- 1. FOREX TRADING Dale Strong, John Reese
- 2. FX Derivatives Trader School -Giles Jewitt

#### **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/524988506/Module-1-Mice-Lecture-Notes-1

	CO PO Mapping								
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>							
1	Understanding the principles and concepts of meetings, incentives, conferences, and exhibitions (MICE) management.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Remembering to develop skills in event planning, organization, and execution.	PO1, PO2, PO3, PO4, PO7, PO8, PO9							
3	Remembering about various types of events and their specific requirements.	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9							
4	Understanding the importance of budgeting and financial management in MICE events.	PO1, PO2, PO3, PO4, PO5, PO6, PO9							
5	Applying knowledge of event marketing, promotion, and sponsorship strategies.	PO1, PO2, PO3, PO4, PO5, PO6, PO7							

SEMESTER – VII												
Course Title		Specialized in Hotel Industry Exposure (JT)										
Course Code	23BHMC411R	Total Credits: 10	L	T	P	P	S	R	O/F	C		
Course Coue	25011111041111	Total Hours: 1280	0	0	0	0	0	80	10			
Pre-requisite	Nil	Co-requisite				Nil						
Programme	Bach	elor of Hotel Managem	ent an	d Cat	ering	g Techr	ology					
Semester	Fall/ I semester of fourth year of the Programme											
Course Objectives	<ol> <li>Understand the</li> <li>Understand res</li> <li>Demonstrate p.</li> </ol>	e significance of research e importance of conductir learch gaps and formulate roficiency in citation and organized overview of th	resear refere	rch pr ncing	oblen sourc	ns ces.	a selec	eted rese	arch			
CO1	Understand the fo	rms/formats, records and	registe	ers ma	aintai	ned by	departi	ment.				
CO2	Applications of re	cipe standardization and	produc	ct dev	elopn	nent.						
CO3	Apply the food pr	oduction standards of fin	ished p	orodu	ets.							
CO4	Remember the list licenses maintaine		along with the brand name, costing, pricing,									
CO5	· ·	tenance of logbook, covernt (including breakage, o	_				•	_				

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the forms/formats, records and registers maintained by department	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
2	Applications of recipe standardization and product development	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
3	Apply the food production standards of finished products	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
4	Remember the list of alcoholic beverages along with the brand name, costing, pricing, licenses maintained by hotel.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
5	Analyse the maintenance of logbook, cover registrar, and list all reports generated in the F&B department (including breakage, cover, sales, inventory, duty roasters, duty	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						

	SEMESTER – VII									
Course Title	Spec	Specialized in Tourism Industry Exposure (JT)								
<b>Course Code</b>	23BHMC412R	Total Credits: 10 Total Hours: 12	L 0	T 0	P 0	S 0	R 0	O/F 80	C 10	
Pre-requisite	Nil	Co-requisite	1	,		Nil				
Programme	Bachelor	of Hotel Managem	ent and C	Cater	ing T	Γechr	ıolo	gy		
Semester	Fall/	I semester of fourt	h year of	the F	rogr	amn	1e			
Course Objectives	<ul><li>2. Familiarize studen as booking system</li><li>3. Educate students</li></ul>	skills in managing nning, guiding, and couts with the use of in s and tour managem on industry standard sustainability, and re	customer so dustry-special softwards and bear	ervic ecific are. est pr	e. tool	s and	l tecl	hnol	ogies,	such
CO1	Understand the fundamarketing, and financi	al management.								
CO2	Remembering industri requirements in tourism	n.							_	
CO3	Apply knowledge to re ensuring customer sati		handling c	ustor	ner ii	nquir	ies, o	com	plaints,	and
CO4	Apply industry-specifi management software,		-	ich a	s bo	oking	g sys	stem	s and	tour
CO5	Analyse different oper problem-solving strate		n the touri	sm ir	ıdust	ry an	d de	evelo	op effec	ctive

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the fundamental concepts of tourism operations, including logistics, marketing, and financial management.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Remembering industry standards, ethical guidelines, and regulatory compliance requirements in tourism.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Apply knowledge to real-world scenarios, handling customer inquiries, complaints, and ensuring customer satisfaction.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
4	Apply industry-specific tools and technologies, such as booking systems and tour management software, in practical settings.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Analyse different operational challenges in the tourism industry and develop effective problem-solving strategies.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							

	SEMESTER – VII								
<b>Course Title</b>		Specialized in Event Mana	gem	ent E	xposi	ıre (JT	")		
Course Code	22DHMC412D	Total Credits: 10 L		T	P	S	R	O/F	C
Course Code	23BHMC413R	Total Hours: 1280	0	0	0	0	0	80	10
Pre-requisite	Nil	Co-requisite				Nil			
Programme	Bac	chelor of Hotel Managemen	t and	l Cat	ering	Techn	ology		
Semester		Fall/ I semester of fourth y	vear (	of the	Prog	gramm	e		
	1. Provide insi	ghts into the operational a	spect	s of	even	t mana	geme	nt, inc	luding
	logistics, ma	rketing, financial managemen	nt, an	d ven	dor c	oordina	ation.		
	2. Introduce students to different types of events and the specific requirements and								
Course	challenges associated with each.								
Objectives	3. Foster excellent communication and interpersonal skills necessary for effective								
	interaction with clients, vendors, and stakeholders.								
	4. Develop skills in managing client expectations, handling complaints, and ensuring								
	a positive attendee experience.								
CO1	Remember key	concepts and terminologies	relat	ed to	even	t mana	geme	nt, inc	luding
COI	different types of	f events, industry standards, a	and re	egulat	ions.				
CO2	Understand the	principles of event planni	ng, i	nclud	ling 1	logistic	s, bu	dgeting	g, risk
CO2	management, and compliance.								
CO3	Apply event man	agement tools and technolog	ies, s	uch a	s proj	ect mar	nagem	ent sof	tware,
COS	to organize and e	execute real-world events.							
COA	Understand the	steps involved in planning	and o	execu	ting	differer	it typ	es of e	events,
CO4	including corpor	ate events, social gatherings,	and f	festiva	als.				
COF	Analyse the log	sistical, financial, and opera	tiona	l cha	lleng	es asso	ciated	d with	event
CO5	planning and dev	elop strategies to address the	em.						ļ

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Remember key concepts and terminologies related to event management, including different types of events, industry standards, and regulations.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
2	Understand the principles of event planning, including logistics, budgeting, risk management, and compliance.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
3	Apply event management tools and technologies, such as project management software, to organize and execute real-world events.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
4	Understand the steps involved in planning and executing different types of events, including corporate events, social gatherings, and festivals.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9
5	Analyse the logistical, financial, and operational challenges associated with event planning and develop strategies to address them.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9

	SEMESTER – VII										
Course Title	Research Project on Industry Exposure										
Course Code	23BHMC414R	Total Credits: 1 Total Hours:	L T P S R O/F 0 0 0 0 24 0					<b>C</b>			
Pre-requisite	Nil	Co-requisite				Ni	l				
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of fourth year of the Programme										
Course Objectives	<ol> <li>Understand the im</li> <li>Understand research</li> <li>Demonstrate profice</li> </ol>	portance of research portance of conducting a ch gaps and formulate res ciency in citation and refe unized overview of the rel	search erenc	n prol	olems ources	S.	selecto	ed resea	arch		
CO1	Analyse the different to	echniques of writing the t	ypes	of Re	esearc	h Proj	posals	and Rep	port		
CO2	Evaluating the relevan	t tools of research									
CO3	Apply and conduct a techniques	research project using a	pprop	oriate	quali	tative	and c	quantita	tive		
CO4	Create the presentation	with the help of tutorial	aid								
CO5	Evaluate a research rep	port									

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Analyse the different techniques of writing the types of Research Proposals and Report	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
2	Evaluating the relevant tools of research	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
3	Apply and conduct a research project using appropriate qualitative and quantitative techniques	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
4	Create the presentation with the help of tutorial aid	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							
5	Evaluate a research report	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9							

SEMESTER – VIII							
Course	e Title		Hospital	ity Marke	eting		
Course	e Code	23BHMC421R	Total Credit Total Hours:		L T P S R O/F 3 0 0 0 0 0	C 3	
Pre-re	quisite	Nil	Co-requisi		Nil	•	
Progra	amme	Bach	elor of Hotel Manage	ment and	Catering Technology		
Semes	ter	_	ring/ II semester of fo				
Course Objectives		components of 2. Understand the 3. Learn and apply industry.	the hospitality industry role of digital marketi techniques for conduc	y. ng in the l eting mark	he structure, dynamics, and nospitality sector. et research relevant to the hospin the hospitality industry.		
C	CO1	Understand the co	mponents, structure, ar	nd trends v	within the hospitality industry.	•	
C	O2	, ,	oret Consumer Behavio				
C	О3		Relationship Managen s with hospitality custons		M) strategies to build and ma	aintain	
C	O4				ting and make responsible dec	isions.	
	O5	•		•	iques in the hospitality contex		
Unit No.	Content			Contact Hour	Learning Outcome	KL	
II	<ul> <li>Cond</li> <li>Uniquark</li> <li>History</li> <li>Consum</li> <li>Undobeha</li> <li>Factory</li> <li>Marl</li> <li>hosp</li> </ul> Market	teting orical perspective itality marketing  or Behaviour in H erstanding hosp viour ors influencing co- itality ket segmentation a itality sector  Research in Hospi	lity industry s of hospitality and evolution of ospitality oitality consumer insumer decisions in and targeting in the tality	7 7 8	It introduces the student an insight to marketing mix  It helps the student to understand the four keys of marketing  It helps the Students to	2,3	
	<ul> <li>Impormark</li> <li>Tech</li> <li>Marl</li> <li>Strategi</li> <li>Mar busin</li> <li>SWC mode</li> <li>Crea comp</li> </ul>	rket Research in Hospitality Importance of market research in hospitality marketing Techniques for conducting market research Market trends and competitive landscapes ategic Planning in Hospitality Marketing Marketing strategies for hospitality businesses SWOT analysis and strategic planning models Creating unique selling propositions and competitive advantages			understand the sales and Management		
IV	<ul><li>Prince</li><li>Posit</li></ul>		_ ,	7	The student will learn about international marketing	2,3,4	

V Customer Relationship Management (CRM)	7	Gain the ability to 3.	3,4
in Hospitality		implement CRM	
<ul> <li>Importance of CRM in the hospitality industry</li> <li>Implementing CRM strategies to enhance guest satisfaction and loyalty</li> <li>Loyalty programs and customer retention Revenue Management in Hospitality</li> <li>Pricing strategies for hospitality services</li> <li>Revenue optimization techniques</li> <li>Data analytics for pricing decisions</li> </ul>		strategies to build lasting relationships with guests, enhance customer satisfaction, and drive loyalty, ultimately contributing to long-term business success.	

- 1. Marketing for Hospitality and Tourism-James C. Makens.
- 2. Hospitality Marketing Management-R.Dan Reid.
- 3. Hospitality Marketing: Principles and Practice Francis Buttle.

#### **REFERENCE BOOKS:**

- 1. Tourism and Hospitality Marketing-Dr. P.P. Ghosh
- 2. Marketing for Hospitality and Tourism (Third Edition)-Philip Kotler, John Bowen, James Makens.

#### **OTHER LEARNING RESOURCES:**

https://www.uou.ac.in/sites/default/files/slm/BHM-604T.pdf

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understand the components, structure, and trends within the hospitality industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
2	Analyse and Interpret Consumer Behaviour.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
3	Apply Customer Relationship Management (CRM) strategies to build and maintain strong relationships with hospitality customers.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
4	Analyse ethical considerations in hospitality marketing and make responsible decisions.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
5	Analyse strategies and revenue optimization techniques in the hospitality context.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								

	SEMESTER – VIII										
Cour	se Title		Entreprene	eurship De	velopmen	t					
Cour	se Code	23BHMC422R		Credits: 3		T 0	P	S	R	O/F	C
			Total Hours: 36				0	0	0	0	3
	equisite	Nil Co-requisite Nil  Bachelor of Hotel Management and Catering Technology									
	ramme								gy		
Seme	ster	1	semester of f						1		1 1
Course Objectives		<ol> <li>innovation, risk-taking</li> <li>Equipping participants marketing, finance, op</li> <li>Empowering individu successful ventures.</li> <li>Providing strategies ar businesses.</li> </ol>	Providing strategies and tools to help entrepreneurs effectively manage and grow their								ning, into their
	CO1	Understanding of entre	preneurship,				1, (	char	acter	istics,	and
		importance in the econom Identify potential busines		ac avaluata	mortest do	mon	4 0	ndo	00000	foodil	.i1;4x,
C	CO <sub>2</sub>	for starting a new venture		es, evaluate	market de	шапс	u, a	na a	issess	s reasit	mity
C	CO3	Understand the Role of C		n Promotin	g Entrepre	neur	shi	p in	India	ì.	
	CO4	Identify key characteristi	cs that differe	entiate SSIs	from large	e-sca	ıle i	ndu	stries	, inclu	ding
		role, factors such as inves									
C	CO5	Understand the key elemanalysis, financial project		•	_		ısın	ess	conc	ept, ma	ігкеі
Unit		Content		Contact Learning Outco						1	KL
No.	Entrope	eneur: Meaning, Function	a Tymas of	Hour 7					ar		
1	Entrepre influence Entrepre definition Develop	eneurs, Entrepreneur, ing the development of eneurship: concept, on, importance, choment of Entrepreneurship eneurship Process,	Factors atrepreneurs. meaning, aracteristics,	,	Develop, analyse business the enter to profe and pract	a co plar prise ssior	omp n a e th nal	dap at a	ensiv ted dhere	ve to es	,2,3
II	Entrepre of Entr	of Evolution of the eneur and & Entrepreneursh repreneurship: Schumpete Duckers Theory and Mcs,	nip, Theories r's Theory,	6	Develop implement marketin an anal resources an enterp	nting g pla ysis s and	g ins t of d pi	that re	fectiv refle eleva	ve ct	2,3,4
III	India, I	nities promoted entrepre Role of entrepreneurs in ment of a country, Entrepr ers in India	economics	8	Conduct activities	sm and mpli	nall l tr anc	ansa e		ns th	2,3
IV	Characte Objective SSI, Di Support Impact Globaliz	ves, Scope, Role of SSI, Adifferent Policy of SSI, s for SSI during Five-of Liberalization, Private vation, Effect of WTO/GA	Rationale: dvantages of Government Year Plans, ization, and IT.	8	Use ma optimize small bus	the o	ope s	ratio	on of	a	,3,4
V	Project	RATION OF THE BUSIN  Report – Significance ry of the Business Plan, Pro	and Scope,	7	Access concepts			e o	eurre ar	_	,2,3

Description, Location Criteria and Checklist,	technologies to support	
Plant and Machinery – Space Considerations,	business initiatives	
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.		

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

#### **REFERENCE BOOKS:**

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

#### **OTHER LEARNING RESOURCES:**

https://www.pasc.edu.in/wp-content/uploads/2021/04/ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understanding of entrepreneurship, including its definition, characteristics, and importance in the economy.	PO1, PO2, PO3, PO4, PO5, PO7, PO9								
2	Identify potential business opportunities, evaluate market demand, and assess feasibility for starting a new venture.	PO1, PO2, PO3, PO4, PO6, PO8, PO9								
3	Understand the Role of Communities in Promoting Entrepreneurship in India.	PO1, PO2, PO3, PO4, PO6, PO7, PO8, PO9								
4	Identify key characteristics that differentiate SSIs from large-scale industries, including role, factors such as investment, employment, technology, and market reach.	PO1, PO2, PO3, PO4, PO7, PO8, PO9								
5	Understand the key elements of a business plan, including the business concept, market analysis, financial projections, and implementation strategy.	PO1, PO2, PO3, PO4, PO5, PO6, PO7								

SEMESTER – VIII											
Cours	se Title			ni Researcl				-			1 -
Cours	se Code	23BHMC423R	Total Cred Total Hour		<u>L</u>	T 0	P 0	S 0	R   0	0/F 0	<b>C</b> 3
Pre-re	equisite	Nil	Co-requi		3			Nil	U	U	3
	amme	Bachelo	r of Hotel Manag		l Cate	ering	g Tecl	hnolog	gy		
Seme	ster	Fall	/ I semester of fo	urth year (	of the	Pro	gram	me			
		Fall/ I semester of fourth year of the Programme  1. Understand the significance of research									
C		2. Understand the imp	portance of conduc	cting a liter	ature	revie	ew.				
	ourse ectives	3. Understand research			_						
Obj	CCUVCS	4. Demonstrate profic	•		_					_	
		5. Analyzing an orga	nized overview o	f the releva	ant lit	eratı	are fo	r a sel	lected	l resea	arch
		topic.  Comprehensive under	estanding of the fu	ındamentalı	s of re	25691	ch ir	ncludir	o its	mean	inσ
	CO1	significance, purpose,			, OI 10	-scal			. <sub>5</sub> 113	mean	
(	CO2	Understand the defini									
(	CO3	Identify research gaunanswered questions			,	_		dge a	nd a	ddres	sing
	204	Apply various citati						the g	guide	lines	and
	CO4	conventions of each s	tyle.								
C	CO5	Apply knowledge and to effectively support		preparing li	teratu	re re	views	s and w	/ritin	g citati	ions
Unit		Content	rescuren	Contact		Loo	mnina	Outo	omo		KL
No.	<b>T</b> / <b>T</b>			Hour Learning Outcome							
I		ction to Research g of Research, Significa	nce of Research	6	Carry out a substan research-based project				ntial	2,3	
		of Research, Type			resource cused project						
		ative, Qualitative, Ex	sperimental and	nd							
	Explorat										
II		re Review in Researc		7	Dem		rate	capa	•		2,3
		on and Purpose of re Review, Steps Involv		impi		nent,	eno	stuc agem	dent ent		
		ture Review, Searching	•	and retention					ugem	ciit,	
	Sources.			Wild 10001111011							
III		ing Research Gaps a	nd Formulating	8				capacit	•		2,3
		h Questions	Dagagest Com					hange		ugh	
	_	ance of Identifying les for Identifying			COII	adora	auon	with of	iners		
		tion of Research Quest									
IV		and Referencing Styl									2,3
		w of Different Citation,	•					of th			
		(APA, MLA, Chic ver*) Formatting of I	•		issue			ciated search		with	
		References, and Biblio	_			oractitioner research					
V	Structur	re of a Review and	Citation	7	Ana	lyse	data	and sy	ynthe	size	2,3
	Writing					-	findi	-			,-
		g Literature Review, V									
		us types of Sources (e.g and Websites).	., Books, Journal								
<u> </u>											

<u>TEXT BOOKS</u>:
1. Ridly, D. (2012). The Literature Review: A Step by Step Guide for students (2nd Edition). Sage Study Skills Series.

#### **REFERENCE BOOKS:**

1. Galvan, J. L. & Galvan, M. C. (2017). Writing literature review (7<sup>th</sup> Ed.). Routledge.

#### **OTHER LEARNING RESOURCES:**

https://www.scribd.com/document/406473915/Conducting-a-Mini-Research-4-9-docx

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Comprehensive understanding of the fundamentals of research, including its meaning, significance, purpose, and various types	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
2	Understand the definition and purpose of conducting a literature review in research	PO1, PO2, PO3, PO4, PO5, PO8, PO9								
3	Identify research gaps in the context of advancing knowledge and addressing unanswered questions within a particular field or topic of study.	PO1, PO2, PO3, PO4, PO6, PO7, PO8, PO9								
4	Apply various citation and referencing styles, according to the guidelines and conventions of each style.	PO1, PO3, PO4, PO5, PO6, PO7, PO8, PO9								
5	Apply knowledge and skills acquired in preparing literature reviews and writing citations to effectively support research	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9								

			SEMESTER – VIII							
Cours	se Title		Legal Aspects in Ho	spital	ity In	dustry	7			
Cours	se Code	23BHMC424R	Total Credits: 3 Total Hours: 36	L 3	T 0	P 0	S 0	R	O/F 0	C 3
Pre-r	equisite	Nil	Co-requisite		U	U	Nil	U	U	3
	ramme		lor of Hotel Managemen	t and	l Cate	ring T		logy		
Seme			all/ I semester of fourth					- 67		
Course Objectives		<ol> <li>Understanding or relevant statutes.</li> <li>Analyse and inthospitality sector Agreements.</li> <li>Apply risk manar property damage</li> <li>Analyse and add</li> </ol>	<ol> <li>Understanding of the legal foundations that govern the hospitality industry, including relevant statutes, regulations, and common law principles.</li> <li>Analyse and interpret various contracts and agreements commonly used in the hospitality sector, including vendor contracts, employment agreements, and guest Agreements.</li> <li>Apply risk management strategies to address liabilities associated with guest injuries, property damage, and other potential legal issues in the hospitality business.</li> <li>Analyse and address ethical dilemmas in the hospitality industry, demonstrating an understanding of ethical business practices, social responsibility, and sustainability.</li> </ol>							
(	C <b>O</b> 1	Understand and ap	ply legal principles releva	nt to	the ho	spitalit	ty indus	stry.		
(	CO2	Analyse and draft	common contracts and agr	eeme	nts in	the ho	spitalit	y secto	or.	
(	CO3	Apply legal concep	ots to real-world scenarios	in ho	spital	ity mai	nageme	ent.		
C	CO4	Understand labour and employment laws with confidence, ensuring compliance with regulations related to hiring, managing, and terminating employees in the hospitality industry.  Understand strategies to protect guest and employee privacy, ensuring compliance with								
	CO5		rs and mitigating legal risk							
Unit No.		Conte	ent	I	ntact Iour	Lea	arning	Outco	ome	KL
I	<ul><li>Ove indu</li><li>Sou met</li><li>Contrac</li><li>Typ</li></ul>	stry rces of law, court sy nods ts and Agreements es of contracts in hos	eciples in the hospitality estems, and legal research spitality		7	with iden prob	ovides the contify is blems to realize an righ	capacity ssues relating zation	y to and	2,3
II	Liability    Gue    miti    Insu Labour    Emp    Wag	drafting and negotiation  y and Risk Management est injuries, property damage, and risk gation prance considerations in hospitality and Employment Laws ployment contracts and agreements ge and hour laws, discrimination, and			8	diffe hum	nelps terent a nan i	aspects right	of of	2,3
III	<ul><li>Trace</li><li>Protein</li><li>hosp</li><li>Regulate</li><li>Hea</li></ul>	demarks, copyrights, ecting intellectual bitality sector <b>Compliance</b> Ith and safety regulat	ation issues  I Property in Hospitality narks, copyrights, and trade secrets ting intellectual property rights in the			only but under to b	lents their tals erstand e carri day to c	so the di ed• oi	ights can uties	2,3

IV	<ul> <li>Privacy and Data Protection</li> <li>Guest and employee privacy</li> <li>Data protection laws in the digital hospitality environment.</li> </ul>	7	It also develops investigative and analytical skills.	2,3
V	<ul> <li>Ethical Considerations and Application</li> <li>Ethical decision-making in hospitality</li> <li>Case studies and practical application of legal concepts</li> </ul>	6	Develop the ability to identify and address ethical dilemmas in hospitality by applying ethical decision-making frameworks and legal concepts to ensure integrity, compliance, and guest trust.	2,3

- 1. Ethics of Hospitality-By Daniel Innerarity
- 2. Hospitality Management Law-Edward Perez
- 3. Marketing for Hospitality and Tourism -Phillip T. Kotler, James C. Makens, John T. Bown, and Seyhmus Baloglu

#### **REFERENCE BOOKS:**

- 1. Managing Legal Issues in the Hospitality Industry Second Edition-STEPHEN BARTH, J.D.
- 2. Marketing For Hospitality And Tourism (Third Edition)-Philip Kotler, John Bowen, James Makens

#### **OTHER LEARNING RESOURCES:**

https://www.uou.ac.in/sites/default/files/slm/BHM-504T.pdf

CO PO Mapping					
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>			
1	Understand and apply legal principles relevant to the hospitality industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9			
2	Analyse and draft common contracts and agreements in the hospitality sector.	PO1, PO2, PO3, PO4, PO5, PO9			
3	Apply legal concepts to real-world scenarios in hospitality management.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9			
4	Understand labour and employment laws with confidence, ensuring compliance with regulations related to hiring, managing, and terminating employees in the hospitality industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9			
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.	PO1, PO2, PO4, PO5, PO6, PO7, PO8, PO9			



### Assam down town University

## Curriculum and Syllabus

# Master of Business Administration in Healthcare Management

OUTCOME BASED EDUCATION FRAMEWORK
CHOICE BASED CREDIT SYSTEM
Version:2.1

# FACULTY OF COMMERCE AND MANAGEMENT

#### **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 Board of Studies (BOS) meeting of the Faculty of Science held on dated 21/06/2023 and approved by the Emergent Academic Council (AC) meeting held on dated 28/07/2023

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 societybetter.
- 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**

The Master of Business Administration (MBA) in Healthcare Management is a comprehensive two-year postgraduate program tailored to prepare students for leadership roles in the dynamic healthcare industry. Spanning four semesters, the curriculum integrates core management principles with specialized healthcare modules, encompassing theory, practical applications, and research. It emphasizes practice-based learning, global competency, and holistic development, fostering critical decision-making and strategic planning abilities. With exposure to real-world healthcare challenges through live projects, hospital practicums, and a rigorous thesis component, graduates are equipped to excel in public and private healthcare sectors, medical technology, and health policy development.

#### 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 extracurricular 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 45% in any 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: 85

#### VII. Career Prospects:

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

#### **EVALUATION METHODS**

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

#### A. INTERNAL ASSESSMENT:

The teacher who offers the course shall be responsible for internal assessment by conducting 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

<sup>\*</sup>are compulsory

Note: Total Internal assessment should be out of 40

#### **INSTRUCTION**

- 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.
- 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 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,	
1		where, etc.	
2	Understand	Describe, explain, contrast, summarize, differentiate, discuss, etc.	
3	Apply	Predict, apply, solve, illustrate, determine, examine, modify	
4	Analyze	Classify, outline, categorize, analyze, diagrams, illustrate, infer, etc.	
5	Evaluate	Assess, summarize, choose, evaluate, recommend, justify, compare etc.	
6	Create	Design, Formulate, Modify, Develop, integrate, etc.	

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

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

Table 1: Question paper pattern for End semester examination

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

#### **IV. Examination Duration:**

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

# V. Practical Examinations, Viva-Voce etc.:

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

# VI. Procedure of Expulsion:

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

# VII. Instruction to the Students:

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

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

# **VIII. Provision for an Amanuensis (writer):**

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

#### C. Credit Point:

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

#### i. Credit:

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

#### ii. Grade Point:

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

#### iii. Letter Grade:

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

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

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

**Table 2: Letter Grades and Grade Points** 

# 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 i<sup>th</sup> 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 series of lectures	20%
Student- centric Approach, Student present and deliver lectures in presence of	
teacher and supervised by teacher	60%
Student visit fields or perform experiments or teacher 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.

# **Breakdown of Credits**

Sl.	Category		<b>Total number of</b>
No			Credits
		Skill Enhancement Course (SEC)	8
		Ability Enhancement Course(AEC)	1
1	University Core(UC)	Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	6
2	University Fleetive (UE)	Multidisciplinary Course (MDC)	3
	University Elective (UE)	Value Added Course (VAC)	0
		Discipline Specific Core(DSC)	
3	Program Core(PC)	Field Training	3
3	Flogram Cole(FC)	Research /Industry Internship	8
		Summer Internship	3
4	Program Elective (PE)	Discipline Specific Elective (DSE)	0
7	Trogram Elective (LE)	Value Added Course (VAC)	3
5	Faculty Core(FC)	Skill Enhancement Course (SEC)	0
	r acuity Corc(rC)	Ability Enhancement Course(AEC)	0
		85	

# **Breakdown by categories of courses**

Sl no	Category	Credits	%
1	Science	3	3.5%
2	Engineering	0	0
3	Commerce and Management	82	96.5%
	Total	85	100%

# SEMESTER WISE COURSE DISTRIBUTION

	S.	G G 1	C TV4	Course Engagement		nei	nt		Maxim	um Ma	Maximum Marks for				
	No.	Course Code	Course Title	Category	L	T	P		R	0	C	IA*	SEE*	PE*	Total
	1.	23MBAH111R	Hospital Service	DSC	2	0	0	0	0	0	2	40	60	0	100
	2	23UMPD112R	Effective English	SEC	0	0	4	0	0	0	2	40	60	0	100
	3	23MBAH112R	Accounting For Managers	DSC	3	0	0	0	0	0	3	40	60	0	100
	4	23MBAH113R	Marketing Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	5	23MBAH114R	Principles Of Management	DSC	3	0	0	0	0	0	3	40	60	0	100
er I	6	23MBAH115R	Healthcare Practicum Assessment-I	FT	0	0	0	0	0	8	1	0	0	100	100
Semester	7	23MBAH116R	Human Biology, Medicine And Health	DSC	2	0	0	0	0	0	2	40	60	0	100
Sei	8	23MBAH117R	Healthcare System in India	DSC	3	0	0	0	0	0	3	40	60	0	100
	9	23UMFS111R	Fundamental Of Statistics	MDC	2	0	2	0	0	0	3	40	60	100	200
	10	23MBAH118R	Mini Research (Review of Literature- R1)	Research /Industry Internship	0	0	0	4	8	0	2	0	0	100	100
	11	23UUFL113R	Personal Financial Planning	VAC		0	2	0	0	0	1	0	0	100	100
	12	23MSCE111R	MOOCS-I	VAC	2	0	0	0	0	0	2	0	100	0	100
		To	otal		20	0	8	4	8	8	27	320	580	400	1300
	S. G. G.		C Course		]	En	gaş	ger	nei	nt		Maxim	um Ma	rks for	
	No.	Course Code	Course Title	Category	L	Т	P	$\mathbf{S}$	R	$\mathbf{o}$	C	IA*	SEE*	PE*	Total
	1.	23MBAH1201R	Financial Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23MBAH1202R	Human Resource Management	DSC		0		0		0	3	40	60	0	100
	3	23MBAH1203R	Organizational Behavior	DSC	3	0	0	0	0	0	3	40	60	0	100
	4	23MBAH1204R	Healthcare Practicum Assessment-II	FT	0	0	0	0	0	8	1	0	0	100	100
ter II	5	23UUHV1205R	Universal Human Value (UHV) + Professional Ethics	VAC	1	0	2	0	0	0	2	40	60	0	100
Semester	6	23UMRM1206R	Research Methodology and Statistical Analysis	Research /Industry Internship	1	0	0	4	0	0	2	0	0	100	100
	7	23MSCE1207R	MOOCS-I	VAC	1	0	0	0	0	0	1	0	100	0	100
	8	23MSCE1208R	MOOCS-II	VAC	1	0	0	0	0	0	1	0	100	0	100
	9	23UMPD1209R	Communication Mastery (Communicative English and Soft Skills)	SEC	0	0	4	0	0	0	2	40	60	0	100
	10	23MBAH1210R	Techno Professional Skills	SEC	0	0	2	0	0	0	1	0	0	100	100
			Total		13	0	8	4	0	8	19	200	500	300	1000

	S.	Course Code	Course Title	Course	F	Eng	gaş	gei	me	nt		Max	imum M for	Iarks	
	No.			Category	L	T	P	S	R	0	C	IA*	SEE*	PE*	Total
	1.	23MBAH2101R	Hospital Operations – Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23MBAH2102R	Hospital Project Planning and Design	DSC	3	0	0	0	0	0	3	40	60	0	100
	3	23MBAH2103R	Purchase And Inventory Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	4	23MBAH2104R	Hospital Information System	DSC	2	0	0	0	0	0	2	40	60	0	100
·III	5	23MBAH2105R	CRM Processes and Systems in Healthcare Industry	DSC	2	0	0	0	0	0	2	40	60	0	100
Semester III	6	23MBAH2106R	Summer Project	Summer Internship	0	0	2	0	6	8	3	40	60	0	100
Sem	7	23UMPD211R	Corporate Proficiency (Communicative English and Soft Skills)	SEC	0	0	4	0	0	0	2	0	0	100	100
	8	23MBAH2107R	Healthcare Practicum Assessment-III	FT	0	0	0	0	0	8	1	0	0	100	100
	9	23MBAH2108R	Techno Professional Skills	AEC	0	0	2	0	0	0	1	0	0	100	100
	10	23MSCE2110R/ 23MSCE2111R/ 23MSCE2112R	MOOCS 1. Understanding Clinical Research: Behind the Statistics 2. Healthcare Market Place 3. Data Visualization	VAC	0	0	0	0	0	0	1	0	100	0	100
			Total		13	0	8	0	6	16	21	240	460	200	1000
	SN.	Course Code	Course Title	Course		Engagement					imum N for	num Marks			
				Category	L	T	P	S	R	0	C	IA*	SEE*	PE*	Total
	1.	23MBAH2201R	Legal Environment in Healthcare Business	DSC	3	0	0	0	0	0	3	40	60	0	100
N	2	23MBAH2202R	Quality & Safety Management in Hospital	DSC	3	0	0	0	0	0	3	40	60	0	100
Semester	3	23MBAH2203R	Thesis	Research /Industry Internship	1	0	2	0	6	8	4	0	0	100	100
Se	4	23MBAH2204R	Epidemiology And Public Health System in India	DSC	3	0	0	0	0	0	3	40	60	0	100
	5	23MBAH2205R	Strategic Management in Hospitals	DSC				0			3	40	60	0	100
	6	23MSCE2206R	MOOCS-IV	VAC	1	0	0	0	0	0	2	0	100	0	100
			Total		14	0	2	0	6	8	18	160	340	100	600

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

	SEMESTER – I											
Course Ti	itle		HOS	PITA	L SE	RVIC	CES					
Course co	ode	23MBAH111R	Total credits: 2		L	T	P	S	R	O/F	C	
		2-12	Total hours: 30		2	0	0	0	0	0	2	
Pre-requi		Nil	Co-requisite		TIO			N		NA CEN	MEN VE	
Programm Semester	ne		USINESS ADMINI							NAGEN	IENT	
Course			ODD/ I semester							n to nu	hlic and	
Objective.	s	1. To understand the perspective of health services in India in relation to public and private section										
		2. To learn about the effects of globalization in healthcare services.										
		3. To learn about hospital services, various classifications, meaning and scope of patient										
			e activities, OPD,	IPD,	basic	life s	uppor	t disch	arge, l	oilling,	laundry,	
		emergency, and		, •,		1 1.		1.0	,•			
		4. To understand and dietary serv	-	nutrii	non a	na aie	etetics	ana 11	inction	ing of i	nutrition	
		5. To learn about		med	ical r	ecord	and u	ndersta	and the	function	oning of	
			department, E-re								•	
		storage.										
CO1		Understand and o	experience variou	us de	partn	nent c	perati	ons a	nd fun	ectionii	ng of a	
602		hospital.										
CO2		Identify and articulate the array of support and clinical services essential for effective hospital functioning.										
CO3		Analyze the different		als, i	nclud	ing co	rporat	e. gov	ernmei	nt. trust	. single	
		specialty, and mult				8	1	., 8 -		,	,	
CO4		Apply their unders	tanding of teaching	g basi	ic life	suppo	ort and	gain <sub>J</sub>	practic	al insigl	hts.	
CO5		Synthesize their ki	nowledge by under	rstanc	ling a	nd co	ordina	ting ar	nong v	arious	support	
TT *4		services			4 4	1	<u> </u>	• 0			777	
Unit- No.		Conten	ıt		ntact our		Leari	nng C	utcom	ie	KL	
	Int	roduction to Hospi	tal services:			Und	erstan	d the	meanir	ng and		
	Mea	aning & scope	of patient care			scop	e of pa	atient o	care sei	rvices.		
		vices- significance	•				-		-	nce of		
I		of administration	-		8	_		e in th	ne heal	thcare	1,2	
		spective of Health salthcare of the C				industry.						
		ects of Globalizatio	•									
	serv	vices.										
		althcare industry:					-		_	ts and		
		lic healthcare infras	·					_		thcare		
***		•	liagnostic labs,		O	infrastructure in India.						
II		lical equipment in Preventive Health.	dustry, wellness		8	Differentiate between public and private hospitals, and their roles in healthcare				_	1,2	
	una	Treventive freutiff.										
				delivery.								
		es of Hospital:				Clas	sify	liffere	nt typ	es of		
III		ssification of hos			8	_	oitals,			luding	1,2	
	Vis	its: Corporate, Government, Trust, corporate, government, trust,										

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

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	PO1, PO2, PO6							
	functioning of a hospital	101,102,100							
2	Identify and articulate the array of support and clinical services	PO1, PO2, PO6							
	essential for effective hospital functioning.	101,102,100							
3	Analyze the different types of hospitals, including corporate,	PO1, PO6							
3	government, trust, single specialty, and multi-specialty hospitals.	101,100							
4	Apply their understanding of teaching basic life support and gain	PO2, PO6							
•	practical insights.	102,100							
5	Synthesize their knowledge by understanding and coordinating	PO1, PO2, PO6							
3	among various support services.	101,102,100							

			SEMEST	TER -	- I								
Course Ti	itle	EFFECTIVE E	CNGLISH (COM	MUN	ICA'	TIVE	ENGI	LISH	& SOI	FT SKILL	<b>S</b> )		
Course co	ode	23UMPD112R	<b>Total credits: 2</b>		L	T	P	S	R	O/F	C		
			Total hours: 60		0	0	4	0	0	0	2		
Pre-requi		Nil	Co-requisite					Ni					
Programi	ne	MASTER	OF BUSINESS A					N HE	ALTI	<b>ICARE</b>			
<b>G</b>				IANA									
Semester			ODD/ I semester					ogram	me				
Course Objective	c.	<ul><li>1. To introduce the types of sentences and their significance.</li><li>2. To strengthen the students' vocabulary to enhance their speaking and writing skills.</li></ul>											
Objective	3	3. To familiarize the	· · · · · · · · · · · · · · · · · · ·				-		_				
		4. To introduce the 3		•					_				
		5. To give insight into					_		_				
CO1		This course will							_		es of		
		sentences.			J			•		71			
CO2		Learners will be a	able to integrate t	the sk	cills o	of rea	ding a	nd spe	eaking	in profes	sional		
		communication.											
CO3		Dress code Etiquet											
CO4			Students will learn about the effective and efficient utilization of time.										
CO5		Introduction to Pho									on		
Unit-		Conten	t		ntact	t	Lea	arning	<b>Outc</b>	ome	KL		
No.				H	lour								
		Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms								y the rules			
							for converting interrogative sentences to assertive sentences and vice versa.						
I					12								
1					14					ucturing	1,2		
										arity in			
							communication.						
	Rea	ding Skills				L	earn te	chniqu	es for	extracting			
	Tecl	hniques of Effective	Reading,			k	ey idea	s and i	nform	ation from			
II		nering ideas and info			12		arious t				1,2		
		The SQ3R Technique	ueInterpret the		12		_			inking and			
	text					a	nalytica	ıl skill	S.				
	T :~4	ening Skills				ח	00000	70 for	- An Al-	ot hinder			
		ening Skins at is listening?, The l	Process of				ffective			at hinder			
		ening, Factors that a							-	e these			
III		ening, Pactors that a ening, Difference be	•		12		arriers.				1,2		
		Hearing,, Purpose a	•			I				etween	-,-		
		Effective Listening, How to Improve				I	listening and hearing.						
		tening Process,											
	Con	flict Management				Learn various conflict							
		inition, Type of Con					management styles and techniques. 1,2						
IV		nagement, Effects of			12								
		nagement, Methods t	o deal with				Apply appropriate methods to						
	Con	flicts (Negative)				d	ifferent	confl	ict scei	narios.			

	Time-Management Skills		Understand the basic principles	
	Introduction To Time Management,		and significance of time	
	Purpose And Importance of Time		management.	
	Management, Basic Tips to Maintain		Recognize the benefits of	
	Time.		effective time management in	
V	Activity: Problem solving activity: A	12	personal and professional life.	1,2
	situation will be given to the students			
	and they will have totell us how to			
	handle the situation or solve the			
	problem.			

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/

	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.	PO2						
5	Introduction to Phonetics and its importance will improve the learners' pronunciation	PO5						

			SEMI	ESTER – I	[								
Course	Title		ACCOL	INTING F	OR	MAN	AGI	ER	S				
Course	code	23MBAH112R	<b>Total credits:</b>	3	L	T	P		S	R	O/F		С
			Total hours:		3	0	0		0	0	0		3
Pre-rec		Nil	Co-requ						Ni				
Progra		MASTER OF B									NAGEM	EN	NT
Semest			ODD / I semes		_								
Course		1.To introduce the		_						_	-	_	
Object	ives	students through	the processes i	firms and i	ndivi	duals	use 1	o r	eport	their	operation	ona	.1
		results.								·			
		2.To prepare esser				_							
		statements, and				_			-				nts
		effectively. To f	amiliarize the stu	dents with t	he im	portar	ice o	dr	ess co	odes ir	ı varıous		
		organizations.	haainaa haas <i>6</i> :n	a	4: .	. ~ : . 6		4: -	:			4	
		3. The course emphasizes how financial accounting information is communicated to external parties such as stockholders, investors, creditors, suppliers, and regulatory											
		agencies, providing a clear picture of an entity's financial performance.											
	01	Understand the ba						pe.	110111	iance.			
CO		Proficiency in pre-					·						
		<b>,</b> ,					ulati	Ωn					
	CO3 Explain the causes of depreciation CO4 Analyze key financial ratios to n								ons				
CO		Discuss budget an								nning.			
Unit-		Content		Contact	I -					come			KL
No.		Content		Hour		12	cui ii	3116	, Out	come			
	Introd	uction to Accounti		Und	lerstar	nd th	e p	urpos	se and				
		ntroduction of financial accounting,				ifican		_	_				
		ance and Objectives	~		_	ountin							
_	_	ally Accepted Accor		12		ntify tl	-	y c	bject	tives c	of		1.0
I	Princip	oles (GAAP), journa	al, ledger,		fina	ncial	acco	unt	ing in	n busii	ness	1,2	
	subsidi	ary books, Cash bo	ok and trial		operations.								
	balance	e, Reconciliation be	tween bank										
	_	ook and cash book											
		Accounts				rn the	•						
	_	ation of Trading, Pr						_			profit		
		t and Balance Shee	•			loss a	accou	ınt	s, and	l balaı	nce		
II		nting information –	-	9	she						_		1,2
	users o	of accounting inform	nation.			dersta			-				
						h com	_				-		
	<b>D</b>	•				ncial							
	_	ciation Accounting				derstar							
III		ng and causes of de	-	8									1,2
		ds of charging depre	ciation, effect	0		rn the	_			_			
	_	f depreciation on profit.  atio Analysis –				ine va					iiic.		
		Anarysis – ng, Need, Advantag	es and						-		nancial		
		tions of Ratio Analy		8		lysis.	113	բս	- Post	- 111 111			
IV		ication of Ratios: P				ogniz	e the	be	enefit	s and			1,3
		Liquidity Ratios ar				-					alysis.		
	Ratios	-1	<del> , ,</del>					1	-5 -4				

	Budgeting and Budgetary Control –		Identify the essential features that	
	Concept of Budgeting and Budgetary	8	make budgetary control effective.	
<b>T</b> 7	Control, Types of Budgets, Essential		Understand the advantages and	1.2
v	features, Merits and Limitations of		potential drawbacks of budgetary	1,2
	Budgetary Control.		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.

	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	PO1, PO2, PO6							
_	decisions	101,102,100							
5	Discuss budget and budgetary control to support	PO1, PO2, PO6, PO9							
	organizational planning.	101,102,100,109							

			SEME	STER – I									
Course	Title			ETING M.	ANA(								
Course	e code	23MBAH113R	Total credits: 3		L	T	P	S	R	O/F	C		
D	• • •	<b>3.701</b>	Total hours: 45		3	0	0	0	0	0	3		
Pre-re		Nil MASTER OF I	Co-requi		ONI INI	TTEA	T TITA	N		ACEME	NTT!		
Progra Semest		MASIER OF E	ODD/ Lagrange							AGEME	N1		
Course		ODD/ I semester of first year of the programme  1. To develop an understanding of the underlying concepts, strategies.											
Object		_	To understand issues involved in managing the marketing efforts of products and services of										
	2,00	business organiza					110110	or pro-					
		3. To make observa		eting trends	and ad	lapt ac	cordi	ngly					
C	<b>D1</b>	Understand the cor	Inderstand the concept, scope and opportunities of marketing.										
CO	)2	nterpret buying behaviour for strategic marketing planning											
CO	)3	Develop new produ	uct and pricing str	rategies for	evolv	ing n	narket	need	S				
CO	)4	Understand and ut	Inderstand and utilize the concepts of channels of distribution and integrated marketing										
	\	communication	ommunication lentify the new trends in the field of marketing										
CO	)5	<u> </u>	ends in the field o	,	g						T		
Unit-		Content		Contact	Learning Outcome					KL			
No.	T4	l4°4- N/I14°	·	Hour	C-:-		1		_				
I	Nature Marke Philos Marke Enviro Under Micro Marke	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;			Gain a comprehensive understanding of the nature and scope of marketing.  Learn different marketing concepts and philosophies.  Understand the concept of customer value and holistic marketing.				concepts	1,2			
п	Consu Organ Marke Positio Marke	fying and Selectin mer Buying Behavi izational Buying Bo t Segmentation, Ta oning, Marketing R t Information; Strat ng Process	9	Understand the factors influencing consumer buying behavior. Analyze organizational buying behavior and its differences from consumer buying.				ving	1,2				
Ш	Production Planni Cycle, Brand Developrice,	ct and Pricing Str ct Mix Strategies: P ng and Developme New Product Deve s, Packaging and La oping Pricing Strate Factors Influencing nination	Product, nt, Product Life elopment, abelling. egies: Setting	8	prod Lear deve Anal its in strate Gain deve	uct m n abo lopm yze th nplica egies. insig	ix strut proent prohe profitions which in the profitions with the profit	ategie oduct ocess oduct on m	planni es. life cy arketii w prod	ng and cle and	1,2		

IV	Distribution and Communication Strategies Channels of Distribution: Designing Distribution Channels, Retailing, Wholesaling and Logistics, Impact of Technology, and Internet on Distribution; Marketing Communication: Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion Public Relations, Personal Selling and Sales Management	12	Understand the design and management of distribution channels. Learn about retailing, wholesaling, and logistics. Analyze the impact of technology and the internet on distribution strategies.	1,2
V	Trends in Marketing Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural Marketing, Green Marketing, Digital Marketing, Viral Marketing, Neuro Marketing	8	Understand the principles and practices of service marketing. Gain insights into social media marketing and its importance in the digital age.  Learn about green marketing and its impact on sustainability.  Understand the importance of customer relationship management (CRM).	1,2

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.

	CO PO Mapping								
SN	Course Outcome (CO)	Mapped Program							
1	Understand the concept, scope, and opportunities of marketing.	Outcome 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	PO1, PO5							
	integrated marketing communication								
5	Identify the new trends in the field of marketing	PO1, PO5							

<u> </u>	/D*41			ESTER – I		NEW CENT	T/D			
Course		22MD A 1111 4P		IPLES OF		1		Ъ	O/E	
Course	coae	23MBAH114R	Total credits: 3 Total hours: 4		1 T 0	P 0	S 0	R 0	0/F 0	C 3
Pre-rec	nnicita	Nil	Co-requisi		U	U	Nil	U	U	3
Progra			BUSINESS ADM		ION IN H	FALTI		MANA	CEMI	FNT
Semest		MASTER OF	ODD/ I semes						OLMI	2111
Course		1. To understand			•	ne pro	<u> </u>			
Object		2. To know the v	_	_		mnlicati	ons			
		3. To learn about		-		присан	OHS.			
C	01	Understand the				t though	nte and	practic	96	
CO			-				nis and	practic	cs.	
<ul> <li>CO2 Identify and apply the principal functions of management.</li> <li>CO3 Examine the relevance of MBO and effective communication in business organ</li> </ul>					raaniz	otions				
CO									igamz	ations.
CO		Assess the need					_	ents		
	Jo	Appraise the tree	nds and challeng							
Unit- No.		Content		Contact Hour	Learning Outcome				KL	
	Manag	gement thought, i	nanagement:		Underst	tand the	e defini	tion and	1	
	Manag	ement thought, m	anagement: its		meanin	g of ma	ınagem	ent.		
		on, meaning, natu	10	Identify	-	_		es		
I		ontributions of F.W. Taylor and H.			of management as a discipline					1,2
		ayol: features and principles; mergence of human relations			and practice					-,-
					•					
	movement; differences between management and administration.									
		gement functions								
	_	ement functions: 1			_					
	_	organizing, staffing, directing,			significance of the human relations movement in					
		ling and decision-		management.						
		: introduction, me		Differentiate between						
TT		ves, types, import		10	management and administration,					1.0
II		sting: process, tec		10	•					1,2
		ages and disadvan nces between plan			understanding their distinct roles and functions.					
		ting, Line and Sta								
		control, Delegati	¥ ·							
	_	ralization, Formal								
	organiz									
	_	gement by object			Underst				d	
	_	ement by objecti			meanin	-	ınagem	ent by		
III		aning, features, p		8	objectiv					1,2
111		wback. Concept of	•	O	Recogn			_	ess,	1,2
	theorie	s, and styles. Com	munication		benefits	s, and d	rawbac	ks of		
	process	process, Effective Communication			MBO.					
	Introd	uction to organiz	ation:		Underst	tand the	e charac	cteristic	s	
	Introdu	ction to organizat	ion: its		and adv	antage	s of org	anizati	ons.	
	charact	eristics, advantag	es,		Learn a	bout th	e classi	fication	of	
IV	classifi	cation of organiza	tion, theories	8	organizations.					1,2
	of orga	nization: classical	, neo classical		Understand classical, neo-					
	and mo	dern; types of org	ganizations:		classica	ıl, and ı	nodern	theorie	s of	
		ine, line, and staff.			classical, and modern theories of organization.					
	1				. –				1	

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
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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

	CO PO Mapping						
SN	Course Outcome (CO)	<b>Mapped Program Outcome</b>					
1	Understand the concept and evolution of management	PO1, PO7, PO9					
1	thoughts and practices.	101,107,109					
2	Identify and apply the principal functions of management.	PO1, PO7, PO9					
3	Examine the relevance of MBO and effective	PO1, PO7, PO9					
3	communication in business organizations.	101,107,109					
4	Assess the need of organization and understand its various	PO1 PO7 PO0					
4	components	PO1, PO7, PO9					
5	Appraise the trends and challenges in global business	PO1 PO7 PO0					
3	environment	PO1, PO7, PO9					

	SEMESTER – I									
<b>Course Title</b>		HEALTHCARE PR	ACTI	CUM	ASSE	SSMI	ENT-I			
Course code	23MBAH115R	Total credits:	L	T	P	S	R	O/F	C	
	25WIDAH115K	Total hours:120F	0	0	0	0	0	8	1	
Pre-requisite	Nil	Co-requisite	Nil							
Programme	MASTER OF I	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester		ODD/ I semester of first year of the programme								
Course	1. To provide h	1. To provide hands-on exposure to hospital operations, enabling students to analyze								
Objective	key function	al areas and assess rea	l-wor	ld heal	thcare	manag	gement	practices		
	2. To bridge th	eoretical knowledge w	ith pr	actical	applic	cation 1	by enga	aging stud	ents in	
	hospital visi	ts, fostering critical thi	nking	, and e	enhanc	ing pro	blem-	solving sk	ills in	
	healthcare so	ettings.								
	3. To develop	professional and ethica	l com	peteno	cies by	impro	ving co	ommunica	tion	
	skills, understanding patient confidentiality, and adhering to ethical standards in									
	healthcare e	nvironments.								

