



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

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

**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.:

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

VI. Procedure of Expulsion:

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

VII. Instruction to the Students:

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

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

VIII. Provision for an Amanuensis (writer):

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

C. Credit Point:

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

i. Credit:

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

ii. Grade Point:

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

iii. Letter Grade:

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

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

Table 2: Letter Grades and Grade Points

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

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

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

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

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

b. CGPA (Cumulative Grade Point Average)

- 1) 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, G_i is the Grade Point secured in the i th completed Course and C_i is the Credit (weight) of that Course.

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

- 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 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
1	University Core (UC)	Skill Enhancement Course (SEC)	12
		Ability Enhancement Course (AEC)	4
		Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	0
2	University Elective (UE)	Multidisciplinary Course (MDC)	2
		Value Added Course (VAC)	18
3	Program Core (PC)	Discipline Specific Core (DSC)	60
		Field Training	3
		Research /Industry Internship	11
		Summer Internship	0
4	Program Elective (PE)	Discipline Specific Elective (DSE)	24
		Value Added Course (VAC)	0
5	Faculty Core (FC)	Skill Enhancement Course (SEC)	0
		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

	S. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester I	1.	23BBAO111R	Business Economics	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	2	23BBAO112R	Principles of Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	3	23BBAO113R	Business Ethics & Corporate Governance	DSC	2	0	0	0	0	0	0	2	40	60	0	100
	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	0	2	40	60	0	100
	5	23UBPD112R	Introductory English (PDP)	SEC	0	0	4	0	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	
Semester II	S.N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
	L	T	P	S	R	O	C	IA*	SEE*	PE*	Total					
	1.	23BBAO121R	Basics of Accounting	DSC	4	0	0	0	0	0	0	4	40	60	0	100
	2	23BBAO122R	Organizational Behaviour	DSC	4	0	0	0	0	0	0	4	40	60	0	100
	3	23BBAO123R	Marketing Management	DSC	4	0	0	0	0	0	0	4	40	60	0	100
	4	23UBES121R	Environmental Studies	MDC	2	0	0	0	0	0	0	2	40	60	0	100
	5	23UBPD122R	Implicit English (PDP)	SEC	0	0	4	0	0	0	0	2	0	0	100	100
	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 Category	Engagement							Maximum Marks for				
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester III	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
	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
	6	23UULS212R	Basic Life Saving Skills (BLSS)	SEC	1	0	0	0	0	0	1	40	60	0	100
	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	0	0	0	0	0	1	0	0	100	100
Total:				20	0	8	4	0	8	27	240	360	600	1200	
Semester IV	S. N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
	1.	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
	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
	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
	7	23UULS222R	Basic Acclimatizing Skills	SEC	0	0	0	0	0	0	1	40	60	0	100
	8	23UBPD222R	Campus to Corporate (PDP)	SEC	0	0	6	0	0	0	3	0	0	100	100
	9	23UBEC221	Extra-Curricular Activities/ Co-curricular Activities	Extra-Curricular	0	0	0	4	0	0	1	0	0	100	100
10	23BSCE221R	MOOCS	VAC	0	0	0	0	0	0	2	0	0	100	100	
11	23BSCE222R	Additional Global Certification- Indian Heritage	VAC	0	0	0	0	0	0	1	0	0	100	100	
Total:				19	0	6	4	0	0	27	280	420	400	1100	

	S.N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester V	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	
	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	
	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	16	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	
	Total:					12	0	0	0	16	12	23	160	240	400	800
Semester VI	S.N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
	1	23BBAO321R	Strategic Management	DSC	3	0	0	0	0	0	3	40	60	0	100	
	2	23BBAO322R	International Marketing	DSC	3	0	0	0	0	0	3	40	60	0	100	
	3	23BBAO323R 23BBAO323R 23BBAO323R 23BBAO323R	Legal & regulatory Aspects of Banking & Insurance/ Ethical & Legal Aspects of Retailing/ Ethical Practices in Healthcare & CSR	DSE	3	0	0	0	0	0	3	40	60	0	100	
	4	23BBAO324R 23BBAO324R 23BBAO324R	Financial Derivatives and Risk Hedging/ Multi-Channel Retailing and E-commerce Strategies/ Legal Framework for Hospitals	DSE	3	0	0	0	0	0	3	40	60	0	100	
	5	23BBAO325R	Dissertation	Research/ Industry Internship	0	0	0	0	18	16	5	40	60	0	100	
	6	23BSCE321R	MOOCS - I	VAC	0	0	0	0	0	0	2	0	0	100	100	
	7	23BSCE322R	MOOCS - II	VAC	0	0	0	0	0	0	2	0	0	100	100	
8	23BSCE323R	Additional Global Certification	VAC	0	0	0	0	0	0	2	0	0	100	100		
Total:					12	0	0	0	18	16	23	200	300	300	800	

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

SEMESTER – I									
Course Title	BUSINESS ECONOMICS								
Course Code	23BBAO111R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Ability to understand about business economics – principles, practices, roles and responsibilities. 2. Ability to study the different types of demands, factors of production and their functions. 3. Ability to acquire knowledge of various types of costs, prices, competition and profit theories. 4. Ability to learn about the types and phases of business cycles. 								
CO1	Understand the concept of economic principles and their application in business decisions.								
CO2	Analyse economic concepts related to production processes and scale dynamics								
CO3	Understand the concepts of cost, market structures, and pricing strategies								
CO4	Comprehend diverse aspects of profit within the business context.								
CO5	Understand the nature and scope of the business cycle								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to business economics - Economic principles and the practice of Management- role and responsibilities of business economists, Meaning of demand- types of demand- determinants of demand function- demand elasticity, demand forecasting.	9	Students will be able to explain the fundamental economic principles and their application in managerial decision-making. Students will be able to identify and describe the role and responsibilities of business economists within an organization.					1,2	
II	Production - factors of production & their functions- linear homogeneous production. Functions- laws of variable proportions & returns to scale, Economics & Diseconomies of scale.	9	Students will be able to identify and explain the functions of various factors of production and understand the concept of linear homogeneous production functions. Students will be able to illustrate and analyse the laws of variable proportions and returns to scale, and distinguish between economies and diseconomies of scale.					2,3	
III	Cost Concepts: total, average, marginal, long run & short run cost, opportunity cost, cost function- cost-output relationship- managerial uses of cost function. Price & Output determination under different market structures- perfect competition, monopoly, monopolistic competition, oligopoly, price determination, pioneer pricing- skimming & penetration, cost- plus pricing.	9	Students will be able to differentiate between total, average, marginal, long-run, and short-run costs and understand their managerial implications. Students will be able to apply the cost-output relationship in managerial decision-making and utilize cost functions effectively.					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

TEXT BOOKS:

T1. Business Economics By P. K. Mehta, Taxmann Publication

T2. Principles Of Business Economics By Joseph Nellis, David Parker, Pearson Publication

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

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

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT								
Course code	23BBAO112R	Total credits: 3 Total hours: 45	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	1. To introduce the students to various Principles of Management. 2. To make the students understand the various practices seen in business management. 3. To inculcate leadership skills among students.								
CO1	Demonstrate Management Principles Understanding								
CO2	Apply Planning and Organizing Concepts								
CO3	Comprehend Management Thought Development								
CO4	Demonstrate Decision-Making and Leadership Skills								
CO5	Apply Principles and Theories for Effective Management.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	What is management? Characteristics and Importance of management principles, levels of management, managerial roles, Difference between Management and Administration.	9	Explain the concept of management, identify its characteristics and importance, describe the different levels of management, enumerate managerial roles, and differentiate between management and administration.					1,2	
II	Functions of Management; Basic Concepts of Planning; steps involved in planning process, benefits of planning. Organizing: Definition, steps involved in organizing, Staffing: importance of staffing, steps involved in staffing process. Directing: elements of directing, and controlling: steps involved in controlling process.	9	Describe the fundamental functions of management, elucidate the steps involved in the planning process, and outline the benefits of planning.					2,3	
III	Development of management thought: classical theory: Bureaucracy, Scientific Management, Administrative Theory. Neo-classical theory, modern theory.	9	Compare and contrast the classical theories of management such as Bureaucracy, Scientific Management, and Administrative Theory, with the Neo-classical and Modern theories.					1,2	
IV	Decision making, motivation, delegation of authority and responsibility, Leadership Theories, Qualities of a good leader.	9	Analyze various decision-making processes, motivational theories, delegation of authority and responsibility, and different leadership theories, including the qualities of a good leader.					2,3	
V	Henry Fayol's 14 principles of management, Leadership theories, path goal theory, Qualities of a good leader.	9	Critically assess Henry Fayol's 14 principles of management and their application in modern organizational contexts, along with various leadership theories and the attributes of successful leaders.					3,2	

TEXT BOOKS:

T1. Principles of Management: Prentice Hall India Learning Private Limited; 1 edition (2009)
MEENAKSHI GUPTA

REFERENCE BOOKS:

R1: Principles of Management :Steven McShane, Charles W.L. Hill Charles Hill and Steve McShane

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

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

SEMESTER – I										
Course Title	BUSINESS ETHICS AND CORPORATE GOVERNANCE									
Course Code	23BBAO113R	Total credits: 2		L	T	P	S	R	O/F	C
		Total hours:30		2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	Fall/ I semester of first year of the Programme									
Course Objectives	<ol style="list-style-type: none"> To give an explanation of the main terms used in corporate governance and business ethics. To List the several moral dilemmas that come up in corporate settings (such as insider trading, prejudice, and environmental effect). To examine the various ideas of moral judgment. To describe how corporate governance organizations, such as audit committees and boards of directors, encourage moral conduct 									
CO1	Understanding key concepts related to morality, ethics, values, daily misdeeds and ethical dilemmas.									
CO2	Demonstrate types of values and recognize ethical issues in various contexts.									
CO3	Apply ethical principles, consequentialist and virtue-based thinking.									
CO4	Analyse ethical issues and impact: whistleblowing, discrimination, and corporate social responsibility.									
CO5	Evaluate the effectiveness of ethical frameworks in decision-making.									
Unit No.	Content			Contact Hour	Learning Outcome				KL	
I	Introduction to Morality, Ethics – Lifestyle Examples; Daily Misdeeds- As an Individual and As a Professional, E.g.- Bribes, Breaking of Promises, Harshly Behaving with Parents, Peers, and Youngsters, etc.; Understanding and Defining Dilemmas; Understanding and Defining Ethics leading to the application as Business Ethics			6	Identify and analyze common daily misdeeds both as an individual and a professional, understanding their ethical implications and the dilemmas they create.				1,2	
II	Values - Concept and Definition of Values, The Value Hierarchy- Parents- Persons-Family- Neighbours- Community- Society-Nation- World- Universe, Types of Value-Subjective Vs Objective, Instrumental Vs Terminal, Logical or Knowledge Value, Ethical or Good Values, Aesthetic Values, Absolute Values, Universal Human Values.			6	Explain the concept and definition of values, including the value hierarchy and different types of values, and demonstrate how they influence individual and societal behavior.				2,3	
III	Dilemma and Action- Prisoners’ Dilemma, What is Ethical, Continuum of Behaviour-Moral- Amoral- Immoral Choices, Major Ethical Issues- Whistle- Blowing (Satendra Dubey Case), Discrimination and Affirmative Action, Sexual Harassments. Advertisement and Ethical 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..				1,2	
IV	Ethical Frameworks of Decision Making - Consequence- based thinking: Egoism, Utilitarianism- Ford Pinto Case; Right and Duty based thinking: The Golden Rule, Equality and Fairness, Justice; Virtue based thinking- Gandhian Trustee-Ship, Model of Decision Ethical Making.			6	Apply various ethical frameworks, including consequence-based, right and duty-based, and virtue-based thinking, to make informed and ethical decisions in complex situations.				2,3	

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

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

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

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)								
Course Code	23BBAO114R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> To equip students with a fundamental understanding of the banking and insurance sectors. To explore the historical development and current structure of these industries. To analyze the core functions of banks, such as deposit taking, lending, and payments. To examine different types of banks and their specialized roles within the financial system. 								
CO1	Understand the evolution and structure of modern banking institutions.								
CO2	Understand the roles, responsibilities and of banks for better banker-customer relationship.								
CO3	Classify the types and principles and elements of insurance.								
CO4	Recognize the purpose, principles and elements of insurance.								
CO5	Classify the types of Insurance and role of IRDA.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
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	6	Students will be able to explain the purpose, advantages, and disadvantages of insurance, as well as its role as a social security tool. Students will be able to analyse the impact of insurance on economic development and understand the principles underlying insurance.					1,2	
II	Banker-Customer relationships, bank account and important types, process of bank account opening, KYC, foreign currency accounts, negotiable instrument – cheque, payment and collection of cheques, responsibility of paying bank, responsibility of collecting bank, concept of financial inclusion.	6	Students will be able to establish and manage various types of bank accounts, understanding the processes involved in bank account opening and compliance with KYC regulations.					2,3	
III	Principles of bank lending, different types of credit facilities, fund based and non-fund-based loans, priority sector and non-priority sector advances, collaterals, bank guarantee and letters of credit,	6	Students will be able to identify and differentiate between various types of credit facilities, including fund-based and non-fund-based loans. Students will be able to apply the principles of bank lending in managing priority and non-priority sector advances.					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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

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

SEMESTER – I									
Course Title	FUNDAMENTALS OF RETAILING (ELECTIVE)								
Course Code	23BBAO114R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	1. To define and explain key retailing concepts and terminology. (e.g., retail mix, customer segmentation, inventory management) 2. To understand the different types of retail formats and their applications. (e.g., brick-and-mortar, e-commerce, Omni channel) 3. To analyze the consumer decision-making process and its impact on retail strategies. 4. To explore the various marketing and merchandising techniques used in retailing.								
CO1	Understand the fundamental concepts and theories of retailing, including the retail mix, retail formats, and the role of retail in the economy.								
CO2	Analyze consumer behavior and its influence on retail strategies								
CO3	Identify effective merchandising strategies, including product assortment, pricing, and visual merchandising techniques.								
CO4	Demonstrate knowledge of store operations, including inventory management, staffing, and customer service.								
CO5	Evaluate the challenges and opportunities of e-commerce and Omni-channel retailing.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Retailing: Overview of Retailing - Definition, Nature, and Scope – Meaning – Types - Classification Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing-Stores Location – Steps in choosing a retail location.	6	Understand and articulate the definition, nature, and scope of retailing, including the various types and classifications of retail formats.					1,2	
II	Consumer Behaviour in Retailing: Understanding Consumer Buying Behaviour, Factors Influencing Shopping Decisions, Retail Market Segmentation	6	Analyse and explain consumer buying behaviour in the retail context, including the factors that influence shopping decisions.					2,3	
III	Retail Merchandising and Management: Pricing Strategies in Retail, Visual Merchandising and Store Layout, Retail Inventory Management	6	Develop and apply pricing strategies, visual merchandising techniques, and efficient retail inventory management practices to optimize retail operations and enhance store profitability.					1,2	
IV	Retail Operations and Customer Service: Services & Quality in Retailing, Store Operations and Staffing, Customer Service Excellence, Retail Technology and Point of Sale Systems	6	Implement high-quality service standards in retailing, manage store operations and staffing effectively, and utilize retail technology.					2,3	
V	E-commerce and Omni-channel Retailing: E-commerce Fundamentals, Omni-channel Retailing Strategies, Digital Marketing in Retail, Challenges and Future Trends in Retail.	6	Understand the fundamentals of e-commerce and develop omni-channel retailing strategies, including the use of digital marketing.					1,2	

TEXT BOOKS:

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).

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

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

SEMESTER – I									
Course Title	BASICS OF HEALTHCARE MANAGEMENT (ELECTIVE)								
Course code	23BBAO114R	Total Credits: 2 Total Hours: 30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	1. To provide a comprehensive understanding of the National Health Planning process in India. 2. To distinguish between primary, secondary, and tertiary healthcare services. 3. To develop awareness about the importance of preventive healthcare measures. 4. To foster an understanding of the significance of disease surveillance. 5. To introduce the utility of vital statistics in healthcare management and policy formulation.								
CO1	Evaluate and analyse the components of the National Health Planning process in India.								
CO2	Differentiate between primary, secondary, and tertiary healthcare services and their respective roles.								
CO3	Assess the importance of preventive healthcare measures and their role in disease control and health promotion.								
CO4	Understand the significance of disease surveillance and its contribution to public health monitoring.								
CO5	Explain the importance and utility of vital statistics in healthcare management and policy formulation								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Definition and meaning of Health, Holistic approach to health, Basic information relating to health, Historical development of health care system in India, Definition and meaning of hospital, historical development of hospitals	8	Students will be able to define and explain the concept of health from a holistic perspective, including physical, mental, and social well-being.					1,2	
II	Concepts in Community Health – National Health Planning, Health Sector, Primary, Secondary and Tertiary Healthcare, Structure of Health and Family welfare services: District Level, State Level and National Level.	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	Indian Health System: Challenges and Constraints: Introduction, HDI, rich poor health disparity, Evolution of Indian Health system: Public-private partnership, Vision for Healthcare, Planning Commission & NITI Aayog, Public Spending on Health, Emergence of Private Sector in Healthcare, Issues and Challenges	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	Epidemiology, Preventive Healthcare, Transmission, Outbreak investigation, Disease Surveillance, Environmental Epidemiology, Forensic Epidemiology, Occupational Epidemiology, Screening, Clinical Trials.	6	Students will be able to define key concepts in epidemiology and describe methods of disease transmission, outbreak investigation, and disease surveillance.					2,3	

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

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

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

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

SEMESTER – I												
Course Title	INTRODUCTORY ENGLISH (Communicative English & Soft Skills)											
Course code	23UBPD112R			Total Credits: 4		L	T	P	S	R	O/F	C
				Total Hours: 60		0	0	4	0	0	0	2
Pre-requisite	Nil			Co-requisite		Nil						
Programme	Bachelor of Business Administration											
Semester	Fall/ I semester of first year of the Programme											
Course Objectives	1. To recognize and identify parts of a sentence and their significance in a language. 2. To enhance listening and speaking/skills for self-development. 3. To give insight into English pronunciation and into central concepts in phonetics. 4. Introduction to the various modes of communication will enhance their knowledge of communication.											
CO1	It enables learners to recognize the structure of a sentence and its variations as they learn to understand, speak and write.											
CO2	Introduction to Phonetics and its importance will improve the learners' pronunciation.											
CO3	Students will be able to identify to pick and form different kinds of sentences.											
CO4	Knowledge of communication will be enhanced through practical examples.											
Unit No.	Content			Contact Hour	Learning Outcome				KL			
I	Grammar 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 Introduction to Communication, Importance of Communication Skills Purpose of Communication Types of Communication Formal and informal communication Importance of Communication Barriers to Communication How to improve/ tips to improve Communication skills. Responding to different questions in various situations (formal/ informal)	12	Students will integrate their knowledge of grammar and communication skills to handle professional situations, demonstrating grammatical accuracy, effective listening, and clear communication.	1,2
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TEXT BOOKS:

T1: Chaturvedi, P.D., Chaturvedi Mukesh, 2011. *Business Communication: Concepts, Cases and Applications*, second edition, Pearson, Noida

T2: Alex K., Chand, S, 2009. *Soft Skills: Know Yourself and Know the World*, first edition, S.Chand & Company Ltd.: New Delhi.

REFERENCE BOOKS:

R1: Quirk, Randolp. (2010) *A Comprehensive Grammar of the English Language* Randolph Quirk, Sidney Greenbaum, Pearson Education India

R2: Quirk, Randolp. (2010) *A Comprehensive Grammar of the English Language* Randolph Quirk, Sidney Greenbaum, Pearson Education India

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

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									
Course Title	FIELD-BASED LEARNING & COMMUNITY SERVICES								
Course code	23BBAO115R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 15	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	1. To apply business knowledge and skills in a practical setting. 2. To analyze real-world business challenges faced by community organizations. 3. To develop and propose solutions to address identified needs. 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.								
CO1	Enhance resumes and portfolios with concrete examples of community service and project management skills								
CO2	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 thinking and problem-solving skills to develop solutions for community-identified needs.								

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

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	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									
Course Title	MOOCs								
Course Code	23BSCE111R	Total Credits: 1 Total Hours: 15	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/ I semester of first 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.								

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

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

SEMESTER – II									
Course Title	BASICS OF ACCOUNTING								
Course code	23BBAO121R	Total Credits: 4 Total Hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of first year of the Programme								
Course Objectives	1. To introduce the students to fundamental accounting concepts and conventions. 2. To make the students understand the various components of financial statements. 3. To know how the accounting equation is related to the financial statements.								
CO1	Understand the fundamental principles of book-keeping								
CO2	Understand the rules of debit and credit for accurate recording of financial transactions								
CO3	Prepare journal, ledger and trial balance.								
CO4	Identify the cash transactions and prepare cash book.								
CO5	Compute the comprehensive financial statements.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Book-Keeping: Meaning, need and objects; System of Book-keeping; Basic Accounting Terms.	12	Students will be able to define book-keeping and explain its meaning, need, and objectives. Students will be able to describe different systems of book-keeping and identify basic accounting terms used in the process.					1,2	
II	Accounts- Definition, classification, debit and credit, format of accounts, Rules of Debit and Credit.	12	Students will be able to define accounts and explain their classification, including the concepts of debit and credit. Students will be able to understand and apply the format of accounts and the rules of debit and credit in financial transactions.					2,3	
III	Books of Account: Meaning, Features and Preparation of Journal, Ledger, Preparation of Trial Balance.	14	Students will be able to define and describe the features of journals and ledgers, and demonstrate how to prepare them. Students will be able to record financial transactions accurately in journals and post them to the appropriate ledger accounts.					1.2	
IV	Cash Book: Single, Double and Triple Column cash Book, Petty Cash Book.	10	Students will be able to differentiate between single, double, and triple column cash books, and describe their features. Students will be able to explain the purpose and use of a petty cash book in managing small, day-to-day expenses.					2,3	
V	Financial Statement: Trading & profit & loss account & balance sheet.	12	Students will be able to prepare a trading account and a profit & loss account, summarizing the revenues and expenses of a business. Students will be able to analyse the financial performance of a business through the trading and profit & loss account.					1,2	

TEXT BOOKS:

T1. Theory and Practice of Accountancy, BB Dam, R.A. Sarda, Ramen Barman, Bijoy Kalita, Capital publishing company.

T2: Introduction to Accountancy, TS Gerewal, S.Chand Publishers.

REFERENCE BOOKS:

R1: Advanced Accountancy: Jain & Narang

R2: Advanced Accountancy: S.N Maheswari

R3: Advanced Accountancy: Shukla & Gerewal

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

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

SEMESTER – II									
Course Title	ORGANIZATIONAL BEHAVIOUR								
Course code	23BBAO122R	Total Credits: 4 Total Hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of first year of the Programme								
Course Objectives	1. To make students understand theories and concepts that make them understand human behaviour at their work places. 2. To help students develop good interpersonal behaviour. 3. Explore the impact of organizational change on culture and employee morale.								
CO1	Describe the concepts of organization as well as Organizational Behaviour								
CO2	Understand the approaches and models of the organizational behaviour								
CO3	Understand various theories of personality and evaluate the influence of personality traits on individual behavior								
CO4	Determine the effectiveness and limitations of transactional analysis								
CO5	Explain the concept of perception and motivation and its influence on individual and group behavior								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction: concept and nature of organization and organizational behaviour, Characteristics and Elements of Organizational behaviour, Challenges and Opportunities for OB.	12	Understand and explain the fundamental concepts and nature of organizations and organizational behaviour, identifying key characteristics and elements, and analysing the challenges and opportunities present in the field of Organizational Behaviour (OB).					1,2	
II	Learning- nature of learning, theories of learning, Organizational behaviour models.	10	Critically examine and describe the key nature of learning theories and exploring the various models of Organizational behaviour.					2,3	
III	Personality- what is personality? Theories of personality, Personality traits influencing Behaviour in Organizations.	14	Analyse different theories of personality and identify personality traits that influence behaviour within organizations, applying this knowledge to predict and understand individual differences in workplace behaviour.					1.2	
IV	Transactional analysis- Johari window, application of transactional analysis.	10	Apply the concepts of transactional analysis and the Johari Window to enhance self-awareness and interpersonal relationships within organizational settings, improving communication and collaboration.					2,3	

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

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

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

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

SEMESTER – II									
Course Title	MARKETING MANAGEMENT								
Course code	23BBAO123R	Total Credits: 4	L	T	P	S	R	O/F	C
		Total Hours: 60	4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of first year of the Programme								
Course Objectives	1. To understand basics of Marketing Management 2. To study about product, Brands and its Promotion Mix 3. To study distribution of products from manufacturers								
CO1	Understand the fundamental concept of strategic marketing planning.								
CO2	Identify the marketing channel strategies								
CO3	Comprehend the concepts of advertising and sales promotion.								
CO4	Understand the personal selling process and functions.								
CO5	Summarize the concept of branding.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Nature, scope, definition & importance of marketing: basic concepts. What is market orientation, Market Segmentation, targeting & positioning, the four Ps of marketing product strategy, product innovation & diffusion, product development, product lifecycle & product mix, Pricing decision & designing pricing strategies & programmes, pricing techniques	12	Students will be able to define marketing, describe its nature, scope, and importance, and explain basic marketing concepts. Students will be able to differentiate between various marketing orientations and understand their implications for business strategies.					1,2	
II	Marketing Channels: types of channels & their importance, channel strategies, designing & managing, Managing retailing, physical distribution, marketing logistics & supply chain management	14	Students will be able to explain the concepts of market segmentation, targeting, and positioning, and apply these concepts to identify and reach specific market segments. Students will be able to develop effective positioning strategies to create a competitive advantage in the marketplace.					2,3	
III	Promotion: advertising- meaning & importance, types, promotion, mix, sales promotion (push versus pull study)	14	Students will be able to understand and apply the four Ps of marketing (product, price, place, promotion) in developing comprehensive marketing strategies. Students will be able to describe the stages of the product lifecycle, including product development, innovation, diffusion, and the product mix.					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 concepts to various marketing scenarios.	2,3
V	Creating Brand Equity, What Is Brand Equity, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Devising A Branding Strategy, Customers Equity.	10	Students will be able to define brand equity, understand its components, and develop strategies to build and enhance brand equity.	1,2

TEXT BOOKS:

T1: Marketing Management : Kotler Keller Koshi Jha

T2: Sales & Distribution Management, ICFAI, Hyderabad : The ICFAI Press

REFERENCE BOOKS:

R1: Marketing management: Arun Kumar & Meenakshi

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

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

SEMESTER – II										
Course Title	ENVIRONMENTAL STUDIES									
Course code	23UBES121R	Total Credits: 2		L	T	P	S	R	O/F	C
		Total Hours: 30		2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	Winter/II semester of first year of the Programme									
Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the multidisciplinary nature of environmental studies, highlighting its scope, importance, and relevance to public awareness and sustainable development. 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. 3. To equip students with knowledge of ecosystems, including their structure, functions, energy flow, and the characteristics of various types of ecosystems. 4. To enable students to understand biodiversity, its conservation methods, and the critical role it plays at the global, national, and local levels. 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. 									
CO1	Define the multidisciplinary nature of environmental studies, describe its scope and importance, and understand the role of public awareness in promoting sustainability.									
CO2	Identify and analyse the environmental issues related to the use and exploitation of natural resources, proposing sustainable management strategies for their conservation.									
CO3	Explain the concept, structure, and functions of ecosystems, and describe the features of forest, grassland, desert, and aquatic ecosystems.									
CO4	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									
CO5	Able to address various environmental challenges, including pollution, climate change, and urban sustainability issues, while proposing practical solutions									
Unit No.	Content		Contact Hour	Learning Outcome				KL		
I	Multidisciplinary nature of environmental studies. Definition, scope and importance, need for public awareness.		6	Students will be able to define environmental studies, describe its multidisciplinary nature, and explain the scope and importance of studying environmental issues.				1,2		
II	<p>Natural Resources: Renewable and Non-renewable resources, Natural resources and associated problems.</p> <p>a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.</p> <p>b) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.</p> <p>c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>d) Food resources: world food</p>		6	<p>Students will be able to differentiate between renewable and non-renewable resources and understand the associated environmental problems with their use and exploitation.</p> <p>Students will be able to analyse case studies related to the over-exploitation of natural resources such as forests, water, minerals, and food resources, and propose sustainable management practices.</p>				2,3		