	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							

			SEMEST	ΓER – I							
Course 7	Γitle		HUMAN BIOLOG	GY, MED	ICIN	E AND	HEAL	TH			
Course	code	23MBAH116R	Total credits: 2	L	T	P	S	R	O/F	С	
			Total hours: 30	2	0	0	0	0	0	2	
Pre-requ		Nil	Co-requisite				Nil				
Progran		MASTER OF I	BUSINESS ADMINI						AGEMI	ENT	
Semeste	r		ODD/ I semester	of first y	ear of	f the pr	ogramn	ne			
Course		1. To understand the	1. To understand the human body-its anatomy and physiology.								
Objectiv	es		ic function and impor	•			of humai	body.			
			ious medical terminol			-		-	l medica	1	
		specialty									
	4. To understand the reason for using					rminolog	gy.				
CO	1		asic Human Anaton	ny and Phy	siolo	gy and	the func	tions o	f major	human	
	_	body systems.	body systems.  Comprehend and explain medical terms, diseases, and abbreviations.								
CO		•	•								
CO	3	_	abbreviations, symb	ools and i	mpor	tant terr	ninolog	ies rela	ited to g	general	
CO	4	healthcare and m		hoolth ill	2000	and ala	acifr. die	20000			
CO			mowledge to define						trol mes	CUTAC	
Unit-	<u> </u>	Conte		ces of infection and its prevention control me  Contact Learning Outcome						KL	
No.		Conte	III.	Hour	<i>'</i>	Leai	ining O	utcom	C	KL	
	Human Anatomy and Physiology				Sti	ıdents v	vill be a	ble to i	dentify		
	Basic Functions and importance of					d under			-		
		various systems in Human Body-			an	atomy, <sub>l</sub>	physiolo	gy of l	numan		
	Diges	gestive System- Respiratory System,			org	gan syst	ems				
I		io-vascular System	6						1,2		
	-	ystem, Muscular Skeletal System-									
	_	eproductive System, Excretory System-									
		crine Glands-Spec	ial senses. Blood								
	group	ical Terminology:			IIr	nderstan	ding of	hasic n	nedical		
		ons for using medic				minolog	-		ilcuicai		
II		sary of medical ter		4		111110108	5105 4114	ases.		1,2	
		ses and medical sp	-								
	Com	mon abbreviation	s & departments		Stı	ıdents v	vill be a	ble to i	dentify		
	Roots	s, Prefixes, Suffixe	s, Abbreviations,		the	e comme	on abbro	eviation	ns and		
		ymbols- Common			de	partmen	its				
III		ring to usage and d		6						1,2	
		mon prefixes and s								,	
	abbreviations: departments, time, general										
		healthcare, routes of medication and laboratory symbols									
		th and Illness			Sti	ıdents v	vill unde	erstand	the		
		ss, Defining health	and illness: direct	_		sic conc					
IV		lirect causes: classi		8		ness.	r		<del></del> -	1,2	
	descr	iption of disease.									

	Infection control:		Understanding the importance	
	Infection control: Nosocomial infection- asepsis-Reservoir, carrier, and mode of		of infection control, various aseptic techniques.	
v	transmission of communicable diseases-	6		1,2
<b>'</b>	Infection control measures-Disinfection-	0		1,2
	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, 4<sup>th</sup> edition, 2022

# **REFERENCE BOOKS:**

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

	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

	SEMESTER – I Course Title HEALTHCARE SYSTEM IN INDIA									
Course T							T	1		
Course c	ode 23MBAH117R		L	<u>T</u>	P	S	R	O/F	<u>C</u>	
D	• • 4 % % T• 1	Total hours: 45	3	0	0	0	0	0	3	
Pre-requ		Co-requisite BUSINESS ADMINIS	TD ATION	I TNI	TTEAT	Nil		NACE	MENT	
Program Semester		ODD/ I semester (						NAGE	AVIENI	
Course		and learn public health				ogran	ше			
Objective		environment that enabl	•			nd loom	nuona	os of L	Iocnital	
Sjeen	Z. To provide un	from their collective lea				iiu icari	i iiuaiic	CS 01 1	iospitai	
						11v one	المانا ا		v. for	
	independent le	tunities to develop the	aomiy to u	шка	maryuc	any and	i Duna	сарасп	y 101	
COI	•		orranont ta	anda	and a	honoin			in boolth	
COI	services in India	nistorical evolution,	current tr	enas,	and c	nangir	ig scei	narios	in neaith	
CO2		background, present	t status c	of de	velonn	nents i	in gov	ernme	nt health	
		comparison with priva					501	2111110	nounn	
CO3		ovation, development				ical ted	chnolo	gy and	its future	
	consideration									
CO4		oloyment trends in the	e healthca	re inc	dustry a	and dis	cuss tl	he evo	lving role	
~~-	of hospital admi		• •							
CO5 Unit-		portance of epidemiol								
No.	Cont	ent	Contact Hour	-	Lear	ning O	utcon	ie	KL	
110.	Overview of Health	services in India	Hour	St	udents	will	he ah	le to		
	(Urban & Rural): H				ndersta					
	overview of Health s				olution					
		•								
		nmary of perspective of health services, viological and psychological bases of				system and health scenario in India.				
I	health, disease and see	-	8	111	muia.				1,2	
1		•	0						1,2	
		agement, socio-economic dimensions, ent trends in health care delivery								
	systems, changing	<u> </u>								
	comparative study o									
	healthcare scenario.	ii Olbali & Kulai								
	Government Health	Sarvicas:		C+	udents	337i11	know	tho		
	Background and	present status,			udenis ickgrou					
	developments in p	•			_		alth	care		
	delivery systems	done nearth care			elivery			carc		
	Private Health service	es- Background and		uc	nvery	system	L			
II	Present status, origi	-	9						1,2	
	corporate philosophy,	-								
	health care systems in	•								
	sector.	i public and private								
	sector.									
	Medical Technology:			St	udents	will be	have	basic		
	Its assessment, innov	ration, development			ndersta					
		propriate use of			chnolo	_			1.0	
III	technologies, organiz	•	8		- 1	_			1,2	
	assessment, methods of	-								
	considerations									
	considerations									

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

	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						

		SEN	MESTER –	I							
Course Titl	e	FUND	AMENTAL	OF ST	ATI	STIC	S				
Course cod	e 23UMFS111R		redits: 3	L	T	P	S	R	O/F	C	
		Total hours	2	0	2	0	0	0	3		
Pre-requisi	te Nil	Co-re	quisite	site Nil							
Programme	e MASTER OF I	BUSINESS ADM	MINISTRAT	ION IN	HEA	LTH	CAR	E MA	NAGE	MENT	
Semester		ODD/ I sem	ester of firs	t year o	f the	prog	gram	me			
Course	1.The course aims	to equip studer	nts with a fu	ndamen	ıtal uı	nders	tandi	ng of	statisti	cs,	
Objectives	2. Able to analyze	data, make dat	a-driven dec	isions.							
	3. Able to lay the g	roundwork for	advanced st	atistical	stud	ies.					
CO1	Students will have	basic knowled	lge of Statist	ical me	thods						
CO2	Students will gain	the knowledge	of organizir	ng & Cl	eanin	g of l	Data				
CO3	Students will be ab	ole to gain the	Analytical S	kill con	cept						
CO4	Students will be al	ole to acquire t	the knowled	ge of ba	asic d	ata A	naly	sis Pı	rocedur	e for day-	
	to-day use	_									
CO5	Students will under	rstand Hypothe	esis testing a	nd appl	y it ii	n the	resea	rch.			
Unit-No.	Conten	<u> </u>	Contact		Lear	nina	Outo	ome		KL	
Omt-140.	Conten	ı	Hour		Lear	ınıng	Out	OHIC		KL	
	Statistical Methods	Hour	Differ								
		Definition and scope of Statistics,			quantitative and qualitative						
	_	oncepts of statistical population			data.						
	_	and sample. Data: quantitative			fv an	d clas	sifv	data a	as	1,2	
I		and qualitative, attributes,			Identify and classify data as attributes or variables.						
	_	variables, scales of measurement			Understand the scales of						
	, ,	ominal, ordinal, interval and			measurement: nominal, ordinal,						
	ratio.				interval, and ratio.						
	Presentation: tabula	ar and		Presei				oular			
	graphical, including			metho			-		nical		
	and ogives. Measure	•		repres							
	Tendency: mathema			histog							
II	positional. Measures		8+8P	Interp	1,2						
	Dispersion: range, q	uartile		preser							
	deviation, mean devi			1							
	standard deviation, o	coefficient of									
	variation, skewness	and kurtosis									
	Bivariate data: Def	inition,		Defin	e biva	ariate	data	and			
	scatter diagram, sim	ple, partial		under	stand	the c	once	pt of			
	and multiple correlate	tion (3		scatte	r diag	rams					
	variables only), rank	correlation.		Calcu	late a	nd in	terpr	et sin	nple,		
III	Simple linear regres	sion, fitting	8	partial and multiple					1,2		
Ш	of polynomials and exponential		8	correlations (up to 3 variables)				1,4			
	curves.			and ra	nk co	orrela	tion.				
				Perfor	m sir	nple	linea	r			
				regres	sion	and fi	it pol	ynon	nials		
				and ex	<u>kpone</u>	ntial	curv	es 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, Independenceof events,  Conditional probability, total and compound probability rules,  Normal probability Distribution,  Bionomial 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+7P	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

	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	PO2, PO4							
	of Data	102,104							
3	Students will be able to gain the Analytical Skill concept	PO2, PO4							
4	Students will be able to acquire the knowledge of basic	PO2, PO4							
	data Analysis Procedure for day-to-day use	102,104							
5	Students will understand Hypothesis testing and apply it in	PO2							
	the research.	102							

	SEMESTER – I										
Course Tit	tle	N	INI RESEA	RCH (REV	IEW O	F LIT	ERAT	URE-	RI)		
Course co	de :	23MBAH118R	Total credits	s: 2	L	T	P	S	R	O/F	C
			Total hours:	60s+ 1201	R 0	0	0	4	8	0	2
Pre-requis	site	Nil	Co-rec	quisite		u .		Nil	ı	II.	ı
Programn	1e	MASTER OF	BUSINESS AI	DMINISTR	ATION	N HEA	LTHC	ARE N	IANA	GEME	NT
Semester			ODD/ I ser	nester of fi	rst year	of the	progr	amme			
Course		1. To understar	nd the significa	ance of rese	arch						
Objectives	3	2 To understar	nd the importa	nce of cond	lucting a	literati	ire rev	iew.			
			nd research gap	-			•				
			rate proficienc				-				
		<b>5.</b> To present a	n organized o	verview of	the rele	vant lit	erature	for a	selecte	ed rese	arch
		topic.									
CO1		Differentiate bet	tween quantita	itive, qualit	ative, e	xperim	ental, a	and ex	plorate	ory res	earch
~~~		ypes.									
CO2		Evaluate the suit	<u>*</u>								
CO3		Evaluate the rele								w.	
CO4		Apply strategies		-	_						
CO5		Create accurate 1			nies usir						
Unit-No.	No. Content			Contact		Lear	ning O	utcom	ie		KL
	_			Hour							
		oduction to Res		Define		ch and	unders	tand it	S		
		ning of Research			significance.  Identify the various purposes of research including exploration,						
	_	ificance of Rese	_								
I		esearch, Types o intitative, Qualit									1,2
1		erimental, Explo		6S+6R	description, explanation, and						1,2
	Ехр	erimentar, Explo	ratory).		application.						
					Differentiate between types of research: Quantitative, Qualitative,						
					Experi					υ,	
	Lite	rature Review i	n Research		Define					e of	
		nition and Purpo			conduc	•	•	-		01	
		ducting a Literat			Outline						
II		s Involved in Co		6+120	conduc		_				1,2
	_	ature Review, S	_		Develo	-					
	Rele	vant Sources.			identify	ing rel	evant s	sources	s for a		
					literatu	re revie	ew.				
	Iden	tifying Researc	h Gaps and		Compr	ehend t	he sign	nifican	ce of		
		nulating Resear			identify	-					
	_	ificance of Ident			strategies to identify research gaps in						
III		arch Gaps, Strat	-	6+10R	the literature.						1,2
		tifying Research	-		Formu						
		nulation of Rese	arch		questic	ns base	ed on io	dentifie	ed gaps	s.	
	Ques	stions.									

	Citation and Referencing Styles		Explain the importance of proper			
	Overview of Different Citation,		citation and referencing in academic			
	and Referencing Styles (APA,		writing.			
	MLA, Chicago, Howard*,		Practice the formatting rules for in-			
IV	Vancouver*) Formatting of In-	ncouver*) Formatting of In- 6+4R t		1,2		
	text Citations, Creating		APA, MLA, Chicago, Harvard, and			
	References, and Bibliography.		Vancouver styles. Create a reference			
			list and bibliography in various			
			citation styles.			
	Structure of a Review and		Develop a structured approach to			
	Citation Writing		writing a literature review, including			
	Preparing Literature Review,		introduction, body, and conclusion.			
V	Writing Citations for various	6+10		1,2		
	types of Sources (e.g., Books,		Accurately cite different types of			
	Journal Articles, and Websites).	sources, ensuring adherence to the				
			relevant style guide.			

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						

	SEMESTER – I													
Course 7	Title		PERSONAI	L FINAN(	CIAL	PLAN	NING							
Course c	ode	23UUFL113R	Total credits: 1	L	T	P	S	R	O/F	C				
			Total hours: 30	0	0	2	0	0	0	1				
Pre-requ	isite	Nil	Co-requisite				Nil							
Programme MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEM							ENT							
Semester	•		ODD/I semester	of first y	ear o	f the pr	ogram	me						
Course			would offer an inclus							cepts of				
Objectiv	es	-	owing, lending, taxes					_	_					
			personal financial pla	nning pro	cess,	the life	cycle	of finan	cial pl	ans, and				
			goal achievement											
			budget, record-keepi	ng system	, and	tax plan	ıning stı	rategy b	ased or	n current				
		financial go												
CO1		•	fundamentals of fina	_										
CO2			utilise the basic aspe											
CO3			concept, scope and pr											
CO4			erpret the different di											
CO5	1	•	ects of retirement pla		ormu				financi					
Unit-		Cont	tent	Contact		Lear	ning O	utcome		KL				
No.				Hour										
			nancial Planning –			derstand	_	-						
		etions of money;			functions of money as a									
		es, how it can be		medium of exchange, a unit of					1,2					
I			ne value of money-	6	account, a store of value, and a									
	_	le and compound			standard of deferred payment.									
			ture value, Power of											
			ling period and Rule											
	of 72				D	fine infl	_4:	. 1 1						
		me Tax Plannir	ng— Direct & Indirect											
			ne, various heads of			causes, l cost-pu			ı-pun					
II			lation, Non-taxable	6		ntify me			n1	1,2				
			and tax avoidance,			lation, ii								
		Tax Planning S				icy and		_	ai y					
		epreneurial pla				ntify and			rious					
		ning of Entrepre	- C			epreneu			Hous					
		equisites for become	-			•	•	аррогі						
	_	-	eneurship Support		systems in India.  Learn about institutional and									
			titutional support			ncial su			10					
III	-	ems for entrepren		6		uding v				1,2				
		ort systems for e				_		_	nt					
		ture Capital, Bus	-		business angels, government assistance, and commercial bank									
		-	nent, Commercial		loar				1 Julia					
		Loans and Ove												
L	Jun		101411											

	Planning for investing in securities		Understand the meaning,					
	market –		features, and functions of the					
	Investment avenues offered by		NSE and BSE.					
	Securities Markets,. Primary Market and		Learn about DEMAT trading					
	Secondary Market, Stock market-		accounts, security repositories,					
	meaning, features, functions of		and stock brokers.					
	NSE,BSE DEMAT trading account,		Grasp the operational aspects of					
	Security repository, stock brokers,		securities markets: order					
	Operational aspects of securities		placement, contract notes, pay-					
IV	markets: placement oforders, contract	6	in and pay-out, trading, and	1,2				
1 1	note, pay-in and pay-out, trading and	U	settlement cycles.	1,2				
	settlement cycle, Various risks involved		Identify various risks involved					
	in investing in securities markets;		in investing in securities					
	Role of Financial Intermediaries;Stock		markets.					
	indices. Mutual Funds- meaning		Understand the role of financial					
	concept, definition, types, importance		intermediaries.					
	and drawbacks of mutual funds, mutual							
	funds in India, investing in mutual							
	funds, Systematic Investment Plan (SIP)							
	and its advantages.							
	Planning for debts and Retirement		Introduction to consumer credit					
	Consumer credit - Introduction to		and the factors to consider					
	consumer credit; choosing a source of		when choosing a source of					
	credit, the cost ofcredit alternatives,		credit.					
	Consumer Legal Protection; Housing		Understand the cost of credit					
v	Decision: Factors and Finance; Vehicle	6	alternatives. Learn about	1,2				
,	Decisions. Retirement planning -	U	consumer legal protection.	1,2				
	Meaning of cost of living; retirement							
	need analysis; development of							
	retirement plan, various retirement							
	schemes, Estate Planning; Pension and							
	Medicare Planning; Wills.							

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

#### **REFERENCE BOOKS:**

R1: Personal Finance and Planning by Dr. Rajni, jsr publishing house llp,2020

R2: Peaceful Personal Finance: A Short Read on the Basics of Personal Finance and Planning Kindle Edition by Hema Singh, 2020

CO PO Mapping				
SN	Course Outcome (CO)	Mapped Program Outcome		
1	Comprehend the fundamentals of financial planning.	PO1, PO3		
2	Understand and utilise the basic aspects of income tax and GST	PO1, PO3		
3	Understand the concept, scope and prerequisites of	PO3		
3	entrepreneurship.	103		
4	Analyze and interpret the different dimensions of stock market	PO3		
-	investment.	103		
5	Evaluate the aspects of retirement planning to formulate	PO1, PO3		
3	effective strategic financial plans.	101,103		

	SEMESTER-I								
Course Title	MOOCs-I								
Course code	23MSCE111R	Total credits:2	L	T	P	S	R	O/F	C
		Total hours:30	2	0	0	0	0	0	2
Pre-requisite	e Nil Co-requisite Nil								
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester		ODD/ I semester of fi	rst yea	r of the	e progi	ramme	)		
Course	1. To democratize	e education by making h	igh-qua	ality co	urses f	rom toj	p unive	rsities	
Objectives	accessible to le	arners worldwide.							
	2. To provide learners with flexibility and control over their education by offering self-								
	paced learning options.								
	3. To empower individuals with the knowledge and skills necessary to thrive in a rapidly								
	changing world by providing access to in-demand skills and knowledge.								
CO1	Demonstrate profi	ciency in acquiring and	applyir	ng glob	ally rec	cognize	ed certi	fication	s in
	healthcare management								
CO2	Showcasing a comprehensive understanding of international healthcare practices and						d		
	regulatory frameworks								
CO3	Enabling effective decision-making and compliance in a globalized industrial								
	environment.								
CO4	Evaluate and integ	grate international standa	ards and	d trends	s into o	rganiza	ational	strategi	es
CO5	To equip learners	with the skills and know	ledge 1	equire	d to int	egrate	interna	tional	
	collaboration.								

	CO PO Mapping					
SN	Course Outcome (CO)	Mapped Program Outcome				
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1				
2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks	PO1				
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO2				
4	Evaluate and integrate international standards and trends into organizational strategies	PO5				
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO8				

	SEMESTER – II														
Course	Course Title FINANCIAL MANAGEMENT														
Course code		23MBAH1201R	Total credits: 3	L	_	T	P	S	R	O/F		C			
			<b>Total hours: 45</b>	3	3	0	0	0	0	0		3			
Pre-req	uisite	Nil	Co-requisite					N:							
Program			MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT												
Semeste	r		VEN / II semeste												
Course		1. To acquaint the													
Objectiv	ves	Funds Flow and other mathematical techniques used in financial management.													
		2. To provide adec									C				
			ents and make inte	erpretation	ons	and a	ınalysı	s of su	ich into	ormation	101	r			
		managerial uses			Car	l. T			D :						
		3. To familiarize v	vith the techniques	usea in	Cas	sn, in	ventoi	y and	Receiv	ables					
		Management. 4. To understand to	ha various sources	and usa	s of	f fina	200								
		5. To explain the v						evnei	nditure	decision	C				
CO	)1	Understand the cond					_	СХРСІ	Idituic	decision					
CO		Analyze and interpr						courc	es of fi	nance					
CO											ian	es			
CO		Discover the investment opportunities by applying various capital budgeting techniques. Identify the factors influencing dividend policies.													
CO		Analyze the determinants of working capital and receivables for better decision making.													
Unit-		Content						KL							
No.		Hour						_							
	Finan	cial management:				Desc	cribe t	he mea	aning, r	nature					
	Defin	ition of finance, Sco	pe of finance,			and goals of financial									
	Mean	ing and nature of fin	ancial	12		man	ageme	nt, pri	nciples	of the	1/2				
I	mana	gement, Goals of fin	ancial			time	value	of mo	ney in						
1		gement, Decision ma	-			finaı	ncial d	ecisio							
	1	gement, Role and fu													
		ger, financial planni	ng, and Time												
		of money.													
		of capital:	c						erentia						
	_	term and short-term	-					-	m and	short-					
		nture Capital, equity	_		term financing options (Debenture Capital, Equity			,i+,,							
	_	ence Capital, retaine ing of cost, Estimati	-			· ·		•	ence Capital,						
II		onents of cost of car		10		_	ined E		_	itai,	2	2/3			
	•	ating Cost of Equity				ICta	illicu I	2 <b>4111111</b>	Š						
		ned Earnings, Cost of													
		eference Capital, cos													
		ated funds.	, , , , , , , , , , , , , , , , , , , ,												
	_	al budgeting:				Desc	cribe c	apital	budget	ing					
	Mean	ing, significance, na	ture of					_	gnifica	-					
	invest	ment decision, tech	niques of			appl	y vario	ous tec	hnique	es of	2,3				
III	invest	ment evaluation - Pa	ay-back period,	10		inve	stmen	t evalu	ation						
	ARR,	NPV, IRR, Profitab	ility Index, and				ick peri	od,							
	Capita	al Rationing.							, Profit	-					
						Inde	x, and	Capit	al Ratio	oning.					

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

	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			

	SEMESTER – II															
Course	Title		HUMAN RESC		IAN	AGE	MEN'	Γ								
Course	code	23MBAH1202R	Total credits: 3		L	T	P	S	R	O/F	C					
			Total hours: 45		3	0	0	0	0	0	3					
Pre-re	quisite	Nil	Co-requisi	te				Ni	l							
Progra	mme	MASTER OF E	BUSINESS ADMIN	ISTRATIO	N IN	HEA	LTH(	CARE	MAN.	AGEMEN	T					
Semest	ter		EVEN/ II semeste	er of first	year	of the	e prog	ramr	ne							
Course	)	1. To understand	basic functions of	Human Re	sourc	e Ma	nagen	nent								
Object	ives	2. To know the va	rious theories of H	Iuman Res	ource	e Plan	ning a	& thei	r impl	lications.						
		3. To learn about	the various function	ns of Hum	an R	esour	ce De	velop	ment,	Career						
		Planning & De	velopment, Perform	mance mar	nagen	nent &	& Perf	ormai	nce Ap	praisal.						
		4. To understand														
			about healthcare pr													
CO			pasics of Human Ro						Resc	ource Plan	ning					
CC			plications of Job				uation									
CC			ze the various elen													
CC				compensation management icability of recent trends in HRM in different sectors  Contact Learning Outcome KL												
CC	)5				ent ti					e KI explain ives, 1,2 trends ndia identify						
Unit-		Content				L	earni	ng Oı								
No.	<b>.</b>	T (1 ) (1 )	4	Hour		•••	**									
		duction: Meaning,					Hum									
		ons, policies and ro									1 2					
I		tance of Human Re		6						ives,						
	Manag	gement, HR practic	es in maia.				s, poli			tuon do	3					
					_			_	-							
	Hume	n Resource Plann	ing: Definition								+					
		ives, process and in	_				ents; o	•		•						
II		ng, elements of staf		7						nce, and	nd 2,3					
		sis, job description,		,		thods	,11 00110	. 100 111	-p =	,	_,,					
	-	b evaluation.	J													
		itment: definition,	need and		Des	scribe	staffi	ng an	d exp	lain its						
	impor	tance, process, type	es, factors		im	ortan	ice an	d proc	ess;							
	affecti	ng recruitment, into	ernal and external		rec	ruitm	ent an	d its p	roces	s,						
III		ds of recruitment.		12	fac	tors, s	source	s, mo	dern n	nethods,	2,3					
111		ion: definition, pro	cess and barriers	12	and	l barri	iers.				2,3					
		ective selection.	_													
		tion: definition, nee	d, process,													
	benefi				Б	•1			•							
		n Resource Devel	-				comp									
		ept, a comparative a	•				nent a			ntance,						
IV		RD Employee train opment, Career Pla		10		_			•	l wages;	2,3					
		opment, Career Fia opment. Performan				mob		s, sara	i y anc	i wages,						
		mance appraisal.	ce management-		1111	· IIIOU	iiity									
		ompensation: wage	e and salary		Des	scribe	Hum	an Re	source	e						
		istration, incentive	•							explain						
₹7		ts, promotions, tran		10			pt and									
V		and employee welf		10							2,3					
	-	ection and morale, (			impact of globalization											
	Life.		- •													

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.

	CO PO Mapping								
SN	Course Outcome (CO)	Mapped Program Outcome							
1	Comprehend the basics of Human Resource management and	PO1, PO5, PO8							
1	Human Resource Planning	101,103,108							
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							
_	Understand the concept and applicability of recent trends in HRM	DO1 DO9							
5	in different sectors	PO1, PO8							

			SEMESTI	E <b>R</b> –	II										
Course	e Title		ORGANIZA	ATIO	NAI	BEI	HAVI	OR							
Course	e code	23MBAH1203R	<b>Total credits: 3</b>		L	T	P	S	R	O/F	(				
			Total hours: 45		3	0	0	0	0	0	3	3			
	quisite	Nil	Co-requisite		<b></b>			N:							
Progra			USINESS ADMINIS							NAGEM	ENT				
Semes						ear of the programme ation, its classification and organizational									
Object		behaviour	the basic concept of	or orga	anıza	uon,	its cias	ssinca	ion an	u organiz	zauon	iai			
Object	iives	2. To learn to about the various approaches and models of the organizational behavior.													
		3. To learn about various terms like Learning, perception, values, and attitudes													
			personality, morale								ortano	ce			
		in an organizat							•						
	01		pts of organisation							ır					
	O2		proaches and model												
	03		lividual-level factor												
	O4 O5		ot and need of comp				gement								
Unit-	U3 	Content	oncepts and style of		ersm ntact	р 	Loor	mina (	Outcor	<b>n</b> o	KI				
No.		Content			naci our		Leai	ining (	Julcoi	ne	ΚI	_			
110.	Ougan	izational Behavior:	Introduction to	110	oui	Da	a a <b>mi b</b> a	tha fu	ndame	nto1					
		zation, Classificatio													
	_						_	-	anisatio						
I	_	zations, Factors Infl	-	,	7	Dei	iaviou	i anu i	ts impo	ortance	1/2	,			
1	_	zation, Organization			/						1/2	۲			
		mental Concepts in C	~												
		or, Importance of O	rganizational												
	-	or for Managers.	60 ' " 1				•1	1							
		aches and Models	<del>-</del>						proacl						
		ior: Introduction, So				_			ehavio	our,	2/3				
II	_	ant Approaches, Mo		1	10			nodels							
	_	zational Behavior, I	_			organisational behaviour and inter-relationship between									
	betwee	n Personal Life and	Work Life.						•						
						_			d work						
		ing, Perceptions, Va							urces,						
		des Learning – mear	•							values,					
		s of Perception, Fact	-					_	nents,						
III	•	tion, Developing Pe	•	1	10	_			attitude		2/3	3			
		Sources of Values,	• •			mo	rale ai	nd mot	ivation	1.					
		ications of Values, A	•												
		tude, Components of	f Attıtude,												
		cance of Attitude													
		nality, Morale and I							termin						
		iction, Determinants	· · · · · · · · · · · · · · · · · · ·					_	sonalit	-					
		ality Traits, Types o				_			echanis						
		and Motivation, Me				wit	h diffe	erent tl	neories						
IV		nism of Motivation,		1	10						1/3	3			
		tion, Abraham Mas	•												
		k Herzberg's Two I	•												
	David	McClelland's Theor	y, Douglas												
	McGre	gor's Theory.													

	Leadership: definition, concept and		Describe the evolution of	
	characteristics, Importance of Leadership,		leadership theories.	
	Leadership in Business Organizations,			
	Evolution of Leadership, Traits Theory,			
$\mathbf{V}$	Contingency Theory, Situational Theory,	8		1/3
	Path 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.

	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,							

SEMESTER – II										
<b>Course Title</b>	I	HEALTHCARE PRA	CTI	CUM .	ASSE	SSME	NT-II			
Course code	23MBAH1204R	Total credits:1	L	T	P	S	R	O/F	С	
		Total hours:120 Hrs	0	0	0	0	0	8	1	
		of Field Visit								
<b>Pre-requisite</b>	Nil	Co-requisite	Nil							
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT									
Semester	]	EVEN / II semester of	first	year	of the	progr	amme			
Course	1. To provide han	ds-on exposure to hosp	ital o	perati	ons, er	nabling	g stude	nts to anal	lyze key	
Objective	functional areas	and assess real-world	healt	hcare	manag	gement	practi	ces.		
Ü		etical knowledge with								
	hospital visits,	fostering critical thinki	ng, ar	nd enh	ancing	g probl	em-sol	lving skill	s in	
	healthcare setting	ngs.								
		fessional and ethical contient confidentiality,								
	environments.	battem confidentiality,	and a	unem	ig to et	uncais	standal	us iii lieai	uicare	

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						

			SEMESTER	R – II							
Course Ti	tle	UNIVERSA	L HUMAN VALUE	ES (UH	<b>V</b> ) + ]	PROF	ESSI	ONAI	ETHI	CS	
Course co	de	23UUHV1205R	Total credits: 2	L	T	P	S	R	O/F		С
			Total hours: 45	1	0	2	0	0	0		2
Pre-requi	site	Nil	Co-requisite					lil			
Programm	ne		USINESS ADMINISTI						ANAGE	MEN	NT
Semester		EVEN / II semester of first year of the programme									
Course		1. To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core									
Objective	S	and 'SKILLS' to 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 as well as towards happiness and prosperity based on a correct									
		-	of the Human reality a		_	_	-				
		_	ns the basis of Univer								
			ing in a natural way								
		3. To highlight pla	usible implications of	such a	Holis	tic und	erstar	iding i	n terms o	of et	hical
			t, trustful and mutu	-		_					-
		_	action with Nature Th						•	a m	nuch-
001		needed orientation input in value education to the young enquiring minds  Acquire a comprehensive understanding of the contemporary needs and processes									
CO1		involved in value		ng of	tne c	ontemp	orary	need	s and p	roce	esses
CO2			nprehend the path of le	arning	for C	ontinu	nus H	annine	es and P	rosn	erity
CO3		-	tional values in huma				<i>Jus</i> 110	арртте	.55 and 1	юзр	ociity
CO4			of harmony in the far								
CO5		Understand the interconnectedness in nature and develop competence for a universal									
		human order.									
Unit-		Conte	nt	Contac	ct	Lear	ning	Outco	me	ŀ	KL
No.				Hour							
		elop a Comprehen				escribe	_		s for		
		lerstanding of Valu				alue ed echani					
		erstanding the need ent, and process for				kplorat					
		Exploration—what i				ılfill hı					
		process; 'Natural A				y living		_			
		eriential Validation-	_		1 7	arious l			,		
	for s	self-exploration; Con	ntinuous								
	Hap	piness and Prosperi	ty-Alookat basic								
I			-	9						1,	,2,3
	_	· · · · · · · · · · · · · · · · · · ·	~								
			-								
	_		•								
	_				1						
Happiness and Prosperity-Alookat basic Human Aspirations; Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly –A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in harmony at various levels.									1,	,2,3	

	Navigate Self-Exploration:		Describe human beings as	
			a co-existence of the	
	Understanding human being as a co-			
	existence of the sentient 'I' and the		sentient; needs of Sukh	
	material body; Understanding the needs of		and Suvidha; meaning of	
	Self ('I') and 'Body'- Sukh and Suvidha;		prosperity	
	Understanding the Body as an instrument			
II	of I'(Ibeing the doer, seerand enjoyer);	9		2,3
	Understanding the characteristics and			_,e
	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		family; human-human	
	basic unit of human interaction;		relationships; trust	
	Understanding values in a human-human		(Vishwas) and respect	
	relationship; the meaning of Nyaya and		(Samman) as foundational	
	program its fulfilment to ensure Ubhay-		values of relationships.	
	tripti;; Trust(Vishwas) and		variaes of relationships.	
	Respect(Samman) as the foundational			
	values of the relationship; Understanding			
	the meaning of Vishwas, Difference			
	between intention and competence;			
III	Understanding the meaning of Samman,	9		2.3
	Difference between Respect and			
	Differentiation; Understanding the			
	harmony in the society (society being an			
	extension of family): Samadhan, Samridhi,			
	Abhay, Sah-astitva as comprehensive			
	Human Goals; Visualizing a universal			
	harmonious order in society- Undivided			
	Society (Akhand Samaj), Universal Order			
	(Sarvabhaum Vyawastha)- from family to			
	world family!-Practice Exercises and Case			
	Studies will be taken up in Practice			
	Sessions.			
	Envision Societal Harmony:		Describe	
	Understanding the harmony in Nature;		interconnectedness and	
	Interconnectedness and mutual fulfillment		mutual fulfilment;	
	among the four orders of nature-		recyclability and self-	
	recyclability and self-regulation in nature;		regulation in nature;	
IV	Understanding Existence as Co-existence	9	holistic perception of	2,3
	(Sah-astitva) of mutually interacting units		harmony	
	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.			
L	1	l .		

	Integrate Holistic Understanding:		Describe natural	
	Natural acceptance of human values;		acceptance of human	
	Definitiveness of Ethical Human Conduct;		values; ethical human	
	Basis for Humanistic Education,		conduct; professional	
	Humanistic Constitution and Humanistic		ethics	
	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	9		
	characteristics of people-friendly and			
$\mathbf{v}$	eco-friendly production systems,			2,3
<b>,</b>	c) Ability to identify and develop			2,3
	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.R.Gaur,RSangal,GPBagaria,AfoundationcourseinHumanValuesandprofessionalEthics,Excelbooks,Ne wDelhi,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	PO7							
1	needs and processes involved in value education.	107							
2	Recognise and comprehend the path of learning for	PO7, PO9							
	Continuous Happiness and Prosperity	107,109							
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	PO7, PO9							
3	competence for a universal human order.	107,109							

SEMESTER – II													
Course Ti	itle	RESEAR	CH METHODOLO	GY A	ND S	STATI	STIC	AL AN	IALYS	SIS			
Course co	ode	23UMRM1206R	Total credits: 2		L	T	P	S	R	O/F	C		
			Total hours: 15T+	-60S	1	0	0	4	0	0	2		
Pre-requi	site	Nil	Co-requisite					Nil					
Programi	ne	MASTER OF BU	USINESS ADMINIST	'RATI(	ON IN	HEA:	LTHC	ARE M	IANAG	EMEN	T		
Semester		F	EVEN / II semester	of first	t yeaı	r of th	e prog	ramm	e				
Course			1.The course aims to enhances the students' a broad understanding of research										
Objective	S	methodology, including theory of science and qualitative and quantitative methods in											
		research.											
		2. The course seeks to enhance the students' skills for developing critical thinking through											
		research literature review in different domain. Consequently it aims to develop skills											
		for preparation of a research proposal for a master' thesis project/Mini research.											
		3. To develop Students competency in planning, conducting, evaluating and presenting a											
		research project.											
CO1		Comprehensive overview of research methodology, including a deep understanding of											
202		• -	the theory of qualitative and quantitative research methods.										
CO2		Conduct a comparative analysis of qualitative and quantitative research methods											
CO3		Conduct literature reviews across different domains and identify research gaps.											
CO4		Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-											
		_	and developing a res	searcn	pian	suitabi	e for a	Maste	r's tnes	is or m	11111-		
COF		research project	1-4114:	1.		1	41	1.	4		_•		
CO5			us data collection an		•		•				•		
		communication and	and metrics, and eff	rective.	ıy pr	esentii	ng reso	earcn	inaing	s thro	ugn		
Unit-		Conte		Cont	oot	Learning Outcome					KL		
No.		Conte	III.	Hou			Leai III	ng Ou	tcome		KL		
110.	Intr	oduction to Resear	ch Methodology:	1100		Descr	ibe the	funda	menta				
		rview of Research N	-					researc		•			
		lerstanding the Theo					dolog						
I		inction between Qu	•	15	5			, -			1		
		ntitative Research N											
		oduction to Compute											
		earch											
	Bui	lding a Broad Undo	erstanding of			Descr	ibe qu	alitativ	e and				
	Res	earch Methods: In-	depth Exploration			quant	itative	approa	ches i	1			
	of Q	Qualitative Research	Methods, In-depth			depth							
II	Exp	loration of Quantita	tive Research	15	5						2		
	Met	hods, Comparative	Analysis of										
		litative and Quantita											
		ctical Applications a											
		eloping Critical Th						impoi					
		erature Review: Im						iews i					
		rature Review in Re	*					ring sk	ills rel	evant			
III		nking Skills Develop	_	15	5	to res	earch.				2.3		
		rature Reviews in D	•										
		tifying Research Ga	_										
	Syn	thesizing Knowledg	e										

	Skills for Research Proposal		Describe research proposal	
	<b>Preparation:</b> Components of a Research		and research plan	
IV	Proposal, Crafting Research Questions,	15		2.2
1 1 1	Methodology Definition and Justification,	15		2,3
	Developing a Research Plan for Master's			
	Thesis/Mini-Research			
	Competency in Planning, Conducting,		Describe the planning of	
	Evaluating, and Presenting Research:		research projects; effectively	
	Planning Research Projects: From Concept		using communication and	
V	to Execution, Conducting Rigorous Data	15	visual aids.	2.2
v	Collection and Analysis, Evaluating	15		2.3
	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

### **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.	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, PO9					
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, PO9					

		SEMESTER-II							
<b>Course Title</b>		MOOC	Cs						
Course code	23MSCE1207R/	Total credits:1	L	T	P	S	R	O/F	C
	23MSCE1208R	Total hours:15	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				Nil			
Programme	MASTER OF BUSI	NESS ADMINISTRATIO	N IN I	HEAL	ГНСА	RE M	ANAG	EMEN	ΙΤ
Semester	EVE	N / II semester of first y	ear o	f the p	progra	amme			
Course	1. To democratize ed	ucation by making high-	qualit	y cour	ses fro	om top	univ	ersities	
Objectives	accessible to learn	ers worldwide.							
	2. To provide learner	s with flexibility and cor	ntrol o	ver the	eir edu	ıcatior	by o	ffering	self-
	paced learning opt	ions.							
	<b>3.</b> To empower indiv	iduals with the knowledg	ge and	skills	neces	sary to	thriv	e in a	
	rapidly changing v	world by providing access	s to in	-dema	nd ski	ills and	l knov	wledge	
CO1	Demonstrate proficien	emonstrate proficiency in acquiring and applying globally recognized certifications in							
COI	healthcare managemen	nt							
CO2	Showcasing a comprel	nensive understanding of	interi	nationa	al heal	thcare	pract	ices an	d
CO2	regulatory frameworks	3							
CO3	Enabling effective dec	ision-making and compl	iance	in a gl	obaliz	ed ind	ustria	1	
COS	environment.								
CO4	Evaluate and integrate	international standards a	nd tre	nds in	to org	anizat	ional	strategi	ies
CO5	To equip learners with	the skills and knowledge	e requ	ired to	integ	rate in	ternat	ional	
COS	collaboration.								

	CO PO Mapping							
SN	Course Outcome (CO)	Mapped Program Outcome						
1	Demonstrate proficiency in acquiring and applying globally	PO1						
	recognized certifications in healthcare management	- 0-						
2	Showcasing a comprehensive understanding of international	PO5						
	healthcare practices and regulatory frameworks	103						
3	Enabling effective decision-making and compliance in a	PO9						
3	globalized industrial environment.	109						
4	Evaluate and integrate international standards and trends into	PO5						
4	organizational strategies	POS						
5	To equip learners with the skills and knowledge required to	PO9						
3	integrate international collaboration.	109						

	SEMESTER – II											
Course	Title	COMMUNI	CATION MAS			nunica	ative 1	Engli	sh & S	Soft Skills	s)	
Course	code	23UMPD1209R	<b>Total credits:</b>	2	L	T	P	S	R	O/F	С	
			<b>Total hours:</b> 6	50	0	0	4	0	0	0	2	
Pre-rec	quisite	Nil	Co-requi	site				N	Vil			
Progra	mme	MASTER OF B	USINESS ADM	INISTRAT	ION	IN HE	ALTI	ICAR	RE MA	NAGEME	ENT	
Semest	er	1	EVEN / II seme	nester of first year of the programme								
Course	<b>;</b>	1. To familiarize s	tudents with the	transform	ation	of ser	ntence	s and	the ap	propriate	use of	
Object	ives	prepositions.	^^ ^									
		2. To enhance the writing skills in different areas including CV and cover letter writing.										
		3. To convey meaning by reinforcing, substituting for, or contradicting verbal										
		communication.		.•		c	c					
C	<b>\1</b>	4. Productivity and					profes	siona	ıl goal	achievem	ent.	
CC		Practice of gramm  It will enhance the	_				dzilla					
CC		Introduction to bel						Longl	ala tha	m to boho	vo in o	
	)3	conscious and pro-		moughts,	and C	mono	118 W11	i Ciiai	ne me	iii to bella	ve III a	
CC	)4	It will have a posit	<u>.</u>	eir though	t prod	cess ar	nd pro	blem	-solvii	ng skills.		
CC		Students will be at	•		•		10 p10		501,11			
Unit-				Contact		L	earni	ng O	utcom	ie	KL	
No.		Content		Hour				Ü				
		Grammar: Use of Prepositions, Tag			De	scribe	the us	e idio	oms, p	hrases,		
I	_	ons Idioms, Phrases	15	and clauses; Construct simple,						1,3		
_	Simple	mple, complex, compound sentences			complex, and compound sentences						,-	
	-	1.0				ective			•			
TT		mar: Active and Pa	,	15	Describe active and passive voice;						1 2 2	
II	Direct	and Indirect Speecl		Transform direct speech into indirect speech and vice versa						1,2,3		
	Writin	ng Skills: The Basic	es of Writing						o avoi			
		ambiguity and vagu	-					-		Prepare a		
III		aph Writing, Precis		15				_		and cover		
	Letter	Writing, Resume, C	CV and Cover		_					ations.		
	Letter											
	Self-N	Ianagement Skills	i. SWOT		De	scribe	self S	WOT	analy a	/sis;		
	-	sis ii. Self-Regulatio							_	rsonal		
	,	g iii. Personal Hygie				•		_	als; app			
		Verbal Communicat			_	_	_	ersona	al hygi	iene for		
		ly Language i. Wha			we.	ll-bein	g.					
IV		Communication &	•	15							1 2 2	
1 V	_	age, ii. Elements of nunication, iii. Type		15							1,2,3	
		age, iv. Importance	-									
	_	Language, v. Types	_									
	•	nunication through I										
		age, vi. Introduction	•									
		uction to Kinesics,	-									
		-	1 /									

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/Ke oSN-BCaY

https://www.classcentral.com/report/toefl-preparation/https://youtu.be/x60GHpQ8gJk

	CO PO Mapping							
SN	Course Outcome (CO)	Mapped Program Outcome						
1	Practice of grammar will polish their writing skills.	PO1, PO5						
2	It will enhance their communication and interpretative skills.	PO5						
3	Introduction to behavioural skills, thoughts, and emotions will	PO1, PO5						
3	enable them to behave in a conscious and productive way.	101, 105						
4	It will have a positive impact in their thought process and	PO1, PO5						
-	problem-solving skills.	101,103						
5	Students will be able to learn self-management.	PO1, PO5						

			SEMESTER	2 – II							
Course T	itle		Techno P	rofessio	nal Sl	kills					
Course co	ode	23MBAH1210R	Total credits: 1	L	T	P	S	R	O/F	C	
			Total hours: 30	0	0	2	0	0	0	1	
Pre-requi	isite	Nil	Co-requisite		Nil						
Programi	me	MASTER OF BU	USINESS ADMINISTI	RATION	IN HI	EALT:	HCAI	RE MA	NAGEM	ENT	
Semester		E	EVEN / II semester of	f first ye	ear of	the p	rogra	mme			
Course			1. To distinguish the concept and definition of professional development and other								
Objective	es		overall improvement						1 1:	··· · · · · · ·	
			ents utilize past knov nentation wherever ap			ous pi	rograi	nmes	ana pon	cies for	
			dents for developing a			oproac	h for	impler	nentatio	n which	
			ant to the situations.	C				•			
			nts with strong commi								
			mative change in com ofessional skill and			•		•	•	•	
		_	e business organization		n stud	ichts	io rac	c and	Overco	ile ally	
CO1	,		echno-professional sk		d their	rele	vance	for n	nodern	ousiness	
		managers.									
CO2		Understand and utilize digital knowledge for business management.									
CO3		Proficiency in com									
CO4			edge in practical busir								
CO5	1		king and interpersonal							KL	
Unit-		Conte	nt	Contac	t	Lear	ning	Outco	utcome		
No.				Hour		1	1.				
	Ider	tifying the key skill	s required for			mprel					
	succ	cess in the digital era	a, Setting personal		_	importance and relevance					
	_	s and objectives for	_		of techno-professional skills in the current business						
I		ective Communication		15	landscape.			<b>3</b> 5	1,2		
_	_	ortance of communi				Identify the essential skills					
		tten communication						iccess			
		ils, and reports, Ora	I communication:			digital er					
	Pres	sentations,			<u>.</u>						
		lic speaking, and int	*						fective		
		ractions, Active liste				communication in					
		hanisms, Problem-S	-			nievin	-	ness			
		nking, Analyzing bu			, ,	jective			C		
II		applying critical thin	-	15		-		_	of poor	1,2	
		ision-making proces	_					n on b	usiness		
		solving methodologies, Creative problem- solving and idea generation, Handling			out	tcome	8.				
	e01x	ing and idea general	non Handling								
		-	~								
		iguity and uncertain	~								

	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					

	SEMESTER – III												
Cours	se Title		HOSPITAL		TION	IS-MA	ANAG	EME	NT				
Cours	se code	23MBAH2101R	<b>Total credits</b>	_	L	T	P	S	R	O/F	C		
			<b>Total hours:</b>		3	0	0	0	0	0	3		
-	equisite	Nil	Co-requi					N					
	amme	MASTER OF B								NAGEME	NT		
Semes			DDD/ I semest										
Cours		1. To learn about t	he hospital ope	erations a	nd th	e role	and de	cision	of hos	pital opera	ations		
Objec	etives	management.			. •		,		•. •				
		2.To learn and unc		•		•			•				
			illing, average length of stay, bed occupancy rate, turn over interval, hospital rons report, medical officers report, casualty report, medico-legal cases,										
			_		_	ort, ca	asualty	repor	t, med	ico-legal	cases,		
		ICU/ICCU report					£ 4	1					
		3.To learn about development and		_			ior t	ecnnoi	ogy s	ection, pi	ocess		
		4.To learn about ho	•				tion fr	oguon/	ov of m	poeting m	inutos		
		of meeting, follow	-	.ee, its ioi	e, coi	mposn	uon, m	equen	y or in	iceting, in	mutes		
		5.To learn about t	_	ce manac	zemei	nt its	object	tives	tynes (	of mainte	nance		
		system, equipmen			Seme	111, 113	object		types	or mamic	iiaiicc		
<u>C</u>	CO1	Understand the Ho			zemei	nt syst	ems ar	nd the	import	ance of ho	spital		
		statistics.	·F		5				r		~F		
C	O2	Describe the compo	osition, roles a	and responsibilities of hospital committees									
C	О3	Explain the types		•							ment		
		management.		·			•						
C	O4	Evaluate and devi	se effective cr	risis man	agem	nent st	trategie	es, and	d imple	ement a 1	obust		
		disaster management plan.											
C	O5	Appraise the heal	th insurance a	administr	ation	proce	edures,	ensu	ring co	mpliance	with		
		patient-related sche	patient-related schemes.										
Unit-		Content		Contact		]	Learni	ng Ou	ıtcome		KL		
No.				Hour									
		iew- Hospital operat				culate		inte	•	Average			
	_	ement, role and decis				-	-			ccupancy			
	_	tive systems in a hos	-				nover	Interv	al, and	Hospital			
		e Admission/Dischar	•			isus.	11			1 6			
		ures/Discharge Sum	•					-		nd use of			
I		s, Hospital Utilizations, Hospital Utilizations, East Congress (A		10	_					Report, Casualty	1.2		
1	_	ancy Rate, Turn over		10					-	Report,	1,2		
	_	al Census, Matron's			_			_		J/ NICU/			
	_		-		PIC	_	ts IIOI	ii ico	rece	or INICO			
		Medical Officer's Report, Casualty eport, Medico-Legal Cases, Report					end th	e secu	ıritv re	port and			
	_	CU / ICCU/NICU/PI	-			list.		. 5000	110) 10	port unu			
		, OT List.											
		al Committees: Rol	e,		Unc	lerstar	nd the 1	ole, co	omposi	tion, and			
	_		tion, Frequency of Meetings, responsibilities of various hospital										
II		es of the Meetings, F		8	com	nmitte	es.				1.2		
111	Action	, Operations strategy	as a	0	Learn the procedures for conducting			_	1,2				
	compet	titive tool.			meetings, recording minutes, and								
					ensi	uring f	follow-	up act	ions.				

Ш	Maintenance Management: Objectives, types of maintenance systems, equipment maintenance, quality and reliability, maintenance planning, maintenance, and monitoring of biomedical equipments. 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.	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.	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.	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

	CO PO Mapping							
SN	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the Hospital Operations Management systems	PO1, PO2, PO3, PO6, PO8,						
	and the importance of hospital statistics.	- , - , , ,						
2	Describe the composition, roles and responsibilities of	PO1, PO2, PO3, PO6						
	hospital committees	101,102,103,100						
3	Explain the types of maintenance systems and comprehend	PO2, PO3, PO6, PO8						
3	biomedical equipment management.	FO2, FO3, FO6, FO8						
4	Evaluate and devise effective crisis management strategies,	DO1 DO2 DO2 DO6 DO9						
4	and implement a robust disaster management plan.	PO1, PO2, PO3, PO6, PO8						
5	Appraise the health insurance administration procedures,	PO1, PO2, PO6, PO8						
3	ensuring compliance with patient-related schemes.	FO1, FO2, PO0, PO8						

			SEMESTER	l – III							
Course T	itle	Н	OSPITAL PROJEC		NNIN	G AN	D DE	SIGN			
Course co	ode	23MBAH2102R	Total credits: 3	L	T	P	S	R	O/F	С	
			Total hours: 45	3	0	0	0	0	0	3	
Pre-requi		Nil	Co-requisite				N				
Programi	me	MASTER OF BU	USINESS ADMINIST	RATIO	N IN H	<b>IEALT</b>	HCAF	RE MA	NAGEME	ENT	
Semester			DD/ I semester of S								
Course		1. To assess the demand for hospital and learn about various need assessment survey									
Objective	es	for building a ho	•	. 1 .		1	C1 1	1 1			
			do site selection, hose oject cost and future	_			r beas	, iegai	requirem	ent,	
			guiding principles for				facilit	ies and	services		
			vey, financial plannin	•	_	•					
			master plan and plan			_					
		_	design a hospital bui	_	_	_	-		building		
		contracts and co	ontract documents, fu	rnishing	g and e	equippi	ng ho	spital a	ind		
		commissioning.									
			igning of clinical and		linical	depart	ment,	its req	uirements	3,	
CO1		situations, problems and considerations.									
CO1		Understand key elements required to plan a hospital establishment.  Understand guiding principles for planning a hospital, covering surveys, financial									
COZ		planning, equipment, operational plans, and injury prevention.									
CO3		Design various departments of the hospital according to requirements and emerging									
		trends in hospital a	_	F		8	1				
CO4		•	Understand the importance of planning hospital zones and demonstrate a master plan for								
		the hospital project.									
CO5		Apply the knowledge of disaster management planning and concepts of modernization									
	_	for a hospital.								ı	
Unit- No.		Conte	nt	Contac Hour		Lea	rning	Outco	me	KL	
	Ass	essing demand for he	ospital, need		St	udents	will t	e able	to do		
		ssment survey, site s			ne	eed ass	conduct				
I	_	pital size, no. of beds	-	8	su	ırveys				1,2	
	_	irements, landscapii	ng, project cost, and								
		re considerations.  ding principles in pla	anning hagaital		0.	ndor-t-	vv,211	ında	and the		
		lities and services, p				udents iiding j			and the		
II		ncial planning, equip	•	8		anning	•			1,2	
11		rational & functional		O	P	عسسه	a nos	pitai.		1,2	
	_	ning for preventing		,							
		ign and developmen	-		St	udents	will b	e able	to form,		
	desi	gn developmental st		gι	guide teams required for						
	_	ciples and features f									
III		ding contract & cont	8		have an idea of 1,2						
		ishing and equipping				ocumer		_			
	_	rate stage, commission and future mark	-			efore fi	nai co	mmıss	ioning		
	nost	oital and future mark	eung pian		st	age.				]	

	Planning and designing clinical zone,		Students will be able to plan	
	nursing zone, support zone and		and design various clinical	
	administrative zone: location, design,		zones	
	facilities, space requirements, situations and			
IV	problems, other considerations. Facility	12		1.2
1 V	Location and layout. Importance of	12		1,2
	location, factors, general steps in location			
	and selection decision process, types of			
	layouts- product, process, and service			
	facility layout			
	Disaster Management Planning, Fire safety		Students will be able to plan	
	and hazards-Engineering Hazards-		for disaster and emergency	
	Radiological Hazards, Emerging		management.	
V	approaches in hospital design: Modular	9		1,2
	building concept, hospital modernization,			
	cutting construction costs, recent trends in			
	hospital architecture, future trends.			

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

	CO PO Mapping	
SN	Course Outcome (CO)	<b>Mapped Program Outcome</b>
1	Understand key elements required to plan a hospital	PO1, PO2, PO3, PO4, PO6,
1	establishment.	PO9
	Understand guiding principles for planning a hospital, covering	PO1, PO2, PO3, PO4, PO6,
2	surveys, financial planning, equipment, operational plans, and	PO9
	injury prevention.	
3	Design various departments of the hospital according to	PO1, PO2, PO3, PO4, PO6,
3	requirements and emerging trends in hospital architecture.	PO9
4	Understand the importance of planning hospital zones and	PO1, PO2, PO3, PO4, PO6,
4	demonstrate a master plan for the hospital project.	PO9
5	Apply the knowledge of disaster management planning and	PO1, PO2, PO3, PO4, PO6,
٥	concepts of modernization for a hospital.	PO9

			SEMESTER -	– III								
Course T	itle	Pl	URCHASE AND INV	ENT	ORY	MANA	AGEN	IENT				
Course co	ode	23MBAH2103R	Total credits: 3	L	T	P	S	R	O/F		C	
			Total hours: 45	3	0	0	0	0	0		3	
Pre-requi	isite	Nil	Co-requisite			•	N	il		•		
Programi	me	MASTER OF BU	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT									
Semester		0	DDs/ I semester of Se	econd :	year (	of the p	orogra	mme				
Course		1. To gain a comprehensive understanding of the principles underlying material										
Objective	es	management and	planning, including lo	ogistic	mana	gemen	t funct	ions, v	endor			
		selection, and inventory control methods.  2. To Learn and apply various inventory control techniques such as ABC analysis, VED										
						_						
		•	ers to optimize stock le	evels,	reduce	e costs	, and e	nhance	overall s	sup	ply	
		chain efficiency.										
		-	in store management,		-							
			ing, enabling effective	organ	izatio	n and u	ıtilizat	ion of	resources	in	a	
		storage environm			c 1				4 1. 4 41		.1	
			ertise in the unique as	_		-		-		_		
		_	lrug stores, types of ma		s stoc	kea, an	ıa prin	cipies (	or purcha	ise a	ana	
CO1			specific to pharmace		mont	Pr on	2022	ccina t	ha funat	ion	c of	
COI		Understand the principles of material management & encompassing the functions of logistic management.										
CO2			Proficiency in various inventory control methods and techniques.									
CO3		•	onents and effective f					ageme	nt system	<u> </u>		
CO4			s of planning and proc					ageme	iit systeii	1.		
CO5			plain the recent trends			• •		nain m	anagemei	nf		
Unit-		Conte		Contac				Outco			KL	
No.		Conte		Hour		1100		Oute		1	L	
	Priı	nciples of material 1	management &			Students will have knowledge						
_		nning - Definition &	<u> </u>	0	regarding principles of						1.0	
I		stic management- V		8	m	material management, vendo					1,2	
		dor development & 1			as	ssessm	ent an	d appra	isal			
	Inv	entory Control: Def	finition, objectives,		S	tudents	s will u	ınderst	and the			
		es of inventory cost,	* *		di	ifferen	t meth	ods of				
II	cont	rol- Pareto's law, A	BC, VED, SDE,	8	in	ventor	y cont	rol.		1	1,2	
		LF, SOS analysis. Le		O							1,2	
		ck-Re-order level-Ec	onomic order									
		ntity (EOQ).										
		re management- Sto							and the			
		tion and layout, Star				ore ma	-					
		fication & classifica			11	ınction	i, iocai	ion and	l layout.			
		erial accounting & p	*									
III		ribution, disposal of	Store Management	9						1	1,2	
111		Inventory Control –	_	フ							1,4	
		g store, type, of mate	_									
		age conditions, Purc										
		trol principles, purch	-									
		p	p							1		
		chase order, procurer	ment 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

	CO PO Mapping	
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the principles of material management &	PO1, PO2, PO3, PO6, PO8,
1	encompassing the functions of logistic management.	PO9
2	Proficiency in various inventory control methods and	PO1, PO2, PO3, PO8, PO9
4	techniques.	101, 102, 103, 108, 109
3	Describe key components and effective functions of the store	PO1, PO2, PO3, PO6, PO8,
3	management system.	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	DO1 DO2 DO4 DO8 DO0
3	chain management.	PO1, PO3, PO6, PO8, PO9

			SEMESTI	ER – III						
Course	e Title		HOSPITAL I	NFORM	ATIO	N SYS	TEM			
Course	e code	23MBAH2104R	Total credits: 2	L	T	P	S	R	O/F	С
			Total hours: 30	2	0	0	0	0	0	2
Pre-re	quisite	Nil	Co-requisite	:			N	il	_	
Progra	mme	MASTER OF B	USINESS ADMINI	STRATIO	N IN H	EALT	'HCA	RE MA	NAGEN	1ENT
Semest	ter	(	ODD/ I semester o	f Second y	ear of	the p	rogra	mme		
Course	9	1. Ability to und	derstand about heal	thcare tech	nolog	y – int	roduc	tion, co	oncept,	
Object	ives	principles, fur	nctions, and practic	es.						
		2. Ability to stud	ly the different fund	ctions of h	ealth r	ecord.				
		3. Ability to acq	uire knowledge of	securing th	e info	rmatio	n ove	r the in	iternet.	
		4. Ability to lear	n about methods ar	nd techniqu	ies of	comm	unica	ion tec	hnology	used in
		healthcare org	ganisations.							
C	CO1	Understanding the	importance of inf	formation,	its in	pact	on so	ciety, a	and its s	specific
		relevance to health	care.							
C	O2	Analyze the challer	nges and roadblock	s to EHR i	mplen	nentati	on an	d prop	ose solu	tions
C	О3	Apply knowledge	of the changing fun	ctions of e	lectroi	nic hea	ılth re	cords (	EHRs).	
C	O4	Understand cyber-	crime and ensure t	he role of	health	care p	rofess	sionals	in main	taining
		information securit	y.							
C	<b>O</b> 5	Synthesize informa	ntion on the future of	of informat	ics co	nsider	ing glo	obaliza	tion.	
Unit-		Content		Contact		Lear	ning (	Outcor	ne	KL
No.				Hour						
	Introd	uction : Information	n is important –		Unc	lerstan	d the	import	ance of	
	Impact	npact on society –Impact on Healthcare –			info	rmatio	on and	its im	pact on	
		ne future of healthcare technology – The			soci	ety an	d heal	thcare		
	future l	nealthcare record –	Preparing for the		Identify the future trends in					
I	future -	- Summary Function	ns of the health	8 healthcare technology a				and	1,2	
	record				heal	theare	recor	ds.		
						•		future		
						_		n healtl	ncare	
						rmatio				
		ons of the health ro							ages and	
	_	ng functions of the	_				_		r health	
		tages of the paper re antages of the paper					_	hend t		
		lly scanned records						wback		taining  KL
II	•	record – Automating		8			healtl	n recor	ds	1.2
11		<ul> <li>Advantages of the</li> </ul>		8	(EH	R).				1,2
		antages of the EHR								
	_	r-care systems – Hu								
		R – Roadblocks and nplementation – Th								
	Summa		e ruture							
		ng the information:	Privacy and		Unc	lerstan	d the	proces	s of	
		entiality 7and Law-V						rivacy		
		Security-Computer			con	fidenti	ality.			
III		are professionals. E		9			-			1.2
111		unications: A bit of are and software for	•	7						1,2
		ds of accessing infor	_							
		Web (WEB)-Commi								
	Techno									

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 – Telehealth – Informatics Education – Barriers to Information Technology implementation – Summary.	12	Learn the terms related to tele-health and its historical perspective. : Understand the types of technology used in tele-health and the clinical and administrative initiatives. Identify the advantages and barriers of tele-health. Explore the future trends in tele-health and informatics.	1,2

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 cybercrime 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					

			SEME	STER – III											
Course Ti	itle	CRM PRO	CESSES AND	SYSTEMS	IN	HE	ALTE	ICAF	RE INI	OUSTRY	ľ				
Course co	ode	23MBAH2105R	Total credits:	: 2	L	T	P	S	R	O/F		C			
			<b>Total hours:</b>	30	2	0	0	0	0	0		2			
Pre-requi	site	Nil	Co-req	uisite					Nil						
Programm	ne	MASTER OF B								NAGEMI	ENT	Γ			
Semester			DD/ I semeste		_										
Course		1. Ability to under				ship l	Manag	emen	t – intr	oduction	١,				
Objective	S	concept, principl		_											
		<ul><li>2. Ability to study the different approaches of marketing.</li><li>3. Ability to acquire knowledge of elements and processes of CRM.</li></ul>													
		• •	_		_					1					
		4. Ability to learn a		_		_		ional	apprais	sal.					
CO1		5. Ability to unders							mant						
CO <sub>2</sub>		Understanding of t								otoboso					
CO <sub>2</sub>		Evaluate and devis	<u> </u>		_						n	and			
003		prevention of defe		XIVI strategic	<i>S</i> 10	or cus	stomer	acqu	nsition,	, retentio	лі,	anu			
CO4		Analyze the significant		as a strategi	c m	arket	ing too	o1.							
CO5		Illustrate CRM too							M.						
		Content		Contact					tcome		K	L			
Unit-No.				Hour				J							
	Def	initions - Concepts a	and Context		De	efine l	key co	ncept	s and		<b>KL</b> 1,2				
	of re	elationship Manager	ment –		ter	mino	logies	in CF	RM.						
	Evo	lution - Transaction	al Vs			_			al evol						
		ationship Approach – CRM as a of CRM and the shift from													
I		tegic marketing tool		8					tionshi	p-					
	sign	ificance to the stake	holders				proac								
								_	c impo						
									ng and	its					
	<u> </u>		\ 1				to sta								
		tomer information I						•	custon						
		tomer Profile Analy						comp	rehensi	ive					
		tomer perception, E lysis – Customer bel	-		•	ofiles		mari	percept	ione					
		tionship perspective							enhanc						
II		group customer's -		8		_	ship m				1,3				
		time value – Selecti				ategi	_	unug							
		fitable customer seg				_		mer b	ehavio	or to					
						-			lationsl						
						_	ment a			1					
	Eler	ments of CRM – CF	RM Process –							ents of					
	Stra	tegies for Customer	acquisition -						ystem.						
	Rete	ention and Pre	vention of		De	escrib	e the s	tep-b	y-step p	process					
III	defe	ection – Models of	CRM – CRM	8	of	CRM	imple	ement	ation.		1	2			
1111	roac	l map for business a	pplications.	O	Ex	plore	differ	ent m	odels o	of	1,	,2			
							nd thei	_							
							ions ir	ı vario	ous						
					ino	lustri	es.								

IV	Strategic CRM planning process – Implementation issues – CRM Tools-Analytical CRM – Operational CRM – Call center management – Role of CRM Managers. Case studies on CRM in healthcare industry. Mass casualties, Political agitation, Prisoners	9	Understand the strategic planning process for CRM implementation. Identify potential challenges and issues in implementing CRM systems.  Utilize analytical CRM tools to gain insights from customer data.	1,2
V	CRM in Services: Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply- Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM;	12	Understand the current status and trends of CRM in the service industry in India. Recognize the importance of CRM in hospital services and develop relevant strategies. Explore the application of CRM in the banking and financial services sector.	1,2

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

	CO PO Mapping	
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding of the concepts and context of relationship management.	PO2, PO6, PO8
2	Apply the knowledge in creating and managing a customer information database.	PO1, PO2, PO6, PO8
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, PO8

		SEMESTER – III	I						
Course Title		SUMMER F	PROJI	ECT					
Course code		Total credits:3	R	O/F	C				
	23MBAH2106R	Total hours:30P+90R+120F	0 0 2 0 6 8						
Pre-requisite	Nil	Co-requisite			•	Nil	•		
Programme	MASTER OF BUSI	NESS ADMINISTRATION	ON IN	HEAI	THC	RE M	ANAC	SEMEN	T
Semester	ODI	D/ I semester of Second	l year	of the	progi	amme	9		
Course	1. To bridge the gar	between theoretical	know	ledge	and p	ractica	al app	licatio	ns
Objective	by engaging stud	ents in real-world sce	nario	s.	-				
	2. To develop esser	itial project managem	ent sk	xills, iı	ncludi	ng pla	nning	ŗ,	
	organization, and	l effective time manag	gemer	nt			_		
	<b>3.</b> To enhance prob	lem-solving and critic	al-thi	nking	abilit	ies by	encoi	uraging	3
	students to tackle	complex challenges							
CO1	Enable students to inte	grate and apply classro	om the	eories a	and co	ncepts	to rea	l-world	l
	challenges, enhancing	their understanding thro	ough h	ands-c	on exp	erience	<b>e</b> .		
CO2	Cultivate project plann	ing, organization, and t	ime-n	nanage	ment s	kills b	y enga	aging	
	students in the structur	red execution of a short-	term ¡	project	•				
CO3	Encourage students to	analyze complex proble	ems, d	evelop	practi	cal sol	utions	, and a	ssess
	outcomes, fostering an	alytical thinking and ad	laptabi	ility.	•				
CO4	~	ty to communicate prof		•	nd coll	aborat	e effec	ctively	with
	•	dustry professionals, sin		•				•	
CO5	-	insights into industry pr							ning
		areer choices and enhar		_					r9
	field.	arcer enoices and eimar	ice tile	on only	710 y u 01	iiity iii	then (	21103011	

	CO PO Mapping						
SN	Course Outcome (CO)	Mapped Program Outcome					
1	Enable students to integrate and apply classroom theories and concepts to real-world challenges, enhancing their understanding through hands-on experience.	PO4					
2	Cultivate project planning, organization, and time-management skills by engaging students in the structured execution of a short-term project.	PO4					
3	Encourage students to analyze complex problems, develop practical solutions, and assess outcomes, fostering analytical thinking and adaptability.	PO4					
4	Improve students' ability to communicate professionally and collaborate effectively with peers, mentors, and industry professionals, simulating workplace interactions.	PO4					
5	Provide students with insights into industry practices and professional standards, helping them make informed career choices and enhance their employability in their chosen field.	PO4					

			SEMES	TER – II	I																	
Course			RATE PROFICIE	ENCY (Co				_			_											
Course	code	23UMPD211R	Total credits: 2		L	T	P	S	R	O/I	יז	C										
D	• •,	NT*1	Total hours: 60		0	0	4	0	0	0		2										
Pre-rec		Nil MASTER OF	Co-requisi		ONI	NI III	AT TI	N ICAD		NACEN	/TEN	JTP.										
Progra Semest			BUSINESS ADMIN ODD/ I semester							NAGEN	IET	<b>N</b> 1										
Course			idents with the var							<u> </u>												
Object			speaking skill inst								ne											
		listeners.	1 0	,	,		<i>O</i> ,		, <u>,</u>													
			oficiency, presenta				resum	e and	prov	ide guid	anc	e for										
	0.4		and self-evaluation																			
	<b>D1</b>		learners to speak								othe	ers.										
CO		· ·	tive impact in their		•					~												
CO	)3		idents with all the								ess	ional										
00	<b>N</b> 4		learn to highlight								1	1										
CO	<i>J</i> 4		them techniques interviews, impro																			
CO	)5		idents to prepare t																			
		Personal interview						,	0100	тр шест (	10											
Unit-		Content	ţ	Contact		I	_earn	ing O	utcoı	me		KL										
No.				Hour																		
		ntation Skills: Intr	·			nderst																
		tial characteristics	-			characteristics of a good presentation.																
I	•	tation, Preparation	of a good	15	Recognize the importance of					1,2												
	presen	itation			eparat		_															
						ccessf																
		<b>Skills:</b> Fear of Pu				ecogni																
		standing and Over	~						th public speaking.													
		Speaking,, Confid		Understand the physiological and psychological aspects of public speaking anxiety.					1													
	-	ology and Stress - C																				
II		or Presentations an		15								1,2										
		ing, Tips for Using										,										
		ntations, Process fo																				
		ng Presentations, Datations Successful	-																			
		ammary of Main Po																				
		cal session on Resu			Lo	arn et	rategi	es for	ntilia	e Linked	In											
		Writing cover lette	•			fective	_				111											
		e: Preparation, sub				twork																
III		ing of Resume, Pra		15								1,2										
		letter screening ses																				
		on LinkedIn, How	~																			
	_	rship & Manageme			Ur	nderst	and di	fferer	nt lead	dership												
		epts of Leadership,								between	ı a											
IV		ger VS Leader, Ho		15		anagei						1,2										
1	7	ive Leader, Mock/		13						tive lead	ler	1,2										
		Clearing Session.				rough	-	y and	pract	ice												
		rch Paper – Writing	Skills: How to		_	ssions earn th		noint	s in r	esearch												
		a research paper? K					•	•		research	1											
V		rch Work	<b>√</b> 1.	15		15	15	15	15	15	15	15	15	15		per ef						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	15	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.	15	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 Indispensible Guide to ExcellentWriting 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 Practic

### 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 in front of others.	PO1, PO5						
2	It will have a positive impact in their thought process and problem-solving skills	PO1, PO5						
3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.	PO1, PO5						
4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence	PO1, PO5						
5	It will help the students to prepare themselves for Panel Interview, Group interview and Personal interview	PO5						

	SEMESTER – III									
<b>Course Title</b>	Н	EALTHCARE PRAC	CTIC	UM A	SSESS	SMEN	T-III			
Course code	23MBAH2107R	Total credits:1	L T P S R O/F							
	25WIDAH21U/K	Total hours:		0	0	0	0	8	1	
Pre-requisite	Nil	Co-requisite				N	il			
Programme	MASTER OF BU	USINESS ADMINISTR	ATIO	N IN I	IEALT	HCAF	RE MAI	NAGEME	NT	
Semester	O	DDD/ I semester of Se	cond y	year o	f the p	rogra	mme			
Course Objective	functional areas 2. To bridge theory hospital visits, the healthcare setting 3. To develop pro-	fessional and ethical conding patient confiden	health practi ng, an	hcare in the second sec	manago plication ancing by im	ement on by o proble	practic engagir em-solv ng comr	es.  ng student  ving skills  munication	s in in	

	CO PO Mapping	
SN	Course Outcome (CO)	Mapped Program Outcome
1	Analyze and evaluate the day-to-day operations of a	PO1, PO2
	hospital, identifying key functional areas	101,102
2	Apply theoretical knowledge of healthcare management to	
	real-world settings, bridging the gap between classroom	PO2, PO8
	learning and practical implementation.	
3	Identify and assess operational efficiencies and	PO2, PO3
	inefficiencies within hospital settings	102,103
4	Improve Communication Skills by engaging with	PO5, PO7, PO8
	healthcare professionals during hospital visits	105, 107, 108
5	Demonstrate a strong understanding of professional ethics	
	and patient confidentiality, adhering to ethical standards	PO2, PO4, PO5, PO7
	during hospital visits and in their assessments.	

	• • •		SEMESTER :		0374						
Course T		22MD A 112100D	TECHNO PRO	т т		_		n	O/E	-	
Course co	oae	23MBAH2108R	Total credits: 2 Total hours: 60P	<b>L</b> 0	T 0	P 4	S 0	R 0	0/F 0	<u>C</u>	
Pre-requi	icito	Nil	Co-requisite	U	U	4	N:		U	<u> </u>	
Programi			USINESS ADMINISTR	ATION	INI	IFALT			NACEN	/FNT	
Semester	iiic		DDD/ I semester of Se						NAULI	112111	
Course									ment a	nd other	
Objective	es		1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students								
			ents utilize past know			rious n	roorar	nmes a	and nol	icies for	
			nentation wherever ap	-		nous p	rogran	innes t	ina por	icies for	
		_	dents for developing a	_		annroa	ch for	imnlen	nentatio	n which	
			ant to the situations.	ii iiicgi	aicu	арргоа		mpici	icitati	ni wincii	
		· ·	its with strong commit	tmont o	nd so	oiol ro	nonci	hility i	n ordor	to bring	
			mative change in com				_	-		_	
			•			•		•	-	•	
		_	ofessional skill and t		л Stl	iuents	10 180	e and	overco	ome any	
CO1		•	e business organizatio		41 '	1.	1015 -	fo :		handin	
COI			chno-professional ski	iis and	ıne	ii reiev	vance	ior m	iouern	ousiness	
000		managers	1 11_1/ 1 1 1	C . 1	•						
CO2			ize digital knowledge	ior busi	iness	manag	ement	•			
CO3		Proficiency in communication skills									
CO4		Apply their knowledge in practical business contexts.  Apply critical thinking and interpersonal skills in negotiation and decision making.									
CO5										-	
Unit-		Conte	nt	Contac	t	Lear	ning (	Outcor	ne	KL	
No.	D	C - 6		Hour		N 4i	1-4	4			
		iness Software Appl				laster d			ne for		
		hnology Tools, Micr				formulas, and functions for data analysis. Design					
		cel, PowerPoint, Wo				ngaging					
		visualization tools, l	· ·			resenta					
_		agement software, I		••		templates and formatting					
I		ness intelligence and	<u> </u>	tools for professional				1,2			
		mwork and Leadersl	•			ocumei					
		erstanding the dyna				ındame					
		nwork, Building and	•			nalysis. nonitor			e, and		
		ns, Motivating and in	nspiring team		11	iomioi	projec	is.			
		nbers									
		e Management and	•			Learn m					
		ls, Techniques for pr	~			rioritizi isenho			••,		
		managing deadlines	~			isenno evelop			าลงค		
II		tracking methods, l		20		eadline				1,2	
11		porate Social Respon	*	20		ne conc		•		1,2	
		sion-making framev	-			ıstainal	_				
	soci	al responsibility and	sustainability								
	_	tices.									
		role of ethics in bus	•			Understand the basics of					
	_	otiation and Conflic				egotiati	_				
III	Fun	damentals of negotia	ation, Negotiation	20		earn th				1.2	
1111	strat	egies and tactics, Co	onflict resolution	<b>4</b> U		ffective ecogni				1,2	
	tech	niques in business s	ettings			egotiati			l their		
						pplicati		105 and	* 111011		
I	l				a	pricati	J110.				

	CO PO Mapping						
SN	Course Outcome (CO)	Mapped Program Outcome					
1	Understand the techno-professional skills and their relevance for modern business managers	PO2					
2	Understand and utilize digital knowledge for business management.	PO4					
3	Proficiency in communication skills	PO5					
4	Apply their knowledge in practical business contexts.	PO2					
5	Apply critical thinking and interpersonal skills in negotiation and decision making.	PO2					

		SEMESTER-	III													
<b>Course Title</b>		MO	OCs-l	III												
Course code	23MSCE2110R	Total credits:2 L					R	O/F	C							
	25NISCE2110K	Total hours:30	2	0	0	0	0	0	2							
<b>Pre-requisite</b>	Nil	Co-requisite				Ni	l									
Programme	MASTER OF BU	USINESS ADMINISTRA	TION	IN H	EALTI	<b>ICAR</b> I	E MAN	AGEMEN	ΙΤ							
Semester	0	ODD/ I semester of Second year of the programme														
Course	<b>1.</b> To democratize	education by making hi	gh-qu	ality c	ourses	from	top uni	versities								
Objectives	accessible to lea	rners worldwide.														
	<b>2.</b> To provide learn	ners with flexibility and	contro	ol over	their o	educat	ion by	offering s	elf-							
	paced learning of	options.														
	<b>3.</b> To empower inc	lividuals with the knowl	edge a	and sk	ills neo	cessary	to thr	ive in a ra	pidly							
	changing world	by providing access to i	n-den	nand s	kills ar	nd kno	wledge	<b>).</b>								
CO1	Demonstrate profic	iency in acquiring and a	pplyi	ng glo	bally r	ecogni	zed cei	rtification	s in							
COI	healthcare manager	nent														
CO2	Showcasing a comprehensive understanding of international healthcare practices and															
CO2	regulatory framewo	orks														
CO3	Enabling effective decision-making and compliance in a globalized industrial															
COS	environment.															
CO4	Evaluate and integr	rate international standar	ds an	d trend	ds into	organ	ization	al strategi	es							
CO5	To equip learners with the skills and knowledge required to integrate international															
CO3	collaboration.															

	CO PO Mapping						
SN	Course Outcome (CO)	Mapped Program Outcome					
1	Demonstrate proficiency in acquiring and applying globally	PO1					
1	recognized certifications in healthcare management	101					
2	Showcasing a comprehensive understanding of international	PO1					
	healthcare practices and regulatory frameworks	101					
3	Enabling effective decision-making and compliance in a	PO2, PO3					
3	globalized industrial environment.	102,103					
4	Evaluate and integrate international standards and trends into	PO6					
7	organizational strategies	100					
5	To equip learners with the skills and knowledge required to	PO6					
	integrate international collaboration.	100					

SEMESTER – IV  Course Title LEGAL ENVIRONMENT IN HEALTHCARE BUSINESS														
-														
Course	e code	23MBAH2201R	Total credits		$\frac{L}{3}$	T	P	S	R	O/F	C 3			
Duo no	aniaita	N:1	Total hours:		3	0	0	0 N	0	0	3			
Pre-rec		Nil MASTER OF BU	Co-required ADM		TIO	NI TNI TT	TATT			NACEM	TENT			
Progra Semest											ENI			
Course			EN / II semes						amme					
Object			<ol> <li>Understand the ethical principles guiding healthcare practices.</li> <li>Examine the legal processes involved in forming societies, trusts, and adherence to</li> </ol>											
Object	1765	health policies f	- 1			_	SOCICE	105, 111	isis, ai	id adiici	chec to			
		3. Analyze the C			_		ration	Act	1969	and its	recent			
		amendments.	onara Birai	una Bo	···	regise	ration.	1100	1,0,	ana no	1000110			
		4. Explore the pro	visions of The	e Pharma	cy A	ct 1948	regul	ating	drug n	nanufact	ure and			
		sale.			•		Č		Ü					
		5. Develop skills i							e dilen	nmas.				
C	01	Understanding of I	Laws pertains	to establis	shme	nt of th	e Hos	pital.						
CO	)2	Identify the Laws p	pertaining to the	ne Health	care :	Sector.								
CO		Organize the Laws					of heal	thcare	organi	izations.				
CO		Analyze the regula												
CO		Identify the Laws i												
Unit-	<del> </del>	· ·		_							1/1			
No.		Content		Contac Hour	١	L	æariii	ng Ou	tcome		KL			
1100	Introd	uction:		11041	U	ndersta	and the	e legal	requir	ements				
		elating to establishm			or form		_	-						
		al: Forming of Socie			stablish									
	•	lealth Policy.				Learn the process of registration								
I						nd com				nt	1,2			
					ws and									
					ecogni				of					
					overnai									
	ļ ,	D 4 * * 4 TT 14	•			ealthca				1				
		Pertaining to Health				ndersta ecent ar		-						
		Pertaining to Health and Deaths Registration				nd Dear								
		nt Amendments –Me				earn th				٠				
II		nation of Pregnancy		8		egisteri				s in	1,2			
						omplia	_							
						ndersta				work				
					ge	overnin	ig med	lical te	erminat	tion of				
						regnand								
	_	pertaining to Hospi								aimed				
		Natal-Diagnostics Techniques at preventing the misuse of												
		ation & Prevention	·			renatal				ies.				
		94 – Medical Neglig				ndersta			•					
		o legal case, Bio med				edical				•				
III		agement & Handling), Rules, portation of Human Organs Act 12 implications. Understand the							1,2					