	<p>problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.</p> <p>e) Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.</p> <p>f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification.</p> <p>Role of an individual in conservation of natural resources.</p> <p>Equitable use of resources for sustainable lifestyles.</p>			
III	<p>Ecosystems: concept of an ecosystem, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids, introduction, types, characteristics, features, structure and function of the following ecosystem:</p> <p>a) forest ecosystem b) grassland ecosystem c) desert ecosystem</p> <p>d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).</p>	6	<p>Students will be able to explain the concept of an ecosystem, its structure, and functions, including the roles of producers, consumers, and decomposers.</p> <p>Students will be able to describe energy flow in ecosystems, ecological succession, and the characteristics of various types of ecosystems such as forests, grasslands, deserts, and aquatic systems.</p>	1.2
IV	<p>Biodiversity and its conservation</p> <ul style="list-style-type: none"> • Introduction- definition, genetic, species and ecosystem diversity. • Biogeographically classification of India • Value of biodiversity, consumptive use, productive use, social, ethical, aesthetic and option values. • Biodiversity at global, national and local levels • India as a mega-diversity nation • Hot-spots of biodiversity • Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts • Endangered and endemics species of India <p>Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p>	6	<p>Students will be able to define biodiversity and describe genetic, species, and ecosystem diversity.</p> <p>Students will be able to explain the value of biodiversity and identify the biogeographical classification of India, including hotspots of biodiversity..</p>	2,3

V	<p>Environmental pollution: definition, cause, effects and control measures of: Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards.</p> <p>Solid waste management: causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution, pollution case studies. Disaster management: floods, earthquakes, cyclone and landslides.</p>	6	<p>Students will be able to identify the causes, effects, and control measures of various types of pollution including air, water, soil, marine, noise, thermal, and nuclear hazards.</p> <p>Students will be able to propose solid waste management strategies to mitigate the effects of urban and industrial waste.</p>	1,2
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TEXT BOOKS:

T1: "Environmental Science: Toward a Sustainable Future" by Richard T. Wright and Dorothy F. Boorse

T2: "Living in the Environment" by G. Tyler Miller Jr. and Scott Spoolman

REFERENCE BOOKS:

R1: "The Sixth Extinction: An Unnatural History" by Elizabeth Kolbert

R2: "Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants" by Robin Wall Kimmerer

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

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									
Course Title	IMPLICIT ENGLISH (Communicative English & Soft Skills)								
Course code	23UBPD122R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of first year of the Programme								
Course Objectives	1. To introduce the types of sentences and their significance. 2. To strengthen the vocabulary of the students to enhance student' vocabulary to enhance their speaking and writing skills it the importance of dress codes in various organisations. 3. To introduce the 3P's (Planning, prioritizing & performing) of Time Management.								
CO1	This course will enable students to analysis and identify the different types of sentences.								
CO2	Learners will be able to integrate the skills of reading and speaking in professional communication.								
CO3	Dress code Etiquette sessions will boosts their confidence and morals.								
CO4	Students will learn about the effective and efficient utilization of time.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Module 1-Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors	12	Identify common grammatical errors in written and spoken English. Correct errors related to subject-verb agreement, prepositions, articles, and other common mistakes.				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.				2,3		
III	Reading Skills Techniques of Effective Reading, Gathering ideas and information from a text, The SQ3R Technique, Interpret the text	14	Learn and apply various techniques for effective reading. Improve reading speed and comprehension. Develop skills for skimming, scanning, and detailed reading				1.2		
IV	Conflict Management Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative)	10	Define conflict and understand its nature. Recognize the sources and types of conflict in different settings. Understand the dynamics of conflict in personal and professional contexts.				2,3		
V	Time-Management Skills Introduction To Time Management, Purpose And Importance of Time Management, Basic Tips to Maintain Time. Activity: Problem solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.	12	Understand the concept and importance of time management. Recognize the benefits of effective time management. Develop awareness of personal time management habits.				1,2		

TEXT BOOKS:

T1: Wren, P.C and Martin, H. 1995. *High School English Grammar and Composition*, S Chand Publishing.

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

REFERENCE BOOKS:

R1: Mccarthy. (2008) *English Vocabulary in Use Upper - Intermediate with CD ROM*, Cambridge University Press

R2: Tracy, Brian. (2018) *Time Management: The Brian Tracy Success Library*, Manjul Publishing House

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

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									
Course Title	FIELD-BASED LEARNING & COMMUNITY SERVICES								
Course code	23BBAO124R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours:15	1	0	0	0	0	8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of first year of the Programme								
Course Objectives	1. To apply business knowledge and skills in a practical setting. 2. To analyze real-world business challenges faced by community organizations. 3. To develop and propose solutions to address identified needs. 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.								
CO1	Enhance resumes and portfolios with concrete examples of community service and project management skills								
CO2	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 thinking and problem-solving skills to develop solutions for community-identified needs.								

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

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, 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									
Course Title	MOOCs								
Course Code	23BSCE121R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 15	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of first 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.								

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

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									
Course Title	HUMAN RESOURCE MANAGEMENT								
Course code	23BBAO211R	Total Credits: 4	L	T	P	S	R	O/F	C
		Total Hours: 60	4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	1. To understand basic functions of Human Resource Management 2. To know the various theories of Human Resource Planning & their implications. 3. To learn about the various functions of Human Resource Development, Career Planning & Development, Performance management & Performance Appraisal. 4. To understand the concepts of Job Compensation & Human Relations								
CO1	Comprehend basic functions of Human Resource Management								
CO2	Understand and analyse the concept of Personnel management								
CO3	Explore the recruitment process								
CO4	Define and analyse the process of selection								
CO5	Learn and understand the training and career management.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Human Resource Management- nature, scope, functions and objectives, Meaning and nature of Human Resource Planning- nature, importance and factors affecting HRP, requisites of successful HRP	14	Students will be able to explain the nature, scope, functions, and objectives of Human Resource Management.					1,2	
II	Personnel Management- definition, objectives, significance, Qualities of Personnel Manager, e-HRM- nature, activities: e-recruitment, e-selection, e-performance management, e-learning, e-compensation.	12	Students will be able to define Personnel Management, its objectives, and its significance. Students will be able to identify the qualities of an effective Personnel Manager and describe the nature and activities of e-HRM, including e-recruitment, e-selection, e-performance management, e-learning, and e-compensation.					2,3	
III	Recruiting Human Resources- nature, purpose and importance; factors governing recruitment, recruitment process	10	Students will be able to describe the nature, purpose, and importance of recruiting human resources and the factors that govern the recruitment process. Students will be able to outline the recruitment process and evaluate its effectiveness in attracting suitable candidates.					1.2	
IV	Selecting Human Resources: nature, selection process, barriers to effective selection, Induction, Orientation Programme, problems of orientation	14	Students will be able to explain the nature of the selection process, including the steps involved, and identify the barriers to effective selection.					2,3	

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

T1: Human Resource Management- K. Aswathappa

REFERENCE BOOKS:

R1: "Human Resource Management: Theory and Practice" Author: John M. Ivancevich, Robert Konopaske, and Michael T. Matteson

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

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									
Course Title	QUANTITATIVE TECHNIQUES								
Course Code	23BBAO212R	Total Credits: 3 Total Hours: 45	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	1. To understand the theoretical foundation concepts of mathematics 2. To know about the concept of vectors and matrices. 3. Familiarize students with quantitative methods and their applications in real-world scenarios.								
CO1	Interpret and communicate quantitative results effectively, drawing conclusions and recommendations based on data analysis.								
CO2	Critically evaluate the assumptions and limitations of quantitative models.								
CO3	Apply fundamental mathematical and statistical techniques to analyse and solve quantitative problems in business contexts.								
CO4	Formulate and solve quantitative problems using appropriate mathematical and statistical tools.								
CO5	Develop problem-solving skills by applying quantitative methods to real-world business scenarios.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Theoretical Foundation of Mathematics: Number System- elementary ideas, Set- basic concept, types, operations of sets, Venn Diagrams, Cartesian product of two sets, Relations, Functions.	9	<ul style="list-style-type: none"> Students will be able to explain the elementary ideas of number systems and identify different types of sets and their operations. Students will be able to use Venn diagrams and perform operations such as the Cartesian product of two sets to illustrate relationships between sets. 					1,2	
II	Matrices, Concept of Vector: Matrices- Definition and notation, various types, addition of matrices, multiplication of matrices, Determinants, Inverse of a non-singular matrix, matrices as vectors- preliminary concepts.	9	Students will be able to define and perform various matrix operations, including addition, multiplication, and finding the inverse of a non-singular matrix. Students will understand the concept of matrices as vectors and apply preliminary vector concepts in solving mathematical problems.					2,3	
III	Differential Calculus (basic formulae with a few applications), Statistics Overview: Nature and scope of Statistic- uses of statistics to business and industrial activities,	9	Students will be able to apply basic formulae of differential calculus to solve mathematical problems. Students will be able to identify and use differential calculus in practical applications, enhancing their problem-solving skills in business and industrial contexts.					1,2	
IV	Statistical data- primary and secondary data, collection of data, classification and tabulation of data, diagrammatic and graphic representation of data.	9	Students will be able to differentiate between primary and secondary data, and demonstrate methods of data collection, classification, and tabulation..					2,3	

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

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

T2: Quantitative Techniques, Edition: Sep 12, 2002by Terry Lucey

REFERENCE BOOKS:

R1: Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2019). Quantitative Methods for Business. Cengage Learning.

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

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										
Course Title		COST AND MANAGEMENT ACCOUNTING								
Course code	23BBAO213R	Total Credits: 4		L	T	P	S	R	O/F	C
		Total Hours: 60		4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	Fall/I semester of Second year of the Programme									
Course Objectives	1. To provide working knowledge of cost and management accounting. 2. To introduce the students to the recent trends in the field of cost and management accounting. 3. To prepare and interpret budgets. 4. To know the operating results through variance analysis									
CO1	Remember the concept of cost accounting and demonstrate the tools of cost management.									
CO2	Describe different types of cost and overheads.									
CO3	Apply the variance analysis in standard costing.									
CO4	Understand the concept of management accounting and its relationship with cost and financial accounting									
CO5	Understand about different types of budgets and apply different budgetary control techniques.									
Unit No.	Content	Contact Hour	Learning Outcome						KL	
I	Cost Accounting- Meaning, nature, scope, objectives, functions and limitations, Preparation of cost sheet.	11	Students will be able to explain the meaning, 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.						1,2	
II	Elements of cost- material, labour and overheads: Concept & classification of cost: Material, labour, overhead, fixed & variable, direct & indirect, product & period costs. Costing methods- job costing, contract costing, process costing, Bath costing.	15	Students will be able to classify costs into material, labor, and overhead, and further categorize them as fixed, variable, direct, indirect, product, and period costs. Students will be able to apply different costing methods such as job costing, contract costing, process costing, and batch costing to calculate and analyse costs.						2,3	
III	Standard Costing and analysis of variance-meaning, significance, types of variances	14	Students will understand the meaning and significance of standard costing and be able to identify various types of variances. Students will be able to analyse variances to determine the causes of deviations and suggest corrective actions.						1.2	
IV	Management Accounting- Nature, meaning, scope, objectives and limitations. Relationship between cost, financial and management accounting	10	Students will be able to define the nature, meaning, scope, and objectives of management accounting, as well as its limitations. Students will understand the relationship between cost accounting, financial accounting, and management accounting.						2,3	

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

T1: Cost Accounting- B.M. Lal

T2: Cost Accounting- Khan & Jain

T2: Cost Accounting- S.N Maheswari

REFERENCE BOOKS:

R1: Theory and practice of costing. Prof K.R Das, prof KM Sinha, prof. B.Bhattacharjee, S.Suri , Ramesh book Depot.

R2: Management accounting, Shashi k. Gupta ,R.K Sharma, Kalyani Publishers.

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

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									
Course Title	ADVERTISING AND SALES PROMOTION								
Course Code	23BBAO214R	Total Credits: 4	L	T	P	S	R	O/F	C
		Total Hours: 60	4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	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 marketing goals (e.g., brand awareness, lead generation, sales increase). 3. To analyse the different elements of the promotional mix (e.g., advertising, public relations, personal selling) and their interactions. 4. To gain insights into the consumer decision-making process and how advertising and sales promotion influence it.								
CO1	Identify the ability to analyse the elements of effective advertising, and apply this knowledge.								
CO2	Formulate a comprehensive advertising plan, showcasing a practical understanding of developing an advertising.								
CO3	Evaluate ethical considerations and public issues related to direct and interactive marketing.								
CO4	Examine real-world scenarios to choose appropriate Public Relations tactics.								
CO5	Demonstrate the ability to create effective brand strategies.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Definition of advertising & promotion, the elements of effective advertising, its types & role and the marketing process.	12	Students will be able to define advertising and promotion, identify the elements of effective advertising, and explain its types and roles in the marketing process.					1,2	
II	Advertising media, media planning, broadcast & interactive online media, Developing & managing a Programme, developing the advertising company .	12	Students will be able to identify different advertising media, understand the principles of media planning, and evaluate the effectiveness of broadcast and interactive online media.					2,3	
III	Direct & interactive marketing-concept & benefit, channels of direct marketing, public & ethical issues .	12	Students will understand the concepts and benefits of direct and interactive marketing, including various channels such as email, telemarketing, and digital platforms.					1.2	
IV	Public relations & publicity- it's importance, various types & techniques of PR.	12	Students will be able to explain the importance of public relations (PR) and identify various PR techniques used to manage and enhance a company's public image. Students will understand the role of publicity in building brand reputation and learn how to implement effective PR strategies..					2,3	

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

T1: Advertising Management- Myers

REFERENCE BOOKS:

R1: Strategic Advertising management- Perey & Elliott

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

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 of developing 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)								
Course code	23BBAO215R	Total Credits: 4 Total Hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	1. Introduce students to the fundamental concepts of banking business. Explore different banking sectors, including retail, corporate, rural, and international banking. 2. Examine the roles and functions of non-banking financial intermediaries. 3. Analyse the concept of non-performing assets (NPAs) in banking. 4. Classify NPAs and understand the process of recovery in banking.								
CO1	Analyse Banking Functions and Financial Intermediaries								
CO2	Apply NPA Management and Securitization Knowledge								
CO3	Evaluate and differentiate fee-based services, letter of credits, bank guarantees, and off-balance sheet activities.								
CO4	Demonstrate an understanding of fire insurance, and the related process.								
CO5	Assess Impact of Technological Trends on Banking Services and Products.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Banking Introduction to Banking Business, Banking Sectors- Retail, Corporate, Rural and International; Non-banking financial intermediaries, Types of advances and deposits in a bank. New Dimensions and Products. - Credit, Debit and Smart Cards, Deposit products: types of bank deposits and e-Banking	12	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.					1,2	
II	Banking Services-I Follow up and recovery: NPAs, classification, securitization, Securitization: meaning of securitization, process of securitization.	12	Students will gain knowledge about non-performing assets (NPAs), their classification, and the follow-up and recovery processes in banking.					2,3	
III	Banking Services-II Fee-based services of banks, letter of credits, bank guarantees, subsidiary services, off balance sheet activities.	12	Students will be able to identify and explain various fee-based services provided by banks, such as letters of credit, bank guarantees, and subsidiary services. Students will gain insight into off-balance sheet activities and their importance in the overall banking operations.					1.2	
IV	Banking Products 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	12	Students will learn the key features of a fire insurance contract, including the types of coverage and rate fixation methods.					2,3	

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

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

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

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									
Course Title	RETAIL & MERCHANDISING OPERATIONS (ELECTIVE)								
Course code	23BBAO215R	Total Credits: 4 Total Hours: 60	L 4	T 0	P 0	S 0	R 0	O/F 0	C 4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	1. Develop a foundational understanding of retailing principles, including types of retailers, channels, and key strategies. 2. Acquire in-depth knowledge of merchandising principles, assortment planning, and inventory management for effective product presentation. 3. Explore the intricacies of store layout, design, and efficient operational practices for enhanced customer experience. 4. Understand consumer behaviour and preferences to tailor retail strategies for increased customer satisfaction and loyalty. 5. Familiarize yourself with modern retail technologies, including point-of-sale systems, inventory management software, and e-commerce platforms.								
CO1	Analyse the dynamic retail landscape and implement strategic marketing tactics.								
CO2	Evaluate effective merchandising strategies and demonstrate adept vendor selection and management skills.								
CO3	Apply advanced technological solutions for e-commerce and multi-channel retailing, fostering innovation in merchandising practices.								
CO4	Formulate entry strategies for global markets, considering cross-cultural challenges, and implement efficient global supply chain management practices.								
CO5	Advocate for sustainability in retail by implementing eco-friendly packaging, waste reduction measures, fair trade practices, and embracing corporate social responsibility (CSR).								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Banking Overview of the Retail Industry, Retail Marketing Mix (4Ps), Trends and Innovations in Retail, Introduction to Merchandising, Vendor Selection and Management.	12	Students will be able to identify and explain the components of the retail marketing mix (4Ps: Product, Price, Place, Promotion) and their application in the retail industry.					1,2	
II	Concept of Product Life Cycle, E-commerce in Retail, Multi-Channel Retailing, Sustainability in Retail, Recent Technology in Merchandising	12	Students will understand the concept of e-commerce in retail, including its benefits and challenges. Students will learn about multi-channel retailing and the recent technological advancements in merchandising .					2,3	
III	Globalization and Retailing, Entry Strategies for Global Markets, Cross-Cultural Issues in Retail, Global Supply Chain Management, Challenges in Global Retailing	12	Students will explore the impact of globalization on the retail industry, including entry strategies for global markets and cross-cultural issues in retail.					1.2	
IV	Importance of Sustainability in Retail, Eco-Friendly Packaging and Waste Reduction	12	Students will comprehend the importance of sustainability in the retail industry, focusing on eco-friendly packaging and waste reduction practices. Students will be able to identify and implement sustainable practices in retail operations.					2,3	

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

T1: "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

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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, fostering innovation 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)								
Course Code	23BBAO215R	Total Credits: 4 Total Hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 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 care service like activities, OPD, IPD, basic life support discharge, billing, laundry, emergency, and death. 4. To understand the importance of nutrition and dietetics and functioning of nutrition and dietary services. 5. To learn about the importance of medical record and understand the functioning of medical record department, E-records, legal aspects, its safety, preservation, and storage. 								
CO1	Analyse the intricate network of hospital services.								
CO2	Evaluate the diverse landscape of the Indian healthcare industry.								
CO3	Classify hospitals based on their nature, elucidate the distinctive functions of corporate, government, trust, single specialty, and multi-specialty hospitals.								
CO4	Comprehend the fundamental principles of clinical services and support services.								
CO5	Illustrate the foundational aspects of critical auxiliary functions .								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Hospital services: Meaning & scope of patient care services- significance of patient care- role of administration in patient care, 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 industry: Public 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	Types of Hospital: Classification of hospitals, Hospital Visits: Corporate, Government, Trust, Single Specialty Hospitals, Multi-specialty hospitals: Introduction by host hospital on medical & administrative functions.	12	Students will learn about the various classifications of hospitals, including corporate, government, trust, single specialty, and multi-specialty hospitals.					1.2	

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

TEXT BOOKS:

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

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

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									
Course Title	BASIC LIFE SAVING SKILLS (BLSS)								
Course code	23UULS212R	Total credits: 1	L	T	P	S	R	O/F	C
Pre-requisite	Nil	Total hours: 15	1	0	0	0	0	0	1
Co-requisite	Nil								
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	The aim of the course is to provide the learners with basic knowledge and practical skills needed in an emergency fire situation, and to provide appropriate basic management and treatment for injuries.								
CO1	The students will be able to recognize respiratory arrest/ cardiac arrest, and provide oxygen to the patients to sustain tissue viability.								
CO2	The students will be able to perform the importance of early CPR on Adult, child and infants victims.								
CO3	The students will be able to perform the basic steps to relive choking for responsive and unresponsive victims								
CO4	The students will be able to prevent injury from getting worse, aiding recovery, relieving pain and Protecting the victims from deterioration.								
CO5	The students will be able to learn about the fire equipment requirements, methods of operation and getting out alive								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Basic Life Support (BLS): Introduction of BLSS, Chain of survival, ABCs Assessment, CPR and Ventilation Technique, AED, Choking for adult and children	4	Understand the fundamental principles and importance of Basic Life Support. Describe the components of the BLS system and its role in emergency medical services.					1,2	
II	First Aid, Golden rules of First aid, First aid Kits	2	Define first aid and its importance in emergency situations. Understand the scope and limitations of first aid.					2,3	
III	Trauma emergencies: Introduction, Priorities of Initial approach in pre-hospital care, Scene safety, Primary assessment, Bleeding control, Extrication of victims and safe transfer, Cervical spine stabilization and C-collar application, Splinting of broken Limbs	4	Recognize the common types of trauma emergencies and their impact on patients. Understand the importance of timely and appropriate care in trauma situations.					1.2	
IV	Triage system, Introduction, Flow chart approach of Triage, Triage of Single and Multiple Casualties in Pre-Hospital 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	Recognize the common types of medical emergencies and their impact on patients. Understand the importance of a prompt and accurate response.					1,2	

TEXT BOOKS:

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

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

REFERENCE BOOKS:

R1: American Academy of Orthopaedic Surgeons (AAOS). (2021). Emergency Care and Transportation of the Sick and Injured (12th ed.). Jones & Bartlett Learning.

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

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 Title	PERSONAL FINANCIAL PLANNING								
Course code	23UUFL211R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	DMLT/BRIT/DRIT/BDIT/DDTO/BOTT/BTEDM/BCICT/BMLT/BPT/BOPT								
Semester	Fall/III semester of second year of the programmes								
Course Objectives	<ul style="list-style-type: none"> The course would offer an inclusive approach to understand the relevant concepts of money, borrowing, lending, taxes and their application to financial planning. Assess the personal financial planning process, the life cycle of financial plans, and methods of goal achievement Formulate a budget, record-keeping system, and tax planning strategy based on current financial goals. 								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilize the basic aspects of income tax and GST.								
CO3	Understand the concept, scope, and prerequisites of entrepreneurship.								
CO4	Analyze and interpret the different dimensions of stock market investment.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Unit 1- Fundamentals of Financial Planning- Functions of money; Inflation- Meaning, causes, how it can be controlled; process official planning, Time value of money-simple and compound interest; Net Present Value and Future value, .Power of Compounding; Doubling period and Rule of 72.	6	Students will be able to comprehend the fundamentals of financial planning.					2,3	
II	Unit 2- Income Tax Planning– Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.	6	Students will be able to understand and utilize the basic aspects of income tax and GST.					1,2	
III	Unit 3- Entrepreneurial planning – Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, Financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistant of Government, Commercial Bank Loans and Overdraft.	6	Students will be able to understand the concept, scope and prerequisites of entrepreneurship.					1,2	
IV	Unit 4- Planning for investing in securities market – Investment avenues offered by Securities Markets, Primary Market and Secondary Market, Stock market- meaning, features, functions of NSE, BSE DEMAT trading	6	Students will be able to analyze and interpret the different dimensions of stock market investment.					3,4	

	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.			
V	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; 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.	6	Students will be able to evaluate the aspects of retirement planning to formulate effective strategic financial plans.	1,2, 3

TEXT BOOKS:

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

REFERENCE BOOKS:

R1: Personal Finance and Planning by Dr. Rajni, JSR publishing house LLP, 2020, 2nd Edition (Latest Edition)

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

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

SEMESTER – III									
Course Title	PROFICIENT COMMUNICATION (Communicative English & Soft Skills)								
Course Code	23UBPD211R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Second year of the Programme								
Course Objectives	1. To familiarize students with the transformation of sentences and the appropriate preposition. 2. To enhance the writing skills indifferent areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance-boosting activities for the performance enhancement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.								
CO4	It will have a positive impact in their thought process and problem-solving skills								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Module 1-Grammar Use of Prepositions Tag questions Idioms, Phrases and Clauses Simple, complex, compound sentences	12	Understand the role of prepositions in showing relationships between nouns, pronouns, and other words. Apply prepositions in various contexts to convey clear and precise meanings.					1,2	
II	Module 2- Grammar Active and Passive Voice Direct and Indirect Speech	14	Distinguish between active and passive voice. Convert sentences from active to passive voice and vice versa.					2,3	
III	Module 3-Writing Skills The Basics of Writing; avoid ambiguity and vagueness Paragraph Writing Precis Writing Letter Writing Resume, CV and Cover Letter	10	Employ clear and precise language to convey ideas effectively. Develop a strong foundation in writing basics to enhance overall communication skills.					1.2	
IV	Module 4-Self-Management Skills SWOT Analysis Self-Regulation-Goal Setting Personal Hygiene	10	Conduct a personal SWOT analysis to identify areas for growth and development. Use SWOT analysis to set realistic and achievable goals.					2,3	
V	Module 5-Non-Verbal Communication- Sciences of Body Language What is Non-Verbal Communication & Body Language, Elements of Communication, Types of Body Language, Importance and Impact of Body Language, Types of Communication through Body Language, Introduction to Haptic, Introduction to Kinesic, Introduction to Proxmics, Body Language Do's and Don'ts, Doubt Clearing Session.	12	Define non-verbal communication and body language. Understand the role of non-verbal communication in conveying messages and emotions.					1,2	

TEXT BOOKS:

T1. Barrett, Grant. 2016. *Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking*, Zephyros Press.

T2: McDowell, Gayle Laakmann.2008.*Cracking the Coding Interview* (Indian Edition).

REFERENCE BOOKS:

R1: Zinsser, William. (2006) *On Writing Well: The Classic Guide to Writing Nonfiction*, Harper Perennial

R2: Taylor J. and Wright, J., *IELTS Advantage Reading Skills: A step-by-step guide to a high IELTS reading score*, Delta Publishing by Klett

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

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									
Course Title	FIELD-BASED LEARNING & COMMUNITY SERVICES								
Course Code	23BBAO216R	Total Credits: 1 Total Hours: 15	L 0	T 0	P 0	S 0	R 0	O/F 8	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	1. To apply business knowledge and skills in a practical setting. 2. To analyze real-world business challenges faced by community organizations. 3. To develop and propose solutions to address identified needs. 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.								
CO1	Enhance resumes and portfolios with concrete examples of community service and project management skills								
CO2	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 thinking and problem-solving skills to develop solutions for community-identified needs.								

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

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									
Course Title	MOOCs								
Course code	23BSCE211R/ 23BSCE212R	Total Credits: 1 Total Hours:15	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	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.								