***		he Transplantation o		12	_	rovisio					1,2			
		Act (THOA): ROT		I amondmente I corn about the						he				
	_	al Organ Transplant			ro	oles of l	ROTT	O, SO	TTO,	and the				
		m, Epidemic Diseas							ation					
			P	rogram	١.									

IV	Laws pertaining to manufacture and sale of drugs; The pharmacy Act 1948, Legislation relating to Tobacco control.	8	Understand the legal framework for the manufacture and sale of drugs.  Learn the requirements for licensing and compliance.	1,2
v	Laws relating to medical negligence and medical malpractice; steps to curtail medical negligence and malpractice at the hospital level. Ethics and ethical decision making.	9	Understand the legal definitions and implications of medical negligence and malpractice. Learn the steps to prevent and manage medical negligence at the hospital level.	1,2

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

CO PO Mapping			
SN	Course Outcome (CO)	Mapped Program Outcome	
1	Understanding of Laws pertains to establishment of the Hospital.	PO2, PO7, PO9	
2	Identify the Laws pertaining to the Healthcare Sector.	PO2, PO7, PO9	
3	Organize the Laws relevant to the operationalization of healthcare organizations.	PO2, PO7, PO9	
4	Analyze the regulatory frameworks governing the manufacturing and sales of drugs.	PO2, PO9	
5	Identify the Laws related to Medical negligence and Medical malpractice	PO2, PO9	

Course Title QUALITY AND SAFETY MANAGEMENT IN I Course code 23MBAH2202R Total credits: 3 L T P S	IOSPITAL				
Course code 23MBAH2202R Total credits: 3 I T D S	Course Title QUALITY AND SAFETY MANAGEMENT IN HOSPITAL				
Course code   Borristinavar   Ivan cicums, 5   I   I   I   S	R O/F C				
Total hours: 45 3 0 0 0	0 0 3				
Pre-requisite Nil Co-requisite	Nil				
Programme         MASTER OF BUSINESS ADMINISTRATION IN HEALTHCA	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT				
	EVEN / II semester of Second year of the programme				
	1. To learn about quality in healthcare, its history, pioneer, Total Quality Management				
	(TQM), continuous quality management, PDCA cycle.				
	2. To learn to carry out root cause analysis which includes Causal tree, decision table,				
	appreciation, drill down, Ishikawa diagram, FMEA, Pareto analysis, Fault tree analysis.				
	3. To learn the process management with various tools, Quality assurance, six sigma and				
<u> </u>	lean six and about National Accreditation Board for Hospitals & Healthcare providers (NABH), its Chapters, Standards & Objective & elements.				
	4. To learn about National Accreditation Board for Testing & Calibration Laboratories				
(NABL), its standards, International Organization for Standard					
& ISO 1400, its standards. and about patient safety as	,				
Biomedical Waste Management (BMW), medical errors and a					
CO1 Understand the fundamental concepts of quality management in I					
	Understand the principles and apply the tools of quality management in healthcare				
organizations.	-				
CO3 Explain the importance and scope of NABH accreditation for a ho	spital.				
CO4 Implement the knowledge of quality theories and concepts in laborated and concepts and conce	Implement the knowledge of quality theories and concepts in laboratory accreditation.				
CO5 Demonstrate the patient safety strategy by evaluating quality guid	Demonstrate the patient safety strategy by evaluating quality guidelines and standards				
	g Outcome KL				
No. Hour					
Introduction to Quality: Quality Students will	-				
definition, history, Quality in Healthcare, on quality and					
	healthcare, its				
	ontributions of 1,2				
Ishikawa), Top Management Commitment pioneers.					
controlling Production processes, PDCA					
Cycle.					
· · · · · · · · · · · · · · · · · · ·	be able to use				
cause analysis [viz.5 whys, Causal tree, different tool					
	s of a problem.				
Ishikawa diagram (Fishbone diagram),					
II FMEA, Pareto analysis, Fault tree	1,2				
analysis]. Process Management –Tools for	1,2				
Process Management, Theories, and					
principles of Quality Assurance: Principles,					
Juran, Trilogy, Kaizen, Philip Krosby's					
Principles, Six Sigma, Lean Six sigma.	l l				

III	Accreditation: National Accreditation Board for Hospitals & Healthcare providers (NABH) - Chapters, Standards & Objective & elements, Joint Commission International.	8	Students will apprehend the importance of accreditation in hospital and health organizations and know the various accreditation agencies.	1,2
IV	National Accreditation Board for Testing & Calibration Laboratories (NABL) – standards and NABL Radiology, International Organization for Standardization (ISO 9001:2008) & ISO 1400 - standards	9	Students will apprehend the importance of accreditation in laboratories.	1,2
V	Patient safety-NABH guideline for patient safety, Plan for management of hazardous materials, Biomedical Waste Management (BMW), Code Blue, Code Yellow, Code Red & Code Pink. Total quality management (TQM), continuous quality improvement in Healthcare Industry. The nature and frequency of medical errors and adverse events.  Types of Medical Errors - Medication errors, Surgical errors, Diagnostic errors, Sentinel Events, Human factors and errors at the patient-machine interface, Handoff errors, Teamwork, and communication errors  Healthcare-associated infections. Infection Control, Evacuation, Emergency and Patient Transfer Problems & Risk	12	Students will be able to understand the importance of patient safety and guidelines for safety. They will also be able to identify and thereby minimize different errors.	1,2

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 Mc Gibony

	CO PO Mapping							
SN	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the fundamental concepts of quality management in	PO2, PO3, PO4, PO6, PO8,						
1	healthcare.	PO9						
2	Understand the principles and apply the tools of quality	PO2, PO3, PO4, PO6, PO8,						
<i>_</i>	management in healthcare organizations.	PO9						
3	Explain the importance and scope of NABH accreditation for a	PO1, PO2, PO3, PO4, PO8,						
3	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,						
3	guidelines and standards	PO8						

	SEMESTER – IV								
<b>Course Title</b>		THESIS							
Course code	23MBAH2203R	Total credits:4	L T P S R O/F C					C	
		Total							
		hours:15L+30P+90R	1	0	2	0	6	8	4
		+120F							
Pre-requisite	Nil	Co-requisite				Nil			
Programme	MASTER OF B	USINESS ADMINISTR	ATION	IN H	EALTH	CARE	MANA	GEME	NT
Semester	E	VEN / II semester of So	econd	year o	f the p	rogran	nme		
Course	1. To develop a	dvanced research met	thodol	ogies	and an	alytica	ıl skill	s that	
Objectives	empower stu	dents.							
	2. To foster crit	cical thinking and scho	olarly	comm	unicat	ion abi	ilities,	enablii	ng
	students to a	nalyze complex proble	ems, a	rticula	ite rese	earch f	inding	;S.	
	<b>3.</b> To guide stude	dents in producing ori	ginal	resear	ch that	contri	butes	to the b	ody
	of knowledge	e while equipping the	m witl	h the s	kills re	equirec	l for a	cademi	c
	publishing a	nd real-world applicat	ion of	resear	ch ins	ights.			

	CO PO Mapping						
SN	Course Outcome (CO)	Mapped Program Outcome					
1	Equip students with comprehensive research methodologies and analytical skills essential for conducting independent and advanced research.	PO4					
2	Foster critical thinking abilities, enabling students to identify, analyze, and solve complex issues within their area of expertise using evidence-based approaches.	PO4					
3	Enable students to effectively articulate research findings and theoretical insights through scholarly writing and presentations, adhering to academic standards and ethics.	PO4					
4	Guide students in creating an original research work that contributes to the existing body of knowledge, demonstrating innovation, rigor, and relevance.	PO4					
5	Prepare students for further academic pursuits or professional roles by honing skills necessary for academic publishing, and applying research findings in real-world contexts.	PO4					

SEMESTER – IV											
Course	Title	EPIDEM	IIOLOGY AND P	PUBLIC F	IEAL	TH SY	STE	M IN I	NDIA		
Course	code	23MBAH2204R		L	T	P	S	R	O/F		C
			Total hours: 45	3	0	0	0	0	0		3
Pre-req		Nil	Co-requisite				N				
Progran			USINESS ADMINIS						NAGEN	1EN	IT
Semeste	er		VEN / II semester		•						
Course		1. To learn about t					•			•	
Objectiv	ves		l Health Policy, N		-	_					
		-	ethods of Epidemio	ology and t	he dif	terent	level (	of healt	hcare s	yste	m ın
		India.	niana National II.a	141. Dua aua		1.4	1 4		: - 1-1 -	1:	
		2. To know the va		_							
			about alcoholism, habilitation centers	·	and (	arug a	epenae	ency an	a seum	ց ալ	p de-
		3. To learn about			Occi	unation	al H	azarde	Steril	izat	ions
			ste disposal manage			•				ızaı.	10113,
		4. To understand a		,		•				svst	ems.
			systems, Public He								
			District Health Orga		•				•	•	,
CO	1	Understanding the	Foundations of Pub	lic Health	and ir	nitiativ	es of C	Governi	nent to	imp	rove
		healthcare system in India									
CO	2	Comprehend the various National Health Programmes									
CO		Assessing the needs of the Rural Healthcare system and bridging the gap.									
CO		Analyzing the Strategies for Environmental and Occupational Health									
CO	5	Identify the scope of International Health Agencies and comprehend the basics of health									
		economics.		~	1						
Unit-		Content	t	Contact Learning Outcome KI							KL
No.	C			Hour	A 1-1	1 - 4		1			
		ernment's plans and						ind vari			
	_	ove healthcare system e expectancy, lower	-		_	ns relat		emes ai	IIU		
		oidity, National Heal	•		piai	iis iciai	.cu to .	nearm.			
		nation with different	•								
I		lation Control in Inc	·	8							1,2
	_	ario and neighbourin									
	Natio	onal Health and Popu	ulation policy and								
	Strate	egies, Five-year plar	ns. Ayushmann								
	Bhar	at, Atal Amrit Abhiy	/an.								
		ted to Communicabl					_	regard	_		
		ria, Filarial, Tubercu						nicable			
		S, and STD Related						ble dise	eases,		
		municable diseases:			sch	emes r	elated	to it.			
II		dness, Diabetes, and		8							1,2
	_	oductive and child h									
		H), Integrated Child one, water supply and	-								
		me, water supply and mum needs program									
		mum needs program elopment Goals	me, willemillull								
	Deve	Topinent 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 deaddiction 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, Microand 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)	<b>Mapped Program Outcome</b>					
1	Understanding the Foundations of Public Health and initiatives of Government to improve healthcare system in India	PO4, PO9					
2	Comprehend the various National Health Programmes	PO4					
3	Assessing the needs of the Rural Healthcare system and bridging the gap.	PO4, PO9					
4	Analyzing the Strategies for Environmental and Occupational Health	PO6					
5	Identify the scope of International Health Agencies and comprehend the basics of health economics.	PO9					

			SEMESTE	ER – IV						
Course	e Title		STRATEGIC MAI	NAGEME	NT I	N HC	SPIT	ALS		
Course	e code	23MBAH2205R	Total credits: 3	L	T	P	S	R	O/F	С
			Total hours: 45	3	0	0	0	0	0	3
Pre-re	quisite	Nil	Co-requisite				Ni	il		
Progra	mme	MASTER OF B	USINESS ADMINIS	TRATION	IN H	EALT	HCAL	RE MA	NAGEMI	ENT
Semest	ter	E	VEN / II semester o	of Second y	year	of the	progr	amme	;	
Course	e	1. Ability to unde	rstand about Strateg	ic Managei	nent	– intro	oductio	n, con	cept, prin	ciples,
Object	ives	functions, and	practices.							
		2. Ability to study	the different phase	s of Strateg	gic M	[anage	ment.			
		3. Ability to acqu	ire knowledge of ex	ternal and	interi	nal env	vironn	ent.		
		4. Ability to lear	n about methods a	nd techniq	ues o	of org	anizati	onal a	ppraisal a	and to
		understand abo	out corporate level st	rategies.						
C	<b>O</b> 1	Understanding of	the definition, natur	e, and valu	e of	strateg	ic mar	nageme	ent	
C	02	Evaluate the envir	onment in healthcar	e organizat	tions	using	tools.			
C	03	Assessing the nee	ds of the Rural Heal	thcare syst	em a	nd brid	dging	he gap	)	
C	04	Understand the e	xpansion strategies,	stability s	strate	gies,	retrenc	hment	strategie	s, and
		combination strate	egies.							
C	05	Apply the strategi	c management proce	ess, includi	ng th	e strat	egic n	nanage	ment mod	lel.
Unit-		Conten	t	Contact		Lea	rning	Outco	me	KL
No.				Hour						
	Strate	gic management:			Un	dersta	nd the	conce	pt and	
	Defini	tion, Nature, and va	lue of strategic		sco	pe of	strateg	ic man	agement.	
	manag	nagement. Vision statements: Nature,			Learn the importance and		and			
	Defini	tion, Benefits. Miss		benefits of strategic						
	Defini	tion, Characteristics		management in healthcare						
I	manag	ement process: strat	tegic management	8	organizations.					1,2
		- various compone	8	Lea	arn the	benef	its of l	naving a	1,2	
		proposition. SWO		clear vision, Mission, objective						
	chain a	analysis: primary ac		for	health	icare o	rganiz	ations.		
		t activities. Need for								
	_	ement in hospitals.	Situational							
		is in health sector								
		onmental Appraisa						differe		
	_	etitive strength anal							: legal,	
		nment: Strengths an						_	tical, and	
		al environment: Op	•			-	-	actors.		
II		s. Classification of		12				e facto		1,2
		s: Legal, Economic,						althca	re	
		ological factors in e				vironm				
		driving the compet	-				_	erating		
hospita		als, Operating envir	onment in the					hospit		
					1				trategies.	
		gy formulation:	TT 1.1					e con	cept of	
	1	pt of environment in					ETOP.		1	
III	_	zations, internal and		9	Learn how to create and use an				id use an	1,2
		nment, SWOT matr			ET	OP to	r a hos	pıtal.		
		nment, environment								
	opport	unity profile (ETOF	') tor a 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

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

	SEMESTER-IV								
<b>Course Title</b>		M	OOC	s-IV					
Course code	23MSCE2206R	Total credits: 2	L	T	P	S	R	O/F	С
		Total hours:30	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite					Nil		
Programme	MASTER OF I	BUSINESS ADMINIST	RATIO	ON IN	HEAI	THC	ARE M	IANAGEM	ENT
Semester	E	VEN / II semester of	Secon	ıd yea	r of th	ie pro	gramn	ne	
Course	1. To democrati	ze education by makin	g high	n-qual	ity cou	ırses f	rom to	p universit	ies
Objectives	accessible to	learners worldwide.							
	<b>2.</b> To provide le	arners with flexibility	and co	ontrol	over t	heir ec	lucatio	n by offeri	ing self-
	paced learnin	g options.							
	<b>3.</b> To empower	individuals with the kr	owled	dge an	d skill	s nece	essary t	to thrive in	a
	rapidly chang	ging world by providing	g acce	ess to i	n-dem	and sl	kills an	d knowled	lge.
CO1	Demonstrate prof	iciency in acquiring ar	d app	lying	global	ly reco	ognize	d certificat	ions in
	healthcare manag	ement							
CO2	Showcasing a cor	nprehensive understan	ding c	of inte	rnatio	nal hea	althcare	e practices	and
	regulatory framev	vorks							
CO3	Enabling effectiv	e decision-making and	comp	oliance	in a g	lobali	zed inc	dustrial	
	environment.								
CO4	Evaluate and inte	grate international stan	dards	and to	rends i	nto or	ganiza	tional strat	egies
CO5	To equip learners	with the skills and kno	wled	ge req	uired 1	to inte	grate i	nternationa	al
	collaboration.								

	CO PO Mapping						
SN	Course Outcome (CO)	<b>Mapped Program Outcome</b>					
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1					
2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks	PO1					
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO2					
4	Evaluate and integrate international standards and trends into organizational strategies	PO6					
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO6					



# Assam down town University

# Curriculum and Syllabus

# **Master of Business Administration** (Corporate Finance)

# OUTCOME BASED EDUCATION FRAMEWORK CHOICE BASED CREDIT SYSTEM Version: 1.1

# FACULTY OF COMMERCE AND MANAGEMENT

July, 2023

### **PREAMBLE**

Assam down town University is a premier higher educational institution that offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embody 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 the outline of the 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 Board of Studies (BOS) meeting of the Faculty of Commerce and Management held on dated 21/06/2023 and approved by the Emergent Academic Council (AC) meeting held on dated 28/07/2023.

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 societybetter.
- 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**

MBA (Corporate Finance) is a 2-year full time postgraduate programme offered by Faculty of Commerce and 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 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 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) is a modular Programme under Credit Based System (CBS).
- ii. To remain relevant, the Syllabus is regularly revised.
- iii. 6 weeks 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. 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. Programme 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.** Programme 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. Programme Outcomes (POs):

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

**PO6: Project Management:** Demonstrate knowledge and principles to manage diverse projects by considering financial and socio-environmental aspects.

**PO7: Value and Ethics:** Commitment to adhere to values and apply business ethics in the professional environment.

**PO8: Teamwork and Leadership:** Excel independently and as a member or a leader in diverse teams and interdisciplinary contexts.

**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: 97

#### 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) examinations and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

S.N.	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

<sup>\*</sup>are compulsory

Note: Total Internal assessment should be out of 40

#### INSTRUCTION

- 1. If a student fails to appear in any of the components without any valid reason he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining grounds with genuine/valid reasons for the absent.
- 2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
- 3. The programme coordinators/assigned course teachers should ensure the uploading of the insemester marks to the ERP and forward acknowledgments of all the courses of the programme 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. 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 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** 

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 programmes follows a unique pattern and the total marks are 60

Table 2: Question paper pattern for End semester examination

S.N.	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

#### IV. Examination Duration:

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

#### V. Practical Examinations, Viva-Voce, etc.:

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

#### VI. Procedure of Expulsion:

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

#### VII. Instruction to the Students:

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

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
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 i<sup>th</sup> 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.

$$SGPA = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}$$
 (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 Reevaluation 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 programmes the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyze, make decisions, collaborate, and more.
- b) Inquiry-Based Learning: The teacher/ students are supposed to list at least five questions in each contact hour and students solve these questions or search for answers which becomes the homework for the students' "question-driven" learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss it in successive classes. This will help in the preparation for various competitive examinations and develop a habit of searching for solutions.
- c) Flipped Classroom: About 10 percent of the course content has to be completed by this method. In this approach, the students are asked to watch a video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-classroom focusing on achieving these higher levels of thinking and learning.

The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning: Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see, the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

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

#### 2. 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%

#### 3. 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.

# **Breakdown of Credits**

S.N.	Category		Total number of Credits
		Skill Enhancement Course (SEC)	2
		Ability Enhancement Course(AEC)	4
1	University Core(UC)	Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	2
	University Elective	Multidisciplinary Course (MDC)	3
2	(UE)	Value Added Course (VAC)	0
		Discipline Specific Core(DSC)	63
		Field Training	0
3	Programme Core(PC)	Research /Industry Internship	20
		Summer Internship	3
	Programme Elective	Discipline Specific Elective (DSE)	0
4	(PE)	Value Added Course (VAC)	0
_		Skill Enhancement Course (SEC)	0
5	Faculty Core(FC)	Ability Enhancement Course(AEC)	0
	1	Total	97

# **Breakdown by categories of courses**

Sl no	Category	Credits	%
1	Commerce and Management	95	97.94%
2	Science	2	2.06%
	Total	97	100%

#### SEMESTER WISE COURSE DISTRIBUTION

	G N	G G I	C Tital	Course		I	Eng	age	mei	nt		Ma	ximum	Marks	for
	S.N.	<b>Course Code</b>	Course Title	Category	L	T	P	S	R	0	C	IA*	SEE*	PE*	Total
	1.	23MBCF111R	Accounting for Managers	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	2	23MBCF112R	Marketing Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	3	23MBCF113R	Principles Of Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
ter I	4	23MBCF114R	Managerial Economics	DSC (Minor)	3	0	0	0	0	0	3	40	60	0	100
Semester	5	23MBCF115R	Ethics, Law, and Business	DSC (Minor)	3	0	0	0	0	0	3	40	60	0	100
	6	23MBCF116R	Mini Research(RI)	Research	0	0	0	4	6	0	2	0	0	100	100
	7	23UMFS111R	Fundamental of Statistics	MDC	2	0	2	0	0	0	3	0	0	100	100
	8	23UMPD112R	Effective English	AEC	0	0	4	0	0	0	2	40	60	0	100
	9	23MSCE111R	MOOCs-I	VAC	1	0	0	0	0	0	1	0	0	100	100
	10	23UUFL111R	Personal Financial Planning	SEC	0	0	2	0	0	0	1	0	0	100	100
			Total		18	0	8	4	6	0	24	240	360	400	1000
	S.N.	Course Code	Course Title	Course		1	Engagement					Maximum Marks for			
				Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	23MBCF121R	Organizational Behaviour	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	2	23MBCF122R	Financial Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	3	23MBCF123R	Cost and Management Accounting	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
П	4	23MBCF124R	Human Resource Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
Semester	5	23MBCF125R	Productions and Operations Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	6	23MBCF126R	Techno Professional Skills	SEC	0	2	0	0	0	0	1	0	0	100	100
	7	23UMRM121R	Research Methodology And Statistical Analysis	Research	1	0	0	4	0	0	2	0	0	100	100
					_							_	_		
	8	23MSCE121R	MOOCS-II	VAC	1	0	0	0	0	0	1	0	0	100	100
	8	23MSCE121R 23UMPD121R	MOOCS-II Communication Mastery (PDP)	VAC AEC	0	0	4	0	0	0	2	40	60	0	100

	S.N.	Course Code	Course Title	Course		F	Eng	age	mer	ıt		Ma	ximum	Marks	for
	S.IN.	Course Code	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	23MBCF211R	Project planning and Management	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
	2	23MBCF212R	Corporate and Financial Restructuring	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
Semester 1	3	23MBCF213R	Investment Analysis and Portfolio Management	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
Se	4	23MBCF214R	Financial Services	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	5	23MBCF215R	Business Ethics and Corporate Governance	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	6	23MBCF216R	Internship	Internship	0	0	2	0	6	8	3	40	60	0	100
	Total					0	2	0	6	8	20	240	360	0	600
	S.N.	Course Code	Course Title	Course		F	Eng	age	mer	ıt		Ma	ximum	Marks	for
	S.11.	Course Code	Course Title	Category	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
>	1.	23MBCF221R	Strategic Management	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
Semester IV	2	23MBCF222R	Corporate Taxation	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
Semes	3	23MBCF224R	International Business & Finance	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
	4	23MBCF224R	Derivatives	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
	5	23MBCF225R	Thesis	Rsearch	0	0	2	0	12	0	16	40	60	0	100
			Total		16	0	2	0	12	0	32	200	300	0	500

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

			SEMESTER	– I						
Course	Title		ACCOUNTING	FOR		NAGE	RS		O/F	ı
Course	code	23MBCF111R	Total Credits: 3	L	<u>T</u>	P	C			
Dra ra	anisita	Nil	Total Hours: 45T Co-requisite	3	0	0	0   Ni	0	0	3
Pre-red Progra			ster of Business Admir	nistrati	ion (	Corpo			.)	
Semest			Fall/ I semester of the f						·)	
Course Objectives		<ol> <li>Financial accoresults.</li> <li>Reporting of Financial According</li> </ol>	roductory course in financounting focuses on the rule operations to outsider counting, on of Financial Statemer	iles by	whic	h firms	olders		, -	
C	01	Understand the ba	asic principles of financi	al acco	ountir	ıg.				
CO	)2	Proficiency in pro	eparing and analyzing fir	nal acco	ounts	5				
CO	)3	Explain the cause	es of depreciation and me	ethods	of ca	lculation	on.			
CO	)4	Analyze key fina	ncial ratios to make info	rmed b	usine	ess dec	isions.			
CO	<b>)</b> 5	Discuss budget an	nd budgetary control to s	support	orga	nizatio	nal pl	anning		
Unit- No.		Cont	ent	Cont Ho		L	earni	ng Out	tcome	KL
I	Introduction to Accounting Introduction of financial accounting, Importance and Objectives, The Generally Accepted			13	3	funda accou	ınting,	ls of f	inancial P, and the g	1,2
II	Prepar and Ba		rofit and loss account unting information – ting information.	10	0	Tradi	ng, Pr unts, a		prepare d Loss lance	1,2
III	Meani chargii	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, and the effect of depreciation on profit.				and causes of depreciation, methods of depreciation, and the effect of depreciation and				
IV	Ratio Analysis Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios.				Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios					1,2
V	Conce Types		and Budgetary Control, tial features, Merits and		}		eting :	oncept and Bu	of dgetary	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

	CO PO Mapping					
S.N.	Course Outcome (CO)	Mapped Programme Outcomes				
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				

	SEMESTER – I										
Course	e Title		MARKETIN	G MANA	GEMEN	T					
Course	e Code	23MBCF112R	Total credits: 3		Г Р	S	R	O/F	C		
			Total hours: 45T	3	0 0	0	0	0	3		
Pre-re		Nil	Co-requisite			Nil					
Progra			ster of Business Adm								
Semest	ter		Fall/ I semester of the								
			marketing concepts li	ke market	ing mix,	custome	r value	e, and m	arket		
		segmentation.					. ,		. •		
Course			impact of the marketin	g environi	ment (mae	cro and	micro)	on mark	eting		
Object	ives	decisions.	1								
		_	ferent consumer and or	_							
	0.1	•	marketing research pro				market	ing plan	nıng.		
	01		ncept, scope, and oppor			g.					
CC			ehaviour for strategic m				1				
CO	<i>J</i> 3		uct and pricing strategi					1 1	,•		
CO	<b>)</b> 4		ilize the concepts of ch	annels of o	listributio	n and in	itegrate	d marke	ting		
C	) <i>5</i>	communication.  Identify the new trends in the field of marketing.									
CC	J5 	Identify the new tr	ends in the field of mar		1						
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	1	and Scope of Mark	_		Market	ıaı					
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	1	Holistic Marketing	•	10	1 -						
I	1	onment: Environme	<del>-</del>		application in creating customer value.				1,2		
	1	standing the impact	_		Custom						
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	Identi		g Markets:		Learn c	onsume	r and				
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II	Consu Buying Target	fying and Selecting imer Buying Behav g Behaviour, Marketing and Positioning	iour, Organizational	5	organiz behavio	ational lor for eff tation, t	ouying fective		1,2		
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	Distribution and Communication		Understand distribution and	
	Strategies:		integrated marketing	
	Channels of Distribution: Designing		communication.	
	Distribution Channels, Retailing, Wholesaling			
	and Logistics, Impact of Technology, and			
IV	Internet on Distribution; Marketing Communication: Role of Promotion in			2,3
1 1				2,3
	Marketing, Integrated Marketing			
	Communication, Determining Promotional			
	Mix, Advertising, Sales Promotion Public			
	Relations, Personal Selling and Sales			
	Management			
	Trends in Marketing:		Explore emerging trends in	
	Service Marketing, Social Media Marketing,		marketing.	
V	Green Marketing, Customer Relationship	10		1,3
•	Management, Rural Marketing, Green			1,5
	Marketing, Digital Marketing, Viral Marketing,			
	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					
S.N.	Course Outcome (CO)	Mapped Programme Outcomes			
1	Understand the concept, scope and opportunities of marketing.	PO1,PO3			
2	Interpret buying behaviour for strategic marketing planning	PO2, PO3, PO2			
3	Develop new product and pricing strategies for evolving market needs	PO1, PO2, PO3, PO5			
4	Understand and utilize the concepts of channels of distribution and integrated marketing communication.	PO1, PO2, PO3, PO5, PO6			
5	Identify the new trends in the field of marketing	PO4, PO3			

			SEMESTER	R – I						
Course	Title		PRINCIPLES (		ANA(	GEMEN	T			
Сопис	anda	23MBCF113R	<b>Total Credits: 3</b>	L	T	P	S	R	O/F	С
Course code		25WIBCF115K	Total Hours: 45T	3	0	0	0	0	0	3
Pre-rec		Nil	Co-requisite				Nil			
Progra	mme	Master of Business Administration (Corporate Finance)								
Semester Fall/ I semester of the first year of the p					the pro	gramı	ne			
			the students will learn to	_				_	-	
			y identifying what succe		_			•		
Course		_	how managers work is j	just as	benef	icial for	the sub	ordina	te empl	oyee
Object	ives	as it is for the n	•							
			designed to teach them t	he fun	damei	ntals of r	nanage	ment a	s they a	are
		practiced toda	•							
CO			oncept and evolution of				•		es.	
CC	)2		y the core functions of n						00	
CC	)3		vance of Management by	y objec	ctive a	nd comn	nunica	tion foi	effecti	ve
CC	М	leadership.	arious aspects and needs	ofan	organ	ization				
CC			ds and challenges in a gl				nment			
Unit-					ntact					
No.		Cont	ent		our	Lea	arning	Outco	me	KL
	Manag	gement thought, ma	nagement: its			Unders	stand th	ie		
	definit	ion, meaning, natu	re and features;			management and				
I	1	outions of F.W. Tay	=		10	contributions of F.W.				1,2
1	l		mergence of human			Taylor	•	1,2		
		ns movement; diffe								
		gement and adminis				т.	1 .	1 .		
	_		Planning, organizing,			Learn a			g,	
	l	g, directing, contro g process: introduc	lling and decision-			organiz directir	_	_	r and	
			ince, steps; Forecasting:			decisio	_	_		
II	"	s, techniques, adva			12	decisio	II IIIGK	mg pro	CCBBCB	1,2
	*		s between planning and							1,2
	l	sting, Line and Star								
	contro	l, Delegation and D								
		formal organization								
	_	gement by objective				Unders		_		
		ng, features, proces	· ·		_	by Obj				
III	1	_	adership, theories, and		8	concep			ip,	1,2
		yles. Communication process, Effective				theorie			,.	
		unication.	an ita ahamataniatiaa			effectiv				
		action to organizati ages, classification	on: its characteristics,			Unders				
IV		_	classical, neo-classical,		5	classical, and modern organization theories and				1,2
1 7		_	anizations: line, line			types o				1,2
	and sta		, 1110, 11110			-, p • 5	- 51841			
<u> </u>										1

	The process of globalization, the spread of		Understand the process and	
	market-based systems, falling barriers to trade		implications of	
	and investment; implications of globalization:		globalization, and	
	the globalization of production, markets;		management challenges in	
$\mathbf{V}$	technology – the great facilitator, constraints of	10	a global enterprise.	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, Introduction to Management, 4th ed., Palgrave Macmillan

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

	CO PO Mapping					
S.N.	Course Outcome (CO)	Mapped Programme Outcomes				
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				

SEMESTER – I											
Course	Title		MANAGERI	AL I	ECON	OMI	CS				
Course	Code	23MBCF114R	<b>Total Credits: 3</b>	L	T	P	S	R	O/F	C	
Course	Couc	25WIDCI 114K	Total Hours: 45T	3	0	0	0	0	0	3	
Pre-rec		Nil	Co-requisite				N				
Programme Master of Business Administration (Corporate Finance)								e)			
Semest	er		Fall/ I semester of fir								
Course Object		<ol> <li>The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.</li> <li>The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem,</li> <li>Enables evaluation of alternative courses of action and finally choose among alternatives.</li> </ol>									
C	01	Understand the co	ncept of ME and its app	olicat	tion in	busin	ess deci	sions.			
CO	)2	Understand and a dynamics.	nalyse economic conc	epts 1	related	to pi	oductio	n proc	esses and	scale	
CO	)3	Evaluate various of	concepts of cost and the	ir str	ategies	S.					
CO			rse aspects of profit wit								
CO	<b>D5</b>	Understand the ut	lity of National Income				nageria	1 decis	ion-making	ζ.	
Unit No.		Con			Conta Hou		Learr	ing O	utcome	KL	
I	import concep and de deman determ	finition of demand and supply; dema	decision-making; roeconomics; meaning and supply; law of		12	a	nd imp	ortance	meaning of nomics	1,2	
II	produc	tion; concepts of is ution, law of variab	oction function; factors oquants, marginal rate of the proportion, and return	of	8	I I	Jndersta producti nargina substitut variable	on, iso l rate o ion, the	quants, f e law of	1,2	
Ш	Theory of cost: Conceptual difference between economic and accounting cost; opportunity cost; social and private cost; long-run and short-run cost; marginal and average cost.				economic and accounting cost; opportunity cost; social and private cost; long-run and short-run cost; 8 cost, long-run and srun costs, and marg					and short- narginal	1,2
IV	conditi monop profit i	rice determination under different market onditions – perfect competition, monopoly, nonopolistic, and oligopoly; theories of profits; rofit measurement.			7	(	Understand price determination in different markets.			1,2	
V	National income accounting: GNP, GDP, NDP; theory of income determination; supply of money; balance of payments; foreign exchange market; international trade			7;	10		Learn national income accounting concepts				

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						
S.N.	Course Outcome (CO)	Mapped Programme Outcomes				
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	PO1				
3	Evaluate various concepts of cost and their strategies	PO2				
4	Comprehend diverse aspects of profit within the competitive business context	PO3				
5	Understand the utility of National Income indicators in managerial decision-making	PO3				

	SEMESTER – I									
Course	Title		ETHICS, L		& BUSIN	ESS				
Course	Code	23MBCF115R	Total credits: 3	L	T	P	S	R	O/F	C
			Total hours: 45T	3	0	0	0	0	0	3
Pre-req Progran		Nil	Co-requisite ster of Business Admi	nietr	otion (Ca	rnora	Nil to Fin	anca)		
Semeste			Fall/ I semester of the							
Semeste	, <u>ı</u>				•				urse pro	vides
			. Society increasingly demands ethical and social responsibility. This course provides an ethical dimension to the conduct of contemporary commerce.							
			hics exist independent		-	•			commor	ı law
Course		_	s are increasingly impo	•		_				
Objectiv	ves	3. This course of	examines the conceptua	ıl basi	is of ethic	cal bel	naviou	r and tl	ne incre	asing
		attempts by t	the law to prescribe eth	ical b	ehaviour	. The	course	uses a	case st	udies
		approach.	-							
-		Understand ethic	s in global business, as	sessir	ng legal f	ramew	orks a	nd the	Interna	tional
CC	)1	Code of Ethics.			_					
CO	2	Identifying contra	act laws and it's essenti	al ele	ments.					
CO	3	Understand and a	analysis the company re	gulati	ions and 1	ypes c	of com	panies.		
СО	M		on processes, articulating	ıg obj	ectives of	the A	rbitrati	ion and	Concil	iation
	<b>74</b>	Act 1996.								
CO	<b>)</b> 5	Apply practical C	CSR activities, manage			ity, an	d dem	onstrat	e profic	iency
Unit		Con	itent	(	Contact	Le	arnin	g Outc	ome	KL
No.	Ethics	_ Definition Theo	ory of Natural Law,		Hour	Unde	erstand	l ethics		
			v and Moral Standards.				ies, et		,	
		Ethical Principles that govern Global Business,					-	n globa	al	
I		nternational Code of Ethics. Sexual Harassment			11	busir	iess.	_		1,2
		Jomen at Workplace (Prohibition, Prevention								
		dressal) Act, 2013, the Environment ection) Act, 1986.								
	,									
		ndian Contract Act					l the In	dian		
		fication of contracts, Essential elements of a				Cont	ract A	ct		
п		id contract, Offer & Acceptance - nsideration - Capacities of parties, Provisions			8					1,2
11		ating to free consent, void agreements,			O					1,2
		erformance & Discharge of contract. Breach of								
	contra	et.								
			6 - Company, definition	ı, 🗍			erstand			
		ng, features and ty						Act 19		
			lum of association, Prospectus, Charge					Limited	i nip Act	
III			nited Liability Partnersh	in	8	2008		11 (11)(1 5)	пр Аст	1,2
			res, Distinction between			2000				
			e Companies Act, 2013							
	Salient	features Corporate	e Social Responsibility							
	The A	rbitration and Conc	ciliation Act, 1996 –			Unde	erstand	l WTO	,	
		of the Act, Matter				TRIE	S, Pat	ent Ac	t of	
			es, Appointment of					er Law,		
			of Law of Limitation.			prote	ection of	of IPR.		
IV			, Intervention by court. Act of India 1970 (with		10					1,2
			nal Protection of Patents							
		* *	O in protecting IPR of							
	Develo	oping Countries, Ti	rademarks, Copyrights,							
	The Tr	ade Marks Act of								

V	Corporate Social Responsibility – meaning, definition, CSR activities in various sectors including the business sector, CSR Policy in Business Sector; Corporate Identity Management; Brand Management; Media Relations; Campaign Management; Sponsorship Marketing; Event Management; Managing Negotiations; International PR & Web PR.	8	Learn corporate social responsibility, CSR activities in various sectors.	1,2	
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- 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 4th Ed by Jose L.Galvan ISBN:1884585868 Call Number: H62.G352009

**Approaches to Social Research** by Royc eA .Singleton; Bruce C. Straits\_ISBN:\_9780195147940 Publication Date: 2004-08-12

#### **REFERENCE BOOKS:**

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

	CO PO Mapping	Ş
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
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

			SEMESTE	R – I							
Course	Title	MIN	NI RESEARCH (RI	EVIEW	OF LI	TERA	TURE	E- RI)			
Course	Code	23MBCF116R	<b>Total Credits: 2</b>	L 0	T 0	P 0	S 4	R 6	O/F 0	C 2	
Pre-rec	nuisite	Nil	Co-requisite				Nil		U		
Progra			ter of Business Adr	 ninistrat	ion (C	orpor		ance)			
Semest			all/ I semester of th								
		To understand the significance of research									
		2. To understand the importance of conducting a literature review.									
Course		3. To understand research gaps and formulate research problems									
Object	ives		4. To demonstrate proficiency in citation and referencing sources.								
		5. To present an o	organized overview	of the rel	evant	literatı	ire for	a selec	eted rese	earch	
		topic.									
C	01	Understand the fur	damental concepts a	nd signif	icance	of res	earch, i	ncludi	ng its pu	ırpose	
	<u> </u>	and various types.									
C	02	_	ciency in conducting								
C	03		aps effectively and f								
	04	Gain knowledge	of different citation	and refe	erencir	ng styl	es, inc	luding	APA, 1	MLA,	
	<b></b>	_	and Vancouver etc.								
	05	Develop skills in structuring a review and writing citations for various types of sources,									
		including books, jo	oks, journal articles, and websites.								
Unit		Content		Contac	t Learning Outcome					KL	
No.			Hour		_						
		iction to Research	_			Understand the meaning,					
_		g of Research, Signi	_		significance, purpose, and			and			
I		h, Purpose of Resea		7	typ	types of research.				1,2	
		h (Quantitative, Qua									
		nental, Exploratory)					1.1	1 (* '	•,•		
		ure Review in Rese				-	end the				
TT		on and Purpose of C	_	o			ose of c		_	1.2	
II		re Review, Steps In		8			review		earn	1,2	
		ting a Literature Revent Sources.	view, Searching		life	steps	involve	ca.			
		ving Research Gap	s and		Da	comiz	o the ci	anific	ance of		
		ating Research Qu				_	ng resea	-			
III		ance of Identifying		5		•	tegies f	_	-	1,2	
111	_	es for Identifying R	_		lea	iii stiu	togics i	or don	ng 30.	1,2	
	_	ation of Research Qu	-								
		n and Referencing			Ga	in an a	vervie	w of di	ifferent		
		w of Different Citat	•						g styles		
		cing Styles (APA, N	*	_		••			ر. ا		
IV		*, Vancouver*) For	5						1,2		
		s, Creating Referen									
	Bibliog										
		re of a Review and	Citation		Le	arn ho	w to pr	epare a	ì		
	Writing	5					review	-			
V	Preparir	ng Literature Reviev	v, Writing	5	cita	ations				1,2	
	Citation	s for various types of	of Sources (e.g.,								
	Books,	Journal Articles, and	d Websites).								

**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	
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
1	Understand the fundamental concepts and significance of research, including its purpose and various types.	PO1, PO4,PO6,PO9
2	Demonstrate proficiency in conducting a literature review	PO1,PO2,PO4,PO6,PO9
3	Identify research gaps effectively and formulate research questions.	PO1, PO3, PO4, PO5, PO6, PO9
4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.	PO1, PO2, PO3, 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.	PO1, PO2, PO3, PO5, PO6, PO9

			CEMECTED I							
Course	Title		SEMESTER – I FUNDAMENTAL (	OF STA	тіст	TICS				
Course	riue		Total Credits: 3	L	T	P	S	R	O/F	С
Course	Code	23UMFS111R	Total Hours: 30T+30P	2	0	2	0	0	0	3
Pre-rec	guisite	Nil	Co-requisite				Nil		1 0	
Progra			ter of Business Administr	ration (C	Corp	orate		ce)		
Semest		Fa	all/ I semester of the first	year of	the p	rogra	amme			
		1. The Fundament	als of Statistics course pro	vides a c	omp	rehen	sive in	trodu	ction t	o the
			les and techniques of stati		-					
Course		_	tudents from various aca			_		s cou	irse e	quips
Object	ives		e foundational knowledge							
			eded to understand, interp	ret, and a	ipply	statıs	tical m	ethoo	ds in a	wide
	<b>O</b> 1	range of fields.	the same of Statistics							
	O1		the scope of Statistics. statistical methods to pr	essent de	to of	factiv	alv, th	rough	toblo	c and
C	O2		ations, including histogran				Ciy III	ougn	taule	o anu
C	O3		al and positional measures			•				
	0.4		robability spaces, properti			lity, ir	ndeper	dence	e of ev	ents,
C	04	conditional probability, and rules of total and compound probability.								
C	O5	Synthesize the know	wledge of probability theo	ry by ap	plyin	g thec	rems.			
Unit		Conte	ent	Contac		t Learning O			me	KL
No.				Hour	_					
		cal Methods:		Understand statistics,						
T		Definition and scope of Statistics, concepts of			concepts of statistica  5 population and					1.2
I		statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of			-	population and sample, types of data				1,2
	_		nal, interval, and ratio		sumple, types of a				aia	
		tation: Tabular and s			I	earn 1	neasu	es of		
		m and ogives. Meas					tende			
		_	d positional. Measures	10			es of o	-	sion	1.0
II	of Dispe	ersion: range, quartil	e deviation, mean	10				_		1,2
	deviatio	on, standard deviation								
		n, skewness, and kur								
			scatter diagram, simple,				ehend			
III	_	-	ion (3 variables only),	10			alysis	inclu	ding	1,3
		•	ear regression, fitting of		r	egress	ion.			ŕ
		nials and exponentia n experiment: Trial			T	Indon	tand tl			
			ions of Events, concepts				ts of p		sility	
		ally exclusive and ex				_	babili		ility	
		on of probability: cla				istribı		- )		
IV	_	frequency approach. Discrete probability space, Properties of probability, Independence of events,								1,3
	Condition	onal probability, tota								
	-	-	obability Distribution,							
		al probability Distrib								
		lity Distribution, Bay	yes' theorem and its							
	applicat	ions.								

	Testing of hypothesis, parametric test: t-test, z-test,		Learn about	
N/	-square test. Non-Parametric test: One-sample	hypothesis testing,	1 2	
•	Kolmogorov test, Wilcoxon Signed test, Mann-	10	parametric tests and	1,3
	Whitney Test, Kruskal-Wallis test.		non-parametric tests	

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							
S.N.	Course Outcome (CO)	<b>Mapped Programme Outcomes</b>						
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						

			SEMESTER	- I							
Course	Title	EFFECTIVE	ENGLISH (COMMU	NIC.	ATIVE	ENGL	ISH &	SOFT	SKIL	LS)	
Course	code	23UMPD112R	Total Credits: 2	L	T	P	S	R	O/F	C	
			Total Hours: 60P	0	0	4	0	0	0	2	
Pre-req		Nil	Co-requisite				Nil				
Progra		M	aster of Business Admi								
Semest	er	4 57 11 1	Fall/ I semester of the								
		_	sh between interrogative	-			amatory	y sente	nces.		
Course		· ·	y ideas and information								
Objecti	ives		<ul><li>3. To develop strategies to improve their listening skills.</li><li>4. To evaluate different methods for resolving conflict.</li></ul>								
							1		4		
CC	)1		ence structure by interch	_	_	_					
			ory and assertive senten								
CC	)2	communication.	types of tenses accurat	ery i	to avoid	comm	non gra	ımmaıı	icai err	ors 1	
			lary and language profic	viena	v through	h tha r	se of a	montim	ne onto	nym	
CC	)3		nary and language profic n written and verbal exp		-	ո աւշ Ա	.sc 01 S	лопуп	us, anto	11 y 1111	
			ective reading and liste			ıtilizin	g techn	iaues 1	like SO	3R t	
CC	)4		interpret information from	_			5	14400	DQ	JIC	
							efficie	ntly ha	ndle co	nflic	
CC	)5	_	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.								
Unit		_			Contac	t _				T	
No.		Co	ntent		Hour	1	earnin	g Outo	come	K	
	Gram	mar					rn the b	asics i	n		
	Intercl	terchange of Interrogative and Assertive				Gra	mmer.				
I	Senter	tences, Exclamatory and Assertive Sentences,			12					1,	
1	Types	es of Tenses, Common Errors, Synonyms,			12					1,	
	Anton	yms, Homonyms - Please do not change the									
		nt and add gap afte	er word.								
		ding Skills hniques of Effective Reading, gathering ideas information from a text, The SQ3R				Learn the techniques					
II					12	Effective Reading.			<b>3</b> .	1,2	
		ique, Interpret the	text			-	1 .	1 .1			
		ing Skills	CT:				derstand	_			
		_	Process of Listening,					_	ors that		
III		•	ffect Listening, Differen	ce	12		ersely a	птест		1,	
		tween Listening and Hearing, Purpose and				Lis	tening.				
		rtance of Effective Listening, How to ove Listening Process.									
		ict Management	<b>.</b>			Lea	rn the c	oncent	t of		
		U	flict Management, Effec	ets			flicts ar	_	. 01		
IV		• •	t, Methods to deal with		12		nageme			1,	
		cts (Negative).	-, -:					••			
			ills			Und	lerstand	the			
		<b>Time-Management Skills</b> Introduction To Time Management, Purpose And					nificanc		ne		
		mportance of Time Management, Basic Tips to				_	nageme				
<b>T</b> 7	Maintain Time.  Activity: Problem-solving activity: A situation			10		_	_		4		
V				12		and professional life.  Evaluate the impact of			1,		
		-	ents and they will have	to		good time manageme					
	tell us	ell us how to handle the situation or solve the				pra	ctices o	n prod	uctivity		
	proble	m.				and	stress 1	educti	on.		
	Proor	111.				and	24 COO I	Jaucil	V11.		

- 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), 3<sup>rd</sup> edition, Michael McCarthy and Felicity, CUP, Cambridge University Press,2019.

R2: Effective Communication and Soft Skills, Nitin Bhatnagar, 1st editionPearsons, 2011.

#### **OTHER RESOURCE:**

https://www.classcentral.com/report/toefl-preparation/https://brightlinkprep.com/10-best-toefl-prep-books/

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.	PO1, PO3, PO5
2	Apply various types of tenses accurately to avoid common grammatical errors in communication.	PO1, PO3, PO5
3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.	PO1, PO3, PO5
4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.	PO1, PO3, PO5
5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.	PO1, PO3, PO5

		SEMI	ESTER	1 – I					
<b>Course Title</b>		N	<b>100</b> C	S					
Course Code	23MSCE111R	Total Credits: 1	L	T	P	S	R	O/F	C
Course Coue	25WISCETTIK	Total Cicuits. 1	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite				Nil			
Programme	Master of Business Administration (Corporate Finance)								
Semester		Fall/ I semester of the	first y	ear of	the pro	ogramı	me		
	MOOCS is provi	ded through the Cours	era Pla	tform,	which	is an o	nline c	ourse w	here
Course	students are allowed to take courses per semester based on the hours with relevance to								
Objectives	the credit, and the courses are provided by International Universities across the world.								
		es, the students have to	-						
CO1	Demonstrate prof	ficiency in acquiring a	nd app	lying g	lobally	recogn	nized c	ertifica	tions
COI	in various manag	ement							
CO2	Showcasing a con	mprehensive understan	ding of	f intern	ational	practi	ices an	d regula	atory
CO2	frameworks								
CO3	Enabling effective	ve decision-making	and co	mpliar	nce in	a glo	balize	d indu	strial
	environment.								
CO4	Evaluate and inte	grate international stan	dards a	ınd trei	nds into	organ	ization	al strate	egies
CO5	To equip learners with the skills and knowledge required to integrate international								
003	collaboration.								

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	РО3
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3
4	Evaluate and integrate international standards and trends into organizational strategies	PO2
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2

Cours	e Title	SEMESTER – I PERSONAL FINANCIAL PLANNING												
		22111151 1111	Total Credits:		L	T	P	S	R	O/F	С			
Cours	e Code	23UUFL111R	Total Hours: 3	80P	0	0	2	0	0	0	1			
	quisite		Co-requisite					Nil						
Progra			ter of Business Ad				•							
Semes	ter	i	<u>Call/ I semester of the mediate-level course</u>							n ekille	e in			
		official manage		c desig	3HCG 1	ioi stud	CIIIS W	1111 1111	ic to in	Jakina	5 111			
		<ol> <li>Through the selected short readings and self-paced activities, students gain both</li> </ol>												
Course	2	conceptual and practical knowledge of core concepts of financial planning to												
Object	_	define the scope of personal financial planning and understand its impact.												
		3. Make progress towards financial goals and avoid common mistakes, Account for												
		rates of return	rates of return and opportunity cost, Determine the present value of single and											
		multiple cash f	lows, Review taxati	on bas	ics in	cluding	filing	g, dedu	ctions.					
С	O1	Comprehend the fu	ndamentals of finan	cial pl	annir	ng.								
C	O2		lise the basic aspect				GST.							
C	03	Understand the con	cept, scope and pre	requisi	tes of	f entrep	reneur	ship.						
C	04	Understand the con	cept, scope and pre-	requisi	tes of	f entrep	reneur	ship.						
C	05	Evaluate the aspec	ets of retirement pl	anning	g to f	formula	te effe	ective	strateg	ic fina	ancial			
C	<u> </u>	plans.												
Unit No.		Content			act ir	L	earniı	ng Out	tcome		KL			
	Funda	mentals of Financia	al Planning –			Unders	stand t	he fun	ctions	of				
		ons of money; Inflati			money and the concept of inflation, including its causes									
		es, how it can be controlled; Process of				and co				ises				
I		ial planning; Time value of money - e and compound interest; Net Present				Calcula				of	1,2			
		and Future value; Power of				money								
		ounding; Doubling period and Rule of				compound interest methods.								
	72.													
		e Tax Planning – Meaning of				Unders								
		e, Direct & Indirect				Taxes,								
II		e, various heads of Income for tax lation, Non-taxable Income, Tax on and tax avoidance, GST, Tax				evasion	i and a	avoida	nce, G	31	1,2			
		ng Strategies.												
		preneurial Planning				Unders				ship				
		reneurship, prerequis				basics, Ventur			as,					
		repreneur, Entrepren				v Ciitui	ССар	ııaı.						
III		ns in India, Institutions for entrepreneurs,		3							2			
		is for entrepreneurs;												
	Busine	ess Angels, Assistanc	e of Government,											
	Commercial Bank Loans and Overdraft.													
		ing for investing in				Unders								
		stment avenues offer	•			Autual								
		Markets, Primary Market and Secondary Market, Stock market - meaning, features, functions of NSE, BSE, DEMAT trading				Mutual involve		s, sir,	KISKS					
137						mvorv	Ju				2			
IV	accoun	nt, Security repositor	y, stockbrokers,	3							3			
		ional aspects of secu												
		nent of orders, contra y-out, trading and se												
		y-out, trading and se is risks involved in it												
	v al 100	is risks involved III II							J					

	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.			
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 the basics of consumer credit and the factors to consider when choosing a credit source. Evaluate the cost of different credit alternatives and legal protections for consumers.	1,2,3

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

#### **REFERENCE BOOKS:**

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

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Programme Outcomes						
1	Comprehend the fundamentals of financial planning	PO1, PO3, PO6, PO8						
2	Understand and utilise 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.	PO1, PO3, PO5, PO9						

			SEMES	STER –	II						
Course	Title		ORGAN			AL BEI	IAVI(	OUR			
Course	Code	23MBCF121R	<b>Total Credits</b> :		L	T	P	S	R	O/F	C
			Total Hours:		3	0	0	0	0	0	3
Pre-reg		Nil	Co-requis		• ,	1. 1	· C	N		`	
Progra			ster of Business								
Semest	er		nter/ II semest								1
Course Objecti	ves	behavior. 2. To learn about	To learn about various terms like Learning, perception, values and attitudes.  To learn about personality, morale and motivation and leadership and its important								
CO	<b>D1</b>	Describe the conc	epts of the organ	nisation	as v	well as	organi	sationa	al beha	viour.	
CC	)2	Understand the ap									
CC	)3	Summarize the Inc	_								
CO		Evaluate the person							•		
CO		Describe the key of	•								
Unit		Describe the key c	concepts and sty	Contac		sinp.					
No.		Content		Hour	- 1		Learr	ning O	utcom	ie	KL
I	Organisational Behaviour: Introduction to Organisation, Classifications of Organisations, Factors Influencing an Organisation, Organisational Behaviour, Fundamental Concepts in Organisational Behaviour, Importance of Organisational Behaviour for Managers.			10		Understand the basic concepts of organisational behaviour and the classifications of organisations. Analyze the factors influencing an organisation and the importance of organisational behaviour for managers.					1,2
II	Organ Introdu Approa Behava	aches and Models isational Behaviou action, Some of the aches, Models of Or iour, Inter-Relations al Life and Work L	Ir: Important ganisational ship between	8		organi Evalua betwee	sationate the	and mo al beha inter-i sonal l	dels of	nship work	2,3
Ш	Learning, Perceptions, Values and Attitudes: Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude.			8		theorie proces percep Develo	es of less and the stion.  The perfect of the strength of the	earning factors ceptua erstan	aning a g, and t g affect l skills ding of aviour.	he ing to	2,3
IV	Personality, Morale and Motivation: Introduction, Determinants of Personality, Personality Traits, Types of Personality, Morale and Motivation, Motivation, Mechanism of Motivation			10		and cla attitud Analy	assificates.  ze the e and t	ations signifi the cor	cance on the cance of the cancer of the canc	ies and	1,3

V	Leadership: Leadership – definition, concept and characteristics, Importance of Leadership, Leadership in Business Organizations, Evolution of Leadership, Traits Theory, Contingency Theory, Situational Theory, Path-Goal Theory, Charismatic Leaders, Transformational Leaders, Peter Drucker's approach to leadership, Stephen Covey's Principles, The SERVE model of Leadership.	9	Understand the definition, concept, and characteristics of leadership. Evaluate the importance and evolution of leadership in business organisations.	1,3
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T1: Neck, C. P., Houghton, J. D., & Murray, E. L. (2017). Organizational Behavior: 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.

	CO PO Mapping						
S.N.	Course Outcome (CO)	Mapped Programme Outcomes					
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					

			SEMES	TER – II								
Course	Title			CIAL MA		EMF	ENT		1			
Course	code	23MBCF122R	Total Cre Total Hou		1 L 3	T 0	P 0	S 0	R	0/F 0	C 3	
Pre-req	uisite	Nil	Co-requ			U	U	Ni		U		
Prograi		Mas	ter of Business		ation	(Cor	porat	te Fina	ınce)			
Semeste			inter/ II semes									
		1. Flow and other mathematical techniques used in financial management.										
		2. To provide adequate knowledge to the students on various components of the financial										
		statements and make interpretations and analysis of such information for managerial										
Course		uses.										
Objectiv	es	3. To familiarize	with the techn	niques used	l in	Cash	, Inv	entory	and	Receiv	ables	
		Management.										
		4. To understand the										
		5. To explain the v	5. To explain the various techniques of evaluation of capital expenditure decisions.									
CO	1	Understand the co	ncept and scope	of financia	l man	agen	nent.					
CO	2	Analyse and interp	orete the cost of	raising fund	ds froi	m dif	ferent	t sourc	es of f	finance.		
CO	3	Discover the inves	tment opportun	ities by app	lying	vario	ous ca	pital b	udgeti	ng		
CO <sub>4</sub>	1	techniques.	s influencing div	vidend polic	ies							
Analyse th determinance of working capital and re						reiva	hles f	or hette	er dec	ision		
CO	5	making.	manee or worki		na rec		oies i	01 0011	er dee	131011		
Unit No.		Content		Contact Hour		Le	arnin	g Out	come		KL	
- 100	Finan	cial management:	Definition of		Und	ersta	nd the	defini	tion, s	scope,		
		e, Scope of finance,			and 1	natur	e of fi	inancia	ıl	_		
		of financial manage		10	management. Analyze the goals of financial					1,2		
I		ancial management,		10						1,2		
		g of financial manag		management and the role and								
		nction of finance maderial planning, and Ti		functions of a finance manager.				iger.				
	money											
		of capital: Long terr	n and short		Unde	ersta	nd the	differ	ent so	urces		
		inancing – Debentui			of lo	ng-te	erm ar	nd shoi	t-term	ı		
	equity	Capital, preference	Capital,			_		ding d				
		ed earnings, Meanin		capital, equity capital, preferen								
II		ation of components		10				ained e		gs.	2,3	
11		l, Methods for calcu		10		•		st of c	-		2,3	
		<ul><li>7, Cost of Retained I ot and Cost of Prefer</li></ul>						d evalulculati		cost		
		f internally generate	_ ·					ned ear				
	COSCO	i internany generate	a ranas.					rence of	_			
	Capit	al budgeting: Mean	ing,		Und	ersta	nd the	signif	icance	e and		
		cance, nature of inv						tment	decisi	ons in		
		on, techniques of inv					ıdgeti			C		
III		tion - Pay-back peri		10				technic			2,3	
		IRR, Profitability In	idex, and					luation				
	Capita	al Rationing.						d, ARI ity Ind				
							ationi		<b>с</b> л, ап	u		
					Capı	tai K	auoni	ng.				

IV	<b>Dividend decision:</b> Meaning, Forms of dividend, Factors determining dividend policies, Models of dividend policy - Walter's model, Gordon's model, Miller-Modigliani model.	7	Understand the meaning and forms of dividends and the factors that determine dividend policies. Evaluate different models of dividend policy including Walter's model, Gordon's model, and Miller-Modigliani model.	2,3
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	Evaluate various financing options for current assets. Analyze strategies for optimizing working capital to enhance organizational liquidity and profitability.	2,3

- 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							
S.N.	Course Outcome (CO)	Mapped Programme Outcomes						
1	Understand the concept and scope of financial management.	PO6, PO9						
2	Analyse and interprete 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	Analyse th determinance of working capital and receivables for better decision making.	PO1, PO6, PO9						

			SEMEST	ER –	- II						
Course	Title	C	OST AND MA			NT AC	COUN	NTING			
Course	Code	740/18(181748	Total Credits: Total Hours: 4	<u></u>	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-req	uisite	Nil	Co-requisite					Nil		1 -	
Prograi		Maste	r of Business A	dmin	istrat	tion (Co	rpora	te Fina	ınce)		
Semest	er	Winter/ II semester of the first year of the programme									
Course Objectiv	ves	<ol> <li>To understand cost concepts and costing techniques applied in manufacturing and service businesses.</li> <li>To impart knowledge on cost control and cost reduction.</li> <li>To understand the concepts of decision-making tools in cost accounting.</li> <li>To familiarize students with contemporary issues in cost and management accounting.</li> </ol>									
									gemen	ii accou	nung.
CO	01	Understand cost-rela									
CO	2	Implement decision- application and profi	ciency related to	o cost	contr	ol.	cenario	os, dem	onstra	ting pra	ectical
CO	3	Understand and appl	-								
СО	4	Demonstrate compre exploit cost-saving p	rospects.					•		•	
CO	5	Interpret and apply showcasing analytical						and	financi	ial acc	ounts,
Unit No.		Content			tact our	]	Learni	ng Ou	tcome		KL
I	conce Accou	tials of Cost Account pt of cost accounting, unting, Tools of Cost M Centre, Cost Unit and I Sheet.	Management Management,	ŕ	7	concep and m Apply manag	ots of canager the too gement and ana	he functions to be fully to be	ountin counti ost pare a o	ng.	1,3
п	Cost, Mater Invenissues Labou Princi Accou	ents of Cost – Materia Overhead Costs. ial: Purchase procedur tory control, Methods , Methods of Inventory ar: Classification of La ples and Methods of R anting of Labour cost. leads: Meaning, classifanting of overheads.	re, storage and of Pricing y control. bour, temuneration,	1	0	Understand the purchase procedure, storage, and inventory control methods for material cost.  Apply different methods of pricing issues and inventory control techniques.			f	2,3	
Ш	Meth- costin	ods of costing - Job cog, Unit costing, Contrass Costing.		{	8	metho batch o contra costing Evalua differen	ds incleosting ct cost g. ate the ent cost	various uding j g, unit c ing, and appropting me	ob costos costing d proce riatene ethods	ting, , ess ess of for	3

IV	Standard Costing, Marginal Costing, Cost-Volume-Profit Analysis: Concepts of Standard Costing - Standard Costs, setting up of standards - Variance analysis - Material, labour, Overheads, Sales and Profit.  Marginal Costing - Meaning, Concept of variability of cost, Contribution, P/V Ratio, Break-Even-analysis, Margin of Safety Cost-Volume-Profit Analysis - Procedure and Practical application.	12	Understand the concepts of standard costing and variance analysis. Analyze variances in material, labor, overheads, sales, and profit.	2,3
V	Reconciliation of cost and Financial Accounts - Accounts, Reasons, needs, Methods	8	Understand the reasons and needs for reconciling cost and financial accounts.  Apply various methods to reconcile cost and financial accounts to ensure consistency and accuracy in financial reporting.	2,3

- 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, MadhavV Rajan. Pearson
- R5: Cost and management accounting for managers, BK Chatterjee, Jai copublishing house

	CO PO Mapping						
S.N.	Course Outcome (CO)	<b>Mapped Programme Outcomes</b>					
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					

			CEME	CTED II							
Course	Title		HUMAN R	STER – II ESOURCI	EMAI	NAG	EME	NT			
			Total Credits		L	T	P	S	R	O/F	C
Course	Code	23MBCF124R	Total Hours:		3	0	0	0	0	0	3
Pre-rec	quisite	Nil	Co-requis	site		,		Nil		1	I
Progra	mme	Ma	ster of Business	Administr	ration	(Cor	pora	te Fin	ance)		
Semest	er		inter/ II semest								
			nd the basic fu	nctions of	Huma	an R	esour	ce M	anage	ment a	and its
			scenario in India.								
Course	<b>.</b>		2. To know the importance and applicability of job analysis and job evaluation.								
Object			out the various	-		_	~				
			nd the concept	s and impo	ortanc	e of	Com	pensa	ation I	Manag	ement
		in managing	•	0.11				-			
		5. To learn ab					ource	Dev	elopn	nent ai	nd the
			s and challenge						1 77		
C	<b>O</b> 1	Comprehend the	basics of Hui	man Resou	irce M	/lanag	gemen	t and	l Hun	nan Ke	source
		Planning.	41 1 22								
	02	Understand the in					luatio	1.			
	03	Identify and anal									
	04	Explain the conce	•	•							
C	05	Understand the co	oncept and appli	cability of r	ecent t	trend	s in H	RM i	n diffe	rent sec	ctors.
Unit		Content		Contact		Lea	arnin	g Out	come		KL
No.	T 4 1		LIIDD	Hour	TT 1						
		action to HRM an Resource Manager							ing, so , polic		
		g, scope, objective					s, rum rtance			105,	
		and importance of				Mana					
_		ce Management, H						, roles	, and		
I		es, Roles, and Chal	8			s face				1, 2, 3	
		ng HR Trends and							erging		
		India. Human Res					d prac	tices	in Indi	an	
		g – Definition, obj., importance and li			firms	S.					
		alysis and Job Ev			1				ning an		
		alysis – Meaning a alysis, Job descript					oi jot ate be		ysis, ar	10	
II		ation. Job Design -		8			on and		1 100		2,3
11		s, Merits and Dem		0		ificat		Joo			2,3
		uluation – Meaning						ethod	s, meri	its,	
	Importa	nce and Methods I	Benefits.		and o	deme	rits o	f job d	lesign.		
	Staffing	g:			Unde	erstai	nd the	mear	ning,		
		g-Meaning, importa	ance, and		obje	ctive	s, imp	ortan	ce, and	1	
	process						f recr				
		ment – Meaning, o				•			ıffectir	_	
	-	nce, process, facto	_						mode		
		nent, sources, Mod							ent, an ecruit		
III	recruitment, barriers in effective recruitment.			12	Dalli	1015 11	ii ciic	LIVE I	ccruiu	iliciit.	2,3
		on – Meaning, obje	ctives, process,	12							2,5
		of Selection Tests, l									
		e selection.									
		ment Vs Selection.									
		w - Meaning and T									
		on – Meaning and i	•								
	Piacem	ent - Meaning and	objectives.	<u> </u>	<u> </u>						

IV	Compensation Management: Compensation Management – Meaning, objectives, importance, and limitations. Salary and Wages – Meaning, Factors affecting Salaries and Wages, Types of wages; Wage and salary administration, Meaning and types of incentive plans and fringe benefits. HR Mobility – Promotions and transfers. Employee health, safety, and welfare, Job satisfaction and morale, Quality of work Life and workforce diversity.	8	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
V	HRD and Recent Trends in HRM: Human Resource Development - Concept and significance of Human Resource Development. Employee Training and Development. Career Planning. Performance Appraisal – Meaning, importance, methods, and limitations. Concept of Performance Management, Difference between Performance Appraisal and Performance Management. Globalization and HRM; Concept of E- HRM, HRIS, HR Audit, HR Accounting, HR Analytics/People Analytics. Green HRM and its practices. Ethics in HRM. International HRM: Concept, Importance, Challenges, and Approaches.	9	Understand the concept and significance of Human Resource Development, including employee training and development, and career planning.  Evaluate the methods and limitations of performance appraisal, and distinguish between performance appraisal and performance management.	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: Ashwathappa, 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						
S.N.	Course Outcome (CO)	<b>Mapped Programme Outcomes</b>					
1	Comprehend the basics of Human Resource management and Human Resource Planning	PO1, PO3					
2	Understand the implications of Job analysis and job evaluation	PO2, PO6					
3	Identify and analyze the various elements of staffing	PO7					
4	Explain the concept and need of compensation management	PO8					
5	Understand the concept and applicability of recent trends in HRM in different sectors	PO9					

			SEMESTI	ER – II								
Cours	e Title	PRO	DDUCTIONS AND	OPERAT			NAGE	MENT	1			
Course	e code	23MBCF125R	Total Credits: 3		T	P	S	R	O/F	C		
Pre_re	quisite	Nil	Total Hours: 451 Co-requisite	3	0	0	0 Nil	0	0	3		
Progra			ster of Business Ad	 Iministrati	ion (C	'ornor		ance)				
Semes												
Semes			Winter/ II semester of the first year of the programme  1. Ability to understand Production Management – introduction, concept, principles,									
		functions, and practices.										
Course	,	2. Ability to stud	<ol> <li>Ability to study the different phases of Operations Management.</li> </ol>									
Object	ives		uire knowledge of p	-								
		4. Ability to learn about production planning and design.										
		5. Ability to und	lerstand about total c	uality man	agem	ent						
C	01	Understand the d	ifferent roles of prod	duction and	l opera	ations 1	manage	ement.				
C	02	Analyze the know	wledge of productivi	ty and capa	acity p	lannin	g in in	dustries				
C	03	Identify the dime	ensions of quality and	d various fo	orecas	ting m	ethods	,				
C	04	Evaluate the prod	duct design, lifecycle	and indus	trial p	urchas	ing pro	cedures	S.			
C	05		oncept of manufactu									
Unit		Conten	t	Contact		Lear	ning O	utcome	2	KL		
No.	PROD	UCTION AND O	PERATIONS	Hour	Und	erstand	d the ni	oductio	nn .			
		GEMENT – INT		management; concept of								
		ction To Productio					ement;					
		s Types Of Product		1			peration	ıs				
I		ction To Operation rison Between Pro-		10	man	ageme	nt.			1,2,3		
			5 Ps Of Operations									
	Manag	ement, Responsibil	nt, Responsibilities Of Operation									
		ers, Recent Trends	In Operations									
	Manag		NT LOCATION		Dag	aui la a 41	ne vario					
		UCTIVITY, PLA PLANNING	NI LUCATION		1			ous easuring	σ			
		tivity Management	-Productivity		prod	luctivit	y; vari	ous loca	ation			
		rement: Approache			mod	els use	ed in in	dustries	S.			
II		tivity, Capacity Pla		10						2,3		
		on – Importance Ar llable And Uncontr								_,,,		
		ng Plant Location,										
	Models	s used In Industries										
	Plannir											
		ITY MANAGEM	ENT AND				ne cond			2,3		
		CASTING of Quality, Vario	ous Classifications					fy its va anufact				
		lity, Dimensions C					nd serv		urcu			
III	Manufa	actured Products, D	Dimensions Of	8	prine	ciples	of Tota	l Quali	ty			
		For Services, Tota					ent (TQ					
		ement, Forecasting e, Types of Forecas				cept an	d purp	ose of				
	1 anpos	-, 1 <sub>J</sub> pos or r oroca.	amg memous.		1510	- 4501112	,-					

IV	PRODUCT DESIGN, PLANT LAYOUT AND PROCUREMENT Designing Of Product, Product Life Cycle, Plant Layout: Objectives, Importance, Advantages, Disadvantages. Plant Design: Classifications, Importance. Industrial Purchasing, Purchasing Procedure, Special Purchase System.	9	Understand the principles of product design and the stages of the product life cycle.  Apply product design techniques to develop products that meet market needs.	2,3
V	MANUFACTURING MANAGEMENT AND INVENTORY MANAGEMENT Concept Of Manufacturing, Various Types Of Manufacturing Material Requirement Planning; Just–In-Time, Lean Manufacturing System, Ways of Reduction of Wastages, Six Sigma, Inventory Control– Meaning, Functions, Objectives, Importance, Economic Order Quantity (EOQ), ABC Analysis.	8	Understand the meaning, functions, objectives, and importance of inventory control. Calculate Economic Order Quantity (EOQ) and perform ABC analysis to manage inventory effectively	2,3

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						
S.N.	Course Outcome (CO)	Mapped Programme Outcomes					
1	Understand the different roles of production and operations management.	PO1, PO2, PO3, 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					

	SEMESTER – II								
<b>Course Title</b>		TECHNO PRO	FESS	SIONA	AL SK	ILL			
Course code	23MBCF126R	<b>Total Credits: 1</b>	L	T	P	S	R	O/F	C
Course code	25WIDCI 120K	Total Hours: 30P	0	0	2	0	0	0	1
<b>Pre-requisite</b>	Nil	Co-requisite				N	il		
Programme	Mast	er of Business Admi	nistra	tion (	Corpo	rate F	inanc	e)	
Semester	Wir	ter/ II semester of th	e firs	t year	of the	prog	ramm	e	
Course Objectives	theories for the 2. To enable stude effective imple 3. To facilitate stude is suitably relev 4. To equip stude transformative 5. To enhance the	the concept and definition overall improvement ents to utilize past known mentation wherever and dents in developing a vant to the situations. In the situations of the communities of the professional skill and the business organization.	of stu wledg oplica an into tment es whe d tale	dents ge of v ble. egrated and s en they	rarious d appro ocial ro	progra bach for espons up thei	ammes or imp	and polici lementatio to bring al onsibility.	n that
CO1	Understand the te managers.	chno-professional ski	lls ar	nd the	eir rele	vance	for m	nodern bus	siness
CO2	Understand and uti	lize digital knowledge	for b	usines	ss man	ageme	nt.		
CO3	Proficiency in com	munication skills.							
CO4	Apply their knowle	Apply their knowledge in practical business contexts.							
CO5	Apply critical thinl	king and interpersonal	skills	in ne	gotiatio	on and	decisi	on-making	<u>;</u> .

	CO PO Mapping					
S.N.	Course Outcome (CO)	<b>Mapped Programme Outcomes</b>				
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	PO2, PO6				
4	Apply their knowledge in practical business contexts.	PO1, PO2, PO3				
5	Apply critical thinking and interpersonal skills in negotiation and decision-making	PO2, PO6				

			SEMESTER – II								
Course 7	Title	UNIVERSAL HU	JMAN VALUES (U	J <b>HV) + F</b>	PROF	ESS	ION	AL I	ЕТН	ICS	
Course (	ode	23UUHV127R	Total Credit		L	T	P	S	R	O/F	C
			Total Hours: 15		1	0	2	0	0	0	2
Pre-requ Program		Nil Master of	Co-requisit		Corne	rate	Fin	Nil ance	)		
Semester	· · ·										
Course Objective	1. To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the coraspirations of all human beings  2. To facilitate the development of a Holistic perspective among students towards lift and profession as well as towards happiness and prosperity based on a correct understanding of Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-base living in a natural way.  3. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior an mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds.  Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.  Recognise and comprehend the path of learning for Continuous Happiness and						life rrect etive ased s of and vide ds.				
CO3	}	Prosperity.  Extract the foundational	values in human rel	lationship	os.						
CO4		Recognize the role of harmony in the family and society.									
COS	;	Understand the intercon	nectedness in natur	e and dev	velop	com	peter	nce f	or a	unive	rsal
Unit No.		human order.  Content		Contact Hour	Le	arni	ng C	Outco	me	ŀ	ΚL
I	Value basic Educe context Expenses self-expenses Right Facility of assistant correct themselves to the correct burns of the correct bur	elop a Comprehensive Understand a guidelines, content, and partion; Self Exploration—went and process; 'Natural A criential Validation—as the exploration; Continuous Exploration; Continuous Exploration; Continuous Exploration; Continuous Exploration; Continuous Exploration; Continuous Explorations of every human exterpriority; Understanding perity correctly—A critical ent scenario; Method to fur an aspirations: understanding any at various levels.	ling the need, process for Value what is it? it's Acceptance 'and mechanism for Implications; whip, and Physical ats for fulfilment being with their g Happiness and I appraisal of the Ifil the above	7	valu meci expl fulfi aspin	e edu hanis orati ll hu ration	ucati sms i on; r man ns by	for se	elf- ods to ng in	0	,2,3

II	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.	5	Describe human beings as a co- existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity	2,3
Ш	Foster Harmony in Relationships: Understanding Harmony in the family—the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sahastitvaas comprehensive Human Goals; 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.	6	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 fulfillment 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 will be taken up in Practice Sessions.	5	Describe interconnectedness and mutual fulfilment; recyclability and self- regulation in nature; holistic perception of harmony	2,3

V	<ul> <li>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: <ul> <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 ecofriendly production systems,</li> <li>c) Ability to identify and develop appropriate technologies and management patterns for the above production systems.</li> </ul> </li> <li>Strategy for the transition from the present state to Universal Human Order: <ul> <li>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</li> </ul> </li> <li>b) At the level of society: as mutually enriching institutions and organizations.</li> </ul>	7	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3
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T1:R.RGaur, RSangal, GP Bagaria, 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	
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
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

			SEMESTER – II							
Cours	e Title	RESEARCI	H METHODOLOGY A	ND STA	ATIS	TICA	L AN	ALY	SIS	
Cours	e Code	23UMRM121R	Total Credits: 2 Total Hours: 15T+60	L 1	T 0	P 0		R 0	O/F 0	C 2
Pre-re	quisite	Nil	Co-requisite		0	0	Nil	U		
Progra			r of Business Administr					ce)		
Semes	ter		nter/ II semester of first					••		
Course Objectives		in research.  2. The course seeks to research literature skills for the pre-research.	<ul> <li>methodology, including theory of science and qualitative and quantitative methods in research.</li> <li>2. The course seeks to enhance the student's skills for developing critical thinking through research literature review in different domains. Consequently, it aims to develop skills for the preparation of a research proposal for a master's thesis project/Mini research.</li> <li>3. To develop Students' competency in planning, conducting, evaluating and presenting</li> </ul>							
C	01		view of research methodoive and quantitative research				leep un	ders	tanding	g of
CO	<b>D2</b>		ve analysis of qualitative				search	meth	nods.	
CO			views across different do							
Preparing a research proposal, including defining and justifying methodology, research questions, and developing a research plan suitable for a Master's thesi research project.						esis or	mini-			
CO	O5		data collection and analy metrics, and effectively visual aids.	presentir	ng res					ing
Unit No.		Conte	nt	Conta Hou		Leari	ning C	Outco	ome	KL
I	of Resort Theory and Qu	earch Methodology, U of Science, Distinction	on between Qualitative ethods, Introduction to	Describe the fundamental concepts of research methodology.				1		
п	Metho Resear Quanti Analys	ng a Broad Understands: In-depth Exploration Methods, In-depth tative Research Methods of Qualitative and Caches, Practical Application	on of Qualitative Exploration of ods, Comparative	4	a	and qu	be qua nantitat nches in	ive		2
Ш	Reviev Resear Condu Domai	oping Critical Thinking: Importance of Literach, Critical Thinking String Literature Reviews, Identifying Research Sizing Knowledge	Skills Development, ws in Different	6	i 1 r t	import literatu researc thinkir	be the tance of tance of the critical tance	of iews ical ls		2.3
IV	Compo Resear Justific	for Research Propose onents of a Research P och Questions, Method cation, Developing a R b's Thesis/Mini-Research	roposal, Crafting ology Definition and esearch Plan for	Describe research proposal and resear plan					2,3	

	Competency in Planning, Conducting,		Describe the planning	
V	Evaluating, and Presenting Research: Planning Research Projects: From Concept to Execution, Conducting Rigorous Data Collection and Analysis, Evaluating Research Outcomes: Methods and Metrics, Effective Presentation of Research Findings: Communication and Visual Aids.	10	of research projects; effectively using communication and visual aids.	2,3

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							
S.N.	Course Outcome (CO)	Mapped Programme Outcomes						
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						

		SEM	ESTE	R – II					
<b>Course Title</b>		M	OOC	S-II					
Course Code	23MSCE121R	Co-requisite  Nil  Master of Business Administration (Corporate Finance Winter/ II semester of the first year of the programme CE-01 is provided through the Coursera Platform, which is an adents are allowed to take courses per semester based on the tothe credit, and the courses are provided by International University In During the courses, the students have to submit assignments, rate proficiency in acquiring and applying globally recognized is management and accomprehensive understanding of international practices are effective decision-making and compliance in a globalization.  and integrate international standards and trends into organization learners with the skills and knowledge required to integrate	O/F	C					
course coue	25WISCETZIK	Total cicuits. 1	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Mas	ster of Business Adm	inistra	ation (	Corpo	orate I	Tinance	e)	
Semester	Winter/ II semester of the first year of the programme								
	MOOCS_CE-01	MOOCS CE-01 is provided through the Coursera Platform, which is an online course							
Course	where students are allowed to take courses per semester based on the hours with								
Description	relevance to the credit, and the courses are provided by International Universities across								
_	the world. During the courses, the students have to submit assignments, quizzes, etc.								
601	Demonstrate proficiency in acquiring and applying globally recognized certifications								
CO1	in various management								
COA	Showcasing a cor	nprehensive understar	ding	of inte	rnation	nal pra	actices	and regul	latory
CO2	frameworks								
COA	Enabling effective	ve decision-making	and c	compli	ance	in a	globali	ized indu	ıstrial
CO3	environment.								
CO4	Evaluate and inte	grate international star	dards	and tr	ends in	nto org	ganizati	ional strat	tegies
	To equip learners with the skills and knowledge required to integrate international								
CO5	collaboration.			3	1		8		

	CO PO Mapping							
S.N.	Course Outcome (CO)	Mapped Programme Outcomes						
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3						
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3						
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3						
4	Evaluate and integrate international standards and trends into organizational strategies	PO2						
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2						

			SEMESTI	ER – II							
Course	Гitle		COMMUNICA	ATION M.	ASTE	RY (I	PDP)				
Course	Code	23UMPD122R	Total Credits: 2	L	T	P	S	R	0/		C
			Total Hours: 60P	0	0	4	N:	0	0		2
Pre-reque		Nil Mo	Co-requisite ster of Business Ad	ministrati	on (C	ornor	Nil				
Semeste			inter/ II semester o						1		
Course Objectives		<ol> <li>To familiarize students with the transformation of sentences and the appropriate use of prepositions.</li> <li>To enhance my writing skills in different areas including CV and cover letter writing.</li> <li>To convey meaning by reinforcing, substituting for, or contradicting verbal communication.</li> <li>Productivity and performance-boosting activities for professional goal achievement.</li> </ol>									
CO1		Practice of gramn	nar will polish their	writing ski	lls.						
CO2	,		eir communication a			skills					
CO3		Introduction to be consciously and p	ehavioural skills, the productively.	oughts, and	d emo	tions	will er	nable t	hem to	) be	ehave
CO4	,	It will have a pos	itive impact on their	thought pr	ocess	and pr	oblem	-solvir	ıg skil	ls.	
Unit No.		Conte	nt	Contact Hour		Lear	ning (	Outcon	ne		KL
I	ques		Prepositions, Tag ases and Clauses, ound sentences	6	Describe the use of idioms, phrases, and clauses; Construct simple, complex, and compound sentences effective						1,3
II		mmar: Active and and Indirect Spec	d Passive Voice, ech	8	Describe active and passive voice; Transform direct speech into indirect speech and vice versa						1,2,3
Ш	avoi Writ	d ambiguity and va	Basics of Writing; gueness, Paragraph ng, Letter Writing, Letter	8	Describe concisely to avoid ambiguity and vagueness.; Prepare a professional 1. resume, CV, and cover letter tailored to job applications.						1,2,3
IV	Analiii. Verb Lang Com Elem Body of	ysis ii. Self-Regula Personal Hygiene val Communication guage i. What munication & Bo nents of Communic y Language, iv. Imp Body Language, munication through troduction to Hap	ody Language, ii. eation, iii. Types of oortance and Impact	8	Desc ealis pers goal	cribe s stic and onal a s; pply onal h	elf SW d achie nd pro y princ	VOT arevable fession iples of the for we	nalysis nal of		1,2,3

- 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). to Improving Your Social Intelligence, Presentation and Social Speaking, Ian Tuhovsky ,2019

### **REFERENCE BOOKS:**

R1: A Textbook for AECC English Communication: Interface, Dr. Kironmoy Chetia and Pranami Bania Breez Mohan Hazarika, January 2019.

#### OTHER LEARNING RESOURCES:

https://youtu.be/x60GHpQ8gJk https://youtu.be/Ke\_oSN-BCaY

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

	CO PO Mapping	
S.N.	Course Outcome (CO)	<b>Mapped Programme Outcomes</b>
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

			SEMESTEI	R – III									
Course T	itle		PROJECT PLANN		D M	ANAC	EME	NT					
Course co	nda	23MBCF211R	<b>Total credits: 4</b>	L	T	P	S	R	O/F	C			
Course co	Juc		Total hours: 60T	4	0	0	0	0	0	4			
Pre-requi	isite		Co-requisite										
Programi	me	Mas	ter of Business Adr	ninistrat	ion (	Corpo	P S R O/F C O O O O O O O Nil Corporate Finance) the programme cept and idea formulation; lents on project management an accriteria. Inmental impacts  A. Carlo analyses.  Learning Outcome  derstand the phases of obtail budgeting and key deria for resource ocation in project nning and analysis.  I corporate Finance)  KL  A. Carlo analyses.  Learning Outcome  KL  I denvironmental analyses assess project feasibility impacts.  I projections, including at estimates, describing and sales, oduction, working capital,						
Semester			all/ III semester of										
						ncept a	nd ide	a form	ulation;				
Course			idents with evaluation										
Objective	es		3. To enable and enhance the understanding of students on project management and										
		appraisal.	4. To enable students to take decision under project uncertainty conditions.										
CO1								SHaltic	ons.				
CO2		Grasp capital budgeting phases and resource allocation criteria.  Analyze market demand, technical aspects, and environmental impacts											
		-	Estimate project costs, sales, and cash flows.										
CO3					•								
CO4			end cash flow principles and appraisal criteria.  k through sensitivity, scenario, and Monte Carlo analyses.										
CO5		Assess risk through	n sensitivity, scenario	o, and Mo	onte (	Carlo a	nalyse	es.					
Unit-		Conte	nt	Contac	t	Lea	rning	Outco	ome	KL			
No.				Hour									
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			d screening of		pl	annıng	g and a	ınalysı	S.				
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			10										
II				an	iu imp	acis.			1.2				
11									1,2				
		-											
			,		D	evelop	finan	cial est	timates				
	Fina	incial Estimates and	Projections-										
					cc	st esti	matio	ı, sales	5,				
	fina	ncing – estimates of	sales and										
III				12	an	ıd fina	ncial s	tateme	ents.	1,2			
Project planning Planning & Analysis Overview: Phases of capital budgeting. Resource Allocation Framework: Key criteria for allocation of resource. Generation and screening of project ideas  Project Analysis Market and demand analysis - Technical analysis - Environment analysis. (Environmental appraisal of projects: types and dimensions of a project - meaning and scope of environment - Environment - Environmental impact assessment and environmental impact statement).  Financial estimates Financial Estimates and Projections- Estimation of cost of project and means of financing - estimates of sales and production - cost of production - working capital requirement and its financing - estimates of working results - breakeven points - projected cash flow statement - projected balance sheet.  Hour  Unders capital capital criteria allocati plannin  6  Perform and env to asses and import to asses and import to a state of the projects: types and import to asses and import to asses and projectory cost est product and final cost est product and project est est product and final cost est product and final cost est product and final cost est product and project est est product and final cost est product and project est est product and final cost est product and env to asses and env													
							1	1 .	• .				
		ect cash flows							e project				
		ic principles of meas						ng vari					
		vs – components of t						ria and ses in					
		ams – viewing a proj	on of cash flows by			ow esti			Casii				
				110	JW CSI	шано	11.						
IV		financial institutions and planning commission – biases in cash flow								1,2			
		nation. Appraisal cr											
		ue – benefit cost rati											
		rns urgency – payba											
		ounting rate of return											
		aisal.	55444544										
	-777			<u> </u>						1			

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 / PHIGray& Larson Project Management: The Managerial Proc

	CO PO Mapping							
SN	Course Outcome (CO)	Mapped Programme Outcomes						
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						

			SEMESTER -	- III										
Course T	itle `	CO	RPORATE AND FIN	ANC	IAL	RE	STRU	JCTUI	RING					
Course co	ode	23MBCF212R	Total credits: 3	L		T	P	S	R	O/F	C			
			Total hours: 45T	3		0	0	0	0	0	3			
Pre-requi		7.7	Co-requisite	<u> </u>		<u> </u>		Nil						
Program			ter of Business Admi											
Semester	'				ond year of the programme									
Course		To understand the various restructuring exercises     To understand the financial implications of these changes												
Objective	es		3. To understand the rigulatory framework											
CO1					tx 210	22 24								
CO2		Understand corporate restructuring and various types of mergers.  Analyze motives and synergy in mergers using strategic approaches.												
CO <sub>2</sub>		Analyze motives and synergy in mergers using strategic approaches.  Learn the dynamics and challenges of the merger process.												
CO4		•	methods and financing											
COS			fenses and legal frame				_							
Unit-		Con				act	_		o Out	come	KL			
No.		Con	tent		Hoi		Learning Outcome							
110.	Corr	oorate Restructuring			1100		Una	lerstan	d the d	ifferent				
		ructuring, Expansio					type	es of m	ergers.					
	Management structure and ownership control									eation,				
		changes.								roaches				
		Mergers - in the nature of acquisitions and					to M&A.							
		lgamations. types of	•											
I	behi	nd mergers – operat	ing, financial and		8						1,2			
	man	agerial synergy of n	nergers – value creation	ı										
	in h	orizontal, vertical an	d conglomerate											
	mer	nergers – internal and external change forces												
	cont	ontributing to M & A activities. joint ventures.												
	Stra	trategic approaches to M&A- SWOT analysis,												
		6 matrix, Porter's Fi	ve forces model											
		ger Process						nprehe						
		•	ess- identification of				1 -			_				
II	_	_	ng the deal. Five stage		8		the	M&A	process	S.	1,2			
		lel, process of merge	Č											
	_		n aspects – manageria	I										
		lenges of M & A					dynamics and stages of the M&A process.  Learn valuation methods							
		ation	diagonated1 ft											
			discounted cash flow							sessing				
		ation – relative valu	_				-	ergies,	-					
III	_	rating and financial s	ing of LBO. Methods		12	2	con	trol, an	a LBO	s.	1,2			
	_		•											
	1	of financing mergers—cash offer, share												
		exchange ratio – mergers as a capital budgeting decision, Accounting for amalgamation.												
		enses	amargamanon.				Rec	nonize	differe	nt				
			e takeover approaches,				Recognize different types of takeovers and							
IV					8			enses.		unu				
- 1		takeover defenses – financial defensive measures–Coercive offers and defense – anti-					3010	-110-0.						
		over amendments –												
	tare	o, or unionamento	Poison pin detense	_			ļ				1			

V	Legal and regulatory frame work of M & A Provisions of Company's Act 1956, Indian Income Tax act 1961 – SEBI takeover code,	9	Understand the legal and regulatory provisions governing M&A	
	Provisions of Competition Act		activities in India	

- 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 Programme Outcomes		
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 defenses and legal frameworks in M&A activities.	PO2, PO3, PO5		

Co T	:41 -	TAIXTECO	SEMESTER -		ртел	110	AT A BT	CEL	ENT		
Course Title		INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT  Total credits: 4 L T P S R O/F									
Course code		23MBCF213R	Total credits: 4 Total hours: 60T	4	0	0	0	0	0/F	C 4	
Pre-requisite		Co-requisite Nil									
Program		Master of Business Administration (Corporate Finance)									
Semester		Fall/ III semester of second year of the programme									
Semester		1. To acquaint the students in respect to the investment decisions related to financial									
		assets, risk and the returns involved, mitigation of risk by way of diversification.									
Course Objectives		2. To acquaint students with the theoretical foundation of modern portfolio theory, their									
		implications for portfolio construction and management and issues related to portfolio									
		optimization.									
		3. To be able to apply equity and bond portfolio management strategies and portfolio									
		performance evaluation methods									
CO1		Understand the concepts and objectives of investment, including various investment									
		methods and sources of information.									
CO2		1 2 2	Analyze equity valuation models and methods, including dividend discount model and								
COA		price earnings ratio									
CO3		Evaluate bond valuation techniques, bond terminology, and factors affecting bond prices									
CO4		and yields.									
004		Compare fundamental and technical analysis approaches in investment, examining intrinsic value and technical indicators.									
CO5		Assess market efficiency and portfolio models, including Markowitz diversification and									
		asset pricing theories.									
Unit-		Cont		Co	ntact	L	earni	ng Ou	tcome	KL	
No.				Н	[our						
	Inve	estment Concepts				Unde	erstan	d the co	oncepts,		
		oduction - Concepts				objectives, methods, and					
		Financial and non-financial forms of							nancial		
I		estment – Objectives			10	l .		nancial		1,2	
		estment, investment			inves	stment	is				
		non-security forms or rees of investment in									
		estment Instruments.									
		Equity Valuation				Lear	n vari	ous ear	ıity		
		ity Valuation: Mode	ls -Valuation			Learn various equity valuation models					
11		hods-dividend disco		10					1.2		
II		ings ratio, price boo		10					1,2		
		sales ratio, free cash flow model-EVA &									
		MVA, minority interest and discounts.									
	1	Bond Valuation				Learn bond valuation					
		Bond valuation - Strategic role of bond, Bond terminology, types of bonds, value of bond,				mode	els				
III		d yield measures, bo			10					1.2	
1111	1	forecasting interest and determinants of								1,2	
		interest rates, theories of interest rates, analysis of deep discount bond, analysis of									
		convertible bond, analysis of tax shelter fixed									
	investment avenues.										
			t Technical Analysis		10	Lear	n func	lament	al and		
	Fundamental analysis - Objective and believes								susing		
	of fundamental analysis, frame work of							licators			
IV		lamental analysis co							1,2		
1 4		e. Technical analysi							1,2		
		hnical analysis, Dow									
		hart, Contrary opinion theory - Confidence									
	ınde	ndex, RSA, RSI, Moving average, MACD.									

V	Market Efficiency Efficient market hypothesis - Concept of efficiency of stock markets, forms of efficient market hypothesis, Empirical tests of efficient market hypothesis in Indian Market. Tests of efficient market hypothesis.	8	Understand the efficient market hypothesis, its forms.	1,2
VI	Portfolio models and Asset pricing Theories Markowitz diversification models of measuring market risk. A comparative analysis of Models. Sharp's single index model - determination of corner portfolio - international diversification, Asset pricing theories	12	Learn portfolio diversification models, compare various models, and understand asset pricing theories.	

- T1: Investments Analysis and Portfolio Management Pransanna Chandra Tata Mcgraw Hill-3<sup>rd</sup> edition.
- 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 Programme Outcomes		
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		
3	Evaluate bond valuation techniques, bond terminology, and factors affecting bond prices and yields.	PO3,PO5		
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		

			SEN	/ESTE	R –	· III						
Course	e Title		FINANC	CIAL SE	ERV	VIC	ES					
Course	a coda	23MBCF214R	Total credits: 3	L	7	Т	P	S	R	O/F	(	C
Course	coue		Total hours: 45T	3		0	0	0	0	0	3	3
Pre-re	quisite	-										
Progra	amme	Mas	ter of Business Adn	ninistrat	tion	ı (Co	orpoi	rate F	inance	e)		
Semes	ter	Fa	all/ III semester of se	econd y	eai	r of	the p	rogra	mme			
Course	ρ	1. Overview of fin										
Object			2. Overview of various products									
Object	iives	3. To understand the	3. To understand the revenue generation									
C	01	Understand the functions and guidelines of merchant banking, distinguishing it from other										
	<u> </u>		financial services.									
C	02	Analyze the need and importance of insurance services, including life and non-life										
		insurance products										
C	03		nd hire purchase dec	isions, c	ons	sider	ing le	egal f	ramew	orks and	facto	ors
		influencing choice.										
C	04		rating process and se	curitiza	tior	n of o	debt,	includ	ling be	nefits and	l issu	ıes
		involved.			-							
C	05		nds, including their	evoluti	ion,	, typ	bes, 1	perfor	mance	measure	es, a	ınd
	T	advantages.		Ια .								
Unit-		Conten	t	Conta			Lea	ırnınş	g Outc	ome	K	L
No.	T . 1	M. 1 D	1:	Hour	r	<b>T</b> T	1 ,	1.1				
		oduction to Merchant Banking rchant banking: Origin, Services rendered						Understand the origin, functions, and services of				
	1 -	rchant bankers, Func						kers, S	EBI			
I	-	ers, SEBI Guidelines	9		guidelines			1,	,2			
		s. Non-Banking Fina ons, RBI Guidelines,										
		entiating between Ba										
		ng and Investment Ba	•									
		nce Services	ilikilig.		Comprehend the need,							
		and importance Life a	and non-life				-					
		nce- Players in life an				importance, and essentials of life and non-life insurance						
II	1	nce- Essentials of ins		10		contracts.			irunce	1,	,2	
		opraisal and selection				001	macı	٥.				
	_	nce products including										
		g Decision and Hire				Un	derst	and le	asing	and hire		
		g: Concept, steps in							_	nd legal		
		ctions, Types of Lea	•			_	mewo		-r			
		vorks, Problems, Fac										
III		Borrow or Lease De	_	10							1,	,2
	_											
		rchasing: Concepts and features, Hire rchase Agreement, Comparison of Hire										
		se with Credit sale.										
		Rating and Securitiz	ation of Debt			Un	derst	and th	e cred	it rating	+	
		itory System-NSDL								cies and		
	_	tion and meaning of				_		ation.	_			
IV		s of credit rating, rat	_	8							1.	,2
		ls, Types of Securiti										
	1 -	ts of Securitization, l										
		tization										
	Securi	112411011				<u> </u>					1	

	Mutual Funds		Understand the evolution,		1
	Meaning- Evolution- Types- Performance		types, and organizational		
	Measures -NAV - Mutual Fund Organization,		structure of mutual funds.		
$\mathbf{V}$	Advantages and Disadvantages of Mutual	8		1,2	
	Fund - Exchange Traded Funds (ETFs)- Real				
	Estate Investment Trusts (ReITs) -				
	Infrastructure Investment Trusts (Invits				

- 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.

#### **REFFERENCE 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 Programme Outcomes				
1	Understand the functions and guidelines of merchant	PO2,PO3,PO5				
1	banking, distinguishing it from other financial services.	102,103,103				
2	Analyze the need and importance of insurance services,	PO2,PO3,PO5				
	including life and non-life insurance products.	102,103,103				
3	Evaluate leasing and hire purchase decisions, considering	PO2,PO3,PO5				
3	legal frameworks and factors influencing choice.	1 02,1 03,1 03				
4	Examine the credit rating process and securitization of debt,	PO2,PO3,PO5				
4	including benefits and issues involved.	FO2,FO3,FO3				
5	Assess mutual funds, including their evolution, types,	PO2,PO3,PO5				
3	performance measures, and advantages.	102,103,103				

			SEMESTER	R – III							
Course Ti	itle	BUSI	NESS ETHICS ANI		ORAT	TE GO	VERN	ANCE	E		
Course co	,do	23MBCF215R	Total credits: 3	L	T	P	S	R	O/F	C	
Course co	ue		Total hours: 45T	3	0	0	0	0	0	3	
Pre-requi	site		Co-requisite				Nil				
Programi	ne		ster of Business Adn								
Semester			all/ III semester of s	second y	ear of	the pro	ogramı	me			
		1. To Introduce basic ethical theories.									
		2. To explain professional ethical standards.									
			3. To describe the role of government regulation towards ethical business.								
			e role of directors, o	officers, 1	manage	ers and	emplo	yees i	n the m	ıodern	
Course		corporation.		0 1							
Objective	S		significant issues of							moral	
			rk group influence, co								
			dents to the ethical is								
			rovide the student wi		ough k	nowled	ige of v	various	metho	ds and	
			npensation Managen		1 41.	a1*		:· ·	1		
CO1		contexts.	l principles and val	iues, and	ı tneir	appiic	auon	ın varı	ious bu	siness	
			tional ethics and the	he dave	lonma	nt of	othical	oulter	ro 337.141.	in ar	
CO2		organization.	nonai cuncs and t	ne deve	iopiner	1t OI	cuncal	cuitul	ıc with	ın an	
			governance practice	s and the	ir imne	act on c	roaniz	ational	hehavi	or and	
CO3		performance.	Evaluate corporate governance practices and their impact on organizational behavior and performance								
~~:		Assess the social, environmental, and economic responsibilities of corporations, including									
CO4		compliance with n			1			1	,	0	
CO5			e and evaluation of co	orporate	social 1	espons	sibility	project	ts.		
Unit-		Conte	nt	Contac	t	Lear	ning C	Outcom	1e	KL	
No.				Hour							
		r view of Ethics					d ethic				
		erstanding ethics, E		decision-making, across finance, marketing, HRM, at							
		hs and ambiguity, et							M, and		
		naging Ethical Dilen			inte	ernation	nal busi	iness.			
τ		racteristics of ethica		10						1.2	
I		sion making, ethical acteristics of ethical		10						1,2	
		mma resolution proc	-								
		mmas in different bu									
		nce, marketing HRN									
		ness.	- mio mioritational								
		cal Culture in Orgar	nization		Cor	nprehe	nd org	anizati	onal	+	
		rview, Org Ethics D					elopme				
		em (OEDS), Organi				dership					
	Dev	eloping codes of Etl	nics and conduct,			•					
II		cal and value based		10						1,2	
11		ciples in Business;		10						1,2	
		olutism verses Relat	· · · · · · · · · · · · · · · · · · ·								
		cological approach, t	_								
		roach, Koholberg's	six stages of moral								
		elopment (CMD)							1		
		porate Governance	onaanta Camaaat	Understand corpora governance issues,							
		rview – Issues and c ernance practices co				ernanc codes	c issue	s, prac	nces,		
III		a, Corporate govern		10	and	codes				1,2	
		a, Corporate govern ness, Corporate gov	-								
		ed business – the M									
	O WII	ea ousiness – the M	bystem								

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

- 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 Programme Outcomes				
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				

SEMESTER – IV										
Course T	itle		STRATEGIC			_			T _	
Course co	ode	23MBCF221R	Total credits: 4	L	T	P	<u>S</u>	R	O/F	<u>C</u>
Pre-requi	icita		Total hours: 60T Co-requisite	4	0	0	0 Ni	0	0	4
Programi		Mad	ster of Business Admin	nietra	ation (C	ornor			,)	
Semester	шс		all/ IV semester of sec						·)	
Schiester					•				about b	usiness
		1. Strategy Management is intended to help students think strategically about business environment and introduce the student to dynamics in industry and managing those								
Course			n effective strategic act							
Objective	·C		on of the course, stude							
Objective	. <b>.</b> 3		e strategic management							
			ll develop advanced an							ses—to
CO1			fy central issues and le							antitirya
COI		advantage.	pply the strategic ma	mage	ment pr	ocess	101 8	acmev	ing comp	pennve
CO2		Č	nd external environme	nts to	identif	v core	com	petenc	ies and in	ndustry
		dynamics.	CCIMAL CHANGE			, 5510			- 22 GIIG II	y
CO3			s-level strategies and ev	aluat	te their s	uitabi	lity in	differ	ent conte	xts.
CO4		Develop corporate	-level strategies consid-							
		fit								
CO5			es effectively through							
Unit-		Cor	itent		Contact	Learning Outcome			tcome	KL
No.	C.		10, , :	-	Hour	TT 1	1 4	1.41		
		rategic Management and Strategic						nd the s rocess,	strategy-	
		Competitiveness trategy making process, understand above						compet		
I		average returns as a measure to determine that			10		antage		.11110	1,2
1		irm has competitive advantage, benefits of			10		8			1,2
	strat	rategy management, process, strategic vision,								
	miss	sion, goals, long terr	n objectives.							
	Situ	ation Analysis				Ana	lyze t	he inte	rnal and	
	The	Internal Environme	nt, the concept of Valu	e,					ments	
			abilities development.							
			es with resources and							
			hain to identify and							
тт			capabilities, importance betencies. The External		1.4					1.2
II			ve competitive forces,		14					1,2
		iness firm's opportu								
	cons	straints, economic co	onsiderations,							
		_	tions. Offensive and							
		ensive strategies, Fir	st, and late movers,							
	com	petitive dynamics								
		tegy Formulation Pa						iness-l	level	
		iness Level Strategie	_				tegies			
	concepts for competitive positioning, Cost leadership/ Differentiation/Focus/Broad differentiation strategies & how firms strive to achieve with benefits and drawbacks of each					com	petiti	ve pos	itioning	
					10					1.2
III			egies were generic, the	n	12					1,2
	_		firm within industry							
		=	s. Strategies in High							
	Tecl	hnology Industry. V	alue creation frontier -a	ı						
	desi	re for firm to be diff	Ferent and competitive.							
						I				1

IV	Strategy Formulation Part II Corporate Level Strategies: Establishing a competency agenda, concentration strategies by market penetration their risks and benefits. product or market development, Horizontal and Vertical Integration strategies. Key drivers for company to diversify. Understand differences in related diversification & unrelated diversification. Foreign markets, various modes of entry benefits and drawbacks, Startups, Strategic alliances & acquisition. Global Strategies, Environmental fit & Resource fit, Industry attractiveness factors, opportunities in emerging, growth, matured, declining and hostile markets.	12	Understand corporate- level strategies, including market penetration, integration, diversification, and global strategies	
V	Strategy Implementation Organizational design, structures and controls. Importance of integrating strategy implementation and strategy formulation. Organizational structures used to implement different business level strategies. Organizational structures used to implement different corporate level strategy. How corporate culture promotes implementation of strategy, types of control systems	12	Understand the importance of organizational design, structures, and controls in implementing strategies.	

- 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 Programme Outcomes				
1	Understand and apply the strategic management process for	PO1, PO5,PO8,PO9				
	achieving competitive advantage.	1 0 1, 1 0 0, 1 0 0, 1 0 7				
2	Analyze internal and external environments to identify core	PO2, PO3,PO9				
	competencies and industry dynamics.	102,100,109				
3	Formulate business-level strategies and evaluate their	PO3, PO4				
3	suitability in different contexts.	103,104				
4	Develop corporate-level strategies considering industry	PO2, PO3,PO5,PO8,PO9				
4	attractiveness and environmental fit	FO2, FO3,FO3,FO8,FO9				
5	Implement strategies effectively through organizational	PO1 PO2				
3	design and culture.	PO1, PO2				

		SEME	STER	_ IV					
Course Ti	tle	CORPORA							
		Total credits: 4	L	T	P	S	R	O/F	С
Course co	de 23MBCF222R	Total hours: 60T	4	0	0	0	0	0	4
Pre-requis	site	Co-requisite				N	il		
Programn	ne Mas	ter of Business Admir	nistra	tion (	Corpor	ate F	inance	e)	
Semester	F	all/ IV semester of sec	ond y	ear o	f the pi	rogra	mme		
Course	1.To understand th	e tax structure in India							
Objectives	2. To know the con	nputational procedures							
		e implications of the sa							
CO1	Understand taxat	ion fundamentals and	d strat	egies					
CO2	-	from salary and hous			•				
CO3	Evaluate profits f	rom business or prof	ession	1					
CO4	Assess capital ga	ins and other income	sour	ces.					
CO5	Apply GST comp	outations and deducti	ons.						
Unit-	Conter	nt C	Contac	t	Lear	rning	Outco	me	KL
No.			Hour						
	Basic concepts						-	oncepts	
	Assessment year, previo	• •			including assessment year,				
	assesse, Income, charges			-	oss tota				
	total income, capital and	- · ·			residential status, tax				
I	residential status, receip		10	pl	planning, evasion, and			1,2	
	income, connotation of i			m	management.				
	accrue or arise in India,								
	Tax Planning, Tax Evas	ion, Tax							
	Management.								
	Introduction to Heads of				earn to		-		
	from Salary and House l							n salary	
l II l	Explanation under vario		14		and house property				1,2
	income, Income from Sa	• `							,
	Problems). House prope	-							
	House Property (Basic P					•	-		
	Profits or Gains from Bu	isiness or			ompute				
	Profession	G. 1 . C		bı	isiness	or pro	ofessioi	n	
	Income under the head p	-							
	business or professions								
	computation- basis- met								
TIT	accounting- scheme of b		12						1.2
III	deductions/ allowance- o	-	12						1,2
	maintenance of books, I	-							
	Theory and Problems) sp	-							
	relating to 44AD, 44AE								
	44AF.Problems on comp								
	from business/ professio								
	taxable income of a firm	and partners.							

IV	Capital gain and other Sources Income under capital gain, basis of charge, transfer of capital asset, inclusion and exclusion from capital asset, capital gain, computation, theory and problems, slump sale, Exemptions, capital gain in special cases, Securities Transaction Tax(88E)	12	Understand and compute capital gains, income from other sources.	1,2
V	Computations and GST Clubbing provisions, implications of unexplained debits and credits, Setoff and carry forward of losses. Deductions: Permissible deductions –under Ch. VI-A 80C, 80CCC, 80D, 80DD, 80DDB, 80E, 80U, Sec 10A, 10B, 10BA and Indirect Taxes - GST	12	Learn clubbing provisions, setoff and carry forward of losses, and permissible deductions	1,2

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 Programme Outcomes				
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				

			SEME	STER							
Course T	itle		INTERNATIONAL	BUSI	NESS	S & FII	NAN(	CE			
C		22MDCE224D	Total credits: 4	L	T	P	S	R	O/F	С	
Course code		23MBCF224R	Total hours: 60T	4	0	0	0	0	0	4	
Pre-requi	isite		Co-requisite				Ni	il			
Program	me	Mas	ster of Business Admi	nistrat	tion (	Corpoi	ate F	inance	e)		
Semester		F	all/ IV semester of sec	ond y	ear o	f the p	rogra	mme			
		1. To understand t	he concept of internation	onal fi	nancia	al mana	geme	nt			
Course		2. To understand how to manage the risk associated with the international exposure									
<b>Objective</b>	<b>.</b> c		3. To build financial skills as managers to capitalize on their international business								
Objective		opportunities in changing international conditions that impacts the opportunities and									
		risk.									
CO1		_	ortance, risks, and rew								
CO2			of funds in the intern	ational	l fina	ncial sy	stem	, inclu	ding bala	ince of	
		payments and capita									
CO3			oning of international	financ	ial m	arkets,	inclu	ding fo	oreign ex	change	
		markets and exchan				•					
CO4			to foreign exchange ra								
CO5			te risk and currency sw	1						_	
Unit-		Cont	ent		tact	Le	earnir	ig Out	come	KL	
No.	T .	rnational financial E		Ho	our	Under	, 1	<b>41</b>		+	
									da and		
		importance, rewards and risk of international inance- Goals of MNC – Exposure to				importance, rewards, and risks of international					
I	l .	nance- Goals of WINC – Exposure to hternational risk- International Monetary			0	financ		11141101	141	1,2	
		tem- Multilateral Financial Institution-				IIIIaii					
		overnment influence on exchange rate.									
		rnational flow of fur				Under	rstand	balanc	e of	+	
		ance of payments (d		payments, internationa				ional			
			account and ORA)-			trade and capital flows					
***	Inte	rnational Trade Flov	ws-International					-		1.0	
II	Сар	ital Flows-Agencies	that facilitate	1	4					1,2	
	Inte	ternational flows – Equilibrium,									
	dise	quilibrium and adju	stment of Balance of								
			cits – J Curve Effect.								
		rnational Financial I				_			tructure		
		0	ets-foreign exchange					_	foreign		
		ing - Cash and Spot	•			excha	nge m	arkets			
III		ign exchange rates a	-	1	2					1,2	
	l .	vard Markets-Excha	•		_						
	l .	ss Rates-Foreign ex									
	-	participants-arbitrage profit in foreign									
		hange markets, Swif				** 1		• .			
		eign Exchange rate							ational		
			ationship: interest rate					onship			
13.7	_	ty, purchasing powe		1	1	forecast exchange rates,			1.2		
IV		cts Forecasting excl	=	1	4	expos	ures.			1,2	
		_	Translation exposure-								
		nomic exposure, Fo	reign Exchange								
	Exp	osure Management									

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

- 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 Programme Outcomes		
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 behavior.	PO1, PO2, PO3		
4	Assess the exposure to foreign exchange rate risks and its management strategies.	PO2, PO3		
5	Examine interest rate risk and currency swaps in the international financial context.	PO4		

		SEM	1ESTER	R – IV					
Course T	itle	DEI	RIVATI	VES					
Course	code 23MBCF225R	Total credits: 4	L	T	P	S	R	O/F	C
Course	25WIDCF225K	Total hours: 60T	4	0	0	0	0	0	4
Pre-requi		Co-requisite				Nil			
Program		ter of Business Adn							
Semester		all/ IV semester of s				ogramı	ne		
Course		he concept of risk and		_					
Objective	2 <b>C</b>   2	2. To provide basic understanding of risk management tools.							
	3. To develop strat	tegies to manage risk		4	• •				
CO1		ives' features, types,							
CO2		d trading mechanism on methods for future			na ruti	ares.			
CO3					:	fire and a			
CO4 CO5	1	trategies and portfoli ading, pricing model	_		_			ngamar	\t
Unit-	Conte		Contac			ning O			ιι.
No.	Conte	II.	Hour	١	Leai	ning O	utcon	10	KL
110.	Introduction to Derivativ	Jes .	Hour	Un	derstar	nd the fe	eatures	3	
	Features - types - history								
	dealing in derivatives - I			types, history, major markets, and regulations of financial					
I	derivatives management	10	derivatives in India			1,2			
	Regulations of financial								
	India.	ia.							
	Forwards & Futures Ma		Lea	arn the	pricing	, tradi	ng		
	Pricing and trading mechanism -			me	mechanisms, and				
п	mechanics of futures ma	10	spe	specifications of futures			1,2		
11	futures - forward source	ures - forward sources futures -			tracts				1,2
		nctional of futures market -							
	Specifications of futures	contract.							
	Valuation of Futures			Determine the prices of forward and futures contracts					
III	Determination of forwar		10				1,2		
	prices - currency future								
	futures - commodity futures	ires.		т	1 .	1 ' '			
	Hedging Strategies	futuras Dasia				lging st	_		
	Hedging strategies using principles – Basis risk –				is risk	ires, uno	ierstai	ıu	
	Minimum variance hedg			Das	15 115K	,			
IV	index futures - Adjusting		10						1,2
1,4	portfolio - Methods in H	-	10						1,2
	using Index – one to one								
	hedging, Minimum varia								
	Rolling the hedge forwa	-							
	Options			Lea	arn opt	ions tra	ding		
	Option terminology - dis	stinction between			_	, and pr	_	nodels	
	options and futures cont	racts - properties							
V	of options, Options Trad	ling Strategies,	12						1,2
	Options Pricing Models	- Basic model							
	Black and Sholes option	pricing model -							
	Option Greeks								
			_				_	_	_

VI	Swaps Risk management using swaps: mechanics of interest rate swaps - valuation of interest rate swaps-currency swaps - valuation of	8	Learn the mechanics and valuation of interest rate and currency swaps	
	currency swaps - valuation of currency swaps.			

- 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 Programme Outcomes			
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			

		SEME	STER	– IV					
<b>Course Title</b>		T	HESIS						
Course code	23MBCF226R	Total credits: 3	L	T	P	S	R	O/F	C
Course code	25NIBCF220K	Total credits. 3	0	0	2	0	6	8	3
Pre-requisite		Co-requisite				Nil			
Programme	Mas	ter of Business Admi	nistrati	ion (C	orpora	te Fina	ance)		
Semester	]	Fall/ IV semester of fi	irst yea	r of th	ie prog	ramm	e		
	Class/ hours								
Course	<b>DURATION: 15 V</b>	VEEKS.							
Objectives	Each student undertakes a thesis under the supervision of the Faculty of the Institute of								
	Management for 15 weeks duration.								
601	Equip students with comprehensive research methodologies and analytical skills								
CO1	essential for condu	acting independent and	l advan	ced res	search.				
CO2	Foster critical thin	king abilities, enabling	g studei	nts to i	to identify, analyze, and solve				
(02	complex issues wi	thin their area of expe	rtise us	ing evi	dence-	based a	approac	ches.	
CO3	Enable students to	effectively articulate	researc	h findi	ngs and	theore	etical in	nsights	
COS	through scholarly	writing and presentation	ons, adl	hering	to acad	lemic s	tandard	ds and e	thics.
CO4	Guide students in	ide students in creating an original research work that contributes to the existing							
body of knowledge, demonstrating innovation, rigor,					and rele	evance.			
	Prepare students for further academic pursuits or professional roles by honing skills								
CO5	necessary for acad	lemic publishing, and a	applyin	g resea	arch fin	dings i	n real-	world	
ı	contexts.								

	CO PO Mapping				
SN	Course Outcome (CO)	Mapped Programme Outcomes			
1	Equip students with comprehensive research methodologies and analytical skills essential for conducting independent and advanced research.	PO4			
2	Foster critical thinking abilities, enabling students to identify, analyze, and solve complex issues within their area of expertise using evidence-based approaches.	PO4			
3	Enable students to effectively articulate research findings and theoretical insights through scholarly writing and presentations, adhering to academic standards and ethics.	PO4			
4	Guide students in creating an original research work that contributes to the existing body of knowledge, demonstrating innovation, rigor, and relevance.	PO4			
5	Prepare students for further academic pursuits or professional roles by honing skills necessary for academic publishing, and applying research findings in real-world contexts.	PO4			



# **Assam down town University**

# Curriculum and Syllabus

# **Master of Business Administration**

# OUTCOME BASED EDUCATION FRAMEWORK CHOICE BASED CREDIT SYSTEM

Version: 2.1

# FACULTY OF COMMERCE AND MANAGEMENT

July, 2023

## **PREAMBLE**

Assam down town University is a premier higher educational institution that offers Bachelor, Master, and Ph.D. degree programmes across various faculties. These programmes, collectively embody 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 the outline of the 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 Board of Studies (BOS) meeting of the Faculty of Science held on dated 21/06/2023 and approved by the Emergent Academic Council (AC) meeting held on dated 28/07/2023.

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 societybetter.
- 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**

A two-year full-time MBA program is an intensive graduate-level course designed to provide students with a comprehensive understanding of business management, leadership, and strategic decision-making. The program is offered by business schools and is aimed at individuals who aspire to become leaders in various sectors such as finance, marketing, consulting, technology, and entrepreneurship. The students gain both theoretical knowledge and practical skills through a combination of rigorous coursework, case studies, internships, and networking opportunities within a span of two years. The first year of a two-year full-time MBA program is focused on building a strong foundation in essential business disciplines. Students are introduced to core subjects such as Accounting, Finance, Marketing, Organizational Behaviour, Operations Management, Economics, Business Strategy, and Business Law. The first year emphasizes the development of critical thinking, problem-solving, and analytical skills, which are essential for making informed business decisions. Many programs include group projects and case study discussions, encouraging students to work collaboratively and apply their learning to real-world scenarios. This year also offers opportunities to build communication skills, both written and verbal, as students are often required to present their analyses and ideas to their peers and professors.

In the second year, students choose electives based on their areas of interest or career goals. These electives allow students to specialize in areas such as Finance, Marketing, Entrepreneurship, Human Resources, or International Business. This phase of the program allows students to deepen their expertise and focus on the aspects of business that align with their career aspirations. The second year, also places a strong emphasis on leadership development. Students engage in leadership training, take part in strategic decision-making exercises, and refine their managerial skills through simulations and leadership labs. Many programs incorporate internships or practical work experiences during the second year, allowing students to apply their knowledge in real-world business settings and gain valuable exposure to the challenges and dynamics of the professional world.

An essential component of the full-time MBA programs is the opportunity for global exposure. Many business schools offer international study trips, exchange programs, or global consulting projects, enabling students to experience diverse business environments and gain cross-cultural insights. Networking is another vital aspect of the MBA experience. Full-time programs attract students from diverse backgrounds, including professionals with years of work experience, entrepreneurs, and industry experts. Through networking events, conferences, alumni meetups, and industry engagements, students can build a strong professional network that often proves invaluable in their post-graduation career development. Upon completion of the two-year MBA program, the graduates often go on to secure high-paying roles in top corporations, startups, consulting firms, financial institutions, and government agencies. The career services offered by business schools, including resume building, interview preparation, and job placement assistance, help ensure that students transition successfully into the workforce.

#### 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) 6 weekssummerproject /thesis works.
- iv) Regular(both soft& hard)skill development training.
- v) Guest Lectures by Internationally acclaimed management Leaders.
- vi) Conduct visits to 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 (PO):

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

**PO6: Project Management:** Demonstrate knowledge and principles to manage diverse projects by considering financial and socio-environmental aspects.

**PO7: Value and Ethics:** Commitment to adhere to values and apply business ethics in the professional environment.

**PO8: Teamwork and Leadership:** Excel independently and as a member or a leader in diverse teams and interdisciplinary contexts.

**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: 88

#### 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 insemester (sessional) examinations and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

S.N.	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

<sup>\*</sup>are compulsory

Note: Total Internal assessment should be out of 40

#### **INSTRUCTION**

- 1. If a student fails to appear in any of the components without any valid reason he/she shall be marked zero in that component. However, the course teacher at his discretion may arrange for the missed test on an alternate date for the absentee students after determining grounds with genuine/valid reasons for the absent.
- 2. The report of evaluation of an activity towards the in-semester (sessional) component of a course shall be duly notified by the concerned course teacher within a week of completion.
- 3. The program coordinators/assigned course teachers should ensure the uploading of the insemester 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. 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 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** 

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 programmes follows a unique pattern and the total marks are 60

**Table 2: Question paper pattern for End semester examination** 

S.N.	Question pattern	Total marks
1	MCQs (10 Questions)	10
2	2 Marks questions (10 Questions)	20
3	4 Marks questions (5 Questions)	20
4	10 Marks questions (1 Question)	10

#### **IV. Examination Duration:**

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

#### V. Practical Examinations, Viva-Voce, etc.:

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

#### VI. Procedure of Expulsion:

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

#### VII. Instruction to the Students:

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

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

#### iv. Grade Point Average:

#### a. SGPA (Semester Grade Point Average)

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

$$SGPA = \frac{\sum_{i=1}^{n} c_{i}G_{i}}{\sum_{i=1}^{n} c_{i}}$$
 (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 i<sup>th</sup> 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.

$$SGPA = \frac{\sum_{i=1}^{n} c_i G_i}{\sum_{i=1}^{n} c_i}$$
 (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 Reevaluation 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 programmes the student has to undergo project-based learning at least 4 months duration. This approach will help the student to think critically, evaluate, analyze, make decisions, collaborate, and more.
- b) Inquiry-Based Learning: The teacher/students are supposed to list at least five questions in each contact hour and students solve these questions or search for answers which becomes the homework for the students' "question-driven" learning approach. The teacher may look for the correctness of the solution or the best possible answer and discuss it in successive classes. This will help in the preparation for various competitive examinations and develop a habit of searching for solutions.
- c) Flipped Classroom: About 10 percent of the course content has to be completed by this method. In this approach, the students are asked to watch a video or lecture prepared by the teacher or any video available (relevant to the course). A set of questions may be given to the students for searching answers by the students. The idea is that students should have more time in-classroom focusing on achieving these higher levels of thinking and learning.

The Flipped classroom is also an acronym. The letters FLIP represent the four pillars included in this type of learning: Flexible environment, Learning culture shift, Intentional content, and Professional educator. As you can see, the second pillar refers to a culture shift from the traditional approach where students are more passive to an approach where students are active participants. As a result, this approach is also a student- centric teaching method.

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

#### The percentage categorization for the completion of a theory course

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

#### The inquiry-based approach has to be followed in all of the classes.

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

# **Breakdown of Credits**

S.N.	Category		Total number of Credits				
		Skill Enhancement Course (SEC)	6				
		Ability Enhancement Course(AEC)					
1	University Core(UC)	Field Training	0				
		Discipline Specific Elective (DSE)	0				
		Value Added Course (VAC)	3				
	University Elective	Multidisciplinary Course (MDC)	3				
2	(UE)	Value Added Course (VAC)	0				
		Discipline Specific Core(DSC)					
		Field Training	0				
3	Program Core(PC)	Research /Industry Internship	7				
		Summer Internship	3				
4	D EL ( OE)	Discipline Specific Elective (DSE)	24				
4	Program Elective (PE)	Value Added Course (VAC)	4				
_		Skill Enhancement Course (SEC)	0				
5	Faculty Core(FC)	Ability Enhancement Course(AEC)	0				
	Total						

## **Breakdown by categories of courses**

S.N.	Category	Credits	%
1	Commerce and Management	85	96.5%
2	Science	3	3.5%
	Total	88	100%

#### SEMESTER WISE COURSE DISTRIBUTION

	G N	G G 1	G Tru	Course			En	gag	em	ent		Max	kimum N	/arks	for
	S.N.	Course Code	Course Title	Category	L	T	P	S	R	o	C	IA*	SEE*	PE*	Total
	1.	23MBAO111R	Accounting for Managers	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23MBAO112R	Marketing Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	3	23MBAO113R	Principles Of Management	DSC	3	0	0	0	0	0	3	40	60	0	100
er I	4	23MBAO114R	Managerial Economics	DSC	3	0	0	0	0	0	3	40	60	0	100
Semester	5	23MBAO115R	Ethics, Law, and Business	DSC	3	0	0	0	0	0	3	40	60	0	100
Sen	6	23MBAO116R	Mini Research(RI)	Research /Industry Internship	0	0	0	4	6	0	2	0	0	100	100
	7	23UMFS111R	Fundamental of Statistics	MDC	2	0	2	0	0	0	3	0	0	100	100
	8	23UMPD112R	Effective English	SEC	0	0	4	0	0	0	2	40	60	0	100
	9	23MSCE111R	MOOCs-I	VAC	1	0	0	0	0	0	1	0	0	100	100
	10	23UUFL113R	Personal Financial Planning	VAC	0	0	2	0	0	0	1	0	0	100	100
			Total	Т	18		8	4	6	0	24	240	360	400	1000
	S.N.	Course Code	Course Title	Course	_				1	ent			kimum N		1
				Category	L	T	P	S	R	O	С	IA*	SEE*	PE*	Total
	1.	23MBAO1201R	Organizational Behaviour	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23MBAO1202R	Financial Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	3	23MBAO1203R	Cost and Management Accounting	DSC	3	0	0	0	0	0	3	40	60	0	100
	4	23MBAO1204R	Human Resource Management	DSC	3	0	0	0	0	0	3	40	60	0	100
Semester II	5	23MBAO1205R	Productions and Operations Management	DSC	3	0	0	0	0	0	3	40	60	0	100
emes	6	23MBAO1206R	Techno Professional Skills	AEC	0	2	0	0	0	0	1	0	0	100	100
S	7	23UUHV127R	Universal Human Value(UHV) + Professional Ethics	VAC	1	0	2	0	0	0	2	0	0	100	100
	8	23UMRM121R	Research Methodology And Statistical Analysis	Research /Industry Internship	1	0	0	4	0	0	2	0	0	100	100
	9	23MSCE121R	MOOCS-II	VAC	1	0	0	0	0	0	1	0	0	100	100
	10	23UMPD122R	Communication Mastery (PDP)	SEC	0	0	4	0	0	0	2	40	60	0	100
	Total			18	2	6	4	0	0	23	240	360	400	1000	

	S.N.	Course Code	Course Title	Course			En	gag	em	ent		Ma	ximum N	Marks fo	or
	9.11.	Course Code		Category	L	Т	P	S	R	o	C	IA*	SEE*	PE*	Total
	1.	23MBAO2101R	Strategic Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23MBAO2102R	Summer Project	Summer Internship	0	0	2	4	6	0	3	0	0	100	100
	3	23MBAO2111R	Techno Professional Skills	AEC	0	2	0	0	0	0	1	0	0	100	100
	4	23MSCE211R	MOOCS-III	VAC	1	0	0	0	0	0	1	0	0	100	100
	5	23UMPD211R	Corporate Proficiency (PDP)	SEC	0	0	4	0	0	0	2	40	60	0	100
	6	23MBAO2103R	MKT-I- Consumer Behaviour	DSE	3	0	0	0	0	0	3	40	60	0	100
	7	23MBAO2104R	MKT-II- Advertising and Sales Management	DSE	3	0	0	0	0	0	3	40	60	0	100
			(To opt one f	from the f	om the following three groups)										
Ш				<u>Gro</u>	up	<u>-I</u>									
Semester	1	23MBAO2105R	HRD-I Training and Development	DSE	3	0	0	0	0	0	3	40	60	0	100
Se	2	23MBAO2106R	HRD-II- Manpower Planning and Performance Management	DSE	3	0	0	0	0	0	3	40	60	0	100
	Group-II														
	3	23MBAO2107R	FIN-I-Risk Management	DSE	3	0	0	0	0	0	3	40	60	0	100
	4	23MBAO2108R	FIN-II Security Analysis and Portfolio Management	DSE	3	0	0	0	0	0	3	40	60	0	100
				<u>Grou</u>	1 <b>p</b> -	III									
<u>-</u>	5	23MBAO2109R	B&I–I Principles of Banking and Insurance	DSE	3	0	0	0	0	0	3	40	60	0	100
	6	23MBAO2110R	B&I –II Legal Aspects of Banking and Insurance	DSE	3	0	0	0	0	0	3	40	60	0	100
			Total		16	2	6	4	6	0	22	240	360	300	900

	S.N.	Course Code	Course Title	Course			En	gag	em	ent		Max	kimum I	Marks f	for
	S.11.	Course Code	Course Title	Category	L	Т	P	S	R	O	C	IA*	SEE*	PE*	Total
	1	23MBAO2201R	Entrepreneurs hip Management	DSC	3	0	0	0	0	0	3	40	60	0	100
	2	23MBAO2202R	Thesis	Research /Industry Internship	0	0	0	4	12	0	3	0	0	100	100
	3	23MSCE221R	MOOCS-IV	VAC	1	0	0	0	0	0	1	0	0	100	100
	4	23MBAO2203R	MKT-III- International Marketing	DSE	3	0	0	0	0	0	3	40	60	0	100
	5	23MBAO2204R	MKT-IV- Service Marketing	DSE	3	0	0	0	0	0	3	40	60	0	100
	(To opt one from the following three groups)														
r IV	Group-I														
Semester IV	1	23MBAO2205R	HRD-III- Industrial Relation and Labour Laws	DSE	3	0	0	0	0	0	3	40	60	0	100
Se	2	23MBAO2206R	HRD-IV- Compensation Management	DSE	3	0	0	0	0	0	3	40	60	0	100
	Group-II														
	3	23MBAO2207R	FIN-III- Strategic Financial Management	DSE	3	0	0	0	0	0	3	40	60	0	100
	4	23MBAO2208R	FIN-1V-Tax Planning and Management	DSE	3	0	0	0	0	0	3	40	60	0	100
				Grou	1p-	Ш									
	5	23MBAO2209R	B&I –III- IT in Banking and Insurance	DSE	3	0	0	0	0	0	3	40	60	0	100
	6	23MBAO2210R	B&I–IV-Risk Management in Banking and Insurance	DSE	3	0	0	0	0	0	3	40	60	0	100
	Total				16	0	0	0	4	12	19	200	300	200	700

Course Title Course code Pre-requisite Programme Semester  Course Objectives	23MBAO111R  Nil  1. This is an intr 2. Financial accoresults.		L 3 ESS	T 0	P 0	S 0	R 0	O/F 0	<u>C</u>					
Pre-requisite Programme Semester Course	1. This is an intr 2. Financial accoresults.	Total Hours: 45 Co-requisite MASTER OF BUSINIFall/ I semester of the finance of t	3 ESS	0	0	0	0							
Programme Semester Course	1. This is an intr 2. Financial accoresults.	Co-requisite  MASTER OF BUSINI Fall/ I semester of the fi oductory course in finan	ESS					U						
Programme Semester Course	1. This is an intr 2. Financial accoresults.	MASTER OF BUSINI Fall/ I semester of the fi oductory course in finan		ADMI		Nil								
Semester  Course	This is an intr     Financial accoresults.	Fall/ I semester of the fooductory course in finan			NIST									
	This is an intr     Financial accoresults.	oductory course in finan												
	Financial Acc	<ol> <li>Financial accounting focuses on the rules by which firms (and individuals) report the results.</li> <li>Reporting of operations to outsiders such as stockholders and the potential of Financial Accounting,</li> </ol>												
CO1	Understand the ba	asic principles of financia	al ac	countin	g.									
CO2		paring and analyzing fin												
CO3	, ,	s of depreciation and me			culat	ion								
CO4	•	ncial ratios to make infor												
CO5	The state of the s	nd budgetary control to s												
Unit- No.	Co	-PP	Conta Hou	ct			utcome	KL						
	troduction to Accou	nting		13		Underst	and	the	1,2					
I Intan an Ac su Re	croduction of financi- d Objectives, The ecounting Principles bsidiary books, Cash	al accounting, Importan	ed er, ce,	13	f	undam inancia	entals l ac and th	of counting, e steps in	1,2					
II Pro Ba		Profit and loss account a ing information – meaning rmation.												
Me ch	epreciation Accounting and causes of arging depreciation preciation on profit.	g and causes of depreciation, methods of depreciation, and the effect of depreciation and							1,2					
IV Ratio Analysis  Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios.				8	I a I	Perform and class Profitab	Ratio ssify ra ility, l	Analysis, atios into Liquidity, ategories.	1,2					
V Co		and Budgetary Contrential features, Merits a		8	1	Learn Budgeti Budgeta	ng	and and ntrol.	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

	CO PO Mapping							
S.N.	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						

C 7	241.	SEMESTER -		ZNATENIO.							
Course T	itle	MARKETING			ъ	O/E					
Course C	Code 23MBAO112R	Total credits: 3 Total hours: 45	L T 3 0	P S 0	R 0	O/F 0	<u>C</u>				
Pre-requ	isite Nil	Co-requisite	3   0	U   U Ni	•	<u> </u>					
Program		MASTER OF BUSINE	SS ADMI								
Semester	0										
5011105001		1. To define key marketing concepts like marketing mix, customer value, and market									
	•	segmentation.									
Cours		2. To explain the impact of the marketing environment (macro and micro) on marketing									
Objecti		· · · · · · · · · · · · · · · · · · ·									
Objecti											
		3. To identify different consumer and organizational buying behaviors.									
~~~		4. To analyze the marketing research process and its role in strategic marketing planning.									
CO1	Understand the co	ncept, scope, and opport	unities of r	narketing.							
CO2	Interpret buying b	ehaviour for strategic ma	arketing pla	anning.							
CO3	Develop new prod	luct and pricing strategie	s for evolv	ing market n	eeds.						
CO4	Understand and ut	tilize the concepts of cha	nnels of di	stribution an	d integr	ated mark	ceting				
	communication.										
CO5	Identify the new to	rends in the field of mark	teting.								
Unit-	Con	tent	Contact Hour	Learni	ng Out	come	KL				
No. I	Introduction to Marke	ting•	10	Understand	1 fund	damental	1,2				
1	Nature and Scope of		10	Marketing		concepts,	1,2				
	Concepts, Marketing P			philosophi		nd their					
	_	arketing; Marketing		application							
		nmental monitoring,		customer v	alue.	_					
	Understanding the im	•									
	Microenvironment on	Marketing, Global									
	Marketing.		_	_			1.0				
II	Identifying and Selecting		5	Learn c			1,2				
	Consumer Buying Beh Buying Behaviour, M			organization behavior		buying effective					
	Targeting and Positioning			market		entation,					
	and Market Information			targeting, a							
	Planning Process	, <u>0</u> <del>mineving</del>		, c	. F -55						
III	Product and Pricing St	rategies:	10	Learn	product	mix	2,3				
	Product Mix Strategies:	Product, Planning and		strategies	and	pricing					
	Development, Product L			strategies.							
	Development, Brand										
	Labelling. Developing										
	Setting Price, Factor Determination.	rs Influencing Price									
IV	Distribution and Comm	nunication Stratogics	10	Understand	die	stribution	2,3				
1 4		tribution: Designing	10	and integr			2,3				
	Distribution Channels,	5 5		communic		an actiliz					
	and Logistics, Impact										
		ribution; Marketing									
		_	Ì	1			1				
	Communication: Role	of Promotion in									