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

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 Title	FINANCIAL MANAGEMENT								
Course code	23BBAO221R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. To introduce basic knowledge of financial management. 2. To be familiar with the factors of capital structure relevant for dividend decisions. 3. To impart knowledge on the various factors to be considered in designing the capital structure of an entity. 4. To make the students understand and analyse the financial statements for managerial decision making. 								
CO1	Understand the concept and scope of Financial Management								
CO2	Understand the basics of capital structure of a company								
CO3	Analyze and interpret the different types of leverage.								
CO4	Analyze the significance and concept of different types of capital and cost of capital and elucidate the regulatory role of SEBI in capital issuance.								
CO5	Comprehend dividend policy, including its meaning, various forms, types, and the significance of retained earnings, as well as explore theories surrounding dividend policy.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	An overview of Financial Management: Meaning, objectives, nature, scope, finance functions, basic concept used in financial management, role of financial manager.	9	They will perform key finance functions, apply basic financial concepts, and recognize the strategic role of financial managers in planning, decision-making, and stakeholder communication.					1,2	
II	Capital Structure: Meaning of Capital, capitalization and capital structure; Over capitalization and under capitalization- meaning, causes, effect and remedies.	9	Students will understand the meaning of capital, capitalization, and capital structure. They will distinguish between over-capitalization and under-capitalization, identifying their causes, effects, and remedies.					2,3	
III	Leverage: Meaning, analysis of operating leverage and financial leverage	9	Students will understand the meaning of leverage and differentiate between operating and financial leverage. They will analyze the effects of both types of leverage on a firm's risk and return.					2,3	
IV	Cost of capital: Meaning and importance of different types of capital- equity share capital, preference share capital and debentures; overall cost of capital, role of SEBI & other regulatory authorities in the issue of capital.	9	Students will understand the meaning and importance of the cost of capital and differentiate between equity share capital, preference share capital, and debentures. They will calculate the overall cost of capital and recognize the role of SEBI and other regulatory authorities in the issuance of capital.					3,4	

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

T1: Financial Management, I M Pandey, Vikas Publication.

T2: Financial Management- Sharma & Gupta, Kalyani Publishers.

REFERENCE BOOKS:

R1: Financial Management- Theory and Practice, Prasanna Chandra, Tata McGraw Hill

R2: Financial Management- Khan & Jain, Tata McGraw Hill.

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

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								
Course code	23BBAO222R	Total credits: 4 Total hours: 60	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	<ol style="list-style-type: none"> Equip students with the ability to critically analyze research problems, design appropriate research strategies, and evaluate research findings to contribute to evidence-based decision-making. Enable students to understand and apply various research methodologies, including both quantitative and qualitative approaches, and learn how to select the most suitable method for a given research question. Foster skills in the collection, analysis, and interpretation of data, ensuring students can use statistical tools and software for quantitative analysis, and thematic coding techniques for qualitative research. 								
CO1	Understand the fundamental concepts of marketing research.								
CO2	Comprehend the data collection methods and validation								
CO3	Identify the sampling techniques for marketing research								
CO4	Understand the diverse measurement scales for data collection								
CO5	Summarize structured reports of research findings effectively.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction, definition, importance, scope & limitation of marketing research, objectives, types of research, Research Design	12	Students will be able to define marketing research, explain its importance and scope, and identify its limitations, demonstrating a comprehensive understanding of foundational concepts in marketing research.					2,3	
II	Methods of data collection, sources of primary data & secondary data, Literature Review, In text citation Data Preparation- Validation, coding, tabulation cross tabulation of data, Research Objectives, Questions and Hypothesis: formulation, Degrees of freedom, Level of Significance. Data analysis and interpretation Hypothesis testing- Univariate & bivariate analysis.	12	Students will be able to identify and utilize different methods for collecting primary and secondary data, perform a literature review, and prepare data for analysis through validation, coding, and tabulation. Students will be able to formulate research objectives, questions, and hypotheses, and conduct univariate and bivariate analysis, including hypothesis testing with appropriate degrees of freedom and levels of significance.					1,2	
III	Sampling- sampling process, sampling design, sample size	12	Students will be able to describe the sampling process, develop a sampling design, and determine the appropriate sample size for various research studies.					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 properly reference sources using APA style, ensuring clarity, credibility, and academic integrity in their work.	2,3

TEXT BOOKS:

T1: Marketing Research- G.C. Beri

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

REFERENCE BOOKS:

R1: Marketing Research- G.C. Beri

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

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									
Course Title	CAMPUS TO CORPORATE (Communicative English & Soft Skills)								
Course Code	23UBPD222R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	0	0	6	0	0	0	3
Pre-requisite	Introductory English	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	1. To acquaint students with the various tools of effective presentation. 2. To acquire the speaking skill instruct, influence, engage, educate, or appease the listeners. 3. To increase proficiency, present ability and quality of resume and provide guidance for self- promotion and self-evaluation in social media. 4. To prepare and train the students for the campus drives & walking interviews.								
CO1	It will prepare the learners to speak with greater control and charisma in front of others.								
CO2	It will have a positive impact on their thought process and problem-solving skills.								
CO3	It will arm the students with all the necessary tools and skill sets to prepare a professional resume. They will learn and assess themselves in social media.								
CO4	It will impart them techniques to solve critical problems in interview, develop interviews, improve their communication skills, boost their confidence.								
Unit No.	Content	Contact Hour	Learning Outcome						KL
I	Presentation Skills Introduction Essential characteristics of a good presentation Preparation of a good presentation	6	Students will be able to describe the fundamental components of an effective presentation and its significance in various professional contexts.						1,2
II	Public Skills Fear of Public Speaking, Understanding and Overcoming Fear of Public Speaking, Confidence and Control, Physiology and Stress Control/ Process, Tips for Presentations and Public Speaking. Tips for Using Visual Aids in Presentations. Process for Preparing and Creating Presentations, Delivering Presentations Successfully, Doubt Clearing and Summary of Main Points	6	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.						2,3
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 profile in LinkedIn How to utilize it	6	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 job application requirements and stand out to potential employers.						3,4

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

TEXT BOOKS:

- T1: Barrett, Grant. 2016. *Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking*, Zephyros Press.
 T2: McDowell, Gayle Laakmann. 2008. *Cracking the Coding Interview* (Indian Edition)

REFERENCE BOOKS:

- R1: Kaye, Ellen . (2002) *Maximize Your Presentation Skills: How to Speak, Look, and Act on Your Way to the Top*, Currency
 R2: Morrison, Topher.(2017)*The Book on Public Speaking*, Morgan James Publishing

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

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								
Course code	23BBAO223R	Total credits: 3		L	T	P	S	R	O/F	C
		Total hours: 45		3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	Winter/II semester of second year of the Programme									
Course Objectives	1. To introduce students to the field of sales management and its significance in managerial decision making 2. To make students understand the concepts of sales management 3. Build and maintain strong customer relationships by providing high-quality products, services, and support.									
CO1	Understand the relevance of sales and management of sales organization									
CO2	Apply different selling theories to tailor persuasive communication in sales interactions.									
CO3	Demonstrate effectiveness in selling by utilizing prospecting techniques, overcoming salesresistances and achieving successful closure									
CO4	Organize impactful sales meetings and sales contests to achieve sales targets.									
CO5	Demonstrate competence in managing sales force for optimizing sales performance.									
Unit No.	Content			Contact Hour	Learning Outcome				KL	
I	Sales Management: Meaning, evolution, importance, concept of personal selling, hierarchy of sales organization, qualities and responsibilities of sales executives.			9	Students will be able to define sales management, explain its evolution and importance, and articulate the concept of personal selling.				2,3	
II	Theories of selling- AIDAs,” Right set of circumstances”, “Buying Formula”, “Behavioral Equation theory”.			9	Students will be able to explain key selling theories and their applications in sales strategies. Students will be able to compare and contrast different selling theories, evaluating their strengths and weaknesses in various sales scenarios.				1,2	
III	Process of effective selling- Prospecting, steps in prospecting, sales Resistances- obstacles to sales, sales objectives, closing sales.			9	Students will be able to outline and implement the steps involved in effective selling, including prospecting, overcoming sales resistances, and closing sales.				3,4	
IV	Sales Meetings: concept and need, planning and organizing sales meetings; sales contests: contest objectives, contest formats, contest prizes, contest promotion etc., concepts of sales target, market share, market potential.			9	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.				1,2	

V	Sales force management- Recruitment & selection, Training & development, placement of sales personnel, compensation & incentive to sales persons, motivation & leadership for sales	9	Students will be able to execute the recruitment, selection, and placement of sales personnel, ensuring the development of a competent sales team. Students will be able to design effective compensation and incentive plans and apply leadership and motivational strategies to enhance sales force performance.	2,3
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TEXT BOOKS:

T1: Sales Management- Decisions, Strategies & Cases- Still, Cundiff &Gouoni.

T2: Sales & Distribution Management, ICFAI, Hyderabad : The ICFAI Press

REFERENCE BOOKS:

R1: Richard R. Still: Sales Management, Prentice Hall: New Delhi

R2: Havaladar K. K. & Cavale M. V. : Sales & Distribution Management

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

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									
Course Title	BUSINESS LAWS								
Course Code	23BBAO224R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	1. To understand the Laws Relating to business. 2. To understand the Government Regulations on business in India. 3. To study the different types of act in Indian Law like Indian Partnership Act, Consumer Protection Act, Indian Contract Act								
CO1	Understand the concept of business laws businesses in India.								
CO2	Comprehend the Indian Contract Act, 1872								
CO3	Recall the Indian Partnership Act, 1932								
CO4	Comprehend the Negotiable Partnership Act, 1981								
CO5	Interpret the Consumer Protection Act, 1986								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	An overview of Laws Relating to business in India Business Laws-meaning and importance, Government Regulations on business in India.	9	Students will be able to define business laws, explain their importance, and describe the government regulations that impact business operations in India.					1,2	
II	Indian Contract Act, 1872: Meaning of a contract, characteristics of a valid contract, discharge of contracts, breach of contract, indemnity and guarantee, Bailment, Pledge, and Agency Contract	9	Students will be able to define a contract and describe the characteristics of a valid contract, including the processes for discharge and breach of contracts.					3,4	
III	Indian Partnership Act, 1932: Definition of partners, partnership, firm, types of partnership, duties and rights of partners, dissolution of partnership, minor as a partner.	9	Students will be able to define partners, partnership, and firm, and explain the different types of partnerships and describe the duties and rights of partners, understand the process of partnership dissolution, and discuss the legal considerations of a minor as a partner.					1,2	
IV	Negotiable Instruments Act, 1881: Definition, features, types of negotiable instruments, Endorsement, Parties to Negotiable Instruments.	9	Students will be able to define negotiable instruments, explain their features, and identify the various types of negotiable instruments recognized under the Act. explain the process of endorsement and identify the parties involved in negotiable instruments, detailing their roles and responsibilities.					2,3	
V	Consumer Protection Act, 1986: Related provisions, Consumer Protection Councils, Consumer Dispute Redressal Agencies	9	Students will be able to describe the key provisions of the Consumer Protection Act, 1986, and explain the role and functions of Consumer Protection Councils. explain the different Consumer Dispute Redressal Agencies and their processes for addressing consumer grievances and disputes.					1,2	

TEXT BOOKS:

T1: "Business Law: Text and Cases" by Kenneth W. Clarkson, Roger LeRoy Miller, and Frank B. Cross
T2: "Business Law and the Regulation of Business" by Richard A. Mann and Barry S. Roberts

REFERENCE BOOKS:

R1: "Business Law and the Regulation of Business" by Richard A. Spinello and Terence J. Lau
R2: "Essentials of Business Law" by Jeffrey F. Beatty, Susan S. Samuelson, and Patricia Sanchez Abril

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

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									
Course Title	INSURANCE PRODUCTS (ELECTIVE)								
Course Code	23BBAO225R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	1. Understanding General Insurance. 2. Exploring General Insurance Operations. 3. Mastering Fund Transfer Methods. 4. Analysing Life Insurance Products								
CO1	Understand the diverse landscape of general insurance, including its types, principles, and economic impact.								
CO2	Gain insights into the operational aspects of general insurance companies, including marketing, underwriting principles, and claim settlement procedures.								
CO3	Showcase proficiency in electronic fund transfer mechanisms.								
CO4	Acquire knowledge about the features, coverage, and settlement processes in fire and marine insurance contracts.								
CO5	Explore the tax benefits associated with life insurance policies.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
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	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	
II	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 Policies, 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

TEXT BOOKS:

- 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

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

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											
Course Title	VISUAL MERCHANDISING (ELECTIVE)										
Course Code	23BBAO225R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 45			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Business Administration										
Semester	Winter/II semester of second year of the Programme										
Course Objectives	1. To understand the fundamentals and theories of visual merchandising. 2. To apply design principles to create effective window displays and in-store presentations. 3. To evaluate the impact of visual merchandising on consumer behaviour. 4. To develop practical skills in planning and executing visual merchandising strategies. 5. To analyse and critique real-world examples of successful visual merchandising campaigns.										
CO1	Gain a comprehensive understanding of visual merchandising principles and techniques.										
CO2	Explore the psychological impact of store atmosphere and learn to master design elements like colour, lighting, and texture to create captivating retail environments										
CO3	Develop proficiency in crafting impactful window displays, leveraging themes and concepts that align with seasonal trends and events.										
CO4	Acquire skills in creating compelling in-store displays across various product categories, incorporating technology and interactive elements.										
CO5	Understand the role of visual merchandising in shaping consumer perception and explore emerging trends, including sustainability, virtual reality, and personalization										
Unit No.	Content	Contact Hour	Learning Outcome						KL		
I	Overview of Visual Merchandising, Importance of Visual Merchandising in Retail, Role of Visual Merchandiser, Psychology of Visual Merchandising, Impact of Store Atmosphere, Elements of Design: Colour, Lighting, and Texture	9	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	Significance of Window Displays, Elements of an Effective Window Display, Window Display Themes and Concepts, Seasonal and Event-Based Displays, Lighting Techniques for Windows, Mannequin Styling and Arrangement	9	Students will be able to explain the significance of window displays and identify the key elements that make them effective, including themes, concepts, and seasonal/event-based displays.						1,2		
III	Creating Compelling In-Store Displays, Merchandising Techniques for Various Product Categories, Store Fixtures and Point-of-Purchase Displays, Visual Merchandising for Different Retail Formats (Department Stores, Boutiques, etc.), Interactive Displays and Technology Integration	9	Students will be able to create compelling in-store displays using effective merchandising techniques tailored for various product categories.						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

TEXT BOOKS:

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

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

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 align with 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)								
Course Code	23BBAO225R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	1. To learn about the government’s plans and initiatives to improve healthcare system. 2. To know the various National Health Programme related to communicable diseases Analyse the Central Birth and Deaths Registration Act 1969 and its recent amendments. 3. To learn about the Environmental and Occupational Hazards, Waste disposal management (Solids and Liquids). 4. To understand about the various Safety systems, Immunization and Isolation systems								
CO1	Analyse the impact of Government's healthcare policies, such as Ayushmann Bharat and Atal Amrit Abhiyan etc.								
CO2	Evaluate the effectiveness of National Health Programs in combating both communicable and non-communicable diseases.								
CO3	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.								
CO4	Demonstrate understanding of Hazards & Emergency Epidemic Management System.								
CO5	Apply the principles of health economics to analyse the basics, demand-supply dynamics, and forecasting of health services.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Government’s Plans and Initiatives to Improve Healthcare System: Government’s plans and initiatives to improve healthcare system, improvements in life expectancy, lower mortality and morbidity, National Health Policy & Co-ordination with different sectors, Ayushmann Bharat, Atal Amrit Abhiyan,	9	Students will be able to explain the key government plans and initiatives aimed at improving the healthcare system in India, including programs like Ayushmann Bharat and Atal Amrit Abhiyan.					1,2	
II	National Health Programmes: Related to Communicable diseases: Malaria, Filarial, Tuberculosis, Leprosy, AIDS, and STD Related to Non-Communicable diseases: Cancer, Blindness, Diabetes, and Mental Health. Reproductive and child health programme (RCH), Integrated Child development scheme	9	Students will be able to identify and describe national health programs related to communicable diseases such as Malaria, Filarial, Tuberculosis, Leprosy, AIDS, and STD. Students will be able to explain the national health programs targeting non-communicable diseases such as Cancer, Blindness, Diabetes, and Mental Health, along with the Reproductive and Child Health Programme (RCH) and the Integrated Child Development Scheme.					2,3	

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

TEXT BOOKS:

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

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

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									
Course Title	TECHNOLOGY IN BANKING AND INSURANCE (ELECTIVE)								
Course Code	23BBAO226R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	1. To understand Banking Computerization Approaches. 2. To explore Electronic Document Handling. 3. To comprehend Fund Transfer Mechanisms. 4. To evaluate the Impact of Technology								
CO1	Understand various banking computerization approaches, including WAN, LAN, VSAT, and the Single Window concept.								
CO2	Demonstrate proficiency in utilizing electronic means for signature storage and document handling, showcasing competence in Document Handling and Storage Retrieval Systems.								
CO3	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.								
CO4	Evaluate the impact of technology on banking employees, customer service, and management control.								
CO5	Demonstrate a sound understanding of cybersecurity laws and their implications, ensuring the protection of data confidentiality.								
Unit No.	Content	Contact Hour	Learning Outcome						KL
I	Introduction to Banking Computerization: Different approaches to Banking computerization, WAN, LAN, VSAT, Networking system – Single Window concept – usage of ATM – Advantages, Limitation – Anywhere Banking – Anytime Banking – Home Banking – Internet Banking – Online enquiry and update facilities – PIN – ATM card – Debit card – Smart card – Credit card	9	Students will understand approaches to banking computerization, including WAN, LAN, VSAT, and networking, and concepts like Single Window, Anywhere, Anytime, and Home Banking. They will also explore modern banking tools such as ATMs, Internet Banking, and cards (ATM, Debit, Credit, Smart), including their uses, benefits, and limitations, along with online inquiry and update facilities.						1,2
II	Document Handling and storage Signature storage and display by electronic means – Document Handling System and Document Storage and Retrieval System	9	Students will understand electronic signature storage, secure document handling, and the components and functions of systems for managing, storing, and retrieving banking documents efficiently.						2,3
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 and processes of electronic fund transfers, including SWIFT, electronic clearing systems, debit and credit clearing, and net bank wire transfers. Students will be able to describe the role of the Reserve Bank of India (RBI) in electronic fund transfers and understand the regulatory framework governing these transactions.						3,4

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

TEXT BOOKS:

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

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

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 Title	ERP & RETAIL APPLICATIONS (ELECTIVE)								
Course code	23BBAO226R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. To articulate the core concepts and architecture of ERP systems, demystifying their structure and functionalities. 2. To demonstrate proficiency in utilizing ERP software for various retail functions, enhancing your operational efficiency. 3. To explore the integration of ERP with diverse retail applications, achieving a unified information flow across your business. 4. To explore the integration of ERP with diverse retail applications, achieving a unified information flow across your business. 								
CO1	Understand the fundamentals and architecture of Enterprise Resource Planning (ERP) systems.								
CO2	Analyse the role of ERP in optimizing business processes in the retail industry.								
CO3	Demonstrate proficiency in using ERP software for retail management.								
CO4	Explore the integration of ERP with various retail applications.								
CO5	Evaluate the strategic implications of information systems in retail for improved decision-making.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Overview of Enterprise Resource Planning (ERP), Retail Business Processes and ERP, Inventory Management with ERP, Sales and Customer Relationship Management (CRM) in Retail, Human Resource Management with ERP.	9	Students will be able to describe the concept of Enterprise Resource Planning (ERP) and its application in retail business processes, including inventory management, sales, CRM, and human resource management. Students will be able to analyse the integration of ERP systems in managing inventory effectively, improving sales operations, enhancing customer relationship management, and optimizing human resource functions in retail settings.					1,2	
II	Overview of Retail Applications, Point of Sale (POS) Systems and Integration with ERP, E-commerce Platforms and ERP Connectivity, Mobile Applications in Retail, Warehouse Management Systems (WMS) and ERP.	9	Students will be able to identify and describe various retail applications, including Point-of-Sale (POS) systems and their integration with ERP, e-commerce platforms, mobile applications, and warehouse management systems (WMS) within an ERP framework. Students will be able to assess the benefits of integrating POS systems, e-commerce platforms, mobile applications, and WMS with ERP systems to streamline retail operations and enhance customer service.					2,3	

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

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

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

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

SEMESTER – IV									
Course Title	HOSPITAL OPERATIONS-MANAGEMENT (ELECTIVE)								
Course code	23BBAO226R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	<ol style="list-style-type: none"> To learn about the hospital operations and the role and decision of hospital operations management To learn and understand the various operational produces in hospital like admission, discharge, billing, average length of stay, bed occupancy rate, turn over interval, hospital census, matrons report, medical officers report, casualty report, medico-legal cases, ICU/CCU report, security report, OT list. To learn about developing operational strategy for technology section, process development and as a competitive tool and element. To learn about hospital committee, its role, composition, frequency of meeting, minutes of meeting, follow up actions. To learn about the maintenance management, its objectives, types of maintenance system, equipment maintenance. 								
CO1	Demonstrate proficiency in executing routine admission/discharge procedures, generating managing billing services within a hospital setting.								
CO2	Exhibit a comprehensive understanding of hospital committee dynamics, including their roles, composition, meeting frequencies, and the effective documentation.								
CO3	Apply maintenance management principles to ensure the optimal functioning, quality, and reliability of biomedical equipment in a healthcare environment.								
CO4	Navigate and respond effectively to crisis situations, such as mob violence, bomb threats, terrorist strikes, and fires etc.								
CO5	Demonstrate proficiency in administering patient-related health insurance schemes.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction Hospital operations management, role and decisions, productive systems in a hospital. Routine Admission/Discharge Procedures/Discharge Summary, Billing services	9	Students will be able to describe the fundamentals of hospital operations management, including the roles and decision-making processes involved in managing productive systems within a hospital. Students will be able to explain routine procedures for patient admission, discharge, and the creation of discharge summaries, as well as understand the billing services provided by hospitals.				1,2		
II	Hospital Committees Hospital Committees: Role, Composition, Frequency of Meetings, Minutes of the Meetings, Follow up Action	9	Students will be able to identify the roles, composition, and frequency of meetings of various hospital committees, and understand the importance of documenting minutes and follow-up actions from committee meetings. Students will be able to participate effectively in hospital committee activities, ensuring proper management and				3,4		

discharge summ

			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, Ayushman 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, Ayushman 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

TEXT BOOKS:

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

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

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									
Course Title	BASIC ACCLIMATIZING SKILLS (BAS)								
Course code	23UULS222R	Total Credits: 1 Total Hours:15	L	T	P	S	R	O/F	C
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of second year of the Programme								
Course Objectives	1. To impart knowledge of the fundamentals of Hospitality industry and its applications. 2. Students will be able to familiarize with the cooking equipment's & Utensils. 3. Students will be able to handle different modes of reservations.								
CO1	Students will have basic knowledge of cooking methods.								
CO2	Students will gain the knowledge of organizing & Cleaning of Rooms.								
CO3	Students will be able to gain the travel management concept.								
CO4	Students will be able to acquire the knowledge of basic households amenities for day-to-day use								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Unit 1- Introduction to Accommodation Management Telephone handling technique Organizing of Rooms. Cleaning agents. Cleaning equipments and uses. Bed making Process.	12	Students will demonstrate professional telephone handling techniques in various simulated scenarios. Students will arrange a guest room according to hospitality industry standards. Students will explain the safety measures required when using different cleaning agents.					1,2	
II	Unit 2- Fundamentals of Cooking Definition of cookery –Aim & Objectives of cooking. Use of basic Cooking equipments Personal Hygiene and Safety Use of Fire & Fuels	12	Students will explain the aims and objectives of cooking. Students will use basic cooking equipment safely and effectively during food preparation tasks. Students will demonstrate proper personal hygiene practices while preparing food.					2,3	
III	Unit 3- Methods of Cooking Different Cuts. Use of Herbs and Spices. Basic Food and Beverage Preparation. Regional food Habits.	14	Students will demonstrate different cutting techniques on various food items. Students will incorporate appropriate herbs and spices into dishes to enhance flavor. Students will evaluate the quality of their food and beverage preparations and suggest improvements					1.2	
IV	Unit 4- Forms & Format's C –form Reservation form Registration form Passport Application form Legal Rent Agreement	10	Students will accurately complete a C-form for a simulated guest check-in scenario. Students will fill out a reservation form accurately based on provided guest information. Students will evaluate sample rent agreements to ensure they meet legal and industry standards.					2,3	

TEXT BOOKS:

- T1. Arora K (2011). Theory of cookery, Frank brothers & company (pub) pvt ltd-New Delhi.
T2: Bruce H. Axler, Carol A. Litrides (2010) Food and Beverage Service Volume 1 of Wiley Professional Restaurateur, Guides.

REFERENCE BOOKS:

- R1: Mohammed Zulfikar (2010) - Introductions to Tourism and Hotel Industry Introduction to Tourism and Hotel Industry. Vikas Publishing.
R2: Sudhir Andrews (2013) Food and Beverage Service: A Training Manual, Tata McGraw Hill, 2013.

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

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

Course Title	MOOCs								
Course code	23BSCE221R	Total Credits: 1 Total Hours: 15	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II 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.								