Marketing

Sales

Promotional

and

Personal

Integrated

Mix, Advertising, Sales Promotion Public

Determining

Selling

Communication: Marketing,

Communication,

Relations,

Management

V	Trends in Marketing:	10	Explore emerging trends in	1,3
	Service Marketing, Social Media Marketing,		marketing.	
	Green Marketing, Customer Relationship			
	Management, Rural Marketing, Green			
	Marketing, Digital Marketing, Viral Marketing,			
	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								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the concept, scope and opportunities of marketing.	PO1,PO3							
2	Interpret buying behaviour for strategic marketing planning	PO2, PO3, PO2							
3	Develop new product and pricing strategies for evolving market needs	PO1, PO2, PO3, PO5							
4	Understand and utilize the concepts of channels of distribution and integrated marketing communication.	PO1, PO2, PO3, PO5, PO6							
5	Identify the new trends in the field of marketing	PO4, PO3							

SEMESTER – I Course Title PRINCIPLES OF MANAGEMENT										
			Total Credits: 3	L	MANA T	P	MENT S	R	O/F	С
Course	e code	23MBAO113R	Total Hours: 45	3	0	0	0	0	0	3
	quisite	Nil	Co-requisite				Ni			
Progra			MASTER OF BUSI							
Semes	ter		Fall/ I semester of the							
<ol> <li>In this course, the students will learn to recognize the characteristics of promanagement by identifying what successful managers do and how they do it 2. Understanding how managers work is just as beneficial for the subord employee as it is for the manager.</li> <li>This course is designed to teach them the fundamentals of management as are practiced today.</li> </ol>						they do it. ne subordi	nate			
C	CO1	Understand the c	oncept and evolution of	of mai	nagem	ent tl	houghts a	nd pra	ctices.	
C	O2	Identify and appl	y the core functions of	man	ageme	nt fo	r organis	ation.		
	03	leadership.	vance of Management					nication	n for effec	tive
C	O5	Appraise the tren	ids and challenges in a	globa	al busii	ness	environm	nent.		
Unit- No.		Con	tent		Cont		Learr	ning O	utcome	KL
I	meaning Taylor emergen	, nature and featu and H. Fayol:	nagement: its definitions of I features and principons movement; different administration	F.W. ples;	1	0	Underst manage contribu Taylor	ment utions	the and of F.W. Fayol.	1,2
II	Manager staffing, process: importal advantage planning span of	ment functions: directing, control introduction, monce, steps; Foreca ges and disadvant g and forecasting, I	Planning, organized ling and decision-matering, objectives, tysting: process, technical ages, differences between the control of the control	king ypes, jues, veen ship,	12	2	organiz directin	ing, g, co lecision	planning, staffing, ontrolling, n-making	1,2
III	features, leadersh	process, benefits,	s: definition and mear and drawbacks. Conce I styles. Communica nication.	pt of	Management by					
IV	advantag organiza	ges, classification	ation: its characterist of organization, theorie eo-classical, and mode, line and staff.	es of	5 Understand classical, 1,2 neo-classical, and modern organization theories and types of					
V	based investme globalize great fact difference benefits	systems, falling ent; implications ation of production cilitator, constraint ces in business sys of going global	on, the spread of man barriers to trade of globalization: a, markets; technology- s of globalization, nati tems and social culture a, expanding the man the global enterprise.	and the the onal t, the	organizations.  10 Understand the process and implications of globalization, and management challenges in a global enterprise.					1,2

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

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

# **REFERENCE BOOKS**:

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

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

	CO PO Mapping					
S.N.	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				

SEMESTER – I												
Course T	itle		MANAGER			1			T			
Course C	ode	23MBAO114R	Total Credits: 3 Total Hours: 45	L 3	T 0	P 0	S 0	R	0/F 0	<u>C</u>		
Pre-requ	isite	Nil	Co-requisite	3	U	U	N	v	U	3		
Program		1111	MASTER OF BUSIN	NESS	ADM	IINIS'						
Semester			Fall/ I semester of fi									
		1. The purpose		this course is to apply micro economic concepts and techniques in								
		evaluating business decisions taken by firms.										
Cour	se	2. The emphasis is on explaining how tools of standard price theory can be employed										
Object	ives		a decision problem,									
		3. Enables eval	uation of alternative	cours	es of	action	and i	finally	choose a	mong		
		alternatives.										
CO	1	Understand the co	oncept of ME and its ap	plica	tion in	busin	iess dec	cisions				
000		Understand and	analyse economic conc	epts	related	l to pr	oductio	n proc	cesses and	scale		
CO2	<u>.                                    </u>	dynamics.										
CO3	3	Evaluate various	concepts of cost and th	eir st	rategie	es.						
CO4	ļ	Comprehend dive	erse aspects of profit wi	thin t	the cor	npetiti	ive bus	iness c	ontext.			
COS	5	Understand the u	tility of National Incom	e ind	icators	s in ma	anageri	al deci	sion-maki	ng.		
Unit No.		Co	ntent		Cont Ho		Lear	KL				
I		ing of manager		its	12				the	1,2		
		ortance in managerial decision-making; meaning a cept of macro and microeconomics; meaning importance					and					
							of conomics					
	demai	definition of demand and supply; law of nd and supply; demand schedule;					manag	,ciiai e	conomics			
		minants of demand; elasticity of demand;										
		nd forecasting.	•									
II			duction function; factor		8	}			factors of	1,2		
	•	uction; concepts of isoquants, marginal rate of					_		isoquants,			
	to sca	itution, law of variable proportion, and returns					margin		rate of the law of			
	to sca	IC.						le prop				
III	Theor	ry of cost: Conce	eptual difference betw	een	8	!	Under			1,2		
111			ng cost; opportunity c		0	'			cost, long-	1,2		
			ong-run and short-run c				run	and	short-run			
	margi	nal and average co	ost.						marginal			
	and average of							1.0				
				rket	7		Under	stand ninatio	price n in	1,2		
			competition, monopopoly; theories of pro					imanoi ent mar				
		measurement.	opoly, incomes of pro	1105,			differe	art mar	KCts.			
V National income accounting: GNP, GDP, N					10	)	Learn	nation	al income	1,2		
			nination; supply of mor						oncepts	,		
			foreign exchange mar	ket;				-	_			
	intern	ational trade										

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					
S.N.	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	PO1			
3	Evaluate various concepts of cost and their strategies	PO2			
4	Comprehend diverse aspects of profit within the competitive business context	PO3			
5	Understand the utility of National Income indicators in managerial decision- making	PO3			

	SEMESTER – I											
Course	Title		ETHICS, L	AW8	& BUS	SINESS				_		
Course	Code	23MBAO115R	Total credits: 3	<u>L</u>	T	P 0	S	R	O/F	C		
Pre-req	nicito	Nil	Total hours: 45 Co-requisite	3	0	U	0 N	0	0	3		
Program		1411	MASTER OF BUSIN	JESS	ADM	INIST						
Semeste					year of the programme							
	_		asingly demands ethica						course pr	ovides		
		an ethical dimension to the conduct of contemporary commerce.										
		2. Although ethics exist independently of the law, legislative and common law										
Cou		developments are increasingly imposing higher standards of commercial morality.										
Objec	etives	-	examines the conceptua	_	-					-		
			he law to prescribe eth							_		
		approach.	•									
			s in global business, as	sessir	ıg lega	al frame	ework	s and th	ne Intern	ational		
CC	)1	Code of Ethics.	G : : : :::::::::::::::::::::::::::		0 5							
00	12		act laws and it's essenti	മി ചിച	mente							
CO												
CO	)3		nalysis the company re									
co	1		on processes, articulatin	ıg obj	ective	s of the	Arbit	ration a	nd Conc	iliation		
	<b>,</b> -	Act 1996.										
CO	5	Apply practical C	CSR activities, manage	corpo	rate id	lentity,	and d	emonsti	ate profi	iciency		
Unit					Co	ning						
No.			ntent		Hour Outcome KL							
I			Theory of Natural			11			d ethics			
			aw and Moral Stand					ories,	ethica			
			inciples that govern Global Business, all Code of Ethics. Sexual Harassment of busin						in globa	1		
					busin			siness.				
		en at Workplace (Prohibition, Prevention & ssal) Act, 2013, the Environment (Protection)										
	Act, 19											
II	_		Act, 1872 - Nature			8		derstan		- ,-		
			ts, Essential elements				Ind	ian Cor	tract Ac	t		
			Acceptance - Considera									
			Provisions relating to s, performance & Disc.									
		ract. Breach of con		nai ge								
III			956 - Company, defin	ition,		8	Un	derstan	d the	e 1,2		
	Meanii	ng, features an	d types of compa	anies,				mpanie	s Ac	t		
		·	lum of association, Ar				195			-		
			ectus, Charge Registr						Liability			
			ty Partnership Act, 20				Par 200	tnershij	o Ac	ī		
			nction between LLP				200	JO				
	Partnership. The Companies Act, 2013 – Salient features Corporate Social Responsibility.											
IV			ciliation Act, 1996 – C	bject		10	Un	derstan	d WTO	, 1,2		
	of the	Act, Matters not	Referable to Arbitration	ns in				IPS, Pa	atent Ac	t		
		* *	t of Arbitrator, Applica	•			of		Cybe			
			Arbitral Award and					_	ection o	t		
	Interve India	•	ΓO & TRIPS - Patent A mendments), Internat				IPF	₹.				
		· ·	yber Law. Role of Wi									
		-	ping Countries, Tradem									
	_		arks Act of India, 1999									

V	Corporate Social Responsibility - meaning,	8	Learn corporate	1,2
	definition, CSR activities in various sectors including		social	
	the business sector, CSR Policy in Business Sector;		responsibility, CSR	
	Corporate Identity Management; Brand Management;		activities in various	
	Media Relations; Campaign Management;		sectors.	
	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 4th Ed by Jose L.Galvan ISBN:1884585868 Call Number: H62.G352009

**Approaches to Social Research** by Royc eA .Singleton; Bruce C. Straits\_ISBN:\_9780195147940 Publication Date: 2004-08-12

#### **REFERENCE BOOKS:**

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

	CO PO Mapping							
S.N.	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						

SEMESTER – I											
Course T	itle MI	NI RESEARCH (RE					1				
Course C	dode 23MBAO116R	Total Credits: 2	L		$\frac{\mathbf{P}}{\mathbf{O}}$		O/F	<u>C</u>			
Pre-requi	isite Nil	Total Hours: 30 Co-requisite	2	0	$\frac{0}{N}$	<u>8  </u> 	0	2			
Program:		MASTER OF BUSI	NESS A	DMINI							
Semester		fall/ I semester of the		ar of the	e progra	mme					
		To understand the significance of research     To understand the importance of conducting a literature review.									
Cour	~~	2. To understand the importance of conducting a literature review.  3. To understand research gaps and formulate research problems									
Objecti	VAC	3. To understand research gaps and formulate research problems  4. To demonstrate proficiency in citation and referencing sources									
		4. To demonstrate proficiency in citation and referencing sources.  5. To present an organized everyiew of the relevant literature for a selected research									
	topic.	5. To present an organized overview of the relevant literature for a selected research topic									
	-	ndamental concepts ar	nd signific	cance of	fresearch	includi	ng its nu	rnose			
CO	and various types.	•	21 <b>5</b> 11111			-,	5 1.0 Pa	-r 35 <b>0</b>			
CO2		ciency in conducting	a literatu	re reviev	w						
CO3	•	gaps effectively and for				ns.					
		•			•		ΛΡΛ Ν	ΛΙΛ			
CO4	_	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.									
	• • •	structuring a review at	nd writing	citatio	ns for va	rious tyn	es of sor	irces			
CO5	_	ournal articles, and w	-	5 Citatio	115 101 74	rious typ	<b>C</b> 5 <b>C</b> 1 5 <b>C</b> 0	11005,			
Unit			Contact	Ι.				l			
No.	Conten	it	Hour		Learnin	g Outcor	ne	KL			
I	Introduction to Research		7	Understand the meaning,							
	Meaning of Research,					purpose	e, and				
	Research (Quantitative	Research, Types of types of research.				rcn.					
	Experimental, Explorator	_									
II	Literature Review in Re		8	Comprehend the definition							
	Definition and Purpose					of condu					
	Literature Review, St	_				ew, and le	earn the				
	Conducting a Literature I for Relevant Sources.	keview, Searching	ching steps involved.								
III	Identifying Research	n Gaps and	5	Reco	gnize the	signific	ance of	1,2			
	Formulating Research	Questions	-	identi	ifying	research	gaps,				
	Significance of Identifying			learn	strategie	s for doi	ng so.				
	Strategies for Identifyin Formulation of Research										
IV	Citation and Referencing		5			view of d		1,2			
	Overview of Different Referencing Styles (APA	′		Citatio	on and re	eferencin	g styles				
	Howard*, Vancouver*)										
	text Citations, Creating	<u> </u>									
Bibliography								1.5			
V		view and	5		n how ture rev		pare a l	1,2			
	Citation Writing Preparing Literature	Review, Writing		citatio		iew alle	ı wiile				
	Citations for various type	•		- Crucil	<b>-11</b> 0						
	Books, Journal Articles,										

**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	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts and significance of research, including its purpose and various types.	PO1, PO4,PO6,PO9
2	Demonstrate proficiency in conducting a literature review	PO1,PO2,PO4,PO6,PO9
3	Identify research gaps effectively and formulate research questions.	PO1, PO3, PO4, PO5, PO6, PO9
4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.	PO1, PO2, PO3, 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.	PO1, PO2, PO3, PO5, PO6, PO9

	SEMESTER – I											
Course	e Title				OF STAT	STI	CS					
Course	e Code	23UMFS111R	/31						R	O/F	C	
				Hours: 45		2	0	2	0	0	0	3
Pre-re	_	Nil		Co-requis	ite S ADMINI	CTI	) A 7	TO		Vil		
Progra Semest					year of th							
Scines	<u></u>									rodu	ction 1	to the
			1. The Fundamentals of Statistics course provides a comprehensive introduction to the essential principles and techniques of statistical analysis.									
Co	ourse	2. Designed for students from various academic backgrounds, this course equips										
	ectives	learners with the foundational knowledge and practical skills.										
		3. The course is needed to		•	•				ıl me	etho	ds in a	wide
		range of fields.		-	-							
C	:O1	Define and explain the sco	pe of St	atistics.								
	02	Understanding the statistic	cal met	hods to pr	esent data	effe	ectiv	ely	thre	ough	table	s and
C	<b>O2</b>	graphicalrepresentations, in	ncluding	g histogran	ns and ogiv	es.						
C	О3	Apply mathematical and po	ositiona	l measures	of statistic	s.						
	04	Analyze discrete probabili	ty space	es, properti	es of proba	abilit	ty, i	nde	pend	lence	e of ev	vents,
	04	conditional probability, and				_						
	O5	Synthesize the knowledge	of proba	ability theo	ry by appl	ying	the	orer	ns.			
Unit		Content		Contact	Lea	rnir	ng C	utc	ome	2		KL
No.	Ctatistis			Hour								1,2
1	Definiti	cal Methods: on and scope of Sta	tistics,	5	Understa of statis							1,2
		s of statistical population		3	sample, t					.i ui	10	
		Data: quantitative and quali										
	attribute		of									
		ement nominal, ordinal, in	iterval,									
II	and ratio	o a <b>ation:</b> Tabular and gra	nhical	10	Learn measures of central 1,2							1,2
1		g histogram and ogives. Me		10	tendency, measures of							1,2
	of Cent	ral Tendency: mathematica	al and		dispersion							
	_	al. Measures of Dispersion: range,										
	quartile standard		riation, t of									
		n, skewness, and kurtosis.	ι 01									
III	Bivaria		scatter	10	Compreh	end	bi	vari	iate	da	ta	1,3
		, simple, partial and m			analysis i		ding	g reg	gres	sion.		
		ion (3 variables only),										
	correlat	1 0										
	curves.	of polynomials and expor	nemai									
IV		n experiment: Trial, sample	e point	10	Understa	nd	the	co	ncer	ots	of	1,3
_ ,		nple space, event, Operation	•	- 0	probabili		and			abili		-,~
		concepts of mutually exc			distributi	ons						
and exhaustive events. Definition of												
	probability: classical and relative frequency approach. Discrete probability											
	space,		ability,									
	_		itional									
	probabi	lity, total and com	pound									
	•	•	ability									
	Distribu		ability									
	Distribut Distribut	tion, Poisson Prob tion, Bayes' theorem ar	ability									
	applicat		110									
L	11 -1300				ı							

V	Testing of hypothesis, parametric test: t-	10	Learn about hypothesis testing,	1,3
	test, z-test, chi-square test. Non-		parametric tests and non-	
	Parametric test: One-sample Kolmogorov		parametric tests	
	test, Wilcoxon Signed test, Mann-Whitney			
	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					
S.N.	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				

			SEMESTE	R – I									
Course	Title	EFFECTIVE	ENGLISH (COMM	UNICA	TIVE	ENG	LISH	& SOF	T SKIL	LS)			
Course	code	23UMPD112R	Total Credits: 2 Total Hours: 30	L 0	T 0	P	S	R 0	O/F	C			
Pre-rec	uisite	Nil	Co-requisite	U	U	4	⊥ ∪ Nil	U	0	2			
Program	•	1111	MASTER OF BUS	INESS	ADM	INIST		ON					
Semest	er		Fall/ I semester of th										
		_	sh between interrogativ					ry sent	ences.				
Cou		•	y ideas and informatio				•						
Objec	tives	_	strategies to improve th		_								
			different methods for r										
CC	)1	Understand sentence structure by interchanging interrogative and assertive sentences, as											
	, 1		ory and assertive sente										
CC	)2	Apply various types of tenses accurately to avoid common grammatical errors in											
	- <del>-</del>	communication.											
CC	)3		lary and language prof			gh the	use of	synony	ms, anto	nyms,			
		<u> </u>	n written and verbal ex	•									
CC	)4		ective reading and lis	_			_	niques	like SQ	3R to			
	<b>,</b> -T	_	comprehend and interpret information from diverse sources.										
CC	)5	_	resolution and time-m	_	nent ab	ilities	to effici	iently h	andle co	nflicts			
		and prioritize tas	ks for improved produ	ctivity.	1 ~		ı			1			
Unit No.		C	ontent			ntact our	Lear	ning O	utcome	KL			
I	Gram	mar				7	Learn	the b	asics in	1,2			
			tive and Assertive Ser				Gram	mer.					
		•	ertive Sentences, Ty	•									
			ors, Synonyms, And ot change the content										
		ter word.	iot change the content	and auc	1								
II		ng Skills				5	Learn	the tec	chniques	1,2			
			Reading, gathering id				of Effective Reading.						
			ext, The SQ3R Tec	hnique	,								
III		ret the text ing Skills				7	Under	ctand	the	1,2			
111		U	Process of Listening,	Factors		,			istening,	1,2			
			istening, Difference b				_		dversely				
			Purpose and Import				affect	Listeni	ng.				
	Proces	<b>O</b> .	How to Improve L	ıstenıng	5								
IV		ct Management				4	Learn	the co	ncept of	1,2			
			nflict Management, Ef	fects of		•	confli		nd its				
		-	Methods to deal with C	conflicts	3		manag	gement					
<b>X</b> 7	(Negat		11			7	TT 1	4 1 1	•	1.0			
V		Management Ski	IIs Management, Purpos	se And		7		stand t	ne of time	1,2			
			Management, Basic '				_	gement					
	Mainta	ain Time.					person	nal and					
			ng activity: A situation					sional					
			they will have to tell	us how	′		Evalu of		impact				
	to nan	uie iiie situation oi	r solve the problem.					good gement	time				
							practi	-	on				
							produ	ctivity	and				
							stress	reducti	on.				

- 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), 3<sup>rd</sup> edition, Michael McCarthy and Felicity, CUP, Cambridge University Press,2019.

R2: Effective Communication and Soft Skills, Nitin Bhatnagar,1st editionPearsons,2011.

#### **OTHER RESOURCE:**

https://www.classcentral.com/report/toefl-preparation/https://brightlinkprep.com/10-best-toefl-prep-books/

	CO PO Mapping								
S.N.	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.	PO1, PO3, PO5							
2	Apply various types of tenses accurately to avoid common grammatical errors in communication.	PO1, PO3, PO5							
3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.	PO1, PO3, PO5							
4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.	PO1, PO3, PO5							
5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.	PO1, PO3, PO5							

	SEMESTER – I									
<b>Course Title</b>		N	100	Cs						
<b>Course Code</b>	23MSCE111R	Total Credits: 1	L	T	R	O/F	C			
Course Code	25WISCETTIK	Total Hours: 15	1	0	0	0	0	0	1	
<b>Pre-requisite</b>	Nil	Co-requisite				N	il			
Programme		MASTER OF BUSIN	NESS	ADM	INIST	RAT	ION			
Semester		Fall/ I semester of the first year of the programme								
Course Objectives	students are allow the credit, and th	MOOCS is provided through the Coursera Platform, which is an online course where students are allowed to take courses per semester based on the hours with relevance to the credit, and the courses are provided by International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
CO1	Demonstrate pro in various manag	ficiency in acquiring and tement	nd app	plying	global	lly rec	ognize	d certifica	tions	
CO2	Showcasing a co frameworks	mprehensive understan	ding (	of inte	rnatior	nal pra	actices	and regula	atory	
CO3	Enabling effecti environment.	ve decision-making a	ınd c	ompli	ance	in a	global	ized indu	strial	
CO4	Evaluate and inte	grate international stan	dards	and tr	ends in	nto org	ganizati	ional strate	gies	
CO5	To equip learner collaboration.	s with the skills and l	knowl	edge 1	require	ed to i	ntegrat	e internat	ional	

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3								
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3								
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3								
4	Evaluate and integrate international standards and trends into organizational strategies	PO2								
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2								

			SEMESTI									
Course	e Title		PERSONAL F	INANC						0.5		~
Course	e Code	23UUFL1101R	Total Credits: 2 Total Hours: 15		$\frac{\mathbf{L}}{0}$	T 0	P 2	S 0	R 0	0/F 0		<u>C</u>
Pro-ro	quisite		Co-requisite		U	U	4	N		U		1
Progra	_		MASTER OF BUS		AD	MIN	STR					
Semes			all/ I semester of the									
			mediate-level cours		•					to no sl	cills	in
		official management.										
		2. Through the se	elected short readin	gs and	self-	-paced	l activ	ities,	stude	ents gair	n bo	th
Co	urse	_	practical knowledg	_		_				_		
	ectives	the scope of pe	rsonal financial plan	nning ar	nd un	nderst	and its	s impa	act.	_		
			towards financial g	_				_		s, Accou	ınt f	or
		rates of return and opportunity cost, Determine the present value of single and										
		multiple cash flows, Review taxation basics including filing, deductions.										
	O1	-						<i>U</i> ,				
C	O1	Comprehend the fu	ndamentals of finan	iciai pia	nnın	ıg.						
C	02	Understand and uti	lise the basic aspect	s of inco	ome	tax ar	nd GS	Т.				
C	03	Understand the con	cept, scope and pres	requisite	es of	entre	prene	urship	).			
C	04	Understand the con	cept, scope and pres	requisite	es of	entre	prene	urship	).			
C	05	Evaluate the aspect plans.	ts of retirement plants	anning	to fo	ormul	ate ef	fectiv	e stra	ategic fi	nano	cial
Unit		Content		Conta		Learning Outcome			Learning Outcome			L
No.	Fundo	mentals of Finan		Hour 3						ons of		,2
ı		ons of money; Infl		3						ept of	1,	,∠
		how it can be con				inflat			uding	_		
		al planning; Time	·				-		_	asures.		
	simple	and compound int				Calculate the time value of			alue of			
	Value		lue; Power of			money using simple compound interest met						
		ounding; Doubling p	eriod and Rule of			comp	ound	intere	st me	thods.		
II	72.	e Tax Planning – M	Janing of Income	3	_	Undo	retone	l Inc	omo	types,	1	,2
11		& Indirect Taxes,	•	3							1,	,∠
		s heads of Income for				Taxes, Taxable Income, Ta evasion and avoidance, GS						
	Non-ta	xable Income, Tax	evasion and tax									
		nce, GST, Tax Plann										
III	_	oreneurial Plannin	2	3			rstanc				2	2
	_	reneurship, prerequi	_			Entre Finar	prene			basics,		
		repreneur, Entreprens Institution in India, Inst				Capit		aids	, v	enture		
		s for entrepreneurs,				Сарп	a1.					
		s for entrepreneurs;										
		ss Angels, Assistand										
		ercial Bank Loans ar										
IV		ng for investing in		3			rstanc			stment	3	3
		stment avenues offets, Primary Marke				avenu	-	Stock		arkets, Risks		
		t, Stock market - 1				invol		mus,	ыr,	MISKS		
		ons of NSE, BSE,	_			111 1 01	, cu					
		t, Security reposite	_									
	Operat	ional aspects of s	ecurities markets:									
		ent of orders, contra										
		t, trading and settlen										
	risks	involved in invest	ing 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.			
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 the basics of consumer credit and the factors to consider when choosing a credit source.  Evaluate the cost of different credit alternatives and legal protections for consumers.	1,2,3

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

#### **REFERENCE BOOKS:**

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

	CO PO Mapping									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Comprehend the fundamentals of financial planning	PO1, PO3, PO6, PO8								
2	Understand and utilise 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.	PO1, PO3, PO5, PO9								

			SEME								
Course	Title		ORGAN	-		1					T ~
Course	Code	23MBAO1201R	Total Credits: Total Hours:		<u>L</u> 3	T 0	P 0	<b>S</b> 0	<b>R</b>	<b>O/F</b> 0	C 3
Pre-rec	uisite	Nil	Co-requisi					N	il		
Progra			MASTER OF	BUSIN	NESS	ADM	INIST	TRAT	ION		
Semest	er		nter/ II semest								
Cou Objec	ırse ctives	<ol> <li>To learn about the basic concept of organization, its classification, and organizational behavior.</li> <li>To learn about various terms like Learning, perception, values and attitudes.</li> <li>To learn about personality, morale and motivation and leadership and its importance in an organization.</li> </ol>									
CO	<b>D1</b>	Describe the conce	epts of the organ	nisatio	n as w	vell as	organi	sationa	al beha	viour.	
CC	)2	Understand the ap	Understand the approaches and models of organizational behaviour.								
CC	)3	Summarize the Inc	dividual-level fa	actors o	of org	anisati	onal b	ehavio	ur.		
CC	)4	Evaluate the perso	nality and moti	vation	of sel	f and o	others.				
CC	)5	Describe the key of	concepts and sty			ship.					1
Unit No.		Content		Cont Ho			Lear	ning (	Outcon	ne	KL
I	Organisational Behaviour: Introduction to Organisation, Classifications of Organisations, Factors Influencing an Organisation, Organisational Behaviour, Fundamental Concepts in Organisational Behaviour, Importance of Organisational Behaviour for Managers.				)	Understand the basic concepts of organisational behaviour and the classifications of organisations.  Analyze the factors influencing an organisation and the importance of organisational behaviour for managers.					1/2
II	Introdu Appro- Behav	nisational action, Some of the aches, Models of the acher, Inter-Relation	Organisational ship between	8		appro organ Evalu betwe	oaches nisation nate t een pe	nal bel he in ersonal	odels on navious ter-rela	tionship	2/3
Ш	Personal Life and Work Life.  Learning, Perceptions, Values and Attitudes: Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude.					theor proce perce Deve enhar	ies of ess and eption. Hop price	learnir I factor percept under	eaning ng, and rs affec rual si rstandin navioun	the eting kills to	2/3
IV	Components of Attitude, Significance of				)	and c attitu Anal attitu	lassifi des. yze t de and	cation: he si	gnifica ompon	types, lues and ance of ents and	1/3

V	Leadership: Leadership – definition,	9	Understand the definition,	1/3
	concept and characteristics, Importance		concept, and characteristics of	
	of Leadership, Leadership in Business		leadership.	
	Organizations, Evolution of Leadership,		Evaluate the importance and	
	Traits Theory, Contingency Theory,		evolution of leadership in	
	Situational Theory, Path-Goal Theory,		business organisations.	
	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 Behavior: 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.