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

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									
Course Title	BUSINESS ENVIRONMENT								
Course Code	23BBAO311R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Third year of the Programme								
Course Objectives	<ul style="list-style-type: none"> To understand the concept and components of the business environment. To analyze the impact of economic factors on business operations. To evaluate the influence of political and legal aspects on business activities. 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 components of the business environment, distinguishing between internal and external factors.								
CO2	Evaluate the impact of fiscal and monetary policies on business operations, recognizing the significance of globaleconomic influences and economic reforms.								
CO3	Appraise the legal framework and regulatory authorities governing business operations.								
CO4	Interpret demographic trends, social values, and cultural diversity, identifying their implications on consumer behaviour.								
CO5	Assess the transformative impact of digitalization on business models, explore the dynamics of e-commerce, and recognize the role of technological innovations								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Definition and Scope of Business Environment, Components of Business Environment, Importance of Studying Business Environment, Systems Approach to Understanding Business Environment, Internal vs. External Environment	9	Students will define and explain the scope of the business environment, identifying its various components and their interrelationships..					1,2	
II	Fiscal and Monetary Policies, Global Economic Influences on Business, Economic Reforms and Business Environment, Economic Forecasting and Business Decision-Making	9	Students will analyse the impact of fiscal and monetary policies on business operations and decision-making processes. Students will assess how global economic influences and economic reforms shape the business environment and contribute to economic forecasting and business strategies.					1,2	
III	Role of Government in Business, Legal Framework for Business Operations, Regulatory Authorities and Compliance, Political Ideologies and their Impact on Business Environment, Political Stability and Business Decision-Making	9	Students will examine the role of government in business, including the legal framework, regulatory authorities, and compliance requirements. Students will evaluate how political ideologies, political stability, and governmental policies influence the business environment and decision-making processes.					1,2	

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

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										
Course Title	FINANCIAL MARKETS AND SERVICES									
Course Code	23BBAO312R	Total Credits: 3		L	T	P	S	R	O/F	C
		Total Hours: 45		3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	Fall/I semester of Third year of the Programme									
Course Objectives	1. To understand the structure and functions of financial markets. 2. To analyse the various financial instruments and their characteristics. 3. To evaluate the role of financial institutions and their services. 4. To apply investment strategies and portfolio management principles. 5. To assess the impact of global economic factors on financial markets.									
CO1	Describe and categorize the various financial markets, such as secondary and primary markets.									
CO2	Determine the important players in the financial markets, including issuers, investors, and middlemen.									
CO3	Examine how financial market laws contribute to investor protection and stability.									
CO4	Explain the different kinds of financial products, such as derivatives, bonds, and stocks.									
CO5	Analyze various financial tools and approaches, including technical analysis, growth investing, and value investing.									
Unit No.	Content	Contact Hour	Learning Outcome					KL		
I	Definition and Classification of Financial Markets, Primary and Secondary Markets, Financial Market Participants: Investors, Issuers, Intermediaries Market Efficiency and Information Flow, Financial Market Regulations, Types of Financial Instruments: Equities, Bonds, Derivatives	9	Students will define financial markets and classify them into primary and secondary markets, identifying the roles and functions of each. Students will describe the key participants in financial markets, including investors, issuers, and intermediaries, and explain the concepts of market efficiency and information flow.					1,2		
II	Overview of Investment Instruments, Equity Securities: Stocks and Indices, Fixed-Income Securities: Bonds and Treasury Bills, Alternative Investments: Real Estate, Commodities, Hedge Funds, Investment Strategies: Value Investing, Growth Investing, Technical Analysis	9	Students will gain a comprehensive understanding of various financial instruments, including equities, bonds, and derivatives, and their roles in the financial market.					1,2		
III	Commercial Banks and their Functions, Investment Banks and Capital Markets, Mutual Funds and Asset Management, Insurance Companies: Life and Non-Life, Pension Funds and Retirement Planning	9	Students will explore the functions of commercial banks, investment banks, mutual funds, and insurance companies, understanding their roles in the financial system. Students will assess the importance of pension funds and retirement planning, examining how these institutions contribute to financial stability and individual financial se					1,2		

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.	1,2
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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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									
Course Title	MANAGING BANKING AND INSURANCE OPERATIONS (ELECTIVES)								
Course code	23BBAO313R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 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 data analytics, insurance technologies, and digital banking solutions. 								
CO1	Demonstrate the ability to analyze and evaluate a diverse range of financial products offered by banks and insurance companies.								
CO2	Acquire effective risk management skills, enabling the identification, assessment, and implementation.								
CO3	Develop proficiency in navigating regulatory compliance requirements, ethical decision-making, and ensuring adherence to industry standards.								
CO4	Apply technological solutions to enhance operational efficiency, customer experience, and decision-making processes.								
CO5	Advocate for financial inclusion and social responsibility by understanding and championing initiatives that contribute to the welfare of diverse communities.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Overview of Financial Institutions: Detailed examination of various types of financial institutions, including commercial banks, investment banks, and insurance companies	9	Identify and differentiate among various types of financial institutions, such as commercial banks, investment banks, and insurance companies, understanding their unique roles and functions within the financial system.					1,2	
II	Financial Markets and Instruments: Understanding the role of financial markets and the diverse range of financial instruments available in banking and insurance operations.	9	Evaluate 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.					1,2	
III	International Banking Operations: Exploring the complexities and challenges of international banking, including foreign exchange, cross-border transactions, and global regulatory considerations.	9	Examine the complexities of international banking operations, 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

TEXT BOOKS:

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

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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									
Course Title	MALL MANAGEMENT (ELECTIVES)								
Course Code	23BBAO313R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Third year of the Programme								
Course Objectives	1. To analyze key elements of successful malls (planning, design, operations). 2. To craft effective marketing strategies using digital tools to boost mall brand and visibility. 3. To apply customer relationship management principles to build customer satisfaction and loyalty. 4. To navigate legal and ethical considerations in mall management (leasing, compliance, ethics).								
CO1	Understand the key principles and components of shopping mall management.								
CO2	Apply effective branding and positioning strategies to enhance the market presence of shopping malls.								
CO3	Execute operational processes and facilities management techniques, showcasing proficiency in tenant management, security measures, and sustainability practices								
CO4	Demonstrate the ability to implement customer relationship management (CRM) strategies, employing technology to enhance customer experience.								
CO5	Analyze and address ethical considerations in mall management, implementing crisis management strategies.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Mall Management Foundations of Mall Management, Overview of Retail Industry and shopping mall, Types and Classifications of shopping malls, Mall Planning and Design-Site Selection and Planning	9	Identify and analyse the various types and classifications of shopping malls, understanding the foundational principles and planning processes involved in mall management, including site selection and design. Evaluate the retail industry's landscape, exploring the role and significance of shopping malls within it, and develop strategic plans for mall development and operations.					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	9	Develop effective mall branding and positioning strategies, understanding how to target specific audiences and utilize the marketing mix to enhance a mall's competitive advantage. Implement digital marketing and social media strategies, integrating e-commerce and maintaining a robust online presence to attract and engage mall visitors.					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

TEXT BOOKS:

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

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

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

SEMESTER – V											
Course Title	HEALTHCARE INFORMATION SYSTEMS AND EHR IMPLIMENTATION (ELECTIVES)										
Course code	23BBAO313R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours:			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite		Nil							
Programme	Bachelor of Business Administration										
Semester	Fall/I semester of Third year of the Programme										
Course Objectives	1. To understand healthcare technology's introduction, concepts, functions, and 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.										
CO2	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 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 No.	Content		Contact Hour	Learning Outcome				KL			
I	Introduction to Information, Impact on society –Impact on Healthcare – The future of healthcare technology – The future healthcare record		9	Analyse the impact of IT on healthcare and patient care, and evaluate future trends and advancements in healthcare technology and records.				2,3			
II	Electronic health record Functions of the health record – Changing functions of the patients record – Advantages of the paper record – Disadvantages of the paper record — The electronic health record – Automating the paper record – Advantages of the EHR – Disadvantages of the EHR – Roadblocks and challenges to EHR implementation		9	Compare paper and electronic health records (EHRs) to understand their transition, and address challenges to EHR adoption with strategies for successful implementation.				1,2			
III	Security and Privacy Securing the information: Privacy and confidentiality 7and Law-Who owns the data? -Security-Computer crime-Role of healthcare professionals		9	Explore principles of health information security, emphasizing privacy, confidentiality, and legal aspects, and assess healthcare professionals' roles in preventing computer crimes and safeguarding systems.				3,4			

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: 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	9	Trace the evolution of hardware, software, and information connectivity, including WWW use, and gain proficiency in MS Word and Excel for healthcare data management and document creation.	1,2
V	Tele-health Tele health: Terms related to Tele-health – Historical perspective on tele-health – Types of Technology – Clinical initiatives – Administrative initiatives – Advantages and Barriers of telehealth -The future of Informatics: Globalization of Information Technology	9	Explore tele-health's history, technologies, initiatives, benefits, and challenges, and analyse the future of informatics and global IT for advancing healthcare delivery.	2,3

TEXT BOOKS:

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

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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									
Course Title	RISK MANAGEMENT IN BANKING AND INSURANCE (ELECTIVE)								
Course code	23BBAO314R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Third year of the Programme								
Course Objectives	1. To acquire a solid understanding of the fundamental concepts and terminologies related to risk in the financial services industry 2. To identify the importance of risk management as a strategic element in the operations of banking and insurance. 3. To understand the intricacies of credit risk, including its various components and impacts on financial institutions. 4. To explore the different types of market risks and their interconnected nature								
CO1	Demonstrate a foundational understanding of risk management principles, terminology, and its significance in financial institutions.								
CO2	Apply credit scoring models to evaluate the creditworthiness of individuals and entities.								
CO3	Analyse and interpret market risks, including interest rate risk, foreign exchange risk, and commodity price risk.								
CO4	Apply risk assessment tools to identify operational vulnerabilities within financial services								
CO5	Navigate regulatory compliance requirements related to risk management in banking and insurance.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Risk Management: Understanding the fundamental concepts of risk, risk types, and the importance of risk management in banking and insurance operations	9	Understand and explain the fundamental concepts of risk and the different types of risks encountered in banking and insurance operations, emphasizing the critical role of risk management in ensuring organizational stability and compliance.					2,3	
II	Credit Risk Management: In-depth analysis of credit risk, credit scoring models, and strategies for effective credit risk management in both banking and insurance contexts	9	Analyse credit risk and the use of credit scoring models, developing strategies for effective credit risk management in both banking and insurance contexts to minimize potential losses and ensure financial stability.					1,2	
III	Market Risk Management: Exploring market risk, including interest rate risk, foreign exchange risk, and commodity price risk, and examining risk management strategies employed by financial institutions.	9	Examine different types of market risks, including interest rate risk, foreign exchange risk, and commodity price risk, and understand their implications for financial institutions. Develop and implement effective risk management strategies to mitigate market risks, using financial instruments and techniques to protect against potential market volatility.					1,2	

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

TEXT BOOKS:

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

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

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 commodity price 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

SEMESTER – V									
Course Title	VISUAL MERCHANDISING AND STORE LAYOUT DESIGN (ELECTIVE)								
Course code	23BBAO314R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Third year of the Programme								
Course Objectives	1. To understand the principles and practices of visual merchandising and store layout design. 2. To analyze the psychological and aesthetic aspects of visual merchandising and their impact on consumer behavior. 3. To develop practical skills in designing effective store layouts that influence customer flow and purchasing decisions.								
CO1	Demonstrate a comprehensive understanding of the role and significance of visual merchandising in retail management.								
CO2	Apply the principles of consumer psychology to analyse and predict buying decisions, recognizing the emotional impact of visual merchandising.								
CO3	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.								
CO4	Integrate digital technologies seamlessly into retail spaces, incorporating digital signage, screens, augmented reality, and virtual reality.								
CO5	Implement strategic space planning and layout techniques, conducting traffic flow analysis, and applying specialized design principles for apparel, electronics, and grocery retail spaces.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Visual Merchandising Foundations of Visual Merchandising- Introduction to Visual Merchandising- Role and Significance in Retail Management- Elements of Visual Merchandising- Colour Theory and its Impact- Lighting Techniques in Visual Merchandising	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.					1,2	
II	Psychology of Consumer 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	Analyze consumer psychology and behavior, focusing on perception, emotions, and cultural influences on buying decisions. Develop visual merchandising strategies to drive purchases and adapt to trends.					1,2	
III	Design Principles and Techniques Principles of Design- Techniques in Display Design, Window Display Design, Interior Display Layout, Interactive and Multi-Sensory Displays	9	Apply design principles to craft compelling window, interior, and multi-sensory displays that capture customer attention. Use advanced techniques to create visually appealing, sales-driven retail spaces.					2,3	

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

TEXT BOOKS:

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

REFERENCE BOOKS:

R1: "Visual Merchandising and Display" by Martin Pegler

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate a comprehensive understanding of the role and significance of visual merchandising in retail 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

SEMESTER – V											
Course Title	HEALTHCARE QUALITY MANAGEMENT (ELECTIVE)										
Course Code	23BBAO314R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 45			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Business Administration										
Semester	Fall/I semester of Third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 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 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 Standardization (ISO 9001:2008) & ISO 1400, its standards. and about patient safety as per NABH guidelines, Biomedical Waste Management (BMW), medical errors and adverse events. 										
CO1	Analyse the evolution of quality in healthcare through demonstrating a comprehensive understanding of quality principles and the PDCA cycle.										
CO2	Apply advanced root cause analysis techniques to identify and address quality issues, integrating theories of theorists.										
CO3	Evaluate the significance of healthcare accreditation, with a focus on NABH, NABL, and ISO standards.										
CO4	Demonstrate proficiency in ensuring patient safety by effectively managing biomedical waste, responding to emergency codes (Code Blue, Code Yellow, Code Red, and Code Pink).										
CO5	Assess and mitigate healthcare-associated risks, incorporating principles of quality and patient safety.										
Unit No.	Content	Contact Hour	Learning Outcome						KL		
I	Introduction to Quality Quality definition, history, Quality in Healthcare, Quality Pioneer (viz. Walter A Shewhart, Edward Deming, Joseph M Juran, Kaoru Ishikawa), PDCA Cycle	9	Explore the evolution of quality through pioneers like Shewhart, Deming, Juran, and Ishikawa, highlighting their impact on healthcare. Apply the PDCA Cycle to drive continuous improvement, enhancing service quality and patient outcomes.						1,2		
II	Root cause analysis, Techniques of root cause analysis. Process Management. Theories, and principles of Quality Assurance: Principles, Juran, Trilogy, Kaizen, Philip Crosby's Principles	9	Analyze and apply root cause analysis techniques to identify underlying causes of quality issues in healthcare processes, developing effective strategies for process management and improvement. Evaluate and implement theories and principles of quality assurance, including Juran's Trilogy, Kaizen, and Philip Crosby's principles, to foster a culture of continuous quality improvement in healthcare organizations.						2,3		

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

TEXT BOOKS:

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

REFERENCE BOOKS:

R1 Hospital Management – Goel

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									
Course Title	SUMMER INTERNSHIP								
Course Code	23BBAO315R	Total Credits: 6	L	T	P	S	R	O/F	C
		Total Hours: 90				16	12	0	6
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I semester of Third year of the Programme								
Course Objectives	The Summer Project enables students to bridge theory and practice by applying classroom knowledge to real-world challenges. Through structured short-term projects, students develop planning, organizational, and problem-solving skills, while enhancing professional communication and collaboration. This hands-on experience offers insights into industry practices, preparing students for informed career decisions and improved employability.								
CO1	Apply theoretical concepts to practical challenges.								
CO2	Develop project planning and time-management skills.								
CO3	Analyse problems, devise solutions, and evaluate outcomes.								
CO4	Enhance professional communication and teamwork.								
CO5	Gain exposure to industry practices and career pathways.								

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

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									
Course Title	MOOCs								
Course Code	23BSCE311R	Total credits: 1 Total hours:15	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Fall/I 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								
CO5	To equip learners with the skills and knowledge required to integrate international collaboration.								

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

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 – VI										
Course Title	STRATEGIC MANAGEMENT									
Course Code	23BBAO321R	Total Credits: 3		L	T	P	S	R	O/F	C
		Total Hours: 45		3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite		Nil						
Programme	Bachelor of Business Administration									
Semester	Winter/ II semester of Third year of the Programme									
Course Objectives	<ol style="list-style-type: none"> 1. 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. 2. Ability to study the different phases of strategic management. 3. Ability to acquire knowledge of SWOT analysis as well as external and internal environment. 4. Ability to learn methods and techniques used for organizational appraisal. 									
CO1	Understand the importance of strategy making in business and should be able to set business goals.									
CO2	Understand the factors and components of business environment and take business decisions based on environmental factors									
CO3	Use proper technique in analysis the business environment.									
CO4	Analyse the competition and its underlying factors in an industry.									
CO5	Identify the need of the business and should be able to take the proper strategy for the benefit of the business									
Unit No.	Content		Contact Hour	Learning Outcome					KL	
I	Strategic management: Definition, Nature and value of strategic management. Vision statements: Nature, Definition, Benefits. Mission statements: Definition, Characteristics. Strategic management process: strategic management model – various components of the model. SWOT analysis. Value chain analysis: primary activities and support activities. Need for strategic management in organizations.		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	Environmental Appraisal: Competitive strength analysis – Internal environment: Strengths and Weaknesses. External environment: Opportunity and Threats. Classification of environmental sectors: Legal, Economic, Social, Political and Technological factors. Forces driving the competitions among the organizations		9	Students will define and articulate the nature and benefits of vision statements, understanding how they shape an organization’s long-term aspirations. Students will evaluate the role of vision statements in inspiring and guiding employees towards a common future goal.					1,2	

III	Strategy formulation: concept of environment in various organizations, internal and external environment, SWOT matrix, appraising the 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

TEXT BOOKS:

T1: Strategic management and Business Policy- Azhar Kazmi

REFERENCE BOOKS:

R1: Strategic Management by Azhar Kazmi.

R2: Strategic Management and Business Policy by J. David Hunger and Thomas L. Wheelen.

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

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

SEMESTER – VI									
Course Title	INTERNATIONAL MARKETING								
Course Code	23BBAO322R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. To make students understand the scope and opportunities of international marketing and its difference with domestic marketing. 2. To give an idea of the approach and procedures in undertaking international marketing activities. 3. Understand pricing strategies for international markets, considering factors like exchange rates, tariffs, and taxes. 								
CO1	Demonstrate a comprehensive understanding of the significance of international business.								
CO2	Differentiate between international and domestic marketing strategies.								
CO3	Analyse the dynamic nature of international markets, discerning opportunities for market entry, and formulate strategic plans to capitalize on global business prospects.								
CO4	Proficiently navigate the export process, understanding pre and post-dispatch procedures.								
CO5	Integrate information technology tools for international business.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Meaning and need of international business - exports and imports; Difference between international and domestic marketing; Nature of international markets and opportunities; selection of an international market for exporting and international marketing.	9	Students will define international business and explain the need for engaging in export and import activities, emphasizing the benefits of global trade for businesses and economies. Students will analyse the impact of international business on economic growth, market expansion, and diversification of risk.					1,2	
II	Search of an overseas buyer; Processing an export order – pre dispatch and post-dispatch procedures; Role of banks in export import transactions.	9	Students will explain the strategies and tools used to search for and identify potential overseas buyers, including trade fairs, online marketplaces, and trade associations. Students will develop a plan to initiate contact and establish relationships with overseas buyers to facilitate export transactions.					1,2	
III	Exporting as an entrepreneurial venture; Process of doing an export business; export-import documentation.	9	Students will describe the pre-dispatch procedures involved in processing an export order, including documentation, packaging, labelling, and compliance with regulations. Students will explain the post-dispatch procedures, such as shipping, tracking, customs clearance, and delivery to the overseas buyer.					1,2	

IV	Information technology and international business – Electronic procurement, electronic marketing, electronic logistics and their benefits.	9	Students will evaluate the role of information technology in enhancing international business operations, including electronic procurement, electronic marketing, and electronic logistics. Students will analyse the benefits and challenges of adopting digital technologies in international business, such as improved efficiency, cost savings, and enhanced customer service.	1,2
V	WTO and trade liberalization; Role of govt. and semi govt. agencies in export promotion; India's competitiveness in product and service export.	9	Students will explain the role of the World Trade Organization (WTO) in promoting trade liberalization and its impact on global trade policies and business practices. Students will assess the implications of trade liberalization for businesses, including market access, competition and regulatory compliance.	1,2

TEXT BOOKS:

T1: R.L.Varshney & B.Bhattacharyya : International Marketing Management - An Indian Perspective
T2: Donald L. Brady : Essentials of International Marketing

REFERENCE BOOKS:

R1: Keith Lewis & Matthew Housden: Introduction to International Marketing - A Guide to Going Global
R2: Sak Onkvisit, John J. Shaw : International Marketing Analysis and Strategy

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

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

SEMESTER – VI									
Course Title	LEGAL AND REGULATORY ASPECTS OF BANKING & INSURANCE (ELECTIVE)								
Course Code	23BBAO323R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. To develop a comprehensive understanding of the legal and regulatory framework governing banks, covering aspects such as organizational control, banking business regulation, returns inspection, and the processes involved in winding up, mergers, and acquisitions. 2. To gain insights into the legal intricacies of banking operations, including the legalities surrounding different types of borrowers, credit facilities, loan types (secured and unsecured). 3. To explore key laws impacting banking operations, including the Recovery of 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. 								
CO1	Grasp the legal and regulatory framework of banks, covering organizational control, banking business, returns inspection, and processes like mergers and acquisitions.								
CO2	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.								
CO3	Explore laws impacting banking like Recovery of Debts Act, SARFAESI, Banking Ombudsman Scheme, Bankers Books Evidence Act, and The Legal Services Authorities Act.								
CO4	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								
CO5	Examine legal dimensions of consumer protection, focusing on The Consumer Protection Act, 1986, CERSAI, and related laws for ensuring consumer rights in banking.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Regulations and Compliance : Legal Framework of Regulations of Banks, Control over Organization of Banks, Regulation of Banking Business, Returns Inspection, Winding up, Mergers & Acquisitions, Public Sector Banks and Co-operative Banks	9	Students will be able to analyse the regulatory framework governing banks, including control mechanisms, mergers and acquisitions, and the management of public sector and cooperative banks.				1,2		

II	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

TEXT BOOKS:

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)

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

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

SEMESTER – VI									
Course Title	ETHICAL & LEGAL ASPECTS OF RETAILING (ELECTIVE)								
Course Code	23BBAO323R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Develop a foundational understanding of the basics of ethics in retail, emphasizing the importance of ethical behaviour, and gain insights into consumer rights, responsibilities, protection laws, and the specific responsibilities that retailers hold towards consumers. 2. Gain expertise in ethical retail marketing, covering principles, legal aspects, and social media considerations, while emphasizing the balance between promotion and transparency. 2. Acquire skills to ensure ethical treatment, create an ethical workplace, and adeptly navigate ethical dilemmas involving retail employees. 3. Understand consumer privacy laws, ethical handling of customer data, and ensure safety for customers and employees in retail. 4. Analyse ethical challenges in global retail, considering international operations and legal aspects, while exploring emerging trends for the future of retail ethics worldwide. 								
CO1	Apply the basics of ethical marketing in retail, integrating legal aspects of advertising regulations.								
CO2	Exhibit proficiency in creating an ethical workplace, with the ability to navigate and resolve ethical dilemmas involving employees.								
CO3	Demonstrate expertise in understanding and implementing data protection laws, ensuring the ethical handling of customer data								
CO4	Exhibit competence in addressing challenges in international retail operations, incorporating legal considerations to navigate the complexities of global retail.								
CO5	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.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Basics of ethics in retail. Importance of ethical behaviour in retail, Consumer Rights and Responsibilities, Consumer protection laws, Responsibilities of retailers towards consumers.	9	Students will understand the importance of ethical behaviour in retail, including how it fosters trust, loyalty, and long-term relationships with consumers. Learners will be able to articulate consumer rights and responsibilities, demonstrating knowledge of consumer protection laws and the ethical responsibilities.				1,2		
II	Ethical Marketing in Retail, Basics of ethical marketing, Legal Aspects of Retail Advertising- Advertising regulations in retail, Social Media and Ethical Retail Practices-Ethical considerations in social media marketing, Balancing promotion and transparency, Impact of social media on retail ethics.	9	Participants will grasp the basics of ethical marketing in retail, including principles of honesty, transparency, and fairness in advertising and promotional practices.				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

TEXT BOOKS:

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 the ethical 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

SEMESTER – VI									
Course Title	ETHICAL PRACTICES IN HEALTHCARE & CSR (ELECTIVE)								
Course code	23BBAO323R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	1. Understand the Foundations of Ethics in Healthcare. 2. To examine the importance of informed consent and shared decision-making in healthcare practice. 3. Navigate the Legal and Regulatory Framework in Healthcare 4. Address Ethical Challenges in Research and Clinical Trials: 5. Comprehend Corporate Social Responsibility (CSR)								
CO1	Critically analyze ethical issues in healthcare and apply ethical principles to decision-making.								
CO2	Navigate the legal and regulatory landscape of healthcare with an understanding of patient confidentiality and compliance.								
CO3	Evaluate the ethical challenges associated with research, clinical trials, and conflicts of interest								
CO4	Demonstrate the necessary knowledge, skill and competencies required for good administrator as significant contributor in healthcare.								
CO5	Articulate the concept of CSR and its implications for healthcare organizations.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to Ethics in Healthcare: Foundations of Ethics, Overview of ethics and its significance in healthcare, Ethical principles: autonomy, beneficence, non-maleficence, justice, Historical development of ethical theories in healthcare. Ethical Decision-Making in Healthcare, The process of ethical decision-making, Case studies and practical applications, Informed consent and shared decision-making.	9	Students will grasp the foundations of ethics in healthcare, including an overview of ethical principles such as autonomy, beneficence, non-maleficence, and justice, and their significance in clinical practice.				1,2		
II	Legal and Regulatory Framework Healthcare Laws and Regulations, HIPAA and patient confidentiality, Regulatory bodies and compliance, Legal implications of healthcare decisions	9	Participants will understand healthcare laws and regulations, focusing on HIPAA and patient confidentiality, as well as the roles of regulatory bodies and compliance requirements in healthcare settings.				1,2		
III	Ethical Issues in Research and Clinical Trials: Informed consent in research, Ethical considerations in clinical trials, Addressing conflicts of interest	9	Learners will evaluate the ethical considerations in research and clinical trials, emphasizing the importance of informed consent, addressing conflicts of interest, and maintaining integrity in scientific investigations. Participants will apply ethical principles to navigate complex ethical issues inherent in clinical research, ensuring compliance with ethical guidelines and promoting ethical conduct in clinical trials.				1,2		

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

TEXT BOOKS:

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

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

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

SEMESTER – VI									
Course Title	FINANCIAL DERIVATIVES AND RISK HEDGING (ELECTIVE)								
Course code	23BBAO324R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. To understand the concept of financial derivatives and their role in modern financial markets. 2. To explore the types of financial derivatives, including forwards, futures, options, and swaps. 3. To learn the techniques for pricing various financial derivatives. 4. To understand the factors influencing the valuation of derivative contracts. 5. To explore risk management techniques using derivatives. 								
CO1	Analyse the mechanics of forwards and futures contracts, demonstrating the ability to distinguish between various types of financial derivatives and their underlying principles.								
CO2	Understanding pricing models, including the Black-Scholes-Merton model and binomial option pricing model.								
CO3	Showcasing an understanding of the legal and ethical dimensions associated with financial derivatives.								
CO4	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.								
CO5	Assess ethical consideration, conflict of interest, and industry codes of conduct in deviating trading.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Fundamentals of Financial Derivatives, Forwards and futures contracts Options (call and put options), Swaps and other structured derivatives, Uses and Applications of Risk management and hedging, Speculation and trading strategies, Leveraging and enhancing returns	9	Students will be able to differentiate between various types of financial derivatives (e.g., forwards, futures, options, swaps) and articulate their respective uses in risk management and speculation. Learning Outcome 2: Students will demonstrate an understanding of the fundamental principles of pricing derivatives, including the application of arbitrage and the Law of One Price in determining fair values of forwards and futures contracts.					1,2	
II	Pricing Models for Forwards and Futures: Spot and futures prices, Arbitrage and the Law of One Price, Forward and futures pricing models, Option Pricing Models: The Black-Scholes-Merton model, Binomial option pricing model, Real-world considerations in pricing	9	Learners will develop proficiency in calculating forward and futures prices using different pricing models, and explain how these prices are influenced by spot prices and interest rates. Students will be able to evaluate the strategic uses of forwards and futures contracts in hedging against various financial risks, such as currency and interest rate risks, through case studies and simulations.					1,2	

III	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

TEXT BOOKS:

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

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

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

SEMESTER – VI									
Course Title	MULTI-CHANNEL RETAILING AND E-COMMERCE STRATEGIES (ELECTIVE)								
Course Code	23BBAO324R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Business Administration								
Semester	Winter/II semester of Third year of the Programme								
Course Objectives	1. Understand the fundamentals of multi-channel retailing and e-commerce. 2. Analyse the impact of technology on retailing and e-commerce strategies. 3. Develop and evaluate multi-channel strategies for retail businesses. 4. Apply marketing principles to optimize online and offline customer experiences. 5. Critically assess the challenges and opportunities in the evolving landscape of retail and e-commerce.								
CO1	Develop and implement multi-channel retailing strategies based on consumer behaviour and market trends.								
CO2	Analyse and utilize various e-commerce technologies to enhance the online presence of a retail business.								
CO3	Apply digital marketing techniques to promote products and services across different channels.								
CO4	Manage the operational aspects of multi-channel retailing, including inventory, logistics, and customer service.								
CO5	Understand and navigate the legal and ethical considerations associated with e-commerce and multi-channel retailing.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Multi-Channel Retailing, Importance of Integration in Multi-Channel Strategy, Consumer Behaviour in Multi-Channel Retailing, Cross-Channel Shopping Behaviour	9	Students will comprehend the concept of multi-channel retailing and identify the strategic importance of integrating various sales channels to enhance customer reach and engagement. Learners will analyse consumer behaviour in the context of multi-channel retailing, distinguishing between different cross-channel shopping behaviours and their implications for retail strategy.					1,2	
II	E-commerce Infrastructure- Introduction to E-commerce Technologies, E-commerce Platforms and Content Management Systems, Payment Gateways and Security Measures, Mobile Commerce and Emerging Technologies-Mobile Commerce Trends and Strategies, The Impact of Artificial Intelligence on E-commerce	9	Participants will evaluate the significance of integrating various channels (e.g., online, offline, mobile) in a cohesive multi-channel strategy to provide a seamless customer experience and optimize operational efficiency. Students will develop strategic frameworks to align organizational resources and technologies to achieve effective integration across channels, supported by case studies of successful multi-channel retailers.					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 multi-channel 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

TEXT BOOKS:

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

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

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											
Course Title	LEGAL FRAMEWORK FOR HOSPITALS (ELECTIVE)										
Course code	23BBAO324R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 45			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Business Administration										
Semester	Winter/II semester of Third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> To give orientation about different forms of organizations, functions in organizations, business strategies and environment, along with an exposure to elements of business laws and entrepreneurship. To demonstrate an understanding of the fundamental concepts, principles, and rule of law that apply to both the individual and business. Identify various types of legal issues when encountering them in the Hospital and Healthcare industry. 										
CO1	Recall and articulate the laws related to the establishment of hospitals, focusing on the formation of societies or trusts and health policies.										
CO2	Memorize the laws pertaining to birth and death, with a specific emphasis on the Central Birth and Deaths Registration Act 1969 and recent amendments.										
CO3	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.										
CO4	Comprehend the laws pertaining to the manufacture and sale of drugs, including The Pharmacy Act 1948 and legislation related to tobacco control.										
CO5	Apply knowledge of medical negligence and malpractice, identifying areas of medical negligence and malpractices and understanding the laws governing them.										
Unit No.	Content	Contact Hour	Learning Outcome						KL		
I	Introduction Laws relating to establishment of Hospital: Forming of Society of Trust, Health Policy.	9	Students will analyse the legal frameworks governing the establishment of hospitals, including the formation of societies, trusts, and compliance with health policies, to understand the regulatory requirements for healthcare institutions.						1,2		
II	Laws Pertaining to Birth and Death Laws Pertaining to Health – Central Birth and Deaths Registration Act 1969 –Recent Amendments	9	Learners will interpret the Central Births and Deaths Registration Act 1969 and recent amendments, analysing their impact on the registration and reporting of births and deaths, and compliance requirements for healthcare providers.						1,2		
III	Laws pertaining to Hospitals: Laws pertaining to Hospitals: Pre-Natal Diagnostics Techniques (Regulation & Prevention of Misuse) Act 1994 – Medical Termination of Pregnancy Act, Bio medical waste (Management & Handling), Rules, Transportation of Human Organs Act.	9	Learners will examine the Pharmacy Act 1948 and related legislation governing the manufacture and sale of drugs, analysing their regulatory requirements, licensing procedures, and implications for pharmaceutical practices.						1		

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

TEXT BOOKS:

T1: Medical Law in India by Mohammad Naseem and Saman Naseem

REFERENCE BOOKS:

R1: Medical Negligence and the Law in India (Duties, Responsibilities, Rights) by Tapan Kumar Koley

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

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

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

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/ 23BSCE322R	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
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								
CO5	To equip learners with the skills and knowledge required to integrate international collaboration.								

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

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 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

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. 4th and 7th.
- c) Regular (both soft & hard) skill development training.
- d) Guest Lectures by Internationally acclaimed Management Leaders.
- e) Hotel visit to explore Hotel Industry in 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 & 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: Identify, 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		II	21
3	Second	III	29
4		IV	21
5	Third	V	30
6		VI	27
7	Fourth	VII	18
8		VII	20
Total Credits			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 curretted 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, sectorred 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 in-semester (Sessional) examination and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

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

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

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

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

Table 1: Question paper pattern for End semester examination

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
B	6	Above Average
C	5	Average
P	4	Pass
F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

The SGPA of a student in a Semester shall be the weighted average of the Grade Points secured by the student in all the Credit Courses (both Core and Elective Courses) he/she registered in

that Semester, irrespective of whether he/she could or could not complete the Courses. More specifically, the calculation of SGPA shall take into account the Courses graded with Letter Grades ‘O’ to ‘F’ as given in Table 1.

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

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

b. CGPA (Cumulative Grade Point Average)

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

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

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

D. Post-Examination

i. Transcript or Grade Card or Certificate:

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

ii. Grievance Readdress Mechanism:

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

- (i) A student has options to appeal for re-evaluation of his /her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite 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
1	University Core (UC)	Skill Enhancement Course (SEC)	2
		Ability Enhancement Course (AEC)	12
		Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	1
2	University Elective (UE)	Multidisciplinary Course (MDC)	2
		Value Added Course (VAC)	5
3	Program Core (PC)	Discipline Specific Core (DSC)	95
		Field Training	5
		Research /Industry Internship	12
		Summer Internship	0
4	Program Elective (PE)	Discipline Specific Elective (DSE)	47
		Value Added Course (VAC)	0
5	Faculty Core (FC)	Skill Enhancement Course (SEC)	0
		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. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester I	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
	4	23BHMC114R	Implicative French	DSC (Minor)	0	0	0	4	0	0	1	40	60	0	100
	5	23BHMC115R	Fundamental of Tourism	DSE (Minor)	2	0	0	0	0	0	2	40	60	0	100
		23BHMC116R	Introduction to Event Management		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	
Semester II	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
	4	23BHMC124R	Proficiency in French	DSC (Minor)	0	0	0	4	0	0	1	40	60	0	100
	5	23BHMC125R	Tourism Products	DSE (Minor)	2	0	0	0	0	0	2	40	60	0	100
		23BHMC126R	Event Planning and Public Relations		2	0	0	0	0	0	2	40	60	0	100
	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. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for				
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total		
Semester III	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	
	6	23BHMC2106R	Tourism Geography	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100	
		23BHMC2107R	Destination Mapping													
	7	23BHMC2108R	Transportation Management	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100	
		23BHMC2109R	Event Logistics													
	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	23UUFLL211R	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		
Total				18	0	14	12	0	8	29	380	1020	400	1800		
Semester IV	S. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
	1.	23BHMC221R	Food Production (Industry Exposure)	DSC (Major)	0	0	0	0	0	32	4	0	0	100	100	
	2	23BHMC222R	Food & Beverage Service (Industry Exposure)	DSC (Major)	0	0	0	0	0	48	6	0	0	100	100	
	3	23BHMC223R	Front Office (Industry Exposure)	DSC (Major)	0	0	0	0	0	32	4	0	0	100	100	
	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. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for				
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total		
Semester V	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 (Minor)	3	0	0	0	0	0	3	40	60	0	100	
		23BHMC3106R	Event Safety & Risk Management													
	6	23BHMC3107R	Tourism Resources of India	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100	
		23BHMC3108R	Cultural Events Management													
	7	23BHMC3109R	Regional Tourism	DSE (Minor courses)	3	0	0	0	0	0	3	40	60	0	100	
		23BHMC3110R	Leisure and Tourism Events													
	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		
Semester VI	S. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
	1	23BHMC3201R	Catering Technology	DSC (Major)	1	0	4	0	0	0	3	40	60	100	200	
	2	23BHMC3202R	Advance Technologies in Room Division	DSC (Major)	2	0	2	0	0	0	3	40	60	100	200	
	3	23BHMC3203R	Human Resource Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100	
	4	23BHMC3204R	Adventure & Wildlife Tourism	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100	
		23BHMC3205R	Sports & Adventure Events													
5	23BHMC3206R	International Tourism Trends	DSE (Minor)	3	0	0	0	0	0	3	40	60	0	100		
	23BHMC3207R	Wedding Planning & Live Events														

Semester VI	6	23BHMC3208R	Foreign Exchange	DSE (Minor)	2	0	0	4	0	0	3	40	60	0	100
		23BHMC3209R	Event Merchandising												
	7	23BHMC3210R	Tour Operation Management & study Tour Report	DSE (Minor)	2	0	0	4	0	0	3	40	60	0	100
		23BHMC3211R	Business & Corporate Events (MICE)												
	8	23BHMC3212R	Field/Industry Visit	Field Training	0	0	0	0	0	8	1	0	100	0	100
	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
	Semester VII	S. N.	Course Code	Course Title	Course Category	Engagement						Maximum Marks for			
						L	T	P	S	R	O	C	IA*	SEE*	PE*
1		23BHMC411R	Specialized in Hotel Industry Exposure (JT)	DSC (Major)											
2		23BHMC412R	Specialized in Tourism Industry Exposure (JT)		0	0	0	0	0	80	10	0	100	100	200
3		23BHMC413R	Specialized in Event Management Exposure (JT)												
4		23BHMC414R	Research Project on Industry Exposure	Research/ Industry	0	0	0	0	24	0	4	0	100	0	100
5		23BHMC415R	Digital Tech Courses and Application in Health, Environment., and Sustainable Living, Gender	AEC	0	0	0	8	0	0	2	0	100	0	100
6		23BHMC416R	MOOCS	DSE	0	0	0	8	0	0	2	0	100	0	100
Total				0	0	0	16	24	80	18	100	400	100	500	

S. N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester VIII	1	23BHMC421R	Hospitality Marketing	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	2	23BHMC422R	Entrepreneurship Development	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
		23BHMC423R	Mini Research	Research/ Industry	0	0	0	0	4	0	8	40	60	0	100
	3	23BHMC424R	Legal Aspects in Hospitality Industry	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	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	

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

SEMESTER – I									
Course Title	Principles of Cookery								
Course Code	23BHMC111R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 60	1	0	4	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	I semester of first year of the Programme								
Course Objectives	1. Know the history of cooking, its modern developments and develop brief idea of various cuisines. 2. Understand the professional requirements of kitchen personnel and the importance and maintenance of hygiene; 3. Have insight of kitchen organization, duties and responsibilities of kitchen staff, workflow, and kitchen equipment's.								
CO1	Understand the origin of culinary history								
CO2	Analysing, this course will offer a comprehensive introduction to the kitchen environment, outlining essential prerequisites for effective functioning in a professional culinary setting.								
CO3	Evaluating the duties, responsibilities, and professional standards of kitchen staff.								
CO4	Remembering various ingredients, its local equivalence, preparation, mixing methods, various cooking techniques and its effects on food as well as types and use of equipment's used in a modern kitchen								
CO5	Analyzing the importance of sanitation & safety in hospitality industry.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to art of cookery <ul style="list-style-type: none"> Culinary history Origin of modern cookery International, Continental and Pan Asian Cuisine-Meaning and characteristics Aims and Objectives of cooking Attributes of culinary professional, personal hygiene Kitchen Organization Structure <ul style="list-style-type: none"> Classical kitchen Brigade for 5 star& 3 star hotel Duties of various Chefs Kitchen layout Liaison of Kitchen with other department 	7	Students will acquire knowledge on functions of hotel kitchen					1,2	
II	Kitchen Equipment <ul style="list-style-type: none"> Classification of kitchen equipment- by size and mode of use Criteria for selection Care and maintenance Fuels used in the kitchen <ul style="list-style-type: none"> Types of fuels used-Gas, electricity, wood, coal/charcoal, solar energy, diesel Handling Fire, types First Aid Advantages & Disadvantages	7	Students will able to develop culinary skills in the Vegetables and Meat cutting.					1,2	

III	Cooking Techniques <ul style="list-style-type: none"> Techniques used in preparation of food Methods of mixing food Methods of Heat Transfer - Conduction, Convection, Radiation, Induction Methods of cooking (moist, dry, medium of fat) – Definition, classification, Rules to be observed for each type of cooking method with examples	10	Students gain knowledge on preparing and Stocks and Sauces.	1,2
IV	Vegetable and Fruit cookery <ul style="list-style-type: none"> Classification Colour Pigments Effect of heat on colour pigments and texture Methods of cooking Care and precaution while cooking Vegetable cuts Aims of Cooking Veg. Classification of Veg 	8	Students will able to identify ingredients used in kitchen.	1,2
V	Different Commodities in a kitchen Introduction to different commodities Colouring Agents; Thickening Agents; Tenderizing Agents; Flavouring & Aromatic Agents; Spicing Agents and their use	10	Students will acquire knowledge on food plating and presentation based on Hotel Industry	1,2
Practical	1. Introduction to various kitchen equipment, tools and their usage. Safety precaution to be taken while handling equipment. Hygiene & Safety practices to be observed in kitchen, introduction to various commodities. 2. Demonstration of Food pre-preparation and cooking methods: Preparation Methods –Washing, Peeling, Paring (fruits), Cutting (cuts of vegetables), Grating (Vegetables), Grinding, Mashing, (vegetables & pulses), Sieving (flours), Steeping (cereals, pulses, tamarind, lemon-rind), Evaporation (milk & gravies), Marinating (meat, fish, chicken), Sprouting (pulses & legumes), Blanching, Filleting of fish, Deboning & jointing poultry. 3. Methods of Mixing – Beating, Blending, 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	18	1. Students will gain knowledge on classic French cuisine which includes method of 2. Preparation and plating techniques. 3. Students will acquire knowledge on food safety and personal Hygiene during practical. 4. Students will hone the skills and innovate and prepare basic dishes with standard recipes. 5. Students gain knowledge in handling different kitchen equipment.	1,2,3,4

TEXT BOOKS:

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

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOME

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 Title	Introduction to Dining Operations								
Course Code	23BHMC112R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours:36	1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite:	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the program me								
Course Objectives	<ol style="list-style-type: none"> 1. Know the history of Food and Beverage service 2. Understand evolution of this industry 3. Know the basic skills and grooming of Service personnel as well as customer service. 								
CO1	Understanding an over view of Food & beverage Service industry and the history behind it.								
CO2	Remembering the various Food service equipment and services as well as differentiating between various catering establishments								
CO3	Applying the knowledge of Food and Beverage service in various outlets of the Hotel								
CO4	Evaluating a detailed overview of the Food & Beverage personnel and their standards								
CO5	Applying the guidelines and regulations of Gueridon Service								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to F & B Service <ul style="list-style-type: none"> • Evolution of Food& Beverage industry. • Classification of catering establishments - Commercial & Non-commercial, • Captive & non-captive. • Types of F & B outlets – Restaurants (Fine Dining, Casual, Theme), Fast Food Drive Through, Coffee House, Snack Bar, Cafeteria, Kiosks, Vending Machines 	6	Introduction to the basic of hospitality and catering industry				1,2		
II	Equipment- types and usage <ul style="list-style-type: none"> • Furniture – tables & chairs • Chinaware – sizes and capacity • Stainless steel and Silverware – cutlery, service equipment • Glassware- capacity & usage • Disposables – types, advantage & disadvantage • Linen – types & sizes • Special equipment- care & maintenance • New trends in equipment – sizes, color, and shapes. 	5	Interpret the commitment and obligation of F&B employee and the departmental staffing and organization				1,2,3		
III	F & B service Personnel <ul style="list-style-type: none"> • F & B service organization structure for large hotel • Organization structure of individual restaurant- restaurant brigade • Attitudes & attributes of F & B personnel, Competencies 	6	Understanding about different food service areas				2,3		

	<ul style="list-style-type: none"> • Basic etiquettes • Interdepartmental relationship with – Food Production, HK, Front Office, Stores, HR, Finance, Marketing 			
IV	<p>Types of service</p> <ul style="list-style-type: none"> • Table Service – Silver/English, American • Self Service - Buffet and Cafeteria Service • Specialized Service – Gueridon, Lounge, Room • Single Point Service- Takeaway, Vending, Kiosks, Food Courts • New trends in service – Clientele centric approach. 	5	Develop adequate knowledge of different service equipment	1,2
V	<p>Gueridon</p> <ul style="list-style-type: none"> • Definition • Types of Trolley and Layout • Special Equipment, Care and Maintenance • Carving Hygiene • Gueridon dishes and Service Procedure for the trolley 	4	Through knowledge about the non-alcoholic beverages	3,4
Practical	<p>Service grooming and Restaurant etiquettes Napkin folds – at least 12 folds Laying and relaying of table cloth English / Silver service, American service Receiving a guest, seating and service of water Carrying a salver or tray Handling service gear, Carrying plates, glasses and other equipment</p>	9	<ol style="list-style-type: none"> 1.Introduction to the basic of hospitality and catering industry 2. Interpret the commitment and obligation of F&B employee and the departmental staffing and organization 3. Understanding about different food service areas 4.Develop adequate knowledge of different service equipment 5.Through knowledge about the non-alcoholic beverages 	1,2,3,4

TEXT BOOKS:

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://foodandbeverageknowledge.com/food-and-beverage-service-101-basics-types-and-role-explained/>

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

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 Division								
Course Code	23BHMC113R	Total Credits: 2	L	T	P	S	R	OF	C
		Total Hours: 30T+30P	1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	1. Know the history of hotel Industry 2. Understand various types guest rooms as well as hotels 3. Understand different Front Office personnel and their duties and responsibilities.								
CO1	Remembering of different governing body of hospitality industry.								
CO2	Analyze the classification of hotels based on various categories								
CO3	Applying the knowledge for smooth operation of the Front Office as well as Housekeeping Department								
CO4	Evaluating the standard operating procedure for guest check-in and check out								
CO5	Understanding with guest accommodation facilities as well as guest safety procedures								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to guest cycle <ul style="list-style-type: none"> Pre arrival Arrival During guest stay Departure After departure 	6	Understand care and cleaning procedures for different surfaces				1,2		
II	Reservation <ul style="list-style-type: none"> Importance of reservation Modes of reservation Channels and sources of reservation (FITs, Travel Agents, Airlines, GITs) Types of reservations (Tentative, Confirmed, Guaranteed) Systems and equipment (Manual, semi-automated, fully automated) Cancellation Amendments Overbooking 	7	Discuss various activities in housekeeping department such as key control				1,2		
III	Organizational Framework of the Front Office and Housekeeping Department <ul style="list-style-type: none"> Function areas (sections and layout of Front Office) Front Office and housekeeping hierarchy in small, medium, large Hotel Duties and responsibilities Interdepartmental coordination 	7	Comprehend the origin and growth of hospitality industry, travel and tourism and hotel industry				1,2,3		
IV	Front Office Operations <ul style="list-style-type: none"> Rules of the house (for guest and staff) Bell Desk and Concierge (functions, duties and responsibilities, luggage handling and records) Types of keys and key control 	5	Interpret the commitment and obligation of some FO employees, departments and its functional areas				2,3		

	<ul style="list-style-type: none"> Food / Meal plans Types of room rates (Rack, FIT, crew, group, corporate, weekend) Inter departmental co- ordination. 			
V	<p>Cleaning Organization and Cleaning Equipment</p> <ul style="list-style-type: none"> Principles of cleaning, hygiene, and safety factors in cleaning Frequency of cleaning (Daily, Weekly, Periodic) Classification of cleaning equipment Selection of cleaning equipment Storage and distribution Use and care of equipment <p>Cleaning Agents</p> <ul style="list-style-type: none"> General criteria for selection of cleaning agents Classification of cleaning agents Use, care, storage, and labelling. 	5	Understand the need and criteria of standard classification of hotels	3,4
Practical:				
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

TEXT BOOKS:

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:

<https://www.scribd.com/document/534120889/01-MODULE-1-AREAS-IN-ROOM-DIVISION>

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

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

SEMESTER – I									
Course Title	Implicative French								
Course code	23BHMC114R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 48	0	0	0	4	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of first year of the Programme								
Course Objectives	1. To impart the basic knowledge of French language. 2. To familiarize the students with the basics of Hospitality French terms. 3. To identify the significance of foreign language in Hospitality Industry.								
CO1	Understanding the basics of French language								
CO2	Remembering the pronunciation of French alphabets and numbers								
CO3	Applying the knowledge about Vocabulary of French language as per requirement in the industry.								
CO4	Understanding the interrogative and negative sentences to have clear conversation with the guest.								
CO5	Understanding and application of essential French grammar rules.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Alphabet and accents; basic vocabulary; giving and asking one's name; personal pronouns and articles	8	Understand the importance of French language in learning.	1,2					
II	Numbers 0-1000; dates, time and telephone numbers; use of number and gender in French; possessive and demonstrative adjectives	7	Develop some basic reading and writing skills necessary to function well in French-speaking	1,2,3					
III	Vocabulary related to food; some basic and useful phrases; some adjectives	8	Identify basic pronunciation features in French	2,3					
IV	Interrogative and negative sentences; countries, languages and nationalities.	10	Identify and discuss themes in the readings in oral and written form.	3,4					
Practical									
I	Reading out the alphabet and spelling out, giving, and asking for names and being able to understand as others spell out and give their names	15	Communicate and interact with other speakers of French	1,2,3,4					

TEXT BOOKS:

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>

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

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

SEMESTER – I											
Course Title	Fundamental of Tourism										
Course Code	23BHMC115R	Total credits: 1 Total hours: 24			L	T	P	S	R	O/F	C
				2	0	0	0	0	0	2	
Pre-requisite	Nil	Co-requisite	Nil								
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of first year of the Programme										
Course Objectives	1. 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. 2. It deals with the various concepts and methods relevant to the study of management and organization to the tourism industry. 3. Students will learn a solid foundation in tourism industry operation planning and development.										
CO1	This paper aims to acquaint learners with the tourism phenomenon, fostering a deeper understanding of the subject.										
CO2	Understanding the role of tourism as an economic intervention and its significance in the economy										
CO3	To analyse socio-economic, and ecological impacts of tourism.										
CO4	Understanding the global nature of tourism and government support for it										
CO5	To evaluate the future tourism scenario contributing to the growth and development of Tourism Industry.										
Unit No.	Content	Contact Hour	Learning Outcome					KL			
1	Introduction- Definition of tourism and related terminologies, history of tourism from its roots to the modern era, nature and importance of tourism, components, and typology of tourism.	7	Evaluate tourism-related concepts, ideas and data					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	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	Appraise the positive and negative impacts of tourism destination development					3,4			
4	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	5	Analyse arrange of tourist needs and motivations to travel					1,2,3			

TEXT BOOKS:

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

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

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											
Course Title	Introduction to Event Management										
Course Code	23BHMC116R	Total Credits: 2			L	T	P	S	R	O/F	C
		Total Hours: 24			2	0	0	0	0	0	2
Pre-requisite	Nil		Co-requisite	Nil							
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of first year of the Programme										
Course Objectives	1. To provide students with a comprehensive understanding of the fundamentals of event management. 2. To develop essential skills required for planning, organising, and developing successful events. 3. To explore the key principles of event marketing, budgeting, and risk management										
CO1	Remembering the core concepts and principles of event management.										
CO2	Understanding the ability to plan and evaluate various types of events										
CO3	Applying the knowledge to make effective budgeting and financial management for event										
CO4	Analysing strong organizational and project management skills										
CO5	Evaluating the various marketing and advertising strategies for promotion of events										
Unit No.	Content	Contact Hour	Learning Outcome	KL							
I	Introduction to Event Management- Concept, Definitions, and Frameworks, Categories & Typologies, Characteristics of Event.	5	Understand the different stages of event management	1,2							
II	Event Planning: Concept, types & considerations, Components, Role of Event Planner and Qualities of Good Event Planner,	6	Identify the key skills required for successful event management.	2,3							
III	Pre-Event Planning: Process & Design, Pre-Event Research, Event Feasibility Study, Legal compliances, Logistics.	5	Students will become familiar with the key concepts of managing an event	1,2,3							
IV	Facilities Arrangements: Venue Selection & Decoration, Entertainment planning and speaker selection, Various Protocols, Time Management	4	Learn and understand various aspects of events and types of events.	1,2,3							
V	Event- Promotion: Marketing & advertising for events, Finance Management, and sponsorships, Production of Special, Corporate, and Sports events. PR function and its associated activities and practices such as sponsorship and news release writing.	4	Understand the skills and challenges faced in managing an event.	1,2,3							

TEXT BOOKS:

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>

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

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 – II									
Course Title	Culinary Operation								
Course Code	23BHMC121R	Total Credits: 4	L	T	P	S	R	O/F	C
		Total Hours: 72	2	0	4	0	0	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Teach fundamental and advanced culinary techniques, including knife skills, cooking methods, and food preparation procedures. 2. 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. 3. 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. 4. This course gives an insight into the basic processes used in cooking with egg, meat and fish cookery. 5. Provide training in interpersonal skills and customer service techniques to enhance the overall dining experience and build positive relationships with guests 								
CO1	Understanding the basics of Stocks, Soups & Sauces, and their types.								
CO2	Applying knowledge for various dish preparations								
CO3	Remembering about fuels and Cooking Methods								
CO4	Understanding of fundamental concepts related to various salads and sandwiches.								
CO5	Analyzing about food contamination and control measures.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Stock <ul style="list-style-type: none"> • Definition & Composition • Rules of stock making • Types of Stocks • Recipes of 1 liter of various stocks (White, brown, fish and vegetable) • Uses of stocks • Reduction & Glazes Soup • Aim/principles of soup making • Classification of soups with examples • Classical accompaniments and garnishes Consommé with 10 garnishes	9	Students will acquire insight about Kitchen Ingredients.	2,3					
II	<ul style="list-style-type: none"> • Sauces • Imp of Sauces in food preparation • Classification of Sauces (Kitchen & Proprietary)-Mother, butter, dessert, proprietary, Traditional accompanying sauces • Thickening agents • Mother sauces-recipes and derivatives • Precautions & rectification, • Other Sauces-Pan gravies, Jus-lie, Jus-Roti etc. 	8	Students will interpret knowledge Students will acquire knowledge on different Kitchen outlets.	3,4					

III	<p>Egg Cookery</p> <ul style="list-style-type: none"> • Composition and structure of egg • Selection criteria for egg • Various ways of cooking egg Uses of egg in cookery <p>Food Commodities</p> <ul style="list-style-type: none"> • Cereals & Pulses - Classification and varieties, Catering uses • Fats and Oil –Types, varieties, catering uses, hydrogenation and rendering of fat • Sweeteners - Types, stages in sugar cooking, catering uses • Dairy products: Milk, Cream, Cheese, Curd-types and uses • Spices, Herbs, Condiments & Seasonings -used in Western & Indian Cooking, examples and uses • Effect of heat on Carbohydrates, Sugar, Protein, Color pigment, vitamins and minerals pertaining to above mentioned • Commodities method with examples. 	8	Students gain knowledge Indenting, Portioning, Receiving Area and Quality control	2,3,4
IV	<p>Salads & Salad Dressings</p> <ul style="list-style-type: none"> • Parts of salad with ingredients used • Types of Salads - Green, Vegetable, Cooked, main course, Fruit, Gelatin based salad • Principles of salad making • Guidelines for making salads • Salad dressings – Types • International Classical Salads – composition and country of origin • Sandwiches • Parts of sandwiches • Types of sandwiches – Cold and Hot sandwiches • Precautions to take while preparing and storing sandwiches 	9	Students will acquire knowledge on food plating and presentation based on Hotel Industry	3,4
V	<p>Food Contamination and control measures</p> <ul style="list-style-type: none"> • Food Contamination -Types, reasons & precaution • Introduction to HACCP- meaning, importance, Principles • Kitchen Stewarding • Importance of kitchen stewarding • Hierarchy & staffing in kitchen stewarding department • Equipment found in kitchen stewarding department 	8	Students will hone the skills and innovate and create new dishes	2,3
Practical	<ul style="list-style-type: none"> • Demonstration of Stock, Soup and Sauces. • Egg Cookery (Excluding Breakfast Preparations) • Continental breakfast menu • Basic Continental menus consisting of Appetizer/soup, Meat preparation with starch & veg. accompaniments & Dessert with plate presentation and appropriate 	30	<ul style="list-style-type: none"> • Students will gain knowledge on classic French cuisine which includes method of preparation and plating techniques. • Students will acquire knowledge on food 	1,2,3,4

	portion sizes		safety and personal Hygiene during the course of practical. <ul style="list-style-type: none"> • Students will hone the skills and innovate and prepare basic dishes with standard recipes • Students gain knowledge in handling different kitchen equipment. 	
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TEXT BOOKS:

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>

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

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

SEMESTER – II									
Course Title	Catering Operation								
Course Code	23BHMC122R	Total Credits: 3 Total Hours: 60	L 1	T 0	P 4	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of first year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. This course aims to provide intrinsic knowledge of Food and Beverage menus with purpose and necessity in various types of meals. 2. It enables students to apply the knowledge and skills required to advise and serve customers in food service outlets 3. Analyse the food service operations of in room dining. 								
CO1	Remembering different types of meals such as breakfast, brunch, hi-tea								
CO2	Understanding of types of KOT's, BOT's, Billing methods and feedback mechanism.								
CO3	Understand to learn about the classification of non- alcoholic beverages.								
CO4	Applying knowledge about tobacco and its products								
CO5	Apply insights from industry trends to innovate and adapt room service and catering operations.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Types of Meals <ul style="list-style-type: none"> • Breakfast- Introduction, Types, Service Methods • Elevens and Brunch • Full afternoon tea and Hi-Tea • Lunch/Dinner • Supper snacks / round the clock meals 	8	Comprehend the basic of Meals and Menu Planning.	1,2					
II	Menu knowledge <ul style="list-style-type: none"> • Introduction • Types–Ala Carte & Table d'hôte • Menu Planning, considerations, and constraints • Classical French Menu • Classical Foods & its accompaniments with cover • Definition of Menus - Children, Diet, Working Lunch, Banquet, Take Away, Cyclic, Combination, Poolside, Trendy snacks /Fast Foods. 	6	Develop the knowledge of extensive seventeen course French classical menu.	2,4					
III	Tobacco <ul style="list-style-type: none"> • Introduction, types • Cigar–Parts, manufacturing, sizes, strengths, brands, service procedure • Cigarette–Manufacturing, brands, service procedure Non-Alcoholic Beverages <ul style="list-style-type: none"> • Classification • Hot Beverages – Types, service, latest trends • Cold Beverages - Types, service, latest trends 	10	Understand the of different types of food service	3,4					

IV	Billing methods & Control methods <ul style="list-style-type: none"> • Importance of control • Billing methods–triplicate system, KOT & BOT • Types of KOT , Flowchart of KOT • List of Software used in billing methods – Micros, IDS, Fidelio, Opera Importance of control 	6	Develop extensive knowledge on Sales and the control system	1,2,3
V	Room Service/In room dining service <ul style="list-style-type: none"> • Introduction, General Principles • Cycle of Service, Scheduling and Staffing • Forms and Formats • Order Taking, Suggestive Selling, Breakfast Cards • Time management-lead time from order taking to clearance • IRD Layouts and special equipment, Mini bar 	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

TEXT BOOKS:

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>

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

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 Title	Room Division Operation										
Course Code	23BHMC123R	Total Credits: 4			L	T	P	S	R	O/F	C
		Total Hours: 72			2	0	4	0	0	0	4
Pre-requisite	Nil		Co-requisite			Nil					
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of first year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 1. The students will comprehend about guest cycle, filling up of front office forms and formats. 2. Welcoming the guest, telephone handling, and assigning guest rooms. 3. Procedures of message and mail handling along with paging. 										
CO1	To understand about guest cycle, filling up of front office forms and formats.										
CO2	To remember various procedures carried out at front desk like room change procedure.										
CO3	Applying techniques about Handling Guest Complaints										
CO4	To analyse various procedures of message and mail handling along with paging carried out at the Hospitality Desk.										
CO5	To evaluate Message and Mail Handling procedure.										
Unit No.	Content	Contact Hour	Learning Outcome	KL							
I	Layout of the Front Office Department <ul style="list-style-type: none"> • Functions performed by Front Office Department • Different sections of front office and their importance • Ancillary areas of Front Office 	9	Understand care and cleaning procedures for different surfaces	1,2							
II	Pre-Arrival Procedures <ul style="list-style-type: none"> • Pre arrival activities (Preparing an arrival list, notification) • Pre arrival procedure for VIPs • Pre arrival procedure for groups (Special arrangements, meal coupons) • Arrival Procedures 	8	Demonstrate step by step action plan for cleaning procedures of public areas	2,4							
III	Check In Procedure <ul style="list-style-type: none"> • Guest Check In • Group Check In, Express Check In • Types of Room Rates 	8	Knowledge on effective pest control	3,4							
IV	Cleaning Routine of Guest Rooms <ul style="list-style-type: none"> • Daily cleaning of Occupied, Departure, Vacant, Under Repair and VIP rooms • Evening service and Second service procedures. • Spring Cleaning procedures and its importance Cleaning Routine of Public Areas <ul style="list-style-type: none"> • Public areas to be maintained Daily, weekly and spring-cleaning • procedures for various Public areas such as Lobby / Lounge, Restaurants, Bar, Banquet Halls, Elevators, Staircase, Guest corridors, Restrooms and Leisure • Areas (spa, swimming pool, shopping arcades)Importance of control 	9	Study the hierarchy in front office and their roles in the industry	1,2,3							
V	Control Desk <ul style="list-style-type: none"> • Introduction and functions of the Control 	8	Understand the infrastructure of the	2,3							

	<p>Desk</p> <ul style="list-style-type: none"> Records maintained at the control desk (Key control register, maintenance register, lost and found, logbook, indent books, gate pass) Lost and Found (Classification of Lost and Found articles - valuable, non-valuable and perishable Procedure for Guest and Hotel articles) 		<p>hotel (layout), its functions and its importance</p>	
Practical	<ol style="list-style-type: none"> Use of PMS and suggested tasks to be carried out: <ul style="list-style-type: none"> Various function keys Pre-register a guest <p>Creating and updating guest profiles</p> Preparing Records, lists, books, and forms such as: <ul style="list-style-type: none"> Arrival register Arrival list No show/cancellation report VIP List Fruits & Flowers requisition Left luggage register Bell boy movement control sheet Scanty Baggage Register <ul style="list-style-type: none"> Arrival & Departure errand cards Expected arrival /departure list Telephone handling skills at the reception and taking reservations. Spring cleaning of public areas Servicing a guest room and bathroom with chambermaid's trolley (checkout/occupied and vacant room) <p>Bed making (Daybed, turn down service)</p>	30	<p>Discuss various tasks of desk control.</p> <p>Demonstrate step by step action plan for cleaning procedures of public areas</p> <p>Discuss various activities in housekeeping department such as key control</p> <p>Comprehend the origin and growth of hospitality industry, travel and tourism and hotel industry</p> <p>Interpret the commitment and obligation of some FO employees, departments and its functional areas</p>	1,2,3,4

TEXT BOOKS:

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

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

https://www.academia.edu/26686533/INTRODUCTION_TO_HOTEL_ROOMS_DIVISION

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

CO PO Mapping		
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											
Course Title	Proficiency in French										
Course Code	23BHMC124R	Total Credits: 1			L	T	P	S	R	O/F	C
		Total Hours: 48			0	0	0	4	0	0	1
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of first year of the Programme										
Course Objectives	1. To impart the basic knowledge of French language. 2. To familiarize the students with the basics of Hospitality French terms. 3. To identify the significance of foreign language in Hospitality Industry.										
CO1	To understand the basics of French language										
CO2	To remember and know the pronunciation of French alphabets and numbers.										
CO3	Apply the vocabulary for proper formation of sentences.										
CO4	Learn to apply about interrogative and negative sentences for proper communication.										
CO5	Evaluating respectful communication skills related to Hospitality industry.										
Unit No.	Content	Contact Hour	Learning Outcome					KL			
I	Introduction to verbs and conjugation	10	Understand the importance of French language in learning.					1,2			
II	Very short passages and recipes in French.	9	Develop some basic reading and writing skills necessary to function well in French-speaking					2,3			
III	Short role plays and conversation between partners in each setting	10	Identify basic pronunciation features in French					2,3,4			
IV	Reading out numbers and giving dates, times and numbers in conversation and being able to understand as others provide the information.	9	Identify and discuss themes in the readings in oral and written form.					3,4			
V	Read out very short passages/recipes and be able to answer brief and simple questions from them.	10	Understand the themes in the readings					1,2,3			

TEXT BOOKS:

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/>

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

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											
Course Title	Tourism Products										
Course Code	23BHMC125R	Total Credits: 2			L	T	P	S	R	O/F	C
		Total Hours: 24			2	0	0	0	0	0	2
Pre-requisite	Nil		Co-requisite			Nil					
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of first year of the Programme										
Course Objectives	1. Ability to understand Tourism Products. 2. Ability to understand Destination Analysis. 3. Understand the importance of innovation and creativity in product development. 4. Ability to understand and analyse the impact of socio-cultural, economic, and environmental factors on tourism products. 5. Understand the role of service quality, hospitality, and customer relations in tourism.										
CO1	To understand the nature of tourism products.										
CO2	Analyse the process of developing tourism products from conception to implementation.										
CO3	Apply theoretical knowledge to practical scenarios through projects and simulations.										
CO4	Evaluate the factors influencing the success of a business tourism product.										
CO5	Evaluate the impact of tourism on local cultures and environments.										
Unit No.	Content	Contact Hour	Learning Outcome					KL			
I	Tourism Product: Definition, nature, and characteristics of tourism products and classification of tourism products, the role of UNESCO and ASI in developing and conserving Tourism Products.	6	Understand the concepts and typology and elements of tourism.					1,2			
II	Heritage: Meaning and concept, Architectural heritage of India, Archaeological sites, Forts & Palaces.	5	Understand the role and significance of transportation in tourism					2,3			
III	Arts (Tangible forms): Paintings, Sculptures, Museums, Art Galleries, Performing Arts, etc.	4	Understand and appreciate the difference between travel agency and tour operator, functions of a travel agency.					3,4			
IV	Natural tourist resources: - Rivers and possibilities of tourism, Mountains as tourism products, Deserts as tourism products, Coastal and island products, Wildlife Sanctuaries, and National Parks in India	4	Understand the Geography of tourism					1,2,3			
V	Health & Business Tourism Products: Health & Wellness Tourism, Medical tourism, MICE Tourism, Rituals & Spiritual tourism products.	5	Understand and learn the different organization that helps tourism business					1,2,3,4			

TEXT BOOKS:

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/>

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

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

SEMESTER – II									
Course Title	Event Planning and Public Relations								
Course Code	23BHMC126R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 24	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of first year of the Programme								
Course Objectives	1. To provide students with a comprehensive understanding of the fundamentals of event management. 2. To develop essential skills required for planning, organizing, and developing successful events. 3. To explore the key principles of PR Activities.								
CO1	To understand the core concepts and principles of event management.								
CO2	Understand the concept of PR activities								
CO3	Applying the tools of PR activities.								
CO4	Analysing strategic knowledge about the PR associations.								
CO5	Evaluate the ability to plan and evaluate various types of events.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction- Definitions of public relations and its uses in Event management.	6	Explain the role of the public relations professional in the corporate environment				1,2		
II	Tools of PR in events - Using Channels to Their Best Ability, Making the Event Stand Out, Creating Buzz About the Event	5	Understand the primary terms, key concepts, history and organization of advertising and public relations professions.				2,3		
III	Advantages of maintaining a good PR- Difference between PR and Publicity	4	Develop a basic communications plan				3,4		
IV	Elements of a Strategic PR Campaign	4	Understand basic elements of communication theory, including theories on mass media, digitization and information				1,2,3		
V	PR Associations	5	Understand the role of communication in business and enterprise success.				1,2,3,4		

TEXT BOOKS:

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>

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

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 Title	Bakery & Confectionery								
Course Code	23BHMC2101R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 60	1	0	4	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. Ability to understand about Fundamental Baking Techniques 2. Ability to study the different types of Confectionery Skills and their functions. 3. Ability to develop artistic skills in cake decoration, including icing, piping, and fondant work. 4. Ability to learn about the understanding and implementing proper food safety and hygiene practices in a bakery setting								
CO1	Learn to understand the basics of bakery and confectionery.								
CO2	Understanding the Characteristics & Functions of Ingredients used in bakery.								
CO3	Understanding the Characteristics & Functions of Ingredients used in bakery.								
CO4	Apply bakery skills- Meringues, Chocolate decorations, Sugar work, Icings and toppings, Pastries & Recipe balancing								
CO5	To evaluate professional skills and techniques required for Cake Making.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to Bakery & Confectionery <ul style="list-style-type: none"> Definition Principles of Baking Bakery Equipment (Small, Large, Tools etc.) Formulas & Measurements Physical & Chemical changes during baking 	9	Familiarizing the students with different equipment and ingredients used in bakery unit and their functions.				1,2		
II	Characteristics & Functions of Ingredients used in Making of Bread, Cake and Flour Pastry <ul style="list-style-type: none"> Flour Shortening agents Sweetening agents Raising agents Dairy products Eggs Sundry materials - Setting Agents, Chocolate, Cocoa Powder, Fruits & Nuts, Salt Spices Flavourings, Extracts, Emulsions & Alcohol 	7	The students will be able to identify various bakery and confectionery products				2,3,4		
III	Yeast Doughs (Fermented Goods) <ul style="list-style-type: none"> Types – (Rich / Lean) Stages / Steps in Bread Making Methods of Bread Making (No time Dough, Straight Dough, Ferment & Dough, Sponge and Dough, Salt Delayed, Continuous Bread making process and Chorleywood Bread making process) Bread Disease Bread Improvers 	8	The learners will develop fundamental baking techniques.				2,3		
IV	Cake Making <ul style="list-style-type: none"> Factors to be considered while cake making- (Combining ingredients, 	8	Work effectively as a member of a team and				2,3,4		

	<p>Forming of air cells and Developing texture)</p> <ul style="list-style-type: none"> • Method of Cake Making (Sugar batter, Flour batter, Foaming, Boiled, All in one, Blending) • Scaling, Panning, Baking and Cooling • Faults & Remedies <p>Icings</p> <ul style="list-style-type: none"> • Introduction to Icings • Definition & Uses • Classification (Flat & Fluffy) <p>Ingredients used in preparation of Icings</p>		learn entrepreneurial skills for self-reliance	
V	<p>Flour Pastries</p> <ul style="list-style-type: none"> • Introduction & Classification with examples • Recipes, Methods of Preparation, (Short Crust, Choux, Hot Water Crust, Flaky, Puff, Danish) • Do's and Don'ts while preparing Pastry <p>Cookies</p> <ul style="list-style-type: none"> • Definition & Introduction • Characteristics and their Causes • Mixing Methods • Types of Cookies (Piped / Bagged, Dropped, Rolled, Moulded / Stamped, Ice box / Refrigerator, Bar, Sheet and Stencil) • Panning, Baking & Cooling <p>Cookie Improvers</p>	10	To analyse the role of various ingredients used in bread making and effect of processing conditions	2,3,4
Practical	<p>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)</p> <p>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)</p> <p>Icings and Decorations techniques (Glace Icing, Feather Icing, Butter Cream, Gouache, Truffle, Royal Icing, Marzipan, Sugar Paste, Patellae, Meringue, American Frosting, Fresh Cream)</p> <p>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)</p> <p>Cookies (Butter Buttons, Melting Moments, Checkerboard, Shrewsbury, Ginger Cookies,</p>	18	<p>To impart basic knowledge of scope of bakery and confectionary, terminology used, and organization chart of bakery.</p> <p>To familiarize the students with different types of flours, their composition, and functional properties.</p> <p>To analyse the role of various ingredients used in bread making and effect of processing conditions.</p> <p>To understand the working of various types of ovens, methods of making and characteristics of a good bread.</p>	1,2,3,4

Macaroons, Choco Chips, Biscotti, Pinwheel, Nan Khatai, Jeera Cookies, Brownie)			
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TEXT BOOKS:

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

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

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

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

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 Title	Bar Operation										
Course Code	23BHMC2102R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 48			2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of Second year of the Programme										
Course Objectives	1. Ability to understand of various alcoholic and non-alcoholic beverages 2. Ability to techniques for handling customer inquiries, complaints, and creating a positive atmosphere. 3. Ability to understand Bar Operations and Workflow alcoholic and non-alcoholic beverages. 4. Learn about different wine producing countries. 5. Learn the Technology in Bar Operations										
CO1	Understand the different layouts of Bar and their considerations.										
CO2	Remembering the Bar control procedures & concerned statutory requirements.										
CO3	Analyse the classification of wines.										
CO4	Apply the knowledge about the services of different types of alcoholic and non-alcoholic beverages.										
CO5	Evaluate proficiency in mixing and preparing a wide range of cocktails, including classic and contemporary recipes, using proper techniques and measurements										
Unit No.	Content	Contact Hour	Learning Outcome	KL							
I	Alcoholic Beverages <ul style="list-style-type: none"> Definition Classification of Alcoholic Beverages Fermented beverages – Definition and Examples Bar <ul style="list-style-type: none"> Types of Bar Bar Equipment (Light equipment and Heavy equipment)	6	To introduce the students to the basic of Alcoholic Beverages and Dispense Bar	1,2							
II	Beer <ul style="list-style-type: none"> Introduction and Definition Raw materials & Manufacturing process Types of Ales and Lagers Freshly brewed Beer and Flavoured Beer Faults in Beer- Common faults and reasons (Sour, Cloudy, Flat and Foreign bodies) Other Fermented and Brewed beverages (Sake, Cider, Perry) Brands Domestic & International	6	To make them aware of different types of Beer.	2,3							
III	Wines <ul style="list-style-type: none"> Introduction and Definition Classification of wines Types of wines Factors influencing the character of wine Viticulture and viticulture methods 	6	To teach the students about Wines.	2,3,4							
IV	Wine producing Countries	6	To teach the students about Spirits.	1,2,3							

	<ul style="list-style-type: none"> France – Regions with Wine examples Champagne – Regions, Manufacture process (Traditional, Cuvee close / Charmat, Transfer, Impregnation/Carbonation), Brands Italy – Regions with Wine examples Fortified wine: Masala, Types and Brands Sherry – Manufacture process, Types and Brands Port – Manufacture process, Types, Brands Madeira – Manufacture process, Types, Brands <p>International and national Wine examples</p>			
V	<p>Aperitifs</p> <ul style="list-style-type: none"> Definition Types of Aperitifs Wine based Aperitifs <ul style="list-style-type: none"> a. Vermouth Styles and Brands b. Chambéry, Chambéryzette, Punt-e-mes, Carpano c. Dubonnet, Lillet, St.Raphael, Byrrh and Cap Corse <p>Spirit based Aperitifs and Bitters – Amer Picon, Fernet Branca, Pernod, Campari, Angostura, Ouzo and Underberg Do's and Don'ts while preparing Pastry</p>	6	To equip the students about the basic knowledge about Aperitifs & Liqueurs	3,4
Practical	<p>Organization of a wine bar, Types of Glasses used in the bar, Beer Service – Service Temperature, Equipment, Procedure, Brands, Wine equipment, Reading of a wine label (Wine labels from France, Italy and Germany). White wine & Rose wine service - Service temperature, Equipment, Procedure and brands Cakes</p> <p>Red wine service- Service temperature, Equipment, Procedure, Decanting process and Brands</p> <p>Champagne / Sparkling Wines service- Service temperature, Equipment, Procedure and Brands</p> <ul style="list-style-type: none"> Champagne Bottle sizes with their respective names <p>Champagne Dosage terms Flour Pastry Products and its variations</p> <p>Fortified wine service - Service Temperature, Equipment, Procedure, Brands</p> <ul style="list-style-type: none"> Sherry Port <p>Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)</p> <p>Preparation of</p> <ul style="list-style-type: none"> Beer list Wine list 	8	<p>To introduce the students to the basic of Alcoholic Beverages and Dispense Bar.</p> <p>To teach the students about Wines service.</p> <p>To make them aware of different types of Beer service.</p> <p>To match the food with wine.</p> <p>To equip the students about the basic knowledge about Aperitifs & Liqueurs.</p>	1,2,3,4

TEXT BOOKS:

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

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

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

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

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 Title	Front Office Operation								
Course Code	23BHMC2103R	Total Credits: 3 Total Hours: 48	L 2	T 0	P 2	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. Ability to understand the role and importance of the front office in the overall operation of a hotel. 2. Ability to study Guest Services and Communication 3. Ability to develop skills in Front Office Accounting 4. Ability to learn about cash handling and billing								
CO1	Understand to learn various Checkout procedures in Front Office								
CO2	Apply the knowledge of cash and credit handling through front office cashiering.								
CO3	Analyse various types of room rates and methods used to establish room rate.								
CO4	Applying the Calculations of various statistical data using Formulae in front office								
CO5	Evaluating strong customer service skills is crucial in the front office role.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Checkout <ul style="list-style-type: none"> Departure notification Departure procedure in Fully automated system Group Checkouts Express check outs Early and Late check outs and charges Post departure Courtesy Services	6	FO accounting and its functions, different kinds of vouchers, various folios, ledgers, types of accounts and FO accounting cycle				1,2		
II	Methods of Payment <ul style="list-style-type: none"> Settlement of Bills Cash Settlement- Indian & Foreign currency Travellers' cheque, Personal cheque, Demand draft, Debit card Foreign currency exchange procedure and encashment certificate Credit Settlement- Credit card, Travel Agent voucher, Bill to Company letter Other methods of payment- NEFT/RTGS, charge voucher	6	Fourth stage of guest cycle, departure procedures, modes of bill settlement, potential				2,3		
III	Front office Accounting <ul style="list-style-type: none"> Accounting fundamentals (Types of accounts, folios, vouchers) City Ledger Front office Accounting cycle-Creation, maintenance and settlement of accounts Credit control measures-Pre-Authorization, Advance Payments, Floor Limit, House Limit	6	Check out problems and its solutions Process of night audits, duties and responsibilities and its purpose				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	Front Office Computer Operation <ul style="list-style-type: none"> • Basic of computers • P.M.S, G.D.S, C.R.S • Front office software application • Reservation Management software • Room Management Software • Guest Accounting Management Software General Management Software 	6	Handle various guest situations (Complaints, concerns, guest request, special occasions etc.	3,4
Practical	<p>Role-play on Checkouts using various methods of Payments- FIT (Indian & Foreign Nationality guests)</p> <p>Role-play on Checkout Procedure for bookings done through Corporate Travel Agents and Groups.</p> <p>Format of Departure Register, Departure Intimation, Departure List, Departure Errand Card.</p> <p>Preparation of guest folio, Filling up, accounting and totaling (final) guest folio in semi-automated accounting system</p> <p>Preparation of various vouchers-V.P.O., Miscellaneous voucher, Allowance vouchers, Travel Agent voucher, Cash receipt voucher etc.</p>	8	<p>Perceiving the front office accounting system followed in the hotel</p> <p>Be acquainted with the procedures adopted during check out</p> <p>Initiating the night auditing process</p> <p>Ensure guest safety measures in the hotel</p> <p>Acquire knowledge in guest relations</p>	1,2,3,4

TEXT BOOKS:

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://setupmyhotel.com/hotel-staff-training/front-office-training/front-office-department-introduction-operations-and-functions/>

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

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

SEMESTER – III									
Course Title	Accommodation Operation								
Course Code	23BHMC2104R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 48	2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. Ability to understand the role and importance of the front office in the overall operation of a hotel. 2. Ability to study Guest Services and Communication 3. Ability to develop skills in Front Office Accounting 4. Ability to learn about cash handling and billing								
CO1	Understand the importance of supervision and Checklist for inspection								
CO2	Remember the concept Contract Cleaning and its use in Housekeeping Operation.								
CO3	Apply the knowledge of laundry operation in Housekeeping								
CO4	Evaluating the concept of Managing Housekeeping Personnel								
CO5	Understanding the basics of horticulture								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Housekeeping Supervision <ul style="list-style-type: none"> • Role of Supervisor • Specific Functions of Supervisors - Guestroom inspection, Inspection of VIP rooms, Linen Inventory • Checklist for inspection • Dirty dozen and Quick six inspection Contract Cleaning <ul style="list-style-type: none"> • Definition & Concept • Jobs given on contract by Housekeeping • Advantages & Disadvantages • Pricing a contract 	6	Enumerate areas of coordination between Linen & Laundry.					1,2	
II	Laundry Operations <ul style="list-style-type: none"> • Types of Laundries- OPL, Commercial • Layout of a typical laundry • Laundry equipment& uses (Commercial Laundry Equipment- calendaring machine, Hydro extractors, Washing machine, Steam press, Suzie, Flat press etc.) • Laundry Process • Stain Removal • Dry-cleaning • Flow Chart of Handling Guest Laundry-Laundry list and Valet Service 	6	Will possess knowledge of various linen used in hotels, effective handling of linen par stock and possess purchase techniques of linen					2,3	

III	Linen Room <ul style="list-style-type: none"> • Layout of Linen Room • Classification & Selection of Linen • Classification of Bed, Bath, & Restaurant Linen • Sizes of Linen • Storage facilities and conditions • Par stock, Factors affecting par stock • Linen Control – Linen Inventory & Control • Discard management • Storage of uniforms • Issue and exchange of uniforms 	6	Will be able to effectively reuse discarded linen.	2,3,4
IV	Managing Housekeeping Personnel <ul style="list-style-type: none"> • Recruiting, Selecting, Hiring, Orientation and Training • Motivating Employees • Performance Appraisal • Teamwork, Leadership Employee welfare, Discipline 	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	Horticulture <ul style="list-style-type: none"> • Essential components of Horticulture • Landscaping • Indoor Plants Bonsai in the Hotel properties	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

TEXT BOOKS:

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

REFERENCE BOOKS:

1. Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
2. Housekeeping and Front Office – Jones

OTHER LEARNING RESOURCES:

https://hmhub.in/3rd4th-sem-accommodation-operations-theory/#google_vignette

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

CO PO Mapping		
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									
Course Title	Principles of Management								
Course Code	23BHMC2105R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. Understanding Management Functions 2. Students will learn about the decision-making process in management, including problem-solving techniques and tools. 3. Understanding the role of innovation and entrepreneurship in driving organizational success.								
CO1	Understanding and learning the importance of leadership, its styles, and patterns.								
CO2	Remembering the concept of Human skills.								
CO3	Applying the managerial skills, the nature of their work, leadership, entrepreneurship, strategy, meaning and characteristics, and scope of management								
CO4	Analysing the knowledge of Organizational Conflict.								
CO5	Understanding case studies, projects, and simulations.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
1	Evolution of Management Thought: <ul style="list-style-type: none"> Scientific Management Classical Organization Theory School Management Science School Behavioural School Systems Approach and Contingency Approach. Concept of Management: <ul style="list-style-type: none"> Definition, Need, Concept and Nature of Management Skills & Management Levels Managing in Present Competitive Environment.	6	Demonstrate understanding of the role of managers in an organization	1,2					
2	Process of Management: <ul style="list-style-type: none"> Planning Organizing- departmentalization, Line and Staff relationship Directing Coordinating & Controlling Decision Making Authority and Responsibility	6	Summarize the elementary concepts, principles and theories of management	2,3					
3	Elements of Human Behaviour at Work: <ul style="list-style-type: none"> Definition, Concept, Need, Importance and Foundations of Organizational Behaviour Personality, Perceptual Processes Management and Behavioural applications of Personality, and Perception	8	Examine the managerial functions having an impact on the organizational effectiveness						