	CO PO Mapping									
S.N.	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								

	<b></b>		SEMESTI										
Course	Title		FINANCE Total Credits: 3	IAL MAN	NAGEMENT L T P S R O/F C								
Course	code	23MBAO1202R	Total Hours: 45		3	0	0	0	0	0	3		
Pre-reg	quisite	Nil	Co-requis	ite				Ni	il				
Progra			MASTER OF BU										
Semest	er		/inter/ II semester										
Course Objectives		<ol> <li>Flow and other mathematical techniques used in financial management.</li> <li>To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses.</li> <li>To familiarize with the techniques used in Cash, Inventory and Receivables Management.</li> <li>To understand the various sources and uses of finance.</li> <li>To explain the various techniques of evaluation of capital expenditure decisions.</li> </ol>											
CO	1	Understand the co	ncept and scope of	financial	mana	agem	ent.						
CO	2		orete the cost of ra										
CO	3	Discover the in techniques.	vestment opportu	nities by	app	olying	y var	ious	capita	l budg	geting		
CO	4	Identify the factor	s influencing divid	lend policie	es.								
CO: Unit	5	Analyse th determ	inance of working	capital and		eivab	les fo	r bette	er deci	sion ma	aking.		
No.		Content		Hour		Le	earnii	ıg Ou	tcome	2	KL		
I	finance nature finance of finance of finance Cost of finance Capital	cial management e, Scope of finance of financial management, Desiral management, R iance manager, Fir ime value of money of capital: Long ter ing — Debenture al, preference Cogs, Meaning of coordinates of cost of capitals	ee, Meaning and gement, Goals of ecision making of ole and function nancial planning,  m and short term Capital, equity apital, retained st, Estimation of	10	Un scor ma fur ma Un soo sho del cap	2/3							
	calcul Retair of Pro genera	ating Cost of E ned Earnings, Cost eference Capital, c ated funds.	quity, Cost of of Debt and Cost ost of internally		ret An con me con ean cap	ained alyze mponethod: st orning: pital.	l earning the the tents for earning the tent	ongs. cost and calc equity ot, and	of cevulating, red	capital aluate g the tained erence			
Ш	techni back p	al budgeting icance, nature of investment period, ARR, NPV, and Capital Ration	estment decision, evaluation - Pay- IRR, Profitability	10	and dec Ap inv Pag	d natucision oply vestm y-bac R, P	ure of ns in c variou ent e ek per	inves capital us tec valuat riod, A bility	ion su ARR,		2,3		

IV	<b>Dividend decision:</b> Meaning, Forms of	7	Understand the meaning and	2,3					
	dividend, Factors determining dividend		forms of dividends and the						
	policies, Models of dividend policy -		factors that determine dividend						
	Walter's model, Gordon's model, Miller-		policies.						
	Modigliani model.		Evaluate different models of						
			dividend policy including						
			Walter's model, Gordon's						
	model, and Miller-Modigliani								
			model.						
V	Working capital management -	8	Evaluate various financing	2,3					
	Determinants of working capital, Financing		options for current assets.						
	Current assets, Factors affecting Working		Analyze strategies for						
	Capital Requirement, Concept of Operating		optimizing working capital to						
	Cycle, Managing cash - Inventory -		enhance organizational						
	Receivable		liquidity and profitability.						

- 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						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Understand the concept and scope of financial management.	PO6, PO9					
2	Analyse and interprete 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	Analyse th determinance of working capital and receivables for better decision making.	PO1, PO6, PO9					

	SEMESTER – II										
Course	Title		COST AND MA					ING	,		
Course	Code	23MBAO1203R	Total Credits: 3		T 0	P	S	R 0	O/F	C 3	
Pre-req	nisite	Nil	Total Hours: 4 Co-requisite		U	0	0 N		0		
Prograi			MASTER OF BU		ADV	IINIST					
Semeste			ter/ II semester						ne		
		1. To understand								ng and	
		service busines	ses.								
Cou	ırse	2. To impart know	vledge on cost co	ntrol and	cost re	eductio	n.				
Objec	ctives	3. To understand	the concepts of de	ecision-ma	aking	tools i	n cost	accour	nting.		
		4. To familiarize	students with	contempo	orary	issues	in c	ost an	nd manag	ement	
		accounting.									
CO	<b>D1</b>	Understand cost-re	elated concepts ar	nd prepara	tion o	of cost	sheets	1			
0.0		Implement decis	on-making tech	niques ii	n rea	l-world	d scei	narios,	demonst	trating	
CC	)2	practical application	on and proficienc	y related t	o cost	contro	ol.			-	
CC	)3	Understand and ap	pply different cost	ting metho	ods.						
		Demonstrate com	prehension of co	sting met	hodolo	ogies a	nd pro	oficien	tly identif	fy and	
CC	)4	exploit cost-saving		C		υ	1		,		
-		Interpret and app		med at r	econci	iling c	ost ar	nd fina	ancial acc	counts,	
CC	)5	showcasing analyt	· ·			_					
Unit		Content		Contact		Lanı	·nina (	Outco	ma	KL	
No.				Hour							
I		als of Cost Accor	-	7	Understand the fundamental					1,3	
	•	t of cost accounting ting, Tools of Cos				concepts of cost accounting and management accounting.					
		entre, Cost Unit and			Apply the tools of cos						
	Cost Sh		1	management to prepare a cost							
							-		st center		
TT	Tal	4 CO 4 M .:	10 11	10		cost u			1	2.2	
II		nts of Cost – Materi verhead Costs.	al Cost, Labour	10		lerstan cedure,		he j torage,	purchase and	2,3	
		d: Purchase procedu	ire, storage and					<i>U</i> ,	hods for		
		ry control, Metho	_			erial co					
		Methods of Inventor	•						hods of		
	Labour		of Labour,		_	_			nventory		
	•	les and Methods of ting of Labour cost.	· ·		con	trol tec	hnique	es.			
	Overhe		classification,								
Accounting of overheads.											
III	Method	ds of costing - Job	-	8		lerstan		rious	costing	3	
		Unit costing, Co	ntract Costing,						costing,		
Process		Costing.					_		costing,		
					con		osung	, and	process		
							he app	ropriat	teness of		
					diff	erent	costing	metl	nods for		
					vari	ous bu	siness	scenar	rios.		

IV	Standard Costing, Marginal Costing, Cost-Volume-Profit Analysis: Concepts of Standard Costing - Standard Costs, setting up of standards - Variance analysis - Material, labour, Overheads, Sales and Profit.  Marginal Costing - Meaning, Concept of variability of cost, Contribution, P/V Ratio, Break-Even-analysis, Margin of Safety Cost-Volume-Profit Analysis - Procedure and Practical application.	12	Understand the concepts of standard costing and variance analysis.  Analyze variances in material, labor, overheads, sales, and profit.	2,3
V	Reconciliation of cost and Financial Accounts - Accounts, Reasons, needs, Methods	8	Understand the reasons and needs for reconciling cost and financial accounts.  Apply various methods to reconcile cost and financial accounts to ensure consistency and accuracy in financial reporting.	2,3

- 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, MadhavV Rajan. Pearson
- R5: Cost and management accounting for managers, BK Chatterjee, Jai copublishing house

	CO PO Mapping							
S.N.	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						

	SEMESTER – II Course Title HUMAN RESOURCE MANAGEMENT										
Course	e Title									0/5	
Course	Code	23MBAO1204R	Total Credits: 3 Total Hours: 4		<u>L</u>	T 0	P 0	S 0	R	O/F 0	$\frac{\mathbf{C}}{3}$
Pre-rec	quisite	Nil	Co-requisit		<u> </u>			Nil		U	
Progra											
Semest	er		inter/ II semester								
Course Objectives  1. To understand the basic functions of Human Resource Mascenario in India. 2. To know the importance and applicability of job analysis a 3. To learn about the various aspects of Staffing. 4. To understand the concepts and importance of Compensatin managing HR. 5. To learn about the importance of Human Resource Devrecent trends and challenges in HRM globally.  Comprehend the basics of Human Resource Management and						nd job ation M	o eval Manag nent a	uation. gement			
	O1 O2	Planning. Understand the in	nplications of Job	analysis a	nd j	ob eva	luatio	n.			
C	03	Identify and analy	ze the various ele	ments of s	staff	ing.		-			-
C	04	Explain the conce	pt and need for co	mpensatio	on m	nanage	ement.				
C	05	Understand the co	oncept and applica	bility of re	ecen	t trend	ls in H	RM in	n diffei	rent se	ectors.
Unit No.		Content		Contact Hour		Lea	arning	g Outc	ome		KL
I	Human scope, importa Manage Roles, Trends	ement, HR Manag and Challenges. and practices by Resource Planninges, process, in	ment - Meaning, ns, policies and nan Resource ters - Qualities, Emerging HR firms in India. ng - Definition,	8	sco poi Hu Ma An and ma tre	licies, iman anagei aalyze d cha inager	objects and ment. the llenge s and t	impo qualiti s face he em	mean functi- rtance Resor- des, ro- ded by erging in Ind	ons, of urce oles, HR HR	1, 2, 3
II						2,3					
Ш	Staffing: Staffing: Staffing-Meaning, importance, and process. Recruitment – Meaning, objectives and importance, process, factors affecting recruitment, sources, Modern methods of recruitment, barriers in effective recruitment. Selection – Meaning, objectives, process. Types of Selection Tests, barriers in effective selection. Recruitment Vs Selection.			12	obj pro An rec me bar	alyze cruitm	es, in of recrete the fent, so of r	actors ources		and ting lern and	2,3

	Interview - Meaning and Types. Induction – Meaning and importance. Placement - Meaning and objectives.			
IV	Compensation Management: Compensation Management – Meaning, objectives, importance, and limitations. Salary and Wages – Meaning, Factors affecting Salaries and Wages, Types of wages; Wage and salary administration, Meaning and types of incentive plans and fringe benefits. HR Mobility – Promotions and transfers. Employee health, safety, and welfare, Job satisfaction and morale, Quality of work Life and workforce diversity.	8	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
V	HRD and Recent Trends in HRM: Human Resource Development - Concept and significance of Human Resource Development. Employee Training and Development. Career Planning. Performance Appraisal - Meaning, importance, methods, and limitations. Concept of Performance Management, Difference between Performance Appraisal and Performance Management. Globalization and HRM; Concept of E-HRM, HRIS, HR Audit, HR Accounting, HR Analytics/People Analytics. Green HRM and its practices. Ethics in HRM. International HRM: Concept, Importance, Challenges, and Approaches.	9	Understand the concept and significance of Human Resource Development, including employee training and development, and career planning. Evaluate the methods and limitations of performance appraisal, and distinguish between performance appraisal and performance management.	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: Ashwathappa, 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						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Comprehend the basics of Human Resource management and Human Resource Planning	PO1, PO3					
2	Understand the implications of Job analysis and job evaluation	PO2, PO6					
3	Identify and analyze the various elements of staffing	PO7					
4	Explain the concept and need of compensation management	PO8					
5	Understand the concept and applicability of recent trends in HRM in different sectors	PO9					

	T) 41	DD.	SEMESTE		A TEXA	NIC NA	A 37 A 4	NEW 4E			
Course '			Total Credits: 3	D OPERATIONS MANAGEMENT  L T P S R O/F C							
Course	code	23MBAO1205R	Total Hours: 45	3	0	0	0	0	0	3	
Pre-requisite Nil Co-requisite						N	lil				
Progran	nme		MASTER OF BUS	SINESS	ADN	INIST	ΓRΑΤ	ION			
Semeste	r	Wi	inter/ II semester o	f the fir	st yea	r of th	e pro	gramn	ne		
Cour Object		functions, and 2. Ability to stud 3. Ability to acqu 4. Ability to lear	<ol> <li>Ability to understand Production Management – introduction, concept, principles, functions, and practices.</li> <li>Ability to study the different phases of Operations Management.</li> <li>Ability to acquire knowledge of productivity.</li> <li>Ability to learn about production planning and design.</li> <li>Ability to understand about total quality management</li> </ol>								
CO	1	Understand the di	ifferent roles of prod	luction a	nd op	eration	s man	ageme	ent.		
CO	2	Analyze the know	vledge of productivi	ty and ca	apacit	y plann	ing in	indus	tries.		
CO	3	Identify the dime	nsions of quality and	d various	forec	casting	metho	ods.			
CO	4	Evaluate the prod	luct design, lifecycle	and ind	ustria	l purch	asing	proced	lures.		
CO	5	Understand the co	oncept of manufactu			ction of	wast	age.			
Unit No.		Conter	nt	Contac Hour		Lea	rning	g Outc	ome	KL	
	Introd Vario Introd Comp Opera Opera Of O	NAGEMENT – INduction To Production To Production To Operate parison Between ations Management Management Management Management Management Management Management	tion Management, roduction System, tion Management, Production And ent, 5 Ps Of tt, Responsibilities Recent Trends In t.		op re m	anagen	ns rends nent.	mar in c	cept of nagement; operations		
II PRODUCTIVITY, PLANT LOCATION AND PLANNING Productivity Management—Productivity Measurement: Approaches To Increasing Productivity, Capacity Planning, Plant Location — Importance And Necessity, Controllable And Uncontrollable Factors Affecting Plant Location, Various Location Models used In Industries, Capacity Planning.		ment–Productivity hes To Increasing Planning, Plant e And Necessity, ontrollable Factors a, Various Location	10	ap pr	escribe pproach oducti odels u	nes vity;	various	various measuring s location tries.	2,3		
FORECASTING Concept Of Quality, Va Classifications Of Quality, Dimension Quality for Manufactured Proc Dimensions Of Quality For Services,			nality, Various ty, Dimensions Of ctured Products, For Services, Total t, Forecasting—	8	qı di pr pr M	mension oducts inciple	nd cla ons for as of ment (	assify i or man and Total TQM)	ncept of ts various ufactured service; Quality ; concept asting.	2,3	

IV	PRODUCT DESIGN, PLANT LAYOUT AND PROCUREMENT  Designing Of Product, Product Life Cycle, Plant Layout: Objectives, Importance, Advantages, Disadvantages.  Plant Design: Classifications, Importance. Industrial Purchasing, Purchasing Procedure, Special Purchase System.	9	Understand the principles of product design and the stages of the product life cycle.  Apply product design techniques to develop products that meet market needs.	2,3
V	MANUFACTURING MANAGEMENT AND INVENTORY MANAGEMENT Concept Of Manufacturing, Various Types Of Manufacturing Material Requirement Planning; Just—In-Time, Lean Manufacturing System, Ways of Reduction of Wastages, Six Sigma, Inventory Control—Meaning, Functions, Objectives, Importance, Economic Order Quantity (EOQ), ABC Analysis.	8	Understand the meaning, functions, objectives, and importance of inventory control. Calculate Economic Order Quantity (EOQ) and perform ABC analysis to manage inventory effectively	2,3

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						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Understand the different roles of production and operations management.	PO1, PO2, PO3, 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					

	SEMESTER – II								
<b>Course Title</b>		TECHNO PRO	FESS	SIONA	L SK	ILL		_	
Course code	23MBAO1206R	<b>Total Credits: 1</b>	L	T	P	S	R	O/F	C
course code	25MDA01200K	Total Hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite				N	il		
Programme	I	MASTER OF BUSIN	IESS	ADM	INIST	RATI	ON		
Semester	Wir	nter/ II semester of th	ie firs	t year	of the	prog	ramme	e	
		the concept and defi		_	rofessi	onal d	levelop	ment and	other
		overall improvement							
		ents to utilize past kno	_		arious	progra	ammes	and policies for	
	effective implementation wherever applicable.								
Course	3. To facilitate students in developing an integrated approach for implementation that								
Objectives	is suitably relevant to the situations.								
	4. To equip students with strong commitment and social responsibility to bring about a								
	transformative change in communities when they take up their responsibility.								
	5. To enhance the professional skill and talent of students to face and overcome any								
	challenges in th	e business organization	on.						
CO1	Understand the te	chno-professional sk	ills ar	nd the	ir rele	vance	for m	nodern bus	siness
COI	managers.								
CO2	Understand and uti	lize digital knowledge	e for b	usines	s mana	ageme	nt.		
CO3	Proficiency in com	munication skills.							
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinl	king and interpersonal	skills	in neg	gotiatio	on and	decisi	on-making	Ţ.

# 

	CO PO Mapping						
S.N.	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	PO2, PO6					
4	Apply their knowledge in practical business contexts.	PO1, PO2, PO3					
5	Apply critical thinking and interpersonal skills in negotiation and decision-making	PO2, PO6					

		SEMI	ESTER – I	I							
Cours	se Title	UNIVERSAL HUMAN	VALUES (	UHV) + PI	ROFE	ESSI	ON	AL I	ЕТН	ICS	
Cours	se Code	23UUHV127R	Total Cred		L	T	P	S	R	O/F	C
Pre-re	equisite	Nil	Total Hou		1	0	2	0 Ni	0 <u> </u>	0	2
	ramme	Nil Co-requisite Nil MASTER OF BUSINESS ADMINISTRATION									
Semes		Winter/ II semes									
Course Objectives		<ol> <li>To help the students apprece and 'SKILLS' to ensure sugaspirations of all human being.</li> <li>To facilitate the development and profession as well as understanding of Human reasforms the basis of Universaliving in a natural way.</li> <li>To highlight plausible imple ethical human conduct, transmitted a much-needed orientation in</li> </ol>	stained hapings  It of a Holistowards hapility and the sall Human Vications of ustful and on with Nat	piness and stic perspec ppiness and rest of Exis /alues and such a Ho mutually cure Thus, t	tive a d prostence move	mor sper Suc emer und ling	ty, was study by the challength of the challengt	which uden pased nolis ward undir	ts tood on tic per ls value of the terms of	wards a cor erspec lue-ba terma vior o prov	life rect tive used s of and vide
CO1 Acquire a comprehensive understanding of the contemp involved in value education.					Peccanise and comprehend the nath of learning for Continuous Happiness and						
C	CO2	Prosperity.	putil of		01 0		1404	5 11	аррп	.1055	ina
C	203	Extract the foundational values i	n human re	lationships	•						
	205	Recognize the role of harmony i Understand the interconnected human order.				omp	eten	ce fo	or a	univer	sal
Unit No.		Content		Contact Hour	Lea	arni	ng C	Outco	ome	k	KL
I Develop a Comprehensive Understanding of Value Education: Understanding the need, basic guidelines, content, and process for Value Education; Self Exploration—what is it? it's content and process; 'Natural Acceptance 'and Experiential Validation—as the mechanism for self-exploration; Continuous Happiness and Prosperity-Alookat basic Human Aspirations; Right understanding, Relationship, and Physical Facilities—the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly—A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in harmony at various levels.				7	Description for meces explication aspiral lever	val hani orat fu ratio	ue sms ion; lfill ons b	educ for me h y liv	catio	n; f- ls n	,2,3

	77 4 4 G 10 T 1 4	_	<b>D</b> 11 1 1 1	2.2
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.	5	Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity	2,3
III	Foster Harmony in Relationships:	6	Describe harmony in	2,3
	Understanding Harmony in the family—the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sahastitvaas comprehensive Human Goals; 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.		the family; human- human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	
IV	Envision Societal Harmony: Understanding	5	Describe	2,3
	the harmony in Nature; Interconnectedness and mutual fulfillment 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 will be taken up in Practice Sessions.		interconnectedness and mutual fulfilment; recyclability and self- regulation in nature; holistic perception of harmony	
V	Integrate Holistic Understanding: Natural	7	Describe natural	2,3
	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 ecofriendly production systems, c) Ability to identify and develop appropriate technologies and management patterns for the above production systems.		acceptance of human values; ethical human conduct; professional ethics	

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>b)</b> At the level of society: as mutually enriching	
institutions and organizations.	

T1:R.RGaur, RSangal, GP Bagaria, 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						
S.N.	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					

			SEMESTER – II					
Cours	se Title	RESEARCH N	METHODOLOGY AN	ID STAT	ISTICA	L ANAL	YSIS	
Cours	se Code	23UMRM121R	Total Credits: 2 Total Hours: 30	L T		S R 4 0	O/F 0	C 2
Pre-re	equisite	Nil	Co-requisite		<u> </u>	Nil		
Progr	amme	MAS	TER OF BUSINESS	ADMINI	STRAT	ION		
Semes	ster	Winte	r/ II semester of first y	year of th	e progr	amme		
Course Objectives  1. The course aims to enhances the students' a broad methodology, including theory of science and qualitat in research.  2. The course seeks to enhance the student's skills for develor research literature review in different domains. Cons skills for the preparation of a research proposal for a research.  3. To develop Students' competency in planning, conducting a research project.						nd quantita critical thin tly, it ain er's thesis	ntive me nking th ns to de project	rough evelop t/Mini
C	01	Comprehensive overvie the theory of qualitative				deep und	lerstand	ing of
C	02	Conduct a comparative	•			esearch me	thods.	
C	03	Conduct literature revie	ws across different don	nains and	identify	research g	gaps.	
Preparing a research proposal, including defining research questions, and developing a research plar research project.  Conducting rigorous data collection and analysis various methods and metrics, and effectively properties.				olan suital ysis, evalı	ole for a	Master's t	hesis or	mini- using
Unit No.		communication and visu	dat ards.	Contact Hour	Lear	ning Out	come	KL
I	of Reso of Sci Quanti	duction to Research Metearch Methodology, Under dence, Distinction betwee tative Research Methodolter Applications in Research	erstanding the Theory een Qualitative and ds, Introduction to	4	of	mental co	the ncepts search	1
II	Metho Resear Quanti Analys	· .	ion of Qualitative h Exploration of hods, Comparative ntitative Approaches,	4	Descr and appro		itative itative epth	2
III	Reviev Resear Condu Domai							2.3
IV	Resear Justific	for Research Proponents of a Research ch Questions, Methodo cation, Developing a b's Thesis/Mini-Research	logy Definition and	6	Descr propo plan	ibe resal and res	search search	2,3

V	Competency in Planning, Conducting, Evaluating,	10	Describe the planning	2.3
	and Presenting Research: Planning Research		of research projects;	
	Projects: From Concept to Execution, Conducting		effectively using	
	Rigorous Data Collection and Analysis, Evaluating		communication and	
	Research Outcomes: Methods and Metrics, Effective		visual aids.	
	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	
S.N.	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

SEMESTER – II								
	MO	OCS	S-II					
22MSCE121D	Total credits: 1	L	T	P	S	R	O/F	C
25NISCE121K	Total hours: 15	0	0	0	0	0	0	1
Nil	Co-requisite				N	il		
	MASTER OF BUSINESS ADMINISTRATION							
W	inter/ II semester of th	e firs	st year	of the	prog	ramm	e	
MOOCS_CE-01	is provided through the	Cou	rsera F	latforr	n, whi	ch is a	n online co	ourse
where students are allowed to take courses per semester based on the hours with								
relevance to the credit, and the courses are provided by International Universities across								
the world. During the courses, the students have to submit assignments, quizzes, etc.								
Demonstrate proficiency in acquiring and applying globally recognized certifications								
in various management								
Showcasing a comprehensive understanding of international practices and regulatory								
frameworks								
Enabling effecti	ve decision-making a	nd c	compli	ance	in a	globali	ized indu	strial
environment.								
Evaluate and inte	grate international stan	dards	and tr	ends in	nto org	anizati	ional strate	egies
To equip learner	s with the skills and l	nowl	edge	require	d to i	ntegrat	te internat	ional
collaboration.			J	•		J		
	Wi MOOCS_CE-01 where students a relevance to the control the world. During Demonstrate profession various manag Showcasing a conframeworks Enabling effection environment. Evaluate and inte	23MSCE121R Total credits: 1 Total hours: 15 Nil Co-requisite  MASTER OF BUSIN  Winter/ II semester of the  MOOCS_CE-01 is provided through the where students are allowed to take correlevance to the credit, and the courses are the world. During the courses, the studer Demonstrate proficiency in acquiring are in various management  Showcasing a comprehensive understand frameworks  Enabling effective decision-making a environment.  Evaluate and integrate international standard To equip learners with the skills and keep to the course of the cours	23MSCE121R  Total credits: 1 Total hours: 15  Nil  Co-requisite  MASTER OF BUSINESS  Winter/ II semester of the first  MOOCS_CE-01 is provided through the Courses relevance to the credit, and the courses are provided through the courses relevance to the credit, and the courses are provided through the Courses relevance to the credit, and the courses are provided through the Courses relevance to the credit, and the courses are provided through the Courses relevance to the credit, and the courses are provided through the Courses relevance to the credit, and the courses are provided through the Courses relevance to the credit, and the courses are provided through the courses relevance to the credit, and the courses are provided through the course are provided through th	23MSCE121R  Total credits: 1 Total hours: 15  Nil  Co-requisite  MASTER OF BUSINESS ADM  Winter/ II semester of the first year  MOOCS_CE-01 is provided through the Coursera F where students are allowed to take courses per s relevance to the credit, and the courses are provided the world. During the courses, the students have to s Demonstrate proficiency in acquiring and applying in various management  Showcasing a comprehensive understanding of inte frameworks  Enabling effective decision-making and complienvironment.  Evaluate and integrate international standards and tr To equip learners with the skills and knowledge in the standards and the sequence of the first year.	Total credits: 1 Total hours: 15  Nil  Co-requisite  MASTER OF BUSINESS ADMINIST  Winter/ II semester of the first year of the MOOCS_CE-01 is provided through the Coursera Platform where students are allowed to take courses per semester relevance to the credit, and the courses are provided by Interest the world. During the courses, the students have to submit Demonstrate proficiency in acquiring and applying global in various management  Showcasing a comprehensive understanding of internation frameworks  Enabling effective decision-making and compliance environment.  Evaluate and integrate international standards and trends in To equip learners with the skills and knowledge required.	Total credits: 1 Total hours: 15  Nil  Co-requisite  MASTER OF BUSINESS ADMINISTRATI  Winter/ II semester of the first year of the prog  MOOCS_CE-01 is provided through the Coursera Platform, whi where students are allowed to take courses per semester base relevance to the credit, and the courses are provided by Internation the world. During the courses, the students have to submit assign Demonstrate proficiency in acquiring and applying globally rec in various management Showcasing a comprehensive understanding of international pra frameworks  Enabling effective decision-making and compliance in a environment.  Evaluate and integrate international standards and trends into org To equip learners with the skills and knowledge required to i	Total credits: 1 Total hours: 15 Total hours:	23MSCE121R   Total credits: 1

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3							
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3							
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3							
4	Evaluate and integrate international standards and trends into organizational strategies	PO2							
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2							

			SEMESTI	ER – II								
Course 7	Γitle		COMMUNICA	ATION I	MAS	TERY	(PDP	")				
Course	Code	23UMPD122R	<b>Total Credits: 2</b>	L	T	P	S	R	O/F	C		
Course	code	230WH D122K	Total Hours: 30	0	0	4	0	0	0	2		
Pre-requ	ıisite	Nil	Co-requisite		Nil							
Progran	ıme		MASTER OF BUS	SINESS	ADM	IINIST	TRAT	ION				
Semeste	r		inter/ II semester o									
Cours Objecti		of prepositions 2. To enhance my 3. To convey a communication	<ol> <li>To familiarize students with the transformation of sentences and the appropriate use of prepositions.</li> <li>To enhance my writing skills in different areas including CV and cover letter writing.</li> <li>To convey meaning by reinforcing, substituting for, or contradicting verbal communication.</li> <li>Productivity and performance-boosting activities for professional goal achievement.</li> </ol>									
CO1	L	Practice of gramm	nar will polish their	writing s	kills.							
CO2		It will enhance th	eir communication a	nd interp	retati	ve skil	ls.					
CO3	١		Introduction to behavioural skills, thoughts, and emotions will enable them to behave consciously and productively.									
CO4		It will have a pos	itive impact on their	thought	proce	ss and	proble	em-sol	ving skills			
Unit No.		Conte	nt	Contac Hour		Lea	arning	g Outo	come	KL		
1	ques		Prepositions, Tag rases and Clauses, round sentences	6								
2		mmar: Active an ct and Indirect Spec	d Passive Voice, ech	8								
3	avoid Writ	d ambiguity and va	Basics of Writing; gueness, Paragraph ng, Letter Writing, Letter	8	ar Pr C	nbiguit repare a	ty ai a prof cover	nd va essiona letter	to avoid agueness.; al resume, tailored to	1,2,3		
4 Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non- Verbal Communication-Sciences of Body Language i. What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesics,				8	D ea pe go pe	escribe alistic ersonal oals;	e self and and pply	SWOT d a d pro princ	analysis; achievable ofessional ciples of for well-	1,2,3		

- 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). to Improving Your Social Intelligence, Presentation and Social Speaking, Ian Tuhovsky ,2019

#### **REFERENCE BOOKS:**

R1: A Textbook for AECC English Communication: Interface, Dr. Kironmoy Chetia and Pranami Bania Breez Mohan Hazarika, January 2019.

#### **OTHER LEARNING RESOURCES:**

https://youtu.be/x60GHpQ8gJk https://youtu.be/Ke\_oSN-BCaY

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

	CO PO Mapping						
S.N.	S.N. Course Outcome (CO)						
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					

			SEMESTER	- III						
Cours	e Title		STRATEGIC	MA	NAGE	MENT				
Cours	e Code	23MBAO2101R	Total Credits: 3 Total Hours: 45	L 3	T 0	P 0	S 0	R	O/F 0	C 3
Pre-re	equisite	Nil	Co-requisite	3	U		 Nil		U	
Progra			MASTER OF BUSIN	IESS	ADMI	INISTE				
Semes			/ III semester of the							
1. To provide information pertaining to business, corporate, and global refor								taking		
	urse	<ul><li>place globally and familiarizing the students to new formats of the market.</li><li>To acquaint the students with knowledge of disaster management to handle critical situations through practical application of strategies of control and prevention.</li><li>To outline and illustrate how the market for corporate strategy and control is related</li></ul>								
Obje	ectives	to corporate governerging trends 4. To develop the and provide stra	ernance and help stud of the global world. learning and analytica tegic solutions.	ents 1	relate the	neir kno e stude	owledg	ge of Ir	ndia con	s cases
C	01	Understand the in business goals.	portance of strategy	maki	ng in b	ousiness	and	should	be abl	e to set
C	O2		etors and components environmental factors		busine	ess envi	ronme	nt and	make t	ousiness
C	03	Use proper techniq	ues in analysing the b	usine	ss envi	ronmen	t.			
C	04	Analyze the compe	etition and its underlyi	ng fa	ctors in	an indu	ustry.			
C	05	Identify the needs of the business and should be able to take the proper strategy for the benefit of the business.								
Unit No.		Conte	nt	I	ontact Hour	Lea	rning	Outco	ome	KL
I	MANA Definit Strateg Manag Benefi involve	AGEMENT tion of Strategic Ma tic Management, Di- tement, Need for St ts of Strategic	THE STRATEGIC anagement, Nature of mensions of Strategic trategic Management, Management, Risks anagement, Strategic		9	strate nece mana	erstand egic n	nanage of str		1
II	Aspect Vision Charac of Vis Missio Charac Compo of M	, Defining Vision, eteristics of Vision S sion, Advantages on, Importance of eteristics of a conents of a Mission S	ormulation, Business Nature of Vision, tatements, Importance of Vision. Defining, Mission Statement, Mission Statement, tatement, Formulation Evaluating Mission		9	state unde chara comp form		n; m l stics, ts, n,	key rategy ission and its	1,2

Ш	ENVIRONMENTAL ASSESSMENT & ORGANISATIONAL APPRAISAL Concept of Environment, Industry Analysis, Environmental Scanning. Internal Analysis. Value Chain Analysis. Resources and Benchmarking. Expansion Strategies, Retrenchment Strategies, Turnaround Strategy, Divestment, Liquidation. Combination Strategies, Internationalization Strategies, Cooperation Strategies, Strategic Alliances, Restructuring. Strategic Choice. Corporate Portfolio Analysis.	9	Describe the concepts of environment, industry analysis, and environmental scanning	1,2
IV	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
V	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 Sivarama Krishna: 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				
S.N.	Course Outcome (CO)	Mapped Program Outcome		
1	Understand the importance of strategy making in business and should be able to setbusiness goals.	PO1, PO2		
2	Understand the factors and components of business environment and take business decisionsbased 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		

SEMESTER – III										
<b>Course Title</b>		SUMMI	ER P	ROJE	CT					
<b>Course Code</b>	23MBAO2102R	<b>Total Credits: 3</b>	L	T	P	S	R	O/F	C	
Course Code	25WIDAU2IU2K	<b>Total Hours: 360</b>	0	0	2	4	6	0	3	
Pre-requisite	Nil	Co-requisite				N:	il			
Programme		MASTER OF BUSIN	NESS	ADM	INIST	TRAT.	ION			
Semester	Fal	l/ III semester of the	secon	ıd yea	r of th	e prog	gramm	ie		
DURATION: 45 days.										
	The Summer Project enables students to bridge theory and practice by applying									
Course	classroom knowledge to real-world challenges. Through structured projects, students									
Objectives		develop planning, organizational, and problem-solving skills, while enhancing								
Objectives		professional communication and collaboration. This hands-on experience offers								
	insights into industry practices, preparing students for informed career decisions a								is and	
	improved employability.									
	Learn about the internship organization's corporate profile, which encompasses a brief									
CO 1	summary of its history, management structure, products/services, notable									
	•	, and market performa								
CO 2	_	culties and potential op	portu	ınities	for bot	th the i	nternsl	nip organiz	zation	
	and the wider sec									
CO 3	•	e ability to effective	•				_	e to real-	world	
		plishing assigned task								
	Illustrate proficiency in applying soft skills such as time management, maintaining a									
CO 4		and effective comm	unica	tion w	hile u	nderta	king ta	asks withi	n the	
	internship organization.									
CO 5		perational aspects of		inte	rnship	orgai	nizatio	n and su	iggest	
CO 3	recommendations	for process improven	nent.							

S.N.	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.	PO1, PO4
2	Analyze the difficulties and potential opportunities for both the internship organization and the wider sector.	PO1, PO4
3	Demonstrating the ability to effectively apply theoretical knowledge to real-world settings by accomplishing assigned tasks throughout the internship.	PO1, 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.	PO1, PO4
5	Examine the operational aspects of the internship organization and suggest recommendations for process improvement.	PO1, PO4

			SEMESTER -	- III							
Course Title  MKT-I  CONSUMER BEHAVIOUR  Course Code 23MBA 02102B Total Credits: 3 L T P S R											
Course	Code	23MBAO2103R							O/F	C	
Pre-req	micito	Nil	Total Hours: 45 Co-requisite	3	0	0	0 N	<u>0</u>	0	3	
Prograi		1411	MASTER OF BUSINESS ADMINISTRATION								
Semeste		T.	Call/ III semester of se								
Cour	rse	<ol> <li>The primary objective of a consumer behavior syllabus is to provide students with a comprehensive understanding of the psychological, social, and cultural factors that influence consumer decision-making processes.</li> <li>It develops an understanding of various influences on consumers from friends and family, reference groups, and society in general.</li> <li>Enables the student to understand and apply the dimensions of consumer behaviour in marketing situations.</li> </ol>									
CO	1		ensions of and factors i	nflue	ncing c	consun	ner bel	naviour	r.		
CO	2	Understand, analy	se and relate the model	-base	d cons	umer o	decisio	n-mak	ing.		
CO	3	Explore the theori	es of customer persona	lity a	nd mot	ivation	1.				
CO	4	Evaluate the perso	onal and social influence	e on o	consun	ner beh	aviou	r.			
СО	5	Articulate the attit	ude models for change	in co	nsume	r decis	ions.				
Unit No.		Conto	ent		ntact Iour	Le	arnin	g Outc	come	KL	
I	Defin Conte Behav Behav	ition, Scope emporary Dimens viour, Factors In viour: Psychologica	e and Importance, understanding of consumer behaviour:							1	
П	II Consumer Decision-Making Process: Types of Consumer Decisions Need Recognition Search and Evaluation Purchase Process Post-Purchase Process Analytical models of Consumer Behaviour: Nicosia Model Howard-Sheath Model Cognitive Models  10 Describe consumer decision-making with its different models						1,2				
III	Needs Hierar Motiv Person Theor	umer Motivation: 0 s Goals Motive rchy of Needs vation Dynamics of I nality: Self-Concept	Consumer Motivation		10	Describe the concord of consumotivation, ne goals, and mo arousal, its theories				2,3	

IV	Psychological and Social Influence on Consumer Behavior: Perception and Consumer Behavior: Sensation, attention, and interpretation of stimuli, Elements of consumer barrier, The concept of conditioning and reality, Cognitive learning.  Social Influences on Consumers: Family, Reference groups.	7	Describe how perception affects consumer behaviour	2
V	Consumer Attitude and Group Influences in Consumer Behaviour: Formation and Change of Consumer Attitude:  The role of attitudes in consumer decision-making, Tri-component model, Elaborating likelihood model  Group Influences in Consumer Behaviour:  Opinion leaders and their influence, Consumer Behavior: Culture, Characteristics of Culture, Changing society and subculture	10	Describe the influence of family and reference groups on consumer behaviour; consumer attitude	2

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, Congage Learning, NewDelhi

T4: Consumer Behaviour by Kanukn Schiefman

## **REFERENCE BOOKS:**

R1: Consumer Behaviour, Tata Mc Grow Hill, NewDelhi

S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Describe the dimensions of and factors influencing consumer behaviour.	PO1
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.	PO1
5	Articulate the attitude models for change in consumer decision	PO5, PO8

			SEMESTER -	· III							
Course	Title			MKT-II							
Course	11110	A	DVERTISING AN		MAN	NAGE	MEN	IT			
Course	Code	23MBAO2104R	Total Credits: 3 Total Hours: 45	1 L 3	T 0	P 0	S 0	R 0	_	<u>)/F</u>	<u>C</u>
Pre-req	uisite	Nil	Co-requisite	3	U		N		'	<u> </u>	
Prograi	mme		IASTER OF BUSI								
Semeste	er		III semester of the								
Course Objectives		<ol> <li>To understand the concepts and forms of advertising and sales management.</li> <li>To understand the process of communication and importance of media,in advertising.</li> <li>Enhance the understanding of sales management and salesmanship.</li> </ol>									
	<b>O1</b>		ncepts, functions and		adver	tising.					
	02		s and advertising car								
C	03	Apply creativity in	designing ethical ar	nd effective	adve	ertisen	nents.				
C	04		ncepts and needs of s		_			_			
C	05	Demonstrate the q sales-related activities	ualities of a good salties.	lesperson i	n mal	king sa	ales c	alls a	nd m	nana	ging
Unit No.		Content		Contact Hour	]	Learn	ing (	Outco	me		KL
I	function	g, definition, and in element of the of advertising – ical etc.	8	Describe the fundamentals of advertising						1	
II	media j Advertis its fund	nessage, types of med planning and strate sing campaign; adve- ctions; Advertising on; evaluating sing.	egy development; ortising agency and budget and its	10	med effe	scribe dia and ectiven ertisin	d med less	lia ve	hicle		2
III	creativit of prin copywri elements principle	nication process y and creative idea g t advertising — h ting, slogan, theme s, color contrast, des es of advertising des st advertising; ethics	neadline, subhead, seal, logo, visual ign and layout etc.; sign; production of	10	con adv	scribe nmuni ertisin at adve	g; e	lemer	ess		2,3
IV	business selling, routing of the sale meetings reports,	and need of sales organizations; Me sales territories; of salesforce; Direct es force – recruiting, sales contests, dail order forms, expense	aning of personal sales targets and ing and controlling ag, training, sales y sales reports, call e reports etc.	8	Describe the concept ar need for sales management in business organization sales territories and sale targets.						2
V	sales presenta call and	nship - qualities of a calls — approation, objection hand d follow-up; Typeng channels and se liaries.	ach, preparation, ling, closing a sales s of salespeople;	9	goo mar	d	agement of marketing			2	

T1: S. H. H. Kazmmi &S. K. Batra: Advertising & Sales Promotion T2: P.K. Sahu & K.C. Raut: Salesmanship and Sales Management

## **REFERENCE BOOKS:**

R1: S. N. Murthy & U. Bhojanna: Advertising—An IMC Perspective R2: K.K. Havaldar & V.M. Cavale: Sales & Distribution Management

	CO PO Mapping								
S.N.	Course Outcome (CO)	Mapped Program Outcome							
1	Understand the concepts, functions and forms of advertising.	PO1							
2	Design media plans and advertising campaigns.	PO2, PO3							
3	Apply creativity in designing ethical and effective advertisements	PO2, PO8							
4	Understand the concepts and needs of sales management in business organizations	PO1, PO3							
5	Demonstrate the qualities of a good salesperson in making sales calls and managing sales-related activities	PO3							

## **HUMAN RESOURCE SPECIALIZATION:**

			SEMESTER -	- III									
Course	Title			HRD-I	ELO	PMI	ENT						
Course	Code	23MBAO2105R	Total Credits: 3 Total Hours: 45		L 3	T 0	P 0	S 0	R		/F 0	C 3	
Pre-req	uisite	Nil	Co-requisite	,		•		N	il	•			
Program	mme	N	ASTER OF BUSIN	IESS AD	MIN	IST	RA'	TION					
Semeste	er	Fa	ll/ III semester of se	cond year	r of t	he p	rog	amm	e				
Course Objectives		<ol> <li>To understand the strategy of human resource development and career planning.</li> <li>To know the concept of training and development.</li> <li>To learn about the training evaluation.</li> <li>To understand about the ROI Analysis of Training Programme.</li> <li>To understand about training strategy for organizational growth.</li> </ol>											
CO	)1	Understand the concepts and differences between training and development											
CC	)2		nd components for de										
CC		·	the models of training										
CC	)4		d process of ROI on										
CC			strategies for fosterin					1					
Unit No.		Conten		Contact Hour				ing O	utco	me		KL	
	Traini and fo of Tra pitfall	uction, Definition of Ing and Development or the Individual, Trainining, Limitations of S. Difference betwo	for the Organization ning Process, Areas f Training, training		of training and develop				opme	ent			
П	Introd design design involv Data s Signif throug Train learne	ing Design: uction, Important uing a training progra- ing a training progra- ing a training, Training ources used in training icance of training need the Which training need the Trainers: ng styles, trainer r's behavior, icebreak ag delivery, delivery re	ram, Types of costing need assessment, g needs assessment, d analysis, Methods is are identified.  T's competencies, ers: an introduction,	12	af tra	fecti ainin	erating g p in	the ions the c rogran train	and lesign m; r	n of	ors	2	
III	Traini Kirkpa	ing Evaluation Introduction: Levels of ng Evaluation Model (Donald atrick's Model), Reaction Level, Learning Behaviour Level, Result Level.  7 Describe the levels of training evaluation							of	2			
IV	ROI P Value	Analysis of Transcription: ROI Measuratrocess - Collection and Addition to Other Dong, Calculation of RO	nd Analysis of Data, repartments, ROI of	8	Describe the R measurement process training programs.							2	

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

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									
S.N.	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 organisational growth	PO1, PO2, PO3, PO5, PO6, PO8								

			SEMESTER	– III								
Cours	se Title	MA	NPOWER PLAN	HRD NING VAGE	ANI		ORM	IANC	E			
Cours	se Code	23MBAO2106R	<b>Total Credits: 3</b>		L	T	P	S	R	O/F	C	
Pro_re	equisite	Nil	Total Hours: 45 Co-requisite		3	0	0	0 Nil	0	0	3	
	amme	MASTER OF BUSINESS ADMINISTRATION										
Semes			III semester of the						me			
Course Objectives		<ol> <li>To understand the strategy about manpower resource planning.</li> <li>To learn about the tools of analyzing work and design jobs.</li> <li>To learn about the concept and need of appraising and managing performance.</li> <li>To understand about performance management process.</li> <li>To understand about E-HRM and International HRM.</li> </ol>										
C	01	Explain the Nature ar	nd Process of Huma	ın reso	ource	plannin	g.					
C	O2	Articulate Job descriptions and Job Specifications										
C	203	Understand and apply the concepts of Performance Appraisal Methods.										
CO4 Understand and execute the Performance Management Process.												
C	O5	Identify and utilize th	ne emerging trends	in glol	bal hu	ıman res	source	mana	igeme	ent.		
Unit No.		Content		Con Ho		L	earni	ng Oı	itcom	ie	KL	
I	Nature Import Factor The Succes Barries	Manpower or Human Resource Planning Nature of Human Resource Management, Importance of Human Resource Planning, Factors Affecting Human Resource Planning, The Planning Process, Requisites for Successful Human Resource Planning, Barriers to Human Resource Planning				8 Describe the nature and importance of human resource management and planning; requisites for successful human resource planning and identify barriers to effective planning  8 Describe job analysis and its						
	II 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.					role i advan analy	tage;	ning c				
III	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.				2	Descr of pe appra evalua	erforn isal		appr		1.2	

IV	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
V	E-HRM and International HRM  Nature of e-HRM, e-HR activities, e- Recruitment, e-Selection, e-Performance Management, e-Learning, e-Compensation, Domestic HRM and IHRM, Managing International HR Activities.	8	Describe the understanding of e-HRM; international HR activities	2

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							
S.N.	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, PO2						
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						

## FINANCE SPECLIZATION

			SEMESTER – I	Ш							
Course	e Title	Title FIN-I RISK MANAGEMENT									
	C 1	22MD 4 0210FD	Total Credits: 3		L T P	S R	O/F	С			
	e Code	23MBAO2107R	Total Hours: 45		3 <b>0</b> 0	0 0	0	3			
	quisite	Nil	Co-requisit		TAHOTED ATE	Nil					
Progra Semes			STER OF BUSINI semester of the se								
Semes	ter						ht afte	er by			
Course Objectives		organizations.  2. The subject is heaving health, and safety issues.	<ul><li>2. The subject is heavily regulated, require high resiliency, deal with environmental, health, and safety issues.</li><li>3. It is also involved in project management, insurance, financial services, and also</li></ul>								
C	01	Define and understand		of risks.							
C	O2	Demonstrate risk assess	ment and risk resp	onse meth	ods and tech	niques.					
C	03	Applying the knowledg	e of risk associated	l with Cor	porate Gover	rnance.					
C	04	Relate the OECD guide with governance.	lines for corporate	governan	ce and Evalu	ate the risl	ks assoc	ciated			
C	O5	Interpret the scope, tech	iniques and process	s of enterp	rise risk mar	nagement (	(ERM).				
Unit No.		Content		Contac Hour	Learni	ing Outco	me	KL			
I	<ul><li>Risk</li><li>Clas</li><li>Dyns</li><li>Type</li><li>Ope</li></ul>	oncept of Risk and Uncertainty: Distinct sification of Risks amic Nature of Risks es of Risk (illustrative literational Risks, Business st, Information Risk, Liqu	st): Strategic and	10		the conce d uncerta risk		1			
II	• Obje • Impo	ept of Risk Management ective and Process of Risl ortance of Risk Managen Management Technique	nent	8	risk mar	the procenagement;	risk	2			
Ш	<ul> <li>Evaluation of Risk associated with Governance</li> <li>Description and Evaluation of framework for</li> </ul>					the evalu of d e governan	risks with	2			
IV	Under • Eva • Mit • Qu ma	Risk Measurement and standing the component cluating credit risk igating Credit risk alitative and Quantitationage risk dit scoring models.	of Credit risk	8	quantitat		_	2			

V	Enterprise Risk Management	7	Describe enterprise risk	2
	Definition, scope, and techniques • ERM five-step process overview		management.; ERM techniques.	
	Eldi live step process overview		teeninques.	

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								
S.N.	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.	PO1							
5	Interpret the scope, techniques and process of enterprise risk management (ERM)	PO2							

			SEMESTER -	III								
Course Title FIN-II SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT												
Cours	se Code	23MBAO2108R	Total Credits: 3	L	T	P	S	R	O/F	C		
Dro_r	equisite	Nil	Total Hours: 45 Co-requisite	3	0	0	0 Nil	0	0	3		
	ramme		MASTER OF BUSIN	FSS ADM	INIST							
Seme			/ III semester of the s					me				
Obje	ourse ectives	<ol> <li>To understand s systematic trading</li> <li>To understand to IPOs, rights issue</li> <li>To learn about revision, and the</li> <li>Understand the funderstand</li> </ol>	<ol> <li>To understand systematic trading approaches and the role of technical analysis in systematic trading.</li> <li>To understand the operations of primary and secondary markets in India, including IPOs, rights issues, and stock exchange functions.</li> <li>To learn about the phases involved in portfolio management, from formulation to revision, and their significance in achieving investment objectives.</li> <li>Understand the functioning of Indian Financial Institutions.</li> <li>Acquire both fundamental and technical analyses and apply them effectively for</li> </ol>									
C	03	Analyze, measure a	and enhance portfolio p	erformance	e.							
C	04		nensive understanding nformed decision-mak					namic	s of ris	k and		
	05	Evaluate a comprel	nensive understanding			mark	et.					
Unit No.		Conte	nt	Contact Hour	Loorning ( hitcomo   K							
I	Overvie financia concept portfoli Second	al system, componer t of portfolio ma o management, I	al System, Function of nt of Financial System nagement, Phases of Primary market, and g and Feature of Stock Market in India.	12	func fina regu	ctions ncial	of sy n of	the stem; the	ew and Indian and stock			
II	Analys Fundan Traders	nental Analysis, Fur s, Technical Analy esis, Systematic Tr	d Technical  Idamental Analysis for the sis, Efficient Market and Technical	:		cribe lysis; ing			mental ematic			
III	Evalua Measur Risk an measur	ement of Portfolio P d Return, Risk adjus	performance using v Concept of methods; risk-ad					djusted				
IV	Meanin mutual mutual	I fund - An indirecting and benefit of multiple fund operation, we fund, Types of multiple fund in India, Risk	· ·	unde func	ds; r ociate	isk	and	the mutual return mutual				

V	Derivatives market:	5	Describe the	2
	Meaning, definition, economic benefits of		understanding of mutual	
	derivatives, types of financial derivatives,		funds; risk and return of	
	distinctive features of the derivatives market,		derivatives; types of	
	exchange-traded versus OTC derivatives markets,		traders in the derivatives	
	trader in derivatives market.			

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

S.N.	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

## **BANKING SPECIALIZATION:**

			SEMESTER – I	II							
Course	Title	Pl	B& RINCIPLES OF BAN	&I- I KING AN	D INS	URAN	CE				
Course	Code	23MBAO2109R	Total Credits: 3 Total Hours: 45	L T 3 0	<b>P</b> 0	<b>S</b> 0	<b>R</b>	<b>O/F</b> 0		C 3	
Pre-req	uisite	Nil	Co-requisite			Nil					
Progra	mme	N	MASTER OF BUSINE	SS ADM	NIST	RATIO	N				
Semest	er	Fa	ll/ III semester of seco	nd year o	f the p	rogram	me				
	ırse ctives	<ol> <li>To create under and its practice</li> <li>To update stude</li> <li>To make stude</li> <li>Through this continuer relationship</li> </ol>	<ol> <li>To create understanding about the fundamental principles of banking supervision and its practices in India.</li> <li>To update students with the various technologies used in banking.</li> <li>To make students understand the working of insurance companies.</li> <li>Through this course, students will be able to understand the various nuances and interrelationships between the Insurance and risk management Sector.</li> <li>To enable students to analyze and obtain insights into the practical working of the</li> </ol>								
CO	01	authorities.	vledge of the Indian fi								
CO	)2	Bank ofIndia.	functions and responsi								
CO	)3	transfer.	oncept of risk managen	nent and a	ірріу і	nsuranc	e as a	1001 0	ı rı	.SK	
CC	)4	Illustrate the princ	iples of life and general	of Insurar	ice.						
co	)5	Comprehend know ofintermediaries.	ledge of diverse insurar	nce produc	ts and	criticall	y evalı	uate the	rol	les	
Unit No.		Conte	nt	Contact Hour	Le	earning	Outco	ome	ŀ	KL	
I	Types operation role of banking Regula between Committee of the tween committee of the twee	ve banks, Services p RBI and the governn g system, provi tion Act and RB n banker and cu	cial Banks, RRB, Co- provided by the banks, ment as regulator of the sions of Banking BI Act, Relationship stomer, Narasimham or Reforms, Basel-II	12	of	cribe di banks king sec	in	India;		1	
П	Princip Creation Common of Indicomme	Management of Banking Companies: Principles of Banking, Digitization of Bank, Creation of Money, Present Structure of Commercial Banking System in India, Structure of Indian Financial System, SWOT analysis of commercial Banks and challenges before ommercial Banks.  12 Describe principles of banking and the impact of digitization; SWOT analysis of commercial banks							1		
III	Definit Meanir Insurar Insurar	ng and Definition ace Business, Nature ace Contract vs. ance of Insurance,	types of Insurance, of Risks. Nature of of Insurance contract, Wagering contract, Uses of Insurance	8	undo insu	cribe erstandi rance; rance b	natur			2	

IV	Types of insurance:	8	Describe types of	2
	Life insurance, general insurance. Insurance		insurance; concepts of	
	products, Reinsurance, Bancassurance.		reinsurance and	
			bancassurance.	
V	Recent developments in banking and insurance	5	Describe the	2
	sector:		understanding of	
	Financial inclusion, Non-performing assets		financial inclusion; and	
	management, PMLA, and KYC Policy.		management of non-	
			performing assets.	

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	
S.N.	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 ofIndia	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 on diverse insurance products and critically evaluate the roles ofintermediaries.	PO1, PO6, PO9

			SEMESTER – I	II						
Course Title  LEGAL ASPECTS OF BANKING AND INSURANCE  Total Credits: 3  L T P S R										
Course C	Code	23MBAO2110R	Total Credits: 3 Total Hours: 45	L 3	<b>T</b> 0	<b>O/F</b> 0	C 3			
Pre-requ	isite	Nil	Co-requisite			1	Nil			
Program	me	I	MASTER OF BUSINE	ESS AD	MIN	ISTRA	TIO	V		
Semester		Fall	III semester of the se	cond ye	ear of	the pr	ograi	mme		
Cour Object		its practices in In 2. To update stude	lerstanding of the funda ndia. nts with the various tech ts understand the working	nnologie	es use	d in ba	ınking		pervisio	n and
CO	1	Understand the fur	ndamentals of regulating	g bankiı	ng op	eration	s in In	dia		
CO	2	Explain the nego- concerning cheque	tiable instruments and	unders	tand	the res	sponsi	bilitie	es of ba	nkers
CO	3	Demonstrate know	ledge of banking regula	ations b	y exp	laining	diffe	rent k	ey Acts.	
CO	1	Explain the regula	tory framework of insur	rance in	India	l				
CO	5	Understand and A	pply the provisions of li	ife and g	genera	al insur	ance			
Unit No.		Conte	nt	Conta Hou		Learning Outcome			ome	KL
I	Banks Banks and fu RBI, f	tuents - RBI; Comi ; Cooperative Bank ; Development Bank unctions of comme	Financial System - mercial Banks; Rural s; Land Development cs. Changes in the role rcial Banks; Role of BI Act, 1934; Banking	Rural of the Indian financial system; role and functions of commercial banks over time.						
П	openin Consti- rights Mainte funds/ CRR/S Banks	Governments and RBI's Powers in respect of – opening of new banks and branch licensing – Constitution of the Board of Directors and their rights - Bank's Shareholders and their rights – Maintenance of Liquid Assets/Reserve funds/cash reserves/Statutory reserves; CRR/SLR concepts, guidelines and impact on Banks.				the government of the governme	vernm ning no ots of neir gu npact	ent a ew ba lic CR idelin on ba		2
IV	Windi Power policie Inspec Board role; F in Bar	8	1	implica up and	ations I ama Board ision, and ance i	of v lgama l of Fi b l co	ess and vinding tion of nancial usiness or porate king.	2		
17	Respo Banke	nsibility of Paying er - Letter of Credit,	hking Operations - Banker - Collecting SARFAESI Act, 2002 cial assets - Banking 2.	· ·	1	respons and co Bankin	sibiliti ollecti ig e, 20	ng b Ombi	paying ankers; adsman and its	2

V	Legal Aspects of insurance: Insurance Act,	5	<b>Describe</b> the key	2			
	1938: Consumer Protection Act, 1986,Life		provisions of the	;			
	Insurance Act 1956, IRDA Act 1999, RE-		Insurance Act, 1938, and	1			
	insurance and Double Insurance, Motor Vehicle		the Consumer Protection	ı			
	Act1938, Information Technology, Act, 2001		Act, 1986, Life Insurance	:			
			Act, 1956, and the IRDA				
			Act, 1999.				

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							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the fundamentals of regulating banking operation in India	PO1						
2	Explain the negotiable instruments and understand the responsibilities of bankers with reference tocheques	PO1						
3	Demonstrate knowledge of banking regulations by explaining different key Acts.	PO3						
4	Explain the regulatory framework of insurance in India	PO2, PO3						
5	Understand and Apply the provisions of life and general insurance	PO2, PO4						

	SEMESTER – III								
<b>Course Title</b>	T	ECHNO PROFESSION	NAL	SKII	LL				
Course Code	23MBAO2111R	Total Credits: 1 Total Hours: 30						C 1	
Pre-requisite	Nil	Co-requisite				Ni	l		
Programme	M	ASTER OF BUSINESS	ADI	MINI	STRA	ATION	1		
Semester	Fall	/ III semester of second	year	of th	ie pro	gramı	ne		
Course Objectives	of development, a 2. To enable student effective implements 3. To facilitate students is suitably relevants 4. To equip students about a transformation of the students are students.	cept and definition of pround also to know about the stration wherever applicated and to the situations.  with strong commitment ative change in communicessional skill and talent business organization.	ne suse of vable. tegrate and ties w	taina variou ed ap socia vhen t	ble de is prog oproach l response	velopn gramm h for in onsibili ke up t	nent is es and nplement in the interest in the	ssues. I policion mentation order to esponsil	es for n that bring pility.
CO1	Understand the tech managers.	nno-professional skills a	and tl	heir r	elevar	nce for	r mod	ern bus	siness
CO2	Understand and utili	ze digital knowledge for	busii	ness r	nanag	ement.			
CO3	Proficiency in communication skills								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinki	ng and interpersonal skil	ls in	negot	iation	and de	ecisior	n-makin	g

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

	SEMESTER – III								
<b>Course Title</b>		M	OOC	S-III					
<b>Course Code</b>	23MSCE211R	Total Credits: 1 Total Hours: 15							1 1
Pre-requisite	Nil	Co-requisite	1	0	0	0 N:	0 il	0	1
Programme	N	IASTER OF BUSI	NESS	ADM	IINIS	ΓRAT	ION		
Semester	Fal	l/ III semester of se	cond	year	of the	progra	amme		
Course Objectives	1						with across		
CO1	Demonstrate proficin various manager	ciency in acquiring a	and ap	plying	g globa	ally re	cognize	ed certific	ations
CO2	Showcasing a comframeworks	prehensive understa	nding	of int	ernatio	nal pi	ractices	s and regu	latory
CO3	Enabling effective environment.	decision-making	and	comp	liance	in a	globa	lized ind	ustrial
CO4	Evaluate and integrate international standards and trends into organizational strategies								
CO5	To equip learners collaboration.	with the skills and	know	ledge	requir	ed to	integra	nte interna	tional

	CO PO Mapping	
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3
4	Evaluate and integrate international standards and trends into organizational strategies	PO2
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2

	SEMESTER – III										
Cours	se Title	CC	RPORA	TE PROF	ICIEN	CY (l	PDP)	)			
Cours	se Code	23UMPD211R	Total C		L	T	P	S	R	O/F	C
				ours: 30	0	0	4	0	0	0	2
	equisite	Nil	1	requisite	CADN	ITNITC		Ni			
	amme			BUSINES							
Semes	ster			of the seco							
		1. To acquaint stude						-			
		2. To acquire the sappease the lister	-	SKIII to III	struct, 1	iiiiue	nce,	enga	ge, e	aucaie	;, OI
	ourse	3. To increase prof		resent abil	lity, and	l anal	lity c	of res	ume.	and g	nide
Obj	ectives	self-promotion a	• •		•	-	-	1 100	,	u 8	
		4. To prepare and						driv	es &	& wall	king
		interviews.					-				
	CO1	It will prepare the le	earners to	speak with	n greate	r con	trol a	nd cl	narisr	na in f	ront
		of others.		1 .	.1 1			1	1.1	1	•
C	<b>O2</b>	It will have a posit skills.	ive impa	et in their	though	proc	cess	and p	roble	em-sol	ving
		It will arm the stud	lents with	all the ne	ecessary	tool	s and	l skil	lsets	to pre	pare
C	<b>O3</b>	professionalresume	They wil	l learn to h	ighlight	and a	issess	then	nselv	es in so	ocial
		media.	, 1		1 '.		1.1			• ,	•
C	04	It will impart in the develop strategies to									
	04	boost their confiden		inter vie ws,	mprov	C tile	/II CC	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	incu	tion si	,
Unit		Content		Contact	I	∠earn	ing (	Outco	ome		KL
No.	Present		duction	Hour 3	Under					ongo	2, 3
1		ation Skins. Integral al characteristics of	,	3	and pu				-		2, 3
		ation, Preparation of			profes	-	-				
	present	ation			Identi	•			• •		
					presen			and	t	heir	
II	Public	Skills: Fear of	Public	4				00 45	0 m la -	on co	2 2
111	Speaking			4	Develo			es to in		iblic	2, 3
		ming Fear of Public S	•		speaki				r ··		
		ence and Control, Ph			Learn						
		ress-Control/Process,			contro			posu	re du	ring	
		ations and Public S for Using Visual			presen	itatioi	18.				
	_	ations, Process for P									
	and	0	ntations,								
	Deliver	ring Presessfully, Doubt Clear	entations								
		ary of Main Points	ing allu								

III	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.	4	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
IV	Leadership & Management Skills: Concepts of Leadership, Leadership Styles, Manager VS Leader, How to be an Effective Leader, Mock/Practice Session, Doubt Clearing Session.	4	Describe various leadership concepts and styles.	2, 3
V	Research Paper – Writing Skills: how to write a research paper, key point of research	4	Describe the key points and structure of writing a research paper	2, 3
VI	Interview skills and dressing code ethics: purpose and importance types of interview- telephonic, virtual and face to face, online interview, personal interview, panel interview, group interview, JA mission,  Types of interview questions-traditional/common interview question, case interview question, general strategies for answering questions—marketing your skills and experience, preparation before the interview, how to dress up for interview, how to maintain eye contact and positive body language, how to be presentable, interview dos and don't, how to make first impression, what to wear during interview or any other formal meeting-male & female	6	Prepare for telephonic, virtual, face-to-face panel, and group interviews.  Adapt communication styles to different interview formats.	2, 3
VII	Mock interviewpractical mock interview, feedback-receiving feedback, giving feedback, advantages of effective feedback, how to deal with negative feedback	5	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:

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

2: 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							

			SEMESTE	R – IV	7						
Course 7	Title		ENTREPRENEU	RSHIP	MA	NAGI	EME	NT			
Course (	Code	23MBAO2201R	Total Credits: 3 Total Hours: 45		L 3	T 0	P 0	<b>S</b> 0	<b>R</b> 0	<b>O/F</b> 0	C 3
Pre-requ	isite	Nil	Co-requisite		3	U	U	Nil		U	3
Program			MASTER OF BUS		S AD	MINI	STR	ATIO	V		
Semester	•	Win	ter/ IV semester of	the sec	cond :	year o	of the	progr	amme	:	
Course Objectives  1. To introduce the students to the world of Entrepreneurship 2. To study Entrepreneurial Perspective 3. To study how to start entrepreneurial ventures 4. To analyse Contemporary Challenges in entrepreneurship.											
CO1	L	Understand the co	ncept of Entreprener	urship,	its im	plicat	ions,	and its	applic	eation	
CO2		Comprehend the sperspective	tructure and forma	tion of	the o	organi	zation	from	the e	ntreprene	eurial
CO3		Analyse environm	ental opportunities a	and pla	nning	for no	ew ve	nture c	reatio	n	
CO4	ı	Understand the Str anew venture	rategic planning prod	cess an	d ider	ntifica	tion o	f challe	enges a	and trend	ds for
CO5		Identify and become	ne aware of the oppo	ortuniti	es for	globa	ıl entr	eprene	urship		
Unit No.		Conte	nt	Con Ho		Learning Outcome			ne	KL	
I	revo conc Char	contemporary epreneurship: The lution, Entrepreneur ept; Entrepreneur acteristics of Entre epreneurship.	rship-an evolving ship- a concept,	1	0	<b>Describe</b> the entreprene revolution and its impact the global economy; typentrepreneurship and unique attributes.				pact on	1
П	The Under perspected creat Small	entrepreneuria erstanding the pective in indivi iivity and understa Il Business	entrepreneurial duals, developing	8	3	pers	cribe pective vation	e;	ntrepre role	eneurial in	1,2
Ш	Entrepreneurship.  II Developing the Entrepreneurial Plan: Environmental assessment; Preparation for new venture, marketing research for new ventures, financial preparation Entrepreneurial ventures, developing an effective business plan.  12 Describe the process of environmental assessment; components of an effective business plan					2,3					
IV	IV Contemporary challenges Entrepreneurship: Continuous ch for Entrepreneurs, Entrepr perspective of an organizational li emerging trends in entrepreneursh entrepreneurship.			8	3	Describe the continuous challenges faced by entrepreneurs; merging trends in entrepreneurship					
V	entrepreneurship.			7		avai sign	lable ifican	for	entrep d imp	tunities preneur; pact of ip	2,3

T1: Management and Entrepreneurship by By N.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								
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the concept of Entrepreneurship, its implications, and its application	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
2	Comprehend the structure and formation of the organization from the entrepreneurial perspective	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
3	Analyse environmental opportunities and planning for new venture creation	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
4	Understand the Strategic planning process and identification of challenges and trends for a new venture	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						
5	Identify and become aware of the opportunities for global entrepreneurship.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9						

	SEMESTER – IV								
Course Title		THI	ESIS						
Course Code	23MBAO2202R						C 3		
Pre-requisite	Nil	Co-requisite				Nil			
Programme	N	MASTER OF BUSINES	SS ADI	MINI	STRA	TION	1		
Semester	Win	ter/ IV semester of seco	ond yea	ar of t	the pr	ogran	nme		
Course Objectives	Class/ hours DURATION: 15 WEEKS.  Each student undertakes a thesis under the supervision of the Faculty of the Institute of Management for 15 weeks duration.								
CO1	Equip students with comprehensive research methodologies and analytical skills essential for conducting independent and advanced research.								
CO2		nking abilities, enabling thin their area of expertis				•	•		olve
CO3		o effectively articulate a writing and presentation			-				-
CO4	Guide students in creating an original research work that contributes to the existing body of knowledge, demonstrating innovation, rigor, and relevance.								
CO5	*	or further academic purs demic publishing, and		•			•	•	

	CO PO Mapping							
S.N.	S.N. Course Outcome (CO)							
1	Equip students with comprehensive research methodologies and analytical skills essential for conducting independent and advanced research.	PO4						
2	Foster critical thinking abilities, enabling students to identify, analyze, and solve complex issues within their area of expertise using evidence-based approaches.	PO4						
3	Enable students to effectively articulate research findings and theoretical insights through scholarly writing and presentations, adhering to academic standards and ethics.	PO4						
4	Guide students in creating an original research work that contributes to the existing body of knowledge, demonstrating innovation, rigor, and relevance.	PO4						
5	Prepare students for further academic pursuits or professional roles by honing skills necessary for academic publishing, and applying research findings in real-world contexts.	PO4						

## MARKETING SPECIALIZATION:

SEMESTER – IV											
Course	e Title	MKT-I		ΓΙΟΝΑL M	ARKET	ING					
Course	e Code	23MBAO2203R	Total Cro		1 L 3	T 0	P 0	S 0	R	O/F 0	C 3
Pre-re	quisite	Nil		requisite				Nil			
Progra	amme	MASTI	ER OF BU	SINESS AL	OMINIST	ΓRA	ΓΙΟΝ	1			
Semes	ter	Winter/ IV s	emester o	f the second	year of	the p	rogra	amm	e		
	ourse ectives	<ol> <li>To introduce students to the field of international marketing, its concepts and techniques.</li> <li>To make students aware about international marketing environment and dimensions to be considered in international marketing.</li> <li>To help, understand the concept of distribution and IMC in international marketing</li> </ol>									
C	CO1	Understand the fundame internationalmarketing	ental cond	cepts, scope	, and di	iffere	nces	of o	dome	stic	and
C	203	Examine the international marketing environmental factors and trade barriers.  Understand and outline international market entry considering product and pricing strategies  Plan the International Marketing Channel.  Prioritize Marketing Communication tools for the International Market.									
Unit No.		Content		Contact Hour	Lea	arnir	ng Ou	ıtcon	1e	]	KL
I	Definition, meaning, nature and need of international marketing; Difference between domestic and international marketing; Exports and Imports as the basis of International Marketing; Reasons for entering export marketing.  Describe the understanding international marketing						g	1			
П	Domest Environ Markets Balance Tariff a	ional Marketing Environic Environment vsument; Scanning of Intest through PESTEL and of Payments; Barriers to Non-tariff Barriers; Easi ions - GATT and WTO.	Foreign ernational SWOT; to Trade,	10	<b>Descrit</b> he domarketi	mesti	c ar	nd f	oreig	_	1,2
III	languag financia Risks business paymen	Choosing an international market – size, language, competition, political and financial stability, cultural and legal aspects; Risks involved in doing international business; Pricing and paymenttermsininternationaltrade; Entrystrat egiesinInternationalmarketing;			Describ choosin market, languag politica stability legal as	ig a in ge, l	n ir nclud co and ad cu	ompe fin	ationa size etition ancia	al e, n,	2,3

IV	Distribution channels in international marketing; Factors Affecting Choice of Channels; Importance of efficient logistic management in International Marketing; Order-processing, Warehousing, Transportation		Comprehend the distribution channels used in international marketing; efficient logistics	2,3
V	Integrated Marketing Communication (IMC)for International Marketing-Sales Promotions in International Markets, International Public Relations, International Advertising-Goals and Strategy.	7	Describe the role of sales promotions in international markets; goals and strategies of international advertising.	2,3

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									
S.N.	Course Outcome (CO)	<b>Mapped Program Outcome</b>								
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 pricingstrategies	PO1, PO3								
4	Plan the International Marketing Channel.	PO3								
5	Prioritize Marketing Communication tools for the International Market.	PO2, PO6								

	SEMESTER – IV											
Course T	Title			T-IV								
			SERVICES	MARK			D	C	D	O/E		
Course (	Code	23MBAO2204R	Total Credits: 3 Total Hours: 45		<u>L</u>	T 0	P 0	<b>S</b>	<b>R</b>	<b>O/F</b> 0	C 3	
Pre-requ	iisite	Nil	Co-requisite		3	U	U		lil	U		
Program			ASTER OF BUSINE	ESS AD	MIN	TZI	'RA'					
Semester			IV semester of the							e		
Course Objectives		<ol> <li>To develop a comprehensive understanding of the differences between goods and services marketing, enabling students to distinguish key characteristics and strategies unique to each domain.</li> <li>To explore and analyze the intricate process by which value is created in service enterprises, providing students with insights into the core elements that contribute to the perceived value of services.</li> <li>To enhance students' ability to acquire knowledge and skilfully map consumer responses in various service purchasing scenarios, fostering a nuanced understanding of customer behavior and decision-making processes.</li> </ol>										
CO	1	Recognise the nature,	scope, and types of S	Services	s.							
CO	2	Comprehend the proc	ess of sustainable val	ue crea	tion	throu	ıgh a	serv	ice m	arketin	g mix.	
CO	3	Understand and analy										
CO	4	Explain the competitive advantage of service procurement behaviour.										
CO	5	Identify the service q delivery	ualities, and manage	the den	nand	and	supp	oly in	nbala	nce in s	ervice	
Unit No.		Content	į	Cont Ho			Learning Outcome					
I	eleme econo indust entity implications logic.	ry, and services. Serv	consumption trends, nning agriculture, vice as a marketing res and strategic e service-dominant ces: encompassing	elements leading to the rise of the service economy; service-dominant logic and its adoption in marketing								
П	Marke and it Cultiv marke encou types, encou throug	eting mix for services: s drivers within an ex rating relationship eting, bonding, and life nter: the moment of tr and the classific	panded framework.  ps: relationship  etime value. Service  ruth, various service  cation of service  ovation: achieved  both individual	10	Describe the concept of value and its drivers within an expanded service marketing mix framework; service innovation							
III	consu system line, bluepr orient interachuman	the Marketing System: Servuction system, amer and prosumer involvement, service m mapping, front line, internal interaction and visibility line, as well as service printing. Service system and functional tations: the trinity of service management, actions among production, marketing, and an resources, inter-functional conflicts, and				Service Marketing System: Servuction system, consumer and prosumer involvement, service system mapping, front line, internal interaction line, and visibility line, as well as service blueprinting. Service system and functional orientations: the trinity of service management, interactions among production, marketing, and human resources, inter-functional conflicts, and the need for harmonization.  10 Describe the servuction system and the roles of consumers and prosumers in service delivery; service blueprinting and its application in service management.						

IV	Service Procurement Behavior: Variations in	5	<b>Describe</b> the variations	2,3
	viewpoint, risk assessment, and decision-		in consumer	
	making processes. Service marketing strategy:		viewpoints, risk	
	Segmentation, targeting, and positioning, as well		assessment, and	
	as market innovation. Competitive		decision-making	
	differentiation: Analyzing competitive		processes in service	
	advantage and value chain for distinctiveness.		procurement; service	
			marketing strategies	
V	Quality of Service: Definition, technical and	8	<b>Describe</b> the definition	2,3
	functional dimensions of quality, models for		of service quality,	
	evaluating service quality, and methods of		including its technical	
	measurement and implementation. Management		and functional	
	of demand and supply imbalances: addressing		dimensions; elements of	
	challenges and employing strategies. Service		a service culture	
	culture: fostering a culture based on values,			
	implementing recovery and empowerment			
	measures, and cultivating a service-oriented			
	ethos.			

- T1: ServicesMarketing,2018,ValarieA.Zeithaml, MaryJoBitner, DwanyeD.Gremler; MCGRAW HILL INDIA, 7th 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., 3<sup>rd</sup>ed., ISBN:9780750666749
- R2: SERVICES MARKETING: THE INDIAN CONTEXT, SRINIVASAN, R., 4<sup>th</sup>ed., PHILearning, eBookISBN:9789354437687

#### **SUGGESTED READINGS:**

- S1: Fisk , R.P, Grove, S.J, & John, J(2013). Services Marketing: An interactive approach ( 4<sup>th</sup>ed.USA: Cengage Learning
- S2:Glynn, W.J., & Barnes, J.G. (2006). Understanding services management: Integrating marketing, organizational behaviour, operations and human resources management. New Delhi: Prentice Hall.
- S3: Gronroos, C. (2007). Service management and Marketing: Customer Management in service competition (3<sup>rd</sup> ed.).New Delhi: Wiley India.
- S4: Gronroos, C. (2015). Service management and marketing: Managing the service profitlogic. NewYork: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 customer focus across the firm (6th ed.). New Delhi: Mc Graw Hill

S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Recognise the nature, scope, and types of Services	PO1
2	Comprehend the process of sustainable value creation through a service marketing mix	PO5
3	Understand and analyse the service system and functional orientations	PO3
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	PO3

## HR SPECIALIZATION:

SEMESTER – IV												
Course 7	 Γitle		IN	DUSTRIAL REL	HRD- ATION		ND L	ABOU	UR LA	ws		
Course (	Code	23	MBAO2205R	Total Credits: 3 Total Hours: 4		1 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requ	iisite		Nil	Co-requisi	te				Ni	il	•	•
Program				MASTER OF BU	SINESS	SAD	MIN	ISTR	ATIO	N		
Semester			Wi	nter/ IV semester	of secor	nd ye	ear of	the p	rogra	mme		
		1.	To learn about	the conceptual fra	mework	of I	ndust	rial Re	elation	S		
Com		2. To learn the concept of grievances and its implication on the organization										
Cour Object		3. To learn about Trade Union and its evolution etc.										
Object	11165	4. To learn different Labour Laws.										
		5.	5. To learn about the social securities law governing the Indian Organization									
CO	1	U	nderstand the	various theories rel	ated to I	R an	nd Lab	our L	aws			
CO	2			erstanding of the co								
CO	3		omprehend the adianContext	evolution, concept	and app	plica	tion o	f colle	ective l	oargai	ning in t	he
CO	4	E	Explore and understand of the application of Labour Laws in an Indian Organization									
CO	5		evelop an Und adianscenario	erstanding of the S	ocial Se	ecuri	ty Lav	vs and	l its in	plicat	ion in tl	ne
Unit No.			Conten	t	Conta Hou		]	Learn	ing O	utcom	ie	KL
I			, objectives, fo he Indian Cont	rms, theories of IR ext.	8	8 <b>Describe</b> the objectives, theories of industrial relations (IR).						
П	discip and n	line, ninor	indiscipline, r	ndling procedure, nisconduct, major, management of	7	<b>Describe</b> the causes of grievances in the workplace; discipline, indiscipline, and misconduct in the workplace; management of sexual harassment in the workplace.						1,2
III	Trade of TU	ss, lev Unio in th	vels, hurdles of ons - Definition ne Indian Conte	f CB on. Origin, growth ext.	8		proce barga grow	ribe t ess iining	he impose of trade u	ortan col	ce and lective and in the	2,3
IV	Planta Indust Dispu Emplo	Plantation Labour Act 1951 Industrial Relations Law - The Industrial Disputes Act, 1947; The Industrial Industrial Relations Law						2,3				
V	Employment (Standing Orders) Act 1946.  Social Security Laws - The Workmen's Compensation Act, 1961; The Employee Insurance Act, 1948, The Employees' Provident Funds and Miscellaneous Provisions Act, 1952, The Payment of Gratuity Act, 1972; The Maternity Benefit Act, 1961.							2,3				

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									
S.N.	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								

			SEMEST	ER – IV							
Course	Title			HRD-I							
Course			COMPENS	-				C	ъ	O/E	
Course	<b>Code</b>	23MBAO2206R	Total Credits: 3 Total Hours: 4		L 3	T 0	P 0	S 0	R 0	0/F 0	C 3
Pre-rec	quisite	Nil	Co-requis			U	<u> </u>	Nil	_ 0	U	1 3
Progra	_	I	MASTER OF BU		ADM	1INIS	ΓRAT	ION			
Semest			nter/ IV semester						ne		
		To learn about the conceptual framework of Compensation Management									
		2. To learn about the various aspect of Job like job description, pay grades,									
	ırse	performance-based pay system, salary structure etc.									
Obje	ctives	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 pa	ackages.								
CO	01	Comprehend theori	es and policies re	lated to co	mpen	sation	mana	gemen	nt		
CC	)2	Understand of the c	concepts of job de	scriptions	and p	perforn	nance	oased j	pay s	ystems	
CC	)3	Explore and unders	tand the tax impli	cations or	com	pensati	on pa	ckages	S		
CC	<b>)</b> 4	Identify the bonus structure & Act in the Indian Context and explore the scope of implementation of innovative wages									
CC	)5	Understand and imp	plementation of co	ompensati	on pa	ckages	for e	xecuti	ves		
Unit No.		Content		Contact Hour	,	Lea	rning	g Outo	come		KL
I	Manag wages, Theory Produc Theory	ptual Framework of gement - concept and Theories of Wag y, Wage Fund The ctivity Theory, Res y, Bargaining Theory al, Industrial, Compa	d components of es: Subsistence eory, Marginal sidual Claimant v. Wage policy -	12	co	escribe mpone eories o	nts of	wages		rious	1
II	Job de	scription and evalua	tion, Pay grades	8	De	escribe	the	proce	ss of	f job	1,2
	and Pe	rformance based Pay	Systems, Wage		de	scriptio	on a	nd e	evalua	ation;	
		lary Structure, Conce Index and its linka ance.			str	ucture	of wa	ges an	ıd sala	aries.	
III		Planning in Comp		7		escribe	-	_			2,3
		ations of Employee			_	anning	in			sation	
		ge to Employer; ensation Package.	Tax Efficient			anagen mpens	,			icient	
IV	Bonus	- Payment of Bor	nus Act, Bonus	9	De	escribe	the k	ey pro	visio	ons of	2,3
	Structu	ire in Indian	Industry.Wage		the	e Payr	nent	of B	onus	Act;	
		ves – Types, Design, wage incentives.	, and Installation			sign ar new w				ocess	
V	Manag	gement of compen	sation system;	9	De	escribe	the	princ	iples	and	2,3
	Execut	ive compensation	<ul> <li>designing of</li> </ul>		pra	actices	inv	olved	in	the	•
		nsation packages, a				anagem			•		
	saiary	and benefit to execut	ives.			stem; laries	adn and	ninistra ber	ation nefits		
						ecutive		301		.0	

- 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									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Comprehend theories and policies related to compensation management	PO1								
2	Understand of the concepts of job descriptions and performance based pay systems	PO2								
3	Explore and understand the tax implications on compensation packages	PO3, PO4								
4	Identify the bonus structure & Act in the Indian Context and explore the scope of implementation of innovative wages	PO1, PO5								
5	Understand and implementation of compensation packages for executives	PO7								

## FINANCE SPECIALIZATION:

SEMESTER – IV											
Cours	se Title	S.T.	TRATEGIC FIN	FIN-III	MAN	NAC	'FM	FNT			
Cours	se Code	23MBAO2207R	<b>Total Credits: 3</b>	3	L	T	P	S	R	O/F	C
			Total Hours: 4		3	0	0	0	0	0	3
Pre-re	equisite	Nil	Co-requis					Ni	<u>l</u>		
Progr	Programme MASTER OF BUSINESS ADMINISTRATION										
Seme	ster		r/ IV semester of								
		1. To familiarize students on concepts of financial management from strategic									
	ourse	perspective.  2. To introduce the students to the fundamental financial planning of an individual									
Obje	ectives	<ul><li>2. To introduce the students to the fundamental financial planning of an individual.</li><li>3. To understand financial restructuring and enterprise risk management.</li></ul>									
	CO1				_						
		Understand the finance Apply practical insigh								in corr	orate
C	<b>O2</b>	scenarios	mo managing	mancial	GISH	coo a		conuct	umg	corp	June
C	03	Discuss the ERM stra				ify, a	asses	s, and	mana	age risk	s for
		informeddecision-mak				,,;,tL	thee	o fina	noic1	roctmas	11rin ~
C	O4	Evaluate the reasons, strategies	benefits, and cos	sis associa	aicu \	witti	mes	e ma	ncial	restruct	uiiig
C	05	Understand different aspects related to leasing, including its types and evaluation from									
		lessorand lessee viewp	oints								
Unit No.		Content		Contact Hour		L	earn	ing O	utcom	ne	KL
I	Strategi	c Financial Managemer	nt:	12	De	escri	be t	he m	eanin	g and	1
		g of SFM, Importance			importance of Strategic Financial Management				_		
	-		s of a firm - financial and nonfinancial, a and long term financial planning in a						_	gement ved in	
		Firm's Environment, C			ort-te		and		g-term		
		y - business environm		financial planning in a firm.							
	structur	e, financial structure.									
II		al Distress and Restruct		10						ding of	1,2
	Meanin bankrup	g of bankruptcy, fac- otcy, symptoms,	tors leading to predictions,				ptcy; sed fi		aniza	tion of	
	_	ization of distressed firm			uis	sucss	scu II	11115			
	_	ion of firms.	,								
TTT	Entono	ise Risk Management		8	D <sub>0</sub>	SOP!	ho +h	a nrin	oinles	of right	2,3
III		anagement, types of ris	k, framework of	ð				_	_	of risk fferent	2,3
		ts implementation.	,		typ	es c	of ris	k; Ent	erpris	e Risk	
Manage						emer	nt (ER	M).			
IV Expans		ion and Financial F	-	8						ding of	2,3
		g of Mergers and A			me	erger	s and	l amal	gamat	tions	
		for Merger, Benefits  – Takeovers – Business									
V	_	y – Importance, Types		7				_		ce and	2,3
		from the point of view  – Lease versus Buy Dec								cision- ved in	
	Capital.							buy d			

- 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									
S.N.	Course Outcome (CO)	Mapped Program Outcome								
1	Understand the financial environment and the strategies involved in a firm	PO1								
2	Apply practical insights into managing financial distress and restructuring in corporatescenarios	PO1, SO5								
3	Discuss the ERM strategies, fostering skills to identify, assess, and manage risks for informeddecision-making in organizational contexts.	PO1								
4	Evaluate the reasons, benefits, and costs associated with these financial restructuringstrategies	PO3, PO4								
5	Understand different aspects related to leasing, including its types and evaluation from lessee rand lessee viewpoints	PO2								

			SEMESTE	R – IV							
Course	Course Title FIN-IV										
		TAX PLANNING AND MANAGEMENT						T	T ~		
Course	e Code	23MBAO2208R	Total Credits: 3 Total Hours: 4	_	$\frac{L}{3}$	T 0	P 0	<b>S</b>	<b>R</b>	<b>O/F</b>	C 3
Pre-re	quisite	Nil	Co-requisi		3	U	U	Nil		0	3
Progra			IASTER OF BUS		DM	IINIS	STRA				
Semest			er / IV semester o								
		1. To introduce the						- 6			
Cor	urse	2. To impart the bas	ic knowledge of d	irect and	indiı	rect ta	axatio	n.			
	ctives	•	<ul><li>2. To impart the basic knowledge of direct and indirect taxation.</li><li>3. To acquaint the students with the basic concept of income tax and computation of tax</li></ul>								
		liability.									
C	01	Understand the fund	amental concepts	of income	tax						
C	<b>D2</b>	Comprehend the diff	erent taxation aspe	ects and its	s inf	luenc	e on c	orpora	te deci	ision-n	naking
CO	<b>D3</b>	Retrieve and apply th	ne different compo	nents of ta	ax pl	lannii	ng in v	arious	busin	ess sce	narios
CO	74	Evaluate the impact	of indirect taxes or	n valuatio	n of	f man	ufactu	ring g	oods		
C		Understand the dyna									
Unit	)5 	Onderstand the dyna	unic aspects of GS	Contact		LHOHS	•				
No.		Content		Hour	L	L	earni	ng Ou	tcome	e	KL
I		concepts:			D	)escr	ibe th	ne def	initio	ns of	1
		tion, income, person, p					such a				
	assessi Reside	• •		10	_	person, previous year, and assessment year; computation of taxable incom					
		ential Status, Agric e exempted from inco								tation	
		e tax, Income tax ded									
		utation of taxable inco	me.								
II	_	orate Tax: on of companies un	7		)escri		the		cation	1,2	
11		Dividend Tax, Specia	,		provisions applicable to companies under the Income Tax Act; tax on corporate						
		um Alternate Tax									
		of Tax on corporate of	-				king p				
III		anning: ives of tax planning,	8			ibe the ng;	objec		of tax nning	1,2	
1111		vasion, Tax planning r				0	lated				
		cquisition, make or				_	quisit			8	
		g, Amalgamation, Re									
IV		rchase, Lease and Ins al Excise and Cenvat		8	Г	locer	iha th	e defi	nition	c and	1,2
1 1		tion, basic condition		8				tions			1,2
		y, exemption from						assific			
		fication of goods, Valu	_					rocedi	ires	under	
		Central Excise, Valuation of feature for an			C	Centra	ıl Exci	se			
V		gistration of factory for central excise.  troduction to goods and services tax:  12 Describe the objectives and					1,2				
Objectives and basic scheme of GST,					asic		-	of		-,-	
		ng – Salient featu			•			for a	mendı	ments	
	Subsui	•	-Benefits of		u	nder	GST.				
	_	$egin{array}{ll} { m menting} & { m GST} & - \ { m ments} - { m Structure} \ { m of} \ { m G} \end{array}$	Constitutional ST (Dual Model)								
		al GST – State / Unic									
	- Integ	grated GST - GST Co	ouncil: Structure,								
	Power		Provisions for								
	amend	ments.									

- 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							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Understand the fundamental concepts of income tax.	PO1, PO2, PO4, PO5, PO8, PO9						
2	Comprehend the different taxation aspects and its influence on corporate decision-making	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9						
3	Retrieve and apply the different components of tax planning in various business scenarios	PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9						
4	Evaluate the impact of indirect taxes on valuation of manufacturing goods	PO1, PO2, PO3, PO4, PO5, PO8, PO9						
5	Understand the dynamic aspects of GST and its functions.	PO1, PO2, PO3, PO4, PO5, PO8, PO9						

## **BANKING SPECIALIZATION**

			SEMESTER	– IV							
Cours	se Title			B&I-III	TID A I	NCE					
		221 FD 4 02200D	IT IN BANKING & INSUI Total Credits: 3			T	P	S	R	O/F	С
Cours	se Code	23MBAO2209R	Total Hours:		3	0	0	0	0	0	3
Pre-re	equisite	Nil	Co-requ	isite				Ni	l		
Progr	amme	MAS	TER OF BUSIN	NESS ADM	IINIS	TRA	ATI(	N			
Semes	ster	Winter/	IV semester of s	second yea	r of tl	ne pr	ogra	amme	9		
		1. To define the historic	al and current ro	le of inform	ation	tech	nolo	gy in	the b	anking	and
		insurance sector.									
Co	ourse	2. To evaluate the impa	ct of IT on insura	ance operat	ions,	custo	mer	servi	ce, ar	nd strat	egic
	ectives	decision-making.									
	cetives	3. To analyze the inte	_		-		_		ing,	and po	olicy
		management. Investig									
		4. To assess the signific									
C	CO1	Comprehensive understa insurance industry.									
C	CO2	Understand and analyze sector.	the impact of dig	ital transfo	rmatio	on in	the b	ankin	ng and	d insur	ance
C	203	Interpret the impact of factors such as decentral							els, c	conside	ering
C	O4	Identify key technologic information technology						y, incl	ludin	g trenc	ls in
C	CO5	Analyze the necessity of insurance.	of robust cyberse	curity and	priva	су со	ompl	iance	in b	anking	and
Unit No.		Content		Contact Hour	I	æarı	ning	Outc	ome	]	KL
I		ation Technology: Meanin		5				mean			1
	busines tradition			role of Information Technology (IT) in							
		nal commerce and ance of IT in banking	e-commerce;		busii			,	) istori		
		ons; Historical perspective						nd ev			
		banking and insurance.						ankir			
				10	insu			1 01 1			1.0
II	Digital	Ronking and Channel	Definition	10				definit			1,2
		Banking and Channels provided; Benefits			servi			ovide ng;		by ces	
		g Services through Intern			offer			and		the	
	to digita	al banking, advantages and	d disadvantages		oppo	rtuni	ities			and	
		e banking, Online ba	•		chall		es	in	ret	tail	
		g, and ATMs, Fintech p			bank	ing.					
		rations, Types of Internet ing and Retail Banking									
		Banking; Difference									
		g and Retail banking; A									
	disadva	ntages of retail banking; S	ervices Offered								
		il Banks; Opportunities	and Challenges								
	for Reta	ail Banking.									

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

- 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						
S.N.	Course Outcome (CO)	Mapped Program Outcome					
1	Comprehensive understanding of the historical and current role of IT in the banking and insurance industry.	PO3, PO2					
2	Understand and analyze the impact of digital transformation in the banking and insurance sector.	PO2, PO7, PO9					
3	Interpret the impact of cryptocurrencies on traditional banking models, considering factors such as decentralization, transparency, and regulatory challenges	PO3,PO9					
4	Identify key technological changes in the Indian banking industry, including trends in information technology adoption and electronic payment systems	PO1, PO3, PO5, PO9					
5	Analyze the necessity of robust cybersecurity and privacy compliance in banking and insurance.	PO1, PO2, PO9					

			SEMESTER	– IV							
Course	e Title	B&I-IV RISK MANAGEMENT IN BANKING & INSURANCE									
Course	e Code	23MBAO2210R	Total Credits: 3 Total Hours: 45	L 3	T 0	P 0	S 0	R	O/F 0	C 3	
Pre-re	quisite	Nil	Co-requisite			1 0	N		<u> </u>		
Progra	ımme		MASTER OF BUSI	SINESS ADMINISTRATION							
Semest	ter	w	inter/ IV semester of	secon	d yea	r of th	e prog	ramm	e		
Course Objectives  1. Understand the key principles of risk management and their application in ban and insurance industry.  2. Analyze different types of risks faced by banks, including credit, market, operation and liquidity risks.  3. Analyze the various types of risks faced by insurance companies, inclusing underwriting, pricing, operational, and strategic risks.  4. Explore advanced risk management tools and techniques used in the banking insurance sector.  5. Evaluate the impact of regulatory frameworks on insurance risk management practices.							ational, cluding				
C	CO1	Classify the types	of Risks in Banking								
C	O2	Understand and u	tilize the principles go	vernin	g insi	urance	produc	ct desig	<u>ş</u> n		
C	О3	Describe the clair	ns handling processes								
CO4 Analyse the role of regulatory bodies in the banking sector.											
C	O5	Identify and assemitigation	ss operational risks in	banki	ing. E	Evaluat	e inter	nal cor	ntrolsand	l risk	
Unit No.		Conten	t	Cont Hou		Le	arnin	g Outc	ome	KL	
1	business risk ma organiza Manage manager manager Historic Types or risks, Reputati Risks ir Operation	pretations of the term 'risk' - Types of ness and personal risks, Significance of management function within business nizations, Introduction to Risk agement in Insurance - Overview of risk agement principles, Importance of risk agement in the insurance industry, orical perspectives on insurance risk, as of Risks in Insurance - Underwriting						1			
2	of ins Develop Insurance product Evaluati Formati	urance product oment in the I ce Sectors in In design and risk ex- ion in the Process of	dia, Link between posure, Role of Risk of Insurance Product in the Domain of	insurance product design; risk evaluation in the formation of insurance products.							

3	Underwriting and Claims Management – Need for insurance underwriting, Factors affecting the underwriting process, Underwriting process and decision-making, Risk selection criteria, Underwriting challenges and innovations. Factors affecting the insurance claims management system, Types of documents needed in various types of claims, 'Causa Proxima' in insurance claim settlement, Risk management in channelizing their fund of insurance companies. Claims Management and Loss Mitigation - Claims handling processes, Loss mitigation strategies, Role of technology in claims management.	10	Describe the need for insurance underwriting and the factors affecting the underwriting process; insurance claims management system	1,2
4	Regulatory Framework for Banking Risk Management - Role of regulatory bodies in banking, Basel III and its impact, Compliance and governance in banking.  Credit Risk Management - Credit risk assessment methodologies, Credit scoring models and their applications, Managing non-performing loans, Credit scoring models.  Market Risk Management - Measurement and monitoring of market risk, Value at Risk (VaR) models, Hedging strategies for market risk.	8	Describe the role of regulatory bodies in banking; credit risk assessment methodologies and credit scoring models.	1,2
5	Operational Risk Management - Identifying and assessing operational risks, Internal controls and risk mitigation. Liquidity Risk Management - Liquidity risk measurement, Funding strategies, Stress testing for liquidity risk. Advanced Risk Management Tools in Banking - Enterprise Risk Management (ERM), Technology and data analytics in risk management, Role of artificial intelligence in banking risk management.	7	Describe the process of identifying and assessing operational risks; advanced risk management tools in banking	1,2

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							
S.N.	Course Outcome (CO)	Mapped Program Outcome						
1	Classify the types of Risks in Banking	PO1						
2	Understand and utilize the principles governing insurance product design	PO2, PO3, PO6						
3	Describe the claims handling processes	PO1, PO3						
4	Analyse the role of regulatory bodies in the banking sector.	PO1, PO5, PO9						
5	Identify and assess operational risks in banking. Evaluate internal controlsand risk mitigation	PO1, PO6, PO9						

	SEMESTER – IV								
<b>Course Title</b>	MOOCs-IV								
<b>Course Code</b>	23MSCE221R	Total credits: 1 Total hours: 15	1	T 0	P 0	S 0	R	O/F 0	C 1
Pre-requisite	Nil	Co-requisite				N	il		
Programme	N	IASTER OF BUSINE	SS A	DMI	NISTI	RATI	ON		
Semester	Win	ter/ IV semester of sec	cond	year (	of the	progr	amme	:	
Course Objectives	MOOCS is provided through Course era Platform, which is an online course where students are allowed to take courses per semester on the basis of the hours with relevance to the credit and the courses are provided from the International Universities across the world. During the courses, the students have to submit assignments, quizzes etc.								
CO1	Demonstrate profic various managemen	iency in acquiring and	apply	ing gl	obally	recog	nized	certification	ons in
CO2	Showcasing a comframeworks	Showcasing a comprehensive understanding of international practices and regulatory frameworks							
CO3	Enabling effective decision-making and compliance in a globalized industrial environment.								
CO4	Evaluate and integr	Evaluate and integrate international standards and trends into organizational strategies							
CO5	To equip learners collaboration.	with the skills and ki	nowle	edge r	equire	d to i	ntegra	te interna	tional

	CO PO Mapping							
S.N.	Mapped Program Outcome							
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in various management	PO3						
2	Showcasing a comprehensive understanding of international practices and regulatory frameworks	PO3						
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO3						
4	Evaluate and integrate international standards and trends into organizational strategies	PO2						
5	To equip learners with the skills and knowledge required to integrate international collaboration.	PO2						