4	Psychological Variables and Communication Technology: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Style and Functions of Leader, Transformational -Transactional, Charismatic-Visionary Leadership • Likert's Four Systems of Leadership and Managerial Grid. Organizational Conflict: <ul style="list-style-type: none"> • Concept and classification • Process and conflict resolution strategies Organizational Culture: Concept, Process and Implications of Organizational Culture	7	Develop ethical workplace practices	2,4

TEXT BOOKS:

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 & Wehrich Heinz – Essentials of management

OTHER LEARNING RESOURCES:

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

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

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 Title	Tourism Geography								
Course Code	23BHMC2106R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. Ability to understand the fundamental concepts and principles of tourism geography. 2. Ability to Tourist Behavior and Motivations 3. Ability to Exploring the principles of destination development and planning 4. Ability to learn geographical aspects of tourism								
CO1	Understand the concept Tourism Geography								
CO2	Remember to understand the components of tourism.								
CO3	To analyse, and contribute to the sustainable development of tourism destinations in a rapidly changing world.								
CO4	Analysing the factors influencing the development of tourism destinations, including physical landscapes, cultural heritage, economic resources, and government policies.								
CO5	Students will develop research and critical thinking skills through the analysis of case studies, fieldwork, and the evaluation of academic literature in tourism geography								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	BASICS OF GEOGRAPHY: Locate and differentiate elements of Earth’s Surface, Direction, Latitude & Longitude, and Scale, Maps (Cartography, Map projections & Symbols, Key / Legend) Physical Landscape, Landform and landscapes resulting from fluvial, coastal, glacial, arid and tectonic processes Climate, Elements causing climatic patterns, Classification Impact on tourism	6	Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.					1,2	
II	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	6	To understand the importance and scope of geography in tourism.					2,3	
III	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, International Airports with IATA code	8	Get awareness about the Political and Physical features of World Geography					3,4	

IV	Political Geography- India 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. Indian political geography, City and airport codes, Major tourist receiving cities of India (location and Importance).	9	Students will be able to acquire the knowledge about Physical and Political features of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.	1,2,3
V	Regional Geography. Geography of northeast India.	7	Students will be able to acquire the knowledge about Regional Geography and Geography of northeast India	2,4

TEXT BOOKS:

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>

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

CO PO Mapping		
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

SEMESTER – III											
Course Title	Destination Mapping										
Course Code	23BHMC2107R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of Second year of the Programme										
Course Objectives	<ol style="list-style-type: none"> To Understand the basic concepts of GIS and its application to destination mapping To Use GIS tools to interpret and visualize destination-related information Map cultural and natural resources within a destination 										
CO1	To understand the concepts of Logistics in Event planning.										
CO2	Apply the knowledge of design and delivery of an event.										
CO3	Evaluate the understanding of on-site event logistics planning.										
CO4	To understand about the event transportation logistics										
CO5	Evaluate the frame work for Tourism Recreation Master Plan										
Unit No.	Content			Contact Hour	Learning Outcome				KL		
I	Categorising Destinations: Coastal Tourism, Urban Tourism, Rural Tourism, Island Tourism, Spa Tourism and The Successful Destinations.			6	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.				1,2		
II	Tourist Attractions: Cultural Tourism, Religious Tourism, Shopping, Gastronomic, Other Attractions, Events, Sports, Dark Tourism			6	Interpret and evaluate tourism as a phenomenon and as a business system.				2,3		
III	Destination Management: Visitor Management, controlling the impacts of Tourism, meeting the cost of visitor management, operational approaches to visitor management, Technology and Visitor Management			8	Identify and assess relationships and networks relative to building tourism capacity.				3,4		
IV	Planning Tourist Resorts and Recreation Complexes: Integrated resorts, developers, principles of development, environmental integration, increasing value of resources, landscaping, and distribution of buildings and focus of interest, phasing projects. Case study analysis of Chowki Dhani/Amber Vatika in Jaipur			9	Apply relevant technology for the production and management of tourism experiences.				1,2,3		
V	Frame work for Tourism Recreation Master Plan: Aims in planning tourism/recreation development. Differences in planning for tourism and recreation, fundamental planning considerations, government structures and policies, processes, scales and levels of planning, environmental protection, conflicts of interests, time scales for implementation			7					2,3,4		

TEXT BOOKS:

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>

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

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 logistics								
Course Code	23BHMC2108R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. To provide students with a comprehensive understanding of the Event Logistics. 2. To develop essential skills required for designing and delivering event 3. To explore the key principles of event logistic planning								
CO1	To understand the concepts of Logistics in Event planning.								
CO2	Apply the techniques of on-site event logistics planning.								
CO3	Understanding about the event transportation logistics								
CO4	Evaluate the ability to plan, coordinate, and manage logistics for events of varying scales, from small corporate meetings to large-scale festivals or conferences.								
CO5	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	Learning Outcome				KL		
I	Introduction- introductions to event logistics, procedures and tools.	6	Development of a logistics plan/scheme for the event				1,2		
II	Event logistics planning- designing and delivering the event, client briefing form	6	Preparation of a time plan for the event while at the site				2,3		
III	Types of event logistics- on site event logistics, on site health and safety logistics	8	Development of the technical requirement of the event				3,4		
IV	Events transportation logistics	9	Arrangement of technical specifications and design solutions for conference services, taking into account the specific characteristics of the event site (equipment, design, food, staff, etc.)				1,2,3		
V	Hosting a virtual logistical challenge for event manager	7	Preparation of the transport scheme of the event, the organization of flights and transfers, etc.				2,3,4		

TEXT BOOKS:

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>

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

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 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

SEMESTER – III									
Course Title	Transportation Management								
Course Code	23BHMC2109R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of Second year of the Programme								
Course Objectives	1. Students will gain an understanding of the various modes of transportation (road, rail, air, sea) and their respective roles in the supply chain. 2. Students will learn about the integration of transportation within the broader context of logistics and supply chain management, 3. Students will understand the risks associated with transportation and the strategies to manage these risks, including security measures to protect goods in transit. 4. Understanding the operational aspects of transportation management, including fleet management, routing, scheduling, and load planning.								
CO1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.								
CO2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.								
CO3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.								
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.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Meaning, importance, and overview of surface transport industry Major Concerns in World Surface Transport System and Methods to overcome them. Impact of Surface Transport. History of rail & road transport	6	Critique tourism practices for their implications locally and globally.				1,2		
II	Important rail and road networks of the world. Understanding the importance of rail & road network in context to tourism	6	Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.				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.	8	Demonstrate commitment to ethical practices of tourism.				3,4		
IV	Road Transport Operations in India, Road Transport in India Rent-a-car & coach tours in India. Highway Tourism in India and its importance	9	Apply principles of sustainability to the practice of tourism in the local and global context.				1,2,3		
V	Water Transportation, Types of water Transportation, Water transportation in	5	Explain different water transportation in India and their impact in Tourism.				2,3,4		

	India, Important waterways in India. Scope of water Transportation in India,			
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TEXT BOOKS:

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>

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

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											
Course Title	Food Production (Industry Exposure)										
Course Code	23BHMC221R	Total Credits: 4 Total Hours: 704			L	T	P	S	R	O/F	C
		0	0	0	0	0	0	0	32	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 style="list-style-type: none"> 1. Introduce students to the workflow and organizational structure of food production facilities. 2. Enhance students' technical skills in food production techniques, including preparation, cooking, and presentation. 3. Familiarize students with the use of industrial kitchen equipment and tools. 4. Educate students on food safety and hygiene standards as per industry regulations. 										
CO1	Understanding a comprehensive understanding of the various stages involved in food production, including sourcing of raw materials, processing, packaging, and distribution.										
CO2	Remembering about the importance of food safety regulations and standards										
CO3	Apply to learn the skills and cooking methods of Food Production.										
CO4	Analyze recipe formulation, product development, flavor profiling, and innovation to meet consumer preferences and market demands.										
CO5	Understand to learn consumer preferences, market trends, branding strategies, and promotional tactics relevant to the food industry.										
Unit No.	Content	Contact Hour	Learning Outcome				KL				
I	<p>The student has to observe the following things during Industrial Exposure:</p> <ol style="list-style-type: none"> 1. Area & Layout of the Kitchen 2. Study of Standard Recipes 3. Indenting, Receiving & Storing 4. Preparing of batters, marinating and seasonings 5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.) 6. Daily procedure of handover from shift to shift 7. Recipes and methods of preparation of all sauces 8. Quantities of preparation, weekly preparations and time scheduling 9. Stock preparation and cooking time involved 10. Cutting of all garnishes 11. Temperatures and proper usage of all equipment 12. Plate presentations for all room service and a la cart orders 13. Cleaning and proper upkeep of hot range 14. Cleanliness and proper upkeep of the kitchen area and all equipment 15. Yield of fresh juice from sweet lime / oranges 16. Storage of different mise-en-place – (Raw, Semi-Processed) 17. Bulk preparations 18. Finishing of buffet dishes 	704	<p>Students will acquire knowledge on functions of cold kitchen.</p> <p>Students will able to develop culinary skills in the charcutier</p> <p>Students gain knowledge on preparing and presenting cold cuts</p> <p>Students will able to identify and use different cooking equipment in larder department</p>	1,2,3,4							

19. Recipes of at least 10 fast moving dishes 20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen 21. Réchauffé/ Leftover Cooking			
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES (PO)

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									
Course Title	Food & Beverage Service (Industry Exposure)								
Course Code	23BHMC222R	Total Credits: 4	L	T	P	S	R	O/F	C
		Total Hours:704	0	0	0	0	0	32	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	1. Enhance students' technical skills in serving food and beverages, including table setting, order taking, and service techniques. 2. Educate students on industry standards for food and beverage service, including proper etiquette, customer service, and presentation. 3. Provide insights into the operational aspects of food and beverage service, including point-of-sale systems, inventory management, and workflow organization.								
CO1	Understand industry standards, regulations, and best practices related to food safety, hygiene, and sanitation.								
CO2	Applying the practical skills in food and beverage service, including table setting, tray service, wine service, and cocktail preparation.								
CO3	Learn to analyze the principles of exceptional customer service, including communication skills, problem-solving, and handling customer complaints.								
CO4	Remembering the comprehensive knowledge about different types of menus, food items, beverages, and their ingredients, as well as the ability to recommend items to customers.								
CO5	Evaluate teamwork and collaboration skills essential for working in a fast-paced environment, including effective communication with kitchen staff and other team members.								

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

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									
Course Title	Front Office (Industry Exposure)								
Course Code	23BHMC223R	Total Credits: 4	L	T	P	S	R	O/F	C
		Total Hours: 704	0	0	0	0	0	32	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	1. Educate students on industry standards for front office operations, including guest service, communication, and professional etiquette. 2. Enable students to handle real-world challenges and develop problem-solving skills in front office settings. 3. Develop skills in managing guest inquiries, handling complaints, and ensuring guest satisfaction.								
CO1	Front office exposure courses aim to provide students with a broader understanding of the hospitality industry.								
CO2	Understanding front office operations in the hospitality industry, including hotel front desk operations, reservations, guest services and communication techniques.								
CO3	Remember to learn how to communicate professionally and efficiently with guests, colleagues, and other departments within the organization.								
CO4	Applying problem solving techniques and strategies to resolve issues promptly and efficiently.								
CO5	Analyzing the importance of team work, effective communication within a team, and how to coordinate with other departments to provide seamless guest experiences.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	The student has to observe the following things during Industrial Exposure: 1. Greeting, meeting & escorting the guest 2. Total capacity and tariffs of the rooms 3. Location and role of status board, different types of status's maintained 4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc. 5. Identification of kind, mode and type of reservation 6. Filing systems and follow-up on reservations 7. Types of plans and packages on offer 8. Forms and formats used in the department 9. Meaning of guaranteed, confirmed and waitlisted reservations 10. Reports taken out in the reservations department 11. Procedure of taking a	704	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 Basic FO formulas and closing invoice methods	3,4					

<p>reservation</p> <ol style="list-style-type: none"> 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, pre-preparation and procedures 25. Scanty baggage policy 26. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/allowances/ paid outs and all formats accompanying them 27. Requisitioning of operating supplies 28. Handling of special situations pertaining to guest grievance, requests etc. 29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc. 30. TRAVEL DESK: coordination, booking, transfers etc. 			
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RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES (PO)

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										
Course Title	Housekeeping (Industry Exposure)									
Course Code	23BHMC224R	Total Credits: 4		L	T	P	S	R	O/F	C
		Total Hours: 704		0	0	0	0	0	32	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	1. Introduce students to sustainable housekeeping practices, including eco-friendly cleaning methods and resource conservation. 2. Equip students with techniques for efficient time management and productivity in housekeeping tasks. 3. Develop skills in managing guest requests, handling complaints, and ensuring guest satisfaction.									
CO1	Demonstrate a comprehensive understanding of different modes of transportation and their roles in the supply chain, including their advantages, disadvantages, and appropriate applications.									
CO2	Identify and manage risks associated with transportation, including developing strategies for mitigating those risks and ensuring the security of goods in transit.									
CO3	Implement sustainable transportation practices to minimize environmental impact, reduce carbon footprints, and promote corporate social responsibility.									
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.									

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

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 – V									
Course Title	Cuisine of Bharat								
Course Code	23BHMC3101R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 60	1	0	4	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Understanding the distinct regional cuisines across Bharat, including North Indian, South Indian, East Indian, West Indian, and Central Indian cuisines. 2. Exploring the unique ingredients, flavours, and cooking styles that characterize each region. 3. Familiarization with a wide array of spices, herbs, and other key ingredients that form the foundation of Indian cuisine. 4. Understanding the role of staple ingredients like rice, lentils, and diverse grains in different regions. 5. Hands-on preparation of classic dishes, allowing participants to develop practical skills in the kitchen. 								
CO1	Gain an understanding of the diverse cultural influences that contribute to the rich tapestry of Indian cuisine.								
CO2	Appreciate the historical, religious, and regional factors shaping Indian culinary traditions.								
CO3	Acquire knowledge of essential Indian spices, herbs, and other key ingredients used in traditional dishes.								
CO4	Understand the significance of ingredient combinations in creating distinct flavours.								
CO5	Learn the art of creating textures and flavours through different methods of cooking.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Cuisines of Kashmir, Himachal & Uttarakhand <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions Cuisines of Punjab, Haryana & Delhi <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions 	9	Describe characteristics of Indian Cuisine and food commodities	1,2					
II	Cuisines of Rajasthan & Gujarat <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background 	5	Define basic Indian culinary terminology	2,3					

	<ul style="list-style-type: none"> • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions <p>Cuisines of Maharashtra & Goa</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions 			
III	<p>Cuisines of Andhra Pradesh & Kerala</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions <p>Cuisines of Awadh & Bengal</p> <ul style="list-style-type: none"> • Introduction, Geographical Perspectives • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods • Specialties during Festivals and Other Occasions 	8	Identify kitchen equipment and tools used in Indian cooking	1,2,3
IV	<p>Indian Sweets & Desserts</p> <ul style="list-style-type: none"> • Introduction • Brief Historical Background • Characteristics & Salient Features of Cuisine • Key Ingredients, Popular Foods, Seasonal Foods <p>Specialties during Festivals and Other Occasions</p>	8	Demonstrate ability to cook Indian food using appropriate cooking methods	3,4
V	<p>Food of India</p> <ul style="list-style-type: none"> • Jain Food • Parsi Food • Dum Style of Cooking <p>North Eastern Indian Foods</p>	5	Students will be able to gain knowledge about the history & Heritage of Indian Regional Cuisine	3,4
Practical	<p>3 course menu of Rajasthani Cuisine</p> <p>3 course menu of Goan Cuisine</p> <p>3 course menu of Awadhi Cuisine</p> <p>3 course menu of Gujarati Cuisine</p> <p>3 course menu of Maharashtra Cuisine</p> <p>3 Indian Sweets & Desserts</p>	25	Introduction to Indian cookery Spices used in Indian cookery Masalas - Concepts of masalas-	1,2,3

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

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>

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

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 Title	Food & Beverage Control								
Course Code	23BHMC3102R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 48	2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of third year of the Programme								
Course Objectives	1. To impart the basic knowledge of Cost 2. To familiarize the students with the food control system of Hospitality industry 3. To identify the significance of Overall control system with quality attainment								
CO1	To know the basics of Food cost in Hospitality industry Identify and implement customer service strategies.								
CO2	To understand the management of food cost and control system related to food and beverage Service and production, Job description of purchase manager.								
CO3	To learn about maintaining quality and store management.								
CO4	To learn about inventory management system.								
CO5	To learn about Production control, standard recipe.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Food cost control Introduction to cost control Define cost control Objectives and Advantage of cost control	6	On completion of this semester the student will get awareness of the following				1,2,3		
II	Food control cycle Purchasing Control Aims of Purchasing Policy Job Description of Purchase Manager/ Personnel Types of Food Purchase Quality Purchasing	6	Basic Cost Control with respect to the Hospitality Industry				2,3		
III	Receiving control Aims of Receiving Job Description of Receiving Clerk/ Personnel Equipment required for receiving	8	To provide knowledge about basic Material Management Functions, Responsibilities & controlling measures.				1,2,3		
IV	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	6	To be familiar with Inventory Management				3,4		
V	Production control Aims and Objectives Forecasting Fixing of Standards Definition of standards (Quality & Quantity) Standard Recipe (Definition, Objectives and various tests)	6	To understand the importance of Production Control & Yield Management				3,4		

	Standard Portion Size (Definition, Objectives and equipment used)			
Practical	<p>Food cost control Introduction to cost control Define cost control</p> <p>Food control cycle Purchasing Control Aims of Purchasing Policy Job Description of Purchase Manager/Personnel Types of Food Purchase Quality Purchasing</p> <p>Receiving control Aims of Receiving Job Description of Receiving Clerk/Personnel Equipment required for receiving</p> <p>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</p> <p>Production control Aims and Objectives Forecasting Fixing of Standards Definition of standards (Quality & Quantity) Standard Recipe (Definition, Objectives and various tests) Standard Portion Size (Definition, Objectives and equipment used)</p>	16	<p>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</p>	1,2,3,4

TEXT BOOKS:

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

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

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 – V									
Course Title	Advance Room Division								
Course Code	23BHMC3103R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 48	2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Explore the role of the front office in hospitality management. 2. Understand the front desk procedures, including check-in, check-out, and guest services. 3. Learn about reservation systems, room assignment, and handling guest inquiries. 4. Examine the importance of housekeeping in guest satisfaction and hotel reputation. 5. Study housekeeping procedures, inventory management, and cleaning standards. 								
CO1	Describe the structure and functions of the room division in a hotel.								
CO2	Identify and implement customer service strategies.								
CO3	Develop strategies for effective room inventory management.								
CO4	Understand housekeeping operations and its role in guest satisfaction.								
CO5	Apply best practices in housekeeping management for cleanliness and efficiency.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Night Auditing <ul style="list-style-type: none"> • Introduction to Night Auditing • Role of a Night Auditor • Night Auditing Process • Errors during Night Audit - Pickup errors, Transposition error, Out of balance • Credit Balance Management- Credit Monitoring, High balance Report, Charge Privileges 	6	Demonstrate step by step planning and organizing process for ensuring efficient, effective and economic operations of House-keeping department.				1,2,3		
II	Sales Techniques for Front Office Department <ul style="list-style-type: none"> • Introduction to Hotels Products • Various Sales techniques (Increasing occupancies, overbooking, increasing average room rates) • Suggestive selling, up selling, down selling, substitute selling, planning a sales call, discounts and discount fixation policy 	6	Understand and analyse housekeeping standards together with safety and security aspects				2,3		
III	Room Tariff <ul style="list-style-type: none"> • Factors affecting room tariff • Establishing the end of the day (Check-in / check-out basis, twenty four hour basis and night basis) • Room Tariff Fixation: • 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 	8	To understand different concepts in budgeting				1,2,3		

IV	Pest Control <ul style="list-style-type: none"> • Definition of Pest • Types of Pests-Insects and Rodents • Common Pests and their control. (Bed Bugs, Silverfish, Cockroaches, Termites, Mice & Rats) 	6	To understand the night Auditing and Room Tariff	3,4
V	Complaint Handling in Housekeeping department <ul style="list-style-type: none"> • Types of Guest Complaints • Dealing with Guest Complaints of Housekeeping department 	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

TEXT BOOKS:

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>

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

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

SEMESTER – V											
Course Title	Hotel Accounting										
Course Code	23BHMC3104R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil								
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of third year of the Programme										
Course Objectives	1. Understand the accounting principles and their application within hotel industry. 2. Analysing the recording of revenue from room sales, food and beverage operations and other hotel services. 3. Understand the various components of financial statements. 4. Apply the various expenses categories, including the labour costs, utilities, maintenance, and supplies. 5. Understand the role internal and external auditors in ensuring compliance and accuracy in financial reporting.										
CO1	Understand the fundamental principles of bookkeeping.										
CO2	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.										
CO3	Analyze the financial transactions through the preparation of journals, maintaining organized ledgers, and compiling accurate trial balances, ensuring effective bookkeeping practices.										
CO4	Analyzing the financial statements, including the income statement, balance sheet and cash flow statement										
CO5	Remember the hotel specific terminology and concepts.										
Unit No.	Content	Contact Hour	Learning Outcome				KL				
I	Book-Keeping <ul style="list-style-type: none"> Meaning, need and objects System of Book-keeping Basic Accounting Terms. 	7	Students will come with a detailed knowledge about uniform system of accounts in hotel industry				1,2,3				
II	Accounts <ul style="list-style-type: none"> Definition, classification Debit and credit Format of accounts Rules of Debit and Credit. 	5	Students about the preparation of Income statement and balance sheet in a hotel				1,2,3				
III	Books of Account <ul style="list-style-type: none"> Meaning Features and Preparation of Journal Ledger, Preparation of Trial Balance 	8	Students will aware of the importance of Internal Control				2,3				
IV	Cash Book <ul style="list-style-type: none"> Single, Double and Triple Column cash Book Petty Cash Book. 	8	Students will know about auditing in hotel industry				3,4				
V	Financial Statement <ul style="list-style-type: none"> Trading & profit & loss account Balance sheet. 	8					2,3,4				

TEXT BOOKS:

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>

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

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

SEMESTER – V									
Course Title	Airline Ticketing / GDS								
Course Code	23BHMC3105R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Understanding the overall airline industry and ticketing process. 2. Understand the different fare types, restrictions, and ticketing rules. 3. Analyse the regulation and industry standards according to international air transport association (IATA) 4. Apply the various fare constructions Techniques in the ticketing system 5. Remembering the various itineraries involves in the preparation of GDS system 								
CO1	Understanding the various flight reservation techniques and systems.								
CO2	Apply the various criteria such as dates, routes, and passengers' preferences to book airline tickets.								
CO3	Understanding the airline alliances, code shares and interlining agreements for efficient itinerary planning								
CO4	Analyzing the ticketing process including the baggage's allowances etc.								
CO5	Understanding the complete Global Distribution system.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Air transportation industry: <ul style="list-style-type: none"> • Bilateral Conventions, Warsaw convention • Freedom of Air, Carrier Codes • Policies: Practice And Rules (Procedure At Airport) 	7	Gain the knowledge of flying time calculation and structure of aviation industry at national and global level				1,2,3		
II	Baggage allowance: <ul style="list-style-type: none"> • Weight Concept, & Piece Concept • Check And Unchecked Baggage • Free Baggage Allowance, Lost And Found Baggage 	5	To acquire the skills of e-ticketing and fare calculation.				1,2,3		
III	Reservation, How to take reservation <ul style="list-style-type: none"> • Passport and visa (Travel Formalities). • Ticket and Fares • ABC Familiarization And Travel Information Manual (TIM) etc. 	8	To enhance the competencies of the students in travel documentation and formalities				2,3		
IV	Introduction to fare construction <ul style="list-style-type: none"> • 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				3,4		

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

1. Louis Grialloreto: Strategic Airline
2. Gwenda Syrratt: 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

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

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

SEMESTER – V									
Course Title	Event Safety & Risk Management								
Course Code	23BHMC3106R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Understanding of the event risk management 2. Analyse the safety measures to be taken in events 3. Understand the event safety measures to be taken 4. Analyse the various types of event risks 5. Apply the various event management norms 								
CO1	To understand the core concepts and principles of event safety management								
CO2	Analyse the ability to plan and evaluate event risk management.								
CO3	Understand the different types of event risks.								
CO4	Understand the tools of used in safety and risk management in an event.								
CO5	Analyse the emergency planning of an event								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Understanding the risk management <ul style="list-style-type: none"> • Meaning of risk management • 5 C's of risk management • Risk Management process • Safety procedures in event management 	7	Describe the nature of risk management, the risk factors typical to the event industry and the risk management process				1,2,3		
II	Types of Risk <ul style="list-style-type: none"> • Examples of risk • Risk management process • Risk Awareness • Risk linked with event operations 	5	Examine the theory, technique and processes for crowd management and crowd control planning				1,2,3		
III	Event Safety norms <ul style="list-style-type: none"> • Importance making a event safe • Event safety and security • Venue and site design • Sources of event risk 	8	Identify the nature and relevance of legal compliance, ethical issues, and security considerations for events				2,3		
IV	Risk policies <ul style="list-style-type: none"> • Risk management policies • Crowd safety • Transport and traffic management • Hazards • Medical emergencies 	8	Create a Risk Assessment plan for a planned event that reflects key tenants of the risk management process				3,4		
V	Emergency planning <ul style="list-style-type: none"> • Emergency checklist • Maintenance of equipment • Importance of emergency planning in events 	8	Develop and implement an effective emergency plan to ensure preparedness, mitigate risks, and enhance safety during emergencies.				2,3,4		

TEXT BOOKS:

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>

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

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 Title	Tourism Resources of India										
Course Code	23BHMC3107R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil		Co-requisite			Nil					
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> To understand the comprehensive study of the tourism resources Analyse the rich culture, historical, natural and heritage sites that attract millions of tourists. Remember the different types of tourism resources found in India Analyse the importance and impacts of tourism on Indian economy and society. Understand the various India's cultural resources highlighted performing arts, music, dance forms and festivals. 										
CO1	Understand the significance of India's tourism resources and how they contribute to the overall growth of the tourism industry										
CO2	Analyze the role of tourism in promoting sustainable development, job creation and preservation of cultural heritage.										
CO3	Remember the various ancient monuments and historical sites along with the religious and spiritual destinations.										
CO4	Understand the India's unique flora and fauna found and efforts made towards conservation of ecotourism										
CO5	Apply the various measures to solve the issues related to infrastructure, sustainability, promotions, and marketing strategies to attract international tourists										
Unit No.	Content	Contact Hour	Learning Outcome					KL			
I	Tourism product <ul style="list-style-type: none"> Definition, nature and characteristics of tourism products classification of tourism products role of UNESCO and ASI in developing and conserving Tourism Products 	7	Gain the knowledge and skills to identify cultural tourism products of India.					1,2,3			
II	Heritage <ul style="list-style-type: none"> Meaning and concept Architectural heritage of India Archaeological sites Forts & Palace 	5	Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.					2,3			
III	Arts (Tangible forms) Paintings Sculptures Museums Art Galleries	8	Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.					1,2,3			
IV	Performing Art, Fairs & Festivals, Dance, Rituals & Religion	8	They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.					2,3			
V	Natural tourist resources <ul style="list-style-type: none"> Rivers and possibilities of tourism Mountains as tourism products Deserts as tourism product Coastal and island products 	8	Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special					1,3,4			

<ul style="list-style-type: none"> • Wildlife Sanctuaries • National Parks in India 	reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, TajMahal etc.
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TEXT BOOKS:

1. Dixit, Manoj & Charu Sheela. (2007), Tourism Products, New Royal Book Co.
2. Gupta, I.C., Tourism Products of India. 17 | Page 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>

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

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											
Course Title	Cultural Events Management										
Course Code	23BHMC3108R	Total Credits: 3 Total Hours:36			L	T	P	S	R	O/F	C
		3	0	0	0	0	0	0	3		
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 1. Understanding on the cultural event management. 2. Remember the types of the cultural events. 3. Understand the various cultural events. 4. Analyse the impacts of cultural events on the economic growth of an area. 5. Remember the rules and guidelines to be followed in cultural event. 										
CO1	Understand the core concepts and principles of various cultural events										
CO2	Understand the various types of cultural events.										
CO3	Understand the impacts of the cultural events on the overall growth of the area.										
CO4	Remember the rules and guidelines of events.										
CO5	Remember the various cultural events of different parts of the world.										
Unit No.	Content	Contact Hour	Learning Outcome					KL			
I	Cultural Events <ul style="list-style-type: none"> • Introduction and definitions of cultural events • Types of cultural Events • Cultural festivals and live music events practices • Aim of Cultural Events • Concepts cultural Events 	7	Work collaboratively in teams to identify problems and design appropriate responses to cultural and events management challenges across different national contexts					1,2,3			
II	Planning a cultural Event <ul style="list-style-type: none"> • Budgeting of the event • Scope of an cultural event • Venue selection • Team Management • Promotion and marketing 	5	Apply critical thinking approaches to current challenges in sustainable management of cultural and events products, and design appropriate solutions.					2,3			
III	Impacts on the Society <ul style="list-style-type: none"> • Impacts of festivals on the cultural events • Economic impacts on the community • Cultural events and its impact on the economic growth of an area. 	8	Critically analyse and evaluate case studies of cultural and events product using relevant theories, models and frameworks					1,2,3			
IV	Guidelines for cultural events <ul style="list-style-type: none"> • Setting rules for a event • Licences • SOP and Code o conduct 	8	Communicate ideas in a range of academic and professional formats					2,3			
V	Cultural events from different parts of world <ul style="list-style-type: none"> • Prominent Fairs and festivals in India • Fests • Important cultural events over the world 	8	Gain an understanding of the diverse cultural practices, traditions, and values celebrated globally, fostering appreciation and respect for cultural differences.					1,3,4			

TEXT BOOKS:

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>

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

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

SEMESTER – V											
Course Title	Regional Tourism										
Course Code	23BHMC3109R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 1. Analyse the unique characteristics and attractions of the North-east region, identifying the SWOT. 2. Understand the cultural heritage of the region, sustainable practices, and their role in enhancing the tourism experiences. 3. Remember the regional tourism policies and governance structures, including the role of government and non-governmental organizing. 4. Apply the skills to develop the destination marketing, stakeholder’s engagements, tourism products development etc. 5. To understand the regional tourism and its impacts as well as the skills necessary to plan promote and manage the industry in a specific region. 										
CO1	Understand the regional tourism and its geographical Perspective.										
CO2	Analyze how to access the local community’s readiness to embrace tourism and evaluate potential risks and benefits associated with tourism development.										
CO3	To understand the relationship between the local community, tourists, and tourism operators and how to foster positive interactions.										
CO4	Analyse the skills in destination marketing.										
CO5	Understand the tourism of various regions.										
Unit No.	Content	Contact Hour	Learning Outcome						KL		
I	History of North Geographical Perspective of North East.	7	Students will be able to gain the knowledge of various types of relations between religion and tourism.						1,2,3		
II	Major Tourist destinations of North East <ul style="list-style-type: none"> • heritage of the State • Eco Tourism Destination in North East. 	5	Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.						2,3		
III	Religious Tourism Destination in North East <ul style="list-style-type: none"> • Cultural attractions • Art forms, handicrafts, cuisines • Fairs and festivals of North East. 	8	Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion – tourism nexus.						1,2,3		
IV	Tourism Policies of North Eastern States <ul style="list-style-type: none"> • Tourism initiative, popular tourism Circuits, • Tourism Statistics of North-east 	8	Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.						2,3		
V	Regional Tourism in Assam Tourism trade Associations of North east.	8	Provide a thorough knowledge about the major religious destination of India which is very vital in Tourism development.						1,3,4		

TEXT BOOKS:

1. Dixit, Manoj & Charu Sheela Tourism 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>

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

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

SEMESTER – V											
Course Title	Leisure and Tourism Events										
Course Code	23BHMC3110R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil		Co-requisite	Nil							
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of third year of the Programme										
Course Objectives	1. Understanding on the leisure and tourism events. 2. Understand the value of events in tourism activities. 3. Remember the various leisure & tourism events. 4. Analyse the leisure and Tourism events policy and planning 5. Apply the various Tourist value of a leisure event.										
CO1	Understand the core concepts and principles of leisure and tourism events.										
CO2	Remember the various types of leisure and tourism events										
CO3	Understand the value of tourist in events various events.										
CO4	Analyse the importance of leisure and tourism events.										
CO5	Understand the impacts of leisure and tourism events										
Unit No.	Content	Contact Hour	Learning Outcome	KL							
I	Leisure Events <ul style="list-style-type: none"> Introduction and definitions of Leisure events Meaning of Leisure Events Linkage between leisure and tourism Types of leisure and Tourism activities 	7	Know the importance of environment to tourism.	1,2,3							
II	Tourist value of an Event <ul style="list-style-type: none"> Significance of Tourist High value tourist 	5	Understand the effect of would human population growth on the environment	2,3							
III	Event Tourism <ul style="list-style-type: none"> Meaning of Event Tourism Global event Tourism Events based on tourism products Effects of events on tourism 	8	Know the effect of human pressure on the environment	1,2,3							
IV	Importance of Leisure events <ul style="list-style-type: none"> Importance of tourism Importance of leisure travel Purpose of travel in leisure tourism Need of leisure 	8	Know natural sources of energy	2,3							
V	Leisure tourism events and its impacts <ul style="list-style-type: none"> Types of Leisure activities Types of leisure events Effect of leisure in tourism 	8	Understand the economic Impacts of tourism	1,3,4							

TEXT BOOKS:

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

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

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									
Course Title	Quantitative Technique								
Course Code	23BHMC3111R	Total Credits: 2	L	T	P	S	R	O/F	C
			1	0	0	0	6	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Understand the basic knowledge of Statistical methods 2. Understanding the organization of Cleaning of data 3. Apply the Analytical Skill concept 4. Analyse the basic Data Analysis 5. Remember the data Analysis Procedure for day-to-day use. 								
CO1	Understand the statistical hypothesis testing, including the use of confidence intervals and p-values.								
CO2	Understand the various statistical concepts and techniques.								
CO3	Analyze and interpret statistical data, as well as make informed decisions based on statistical findings.								
CO4	Remember the testing hypothesis and parametric tests.								
CO5	Apply the various trial, sample point and sample space, event, Operations of Events etc. through random experiments.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Statistical Methods <ul style="list-style-type: none"> • Definition and scope of Statistics • Concepts of statistical population and sample. • Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval and ratio. 	14	Identity, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver.				1,2		
II	Presentation <ul style="list-style-type: none"> • Tabular and graphical, including histogram and ogives. • Measures of Central Tendency: mathematical and positional. • Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness and kurtosis 	15	Solve optimization problems like transportation and assignment problem mathematically and by using excel solver				2,3		
III	Bivariate data <ul style="list-style-type: none"> • Definition, scatter diagram, simple • partial and multiple correlation (3 variables only) • Rank correlation. • Simple linear regression, fitting of polynomials and exponential curves. 	15	Develop critical thinking and use PERT and CPM techniques to improve decision making.				1,2,3		
IV	Random experiment <ul style="list-style-type: none"> • Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. • Definition of probability: classical and relative frequency approach. • Discrete probability space, Properties of probability, Independence of events, 	10	Identify different types of decision-making environments and choose the appropriate decision-making approaches for each.				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 <ul style="list-style-type: none"> • T-test, z-test, chi-square test. • Non-Parametric test • One sample Kolmogorov test, wilcoxon Signed test, Mann-Whitney Test, Kruskal walis test 	30	Develop the ability to formulate, test, and interpret hypotheses using parametric and non-parametric statistical methods to make informed decisions based on data analysis.	1,3,4

TEXT BOOKS:

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>

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

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 Title	Catering Technology										
Course Code	23BHMC3201R	Total Credits: 3 Total Hours: 60			L	T	P	S	R	O/F	C
				1	0	4	0	0	0	3	
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 1. To understand the introduction to the specialization in Catering technology & Management and is primarily aimed at developing the knowledge of the International Cuisine & imparting the concept of Nouvelle cuisine. 2. To apply prerequisite skills and knowledge to pursue career in culinary art. 3. Understand and implement rigorous food safety standards and sanitation practices to ensure the well-being of consumers. 4. Apply knowledge of nutrition in menu planning to promote health and wellness. 										
CO1	To understand the Larder or cold kitchen.										
CO2	Learn to apply artistic and technical skills in producing high-quality bakery and pastry products.										
CO3	Remember different international / European cuisine										
CO4	To understand about the uses of herbs and wines in cooking										
CO5	Apply nutritional knowledge in menu planning to create health-conscious and well-balanced catering offerings.										
Unit No.	Content	Contact Hour	Learning Outcome	KL							
I	Larder or cold kitchen <ul style="list-style-type: none"> • Definition • Layout of a Typical Larder • Sections and functions of larder kitchen • Larder Equipment (Small, Large, Tools etc.) • Hierarchy of Larder staff • Duties and responsibilities of Larder staff 	6	Students will acquire knowledge on different International cuisine with geographical location, Historic background, and different recipes	1,2							
II	European / Continental Cuisine <ul style="list-style-type: none"> • Introduction to influences of cultures on regions • Special features with respect to ingredients, methods, presentation styles in the following countries – France, Italy, Germany, Spain, Portugal, Eastern Europe, Switzerland. Nouvelle Cuisine <ul style="list-style-type: none"> • Evolution & history • Salient features • Difference between Haute Cuisine & Nouvelle Cuisine • Service Style – Types, Guidelines Modern plating techniques.	5	Students gain knowledge on Bread fabrication with preparation method and different toppings, icings used in bakery and confectionary department	2,3							
III	Appetizers (Hot & Cold) <ul style="list-style-type: none"> • Types of appetizers with examples • International Classical appetizers • Precautions for preparing and presentation of appetizers 	8	Students will acquire insight about classical frozen dessert	1,2,3							

	<ul style="list-style-type: none"> Points to be observed for storage of appetizers from food spoilage view <p>Convenience Foods</p> <ul style="list-style-type: none"> Characteristics Processing methods Advantages & Disadvantages 			
IV	<p>Uses of Herbs and wines in cooking</p> <ul style="list-style-type: none"> Introduction Herbs Popular herbs used in cooking Wines used in Cooking 	5	Students will interpret knowledge production planning, Budgeting, scheduling and Quality control	2,3
V	<p>Charcuterie</p> <p>Introduction Sausage Galantines, Ballotines, and Dolines Ham, Bacon, and Gammon Pares and terrines Truffle Aspic or Gelee</p>	6	Students will acquire knowledge on food plating and presentation based on Hotel Industry	1,3,4
Practical	<p>Banquet Function Prospectus with menu, space specification, equipment, staffing –</p> <ul style="list-style-type: none"> Cocktail dinner Sit-down dinner Formal Banquet Conference Wedding reception Theme Event <p>Banquet seating styles- Auditorium, classroom, U shape, Box shape, Herring bone, Star shape</p> <p>Formal banquet service procedure, toasting procedures</p> <p>Setting up of theme based buffet, service procedure</p> <p>Preparation of duty rosters in restaurant and function catering</p> <p>Planning of event / theme in MICE</p> <p>Service styles in transport catering (Airline, railway, sea catering)</p> <p>Menu Engineering spread sheet and matrix</p>	30	<p>Students will gain knowledge on regional cuisine which includes method of preparation, standard recipes and plating techniques.</p> <p>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.</p> <p>Students will gain knowledge International cuisine which includes method of preparation, standard recipes and plating techniques.</p> <p>Students will acquire knowledge on different International cuisine with geographical location, Historic back ground, and different recipes</p>	1,2,3,4

TEXT BOOKS:

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

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

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 Title	Advance Technologies in Room Division										
Course Code	23BHMC3202R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 48			2	0	2	0	0	0	3
Pre-requisite	Nil		Co-requisite	Nil							
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> To understand the role and significance of advanced technologies in the contemporary room division context. To analyse the features and functionalities of modern Property Management Systems. It equips the student to acquire knowledge and skills with respect to the various aspects of Housekeeping Operations. To understand the importance of Housekeeping Management within the Hospitality Industry. 										
CO1	Understand the role of technology in enhancing guest satisfaction and loyalty.										
CO2	Identify and analyse the key components of room division functions, including reservations, front desk operations, housekeeping, and maintenance.										
CO3	Understand the classification of textile and Selection and Design of Uniforms.										
CO4	Understand and remember the types of Budgets, Housekeeping Expenses and Budget Planning Process										
CO5	Evaluate the potential impact of new technologies on the future of the hospitality industry.										
Unit No.	Content			Contact Hour	Learning Outcome				KL		
I	Introduction to Room Division Management <ul style="list-style-type: none"> Overview of the hospitality industry Role and significance of room division in hotels Historical development and current trends in room division Purchasing and Store <ul style="list-style-type: none"> 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 Stocktaking and Control of Store 			6	Yield management strategies in case of high and low demand periods				1,2		
II	Technology in Room Division <ul style="list-style-type: none"> 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 of ownership				2,3		
III	Textiles <ul style="list-style-type: none"> Classification and Identification of textile fibres Characteristics Fabric Construction in brief Finishes Selection and use of textiles in hotels Uniforms			8	Process the conception, pricing, promotion, and distribution of ideas, goods and services in the industry				2,3,4		

	<ul style="list-style-type: none"> • Selection and Design of Uniforms • Establishing Par Levels for Uniforms • Storage of Uniforms • Issuing and Exchange of Uniforms • Advantages of providing Staff Uniforms Protective clothing in different departments			
IV	Budgets <ul style="list-style-type: none"> • Objectives, Types of Budgets (Categorized by types of expenditure, departments involved, flexibility of Expenditure, Zero) • Housekeeping Expenses • Budget Planning Process • Income statement of the Rooms Division • Controlling Expenses • Refining Budget Plans • Cost per occupied room Inventory control and Stock taking	5	Understand and analyse housekeeping standards together with safety and security aspects.	2,3,4
V	Property Management Systems in Front office <ul style="list-style-type: none"> • Concept & Importance of PMS • Selecting a Property Management System • Modules involved in Front office System- Reservations, Front desk, Rooms, Cashier, Night Audit, Set-up • PMS interface with Stand-alone Systems- POS, Call Accounting, Electronic locking system • Software used in Hotels and their systems – Fidelio, Micros, Opera, IDS8 • Reports generated at Front desk (Room status Report, Sales Mix, Revenue Report, Guest History) Advantages & Limitations	8	To understand different concepts in budgeting.	2,3,4
Practical	Designing of an e-brochure for Budget Hotels, Business Hotels, and Heritage Hotels. Making a mock sales call using brochure to Corporate, Travel Agents, Business clients Prepare a Power point presentation on different types of Lobbies. Best out of Waste Items to be utilized in the guest room or prepare a model for eco-friendly practices Practice on indenting, requisition slips and issue of housekeeping materials from the stores. Role play on Handling Guest complaints related to the Housekeeping department (HWC guests, technical complaints, service complaints, unusual complaints)	16	Process the conception, pricing, promotion, and distribution of ideas, goods and services in the industry Acknowledge the timeshare and vacation ownership concept Perceive the components of yield management Demonstrate step by step planning and organizing process for ensuring efficient, effective and economic operations of Housekeeping department Understand and analyse housekeeping standards together with safety and security aspect.	1,2,3,4

TEXT BOOKS:

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/>

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

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 Title	Human Resource Management								
Course Code	23BHMC3203R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. To understand the concepts of human resource management and its significance in organizational success 2. Remembering the roles and responsibilities of HR professionals. 3. To understand the legal and ethical considerations in the recruitment process. 4. To evaluate the skills in providing constructive feedback and setting performance goals. 								
CO1	Understand the core concepts, functions, and principles of human resource management.								
CO2	Understanding of the historical evolution and contemporary significance of HRM.								
CO3	Apply knowledge of employment laws and regulations to ensure legal compliance.								
CO4	Analyse the importance of diversity and inclusion in the workplace.								
CO5	Develop strategies to create an inclusive organizational culture that values diversity.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to HRM <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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	Human Resource Development <ul style="list-style-type: none"> • Definition and Characteristics • Orientation & Induction • Training – Need & Importance • Training Process, need assessment, training programs • Methods and types of Training – need based and refresher • Training evaluation Performance Management and Appraisal <ul style="list-style-type: none"> • Performance Management – Need and importance • Performance Appraisal – Purpose, Methods and errors • Career management - Promotion & Transfers Counselling	5	It helps to identify different aspects of human right of children and women					2,3	

III	Performance and Job Evaluation <ul style="list-style-type: none"> • Performance evaluation and its objectives • Job Evaluation – concept and objectives, methods and benefits • Limitations of Job Evaluation • Competency matrix- concept , benefits and implementation in Hotels Compensation Administration <ul style="list-style-type: none"> • Objectives of Compensation Administration • Types of compensation – direct and indirect • Factors influencing compensation administration- external and internal, concept of Cost to Company (CTC) • Steps in formulation of compensation Current trends in compensation – competency and skill based pay , broad banding	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	Incentive and Benefits <ul style="list-style-type: none"> • Objectives of wage incentives • Wage incentive planning process • Types of incentive schemes in brief – straight piece rate, differential piece rate, task and time bonus, merit rating • Organization wide incentive plans – Profit sharing, employee stock ownership, stock option Fringe Benefits- objectives and forms Inventory control and Stock taking	6	It also develops investigative and analytical skills.	2,3,4
V	Grievances & Discipline <ul style="list-style-type: none"> • Grievance Handling – Identifying Causes • Developing Grievance Handling Systems • Discipline- Concept, Causes of Indiscipline Women grievance committee-importance, role, functions	8		2,3,4

TEXT BOOKS:

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>

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

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											
Course Title	Adventure & Wildlife Tourism										
Course Code	23BHMC3204R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil		Co-requisite	Nil							
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> To understand the key concepts, motivations, and market trends related to adventure and wildlife tourism. To understand the role of responsible tourism in conservation efforts. Identify and analyse various adventure tourism activities, including trekking, rock climbing, water sports, and more. To evaluate skills in planning and designing adventure and wildlife tourism packages. 										
CO1	Understanding of adventure and wildlife tourism, including its definitions, significance, and global trends.										
CO2	Understand the role of responsible tourism practices in conservation efforts.										
CO3	Analyse and differentiate various adventure tourism activities, assessing the risks and safety considerations associated with each.										
CO4	Apply principles that contribute to the conservation of wildlife habitats.										
CO5	Evaluate wildlife tourism practices, demonstrating an understanding of sustainable management principles.										
Unit No.	Content	Contact Hour	Learning Outcome	KL							
I	Introduction to Adventure & Wildlife Tourism <ul style="list-style-type: none"> Definition and significance of adventure and wildlife tourism Market trends and motivations of adventure and wildlife tourists The role of adventure and wildlife tourism in the global travel industry Importance of preserving natural and cultural heritage Responsible tourism practices in conservation efforts Case studies on successful heritage preservation initiatives	9	To develop the knowledge and understanding on basics of Air Based Adventure Tourism and various types of Air Based Adventure Tourism.	1,2							
II	Adventure Tourism Activities <ul style="list-style-type: none"> Analysis of various adventure tourism activities (trekking, rock climbing, water sports, etc.) Risk assessment and safety considerations in adventure activities Guest lecturers from adventure tourism professionals Wildlife Tourism Management <ul style="list-style-type: none"> Wildlife tourism practices and experiences Principles of sustainable wildlife tourism management Case studies on successful wildlife tourism initiatives. 	5	To develop the knowledge on basic minimum standards required for Air Based Adventure Tourism along with various Institutes providing associated with Air Based Adventure tourism and Challenges of Air Based Adventure Tourism.	2,3							
III	Tour Planning and Development <ul style="list-style-type: none"> Skills in planning and designing adventure and wildlife tourism packages Factors influencing tour itineraries, logistics, and cost considerations 	8	To develop the knowledge about Impacts of Adventure tourism	2,3,4							

	Guest speakers from tour planning and development professionals			
IV	Marketing and Promotion in Adventure & Wildlife Tourism <ul style="list-style-type: none"> Marketing strategies specific to adventure and wildlife tourism Role of digital platforms and social media in promoting nature-based tourism experiences Group project: Designing a marketing campaign for an adventure/wildlife tour 	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	Customer Experience and Safety <ul style="list-style-type: none"> Customer service skills for adventure and wildlife tourism Implementing safety measures and emergency protocols Case studies on customer experiences in adventure and wildlife tourism Emerging Trends and Future Directions <ul style="list-style-type: none"> Industry innovations and emerging trends in adventure and wildlife tourism Integration of technology and experiential tourism Final project presentations: Future trends in adventure and wildlife tourism 	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

TEXT BOOKS:

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>

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

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

SEMESTER – VI										
Course Title	Sports & Adventure Events									
Course Code	23BHMC3205R	Total Credits: 3 Total Hours: 36		L	T	P	S	R	O/F	C
				3	0	0	0	0	0	3
Pre-requisite	Nil		Co-requisite		Nil					
Programme	Bachelor of Hotel Management and Catering Technology									
Semester	Spring/ II semester of third year of the Programme									
Course Objectives	1. To understand the concepts and scopes of sports and adventure events Management 2. Understand the importance of aligning event concepts with target audiences and market trends. 3. Analyse the sports and adventure events industry, exploring its evolution, trends, and economic impact. 4. Understand the role of sponsorship and partnerships in funding and enhancing sports and adventure events.									
CO1	Understand the key concepts, scope, and significance of sports and adventure events.									
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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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.	1,2						
II	Marketing and Promotion Strategies <ul style="list-style-type: none"> Marketing principles in the context of sports and adventure events Developing effective promotional campaigns Digital marketing, social media, and branding for events Registration systems and technologies Participant communication strategies Ensuring positive participant experiences 	5	To develop the knowledge on basic minimum standards required for Land Based Adventure Tourism along with various Institutes providing associated with Land Based Adventure tourism and Challenges of Land Based Adventure Tourism.	2,3						

III	Logistics and Operations Management <ul style="list-style-type: none"> Logistics planning for sports and adventure events Venue operations and infrastructure requirements Contingency planning and risk mitigation Sponsorship and Partnerships <ul style="list-style-type: none"> Role of sponsorship in funding and enhancing events Negotiating and managing sponsor relationships Building partnerships with local communities and stakeholders	8	To develop the knowledge about Impacts of Adventure tourism	2,3,4
IV	Technology Integration in Event Management <ul style="list-style-type: none"> 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	Sustainability in Event Management <ul style="list-style-type: none"> Integrating sustainability principles in event planning Addressing environmental and social considerations Evaluating the ecological footprint of events 	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

TEXT BOOKS:

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>

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

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 Title	International Tourism Trends								
Course Code	23BHMC3206R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> Understand the importance of sustainability in tourism and its impact on environmental and cultural preservation. Analyse the current state of the global tourism industry and its impact on economies and cultures worldwide. Analyse changing consumer preferences and behaviours in the context of international travel. Evaluate the impact of geopolitical factors on tourism development and cooperation. 								
CO1	Remember the historical evolution of international tourism and its role in shaping global economies and cultures.								
CO2	Understand the concepts, terminologies, and structures associated with international tourism.								
CO3	Identify and analyse trends within the global tourism industry, considering regional disparities and emerging markets.								
CO4	Apply resilience planning and recovery strategies in response to global events affecting tourism.								
CO5	Evaluate the impact of geopolitical factors on tourism development and cooperation.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to International Tourism <ul style="list-style-type: none"> Overview of the global tourism industry Historical evolution and milestones in international tourism The economic, social, and cultural impacts of tourism on destination countries Global Tourism Dynamics <ul style="list-style-type: none"> Statistical analysis of international tourist arrivals and expenditures Regional disparities and growth patterns in global tourism The role of tourism in the global economy 	9	Gain the knowledge about the various destinations located in Far East					1,2	
II	Emerging Destinations and Markets <ul style="list-style-type: none"> Identification and evaluation of emerging tourism destinations Factors influencing the rise of new tourist hotspots Opportunities and challenges for tourism development in emerging markets Technology and Innovation in Tourism <ul style="list-style-type: none"> The impact of technology on the travel experience Trends in digital platforms, artificial intelligence, and virtual reality in tourism Case studies on successful technology integration in the tourism industry 	5	Demonstrate commitment to ethical practices of tourism.					2,3	

III	<p>Sustainable Tourism Practices</p> <ul style="list-style-type: none"> Principles and importance of sustainable tourism Strategies for minimizing environmental and cultural impacts Certification programs and initiatives for sustainable tourism <p>Crisis Management and Resilience in Tourism</p> <ul style="list-style-type: none"> Analysis of global events affecting tourism (e.g., pandemics, natural disasters) Crisis management strategies and planning in the tourism sector Building resilience and recovery in the aftermath of crises 	8	Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.	2,3,4
IV	<p>Consumer Behaviour and Travel Trends</p> <ul style="list-style-type: none"> Changing consumer preferences in international travel Influence of social media, online reviews, and influencers on travel decisions <p>Personalization and customization in travel experiences</p> <ul style="list-style-type: none"> Cultural Exchange and Heritage Tourism Impact of tourism on cultural exchange Preservation and promotion of cultural heritage through tourism <p>Case studies on heritage tourism initiatives</p>	6	Practice empathy and respect for diversity and multicultural perspectives.	2,3,4
V	<p>Policy and Governance in Tourism</p> <ul style="list-style-type: none"> Role of government policies and international regulations in tourism Geopolitical factors affecting tourism development Case studies on successful and challenging policy implementations <p>Industry Perspectives and Future Trends</p> <ul style="list-style-type: none"> Guest lecturers from industry professionals Analysis of current trends and innovations in international tourism <p>Future prospects and challenges in the global tourism landscape</p>	8		2,3,4

TEXT BOOKS:

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>

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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									
Course Title	Wedding Planning & Live Events								
Course Code	23BHMC3207R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> To understand the principles of event planning, including concept development, budgeting, and timeline management. To understand contract negotiation and vendor communication strategies. To understand cultural considerations and rituals to cater to diverse client preferences. To understand the importance of ethical practices in the event planning industry. 								
CO1	Understanding of the wedding industry, including its trends, traditions, and current market dynamics.								
CO2	Understand the process of selecting and managing vendors for various aspects of a wedding, such as catering, photography, floristry, and entertainment.								
CO3	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								
CO4	Learn to create detailed timelines and manage the logistics of a wedding day, ensuring smooth coordination of all elements involved.								
CO5	Learn to apply skills in budgeting for weddings, understanding cost structures, and managing finances effectively to meet client expectations.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Event Planning <ul style="list-style-type: none"> Understanding the Event Industry Overview of Wedding Planning Roles and Responsibilities of a Wedding Planner Professionalism and Ethics in Event Planning Event Planning Fundamentals <ul style="list-style-type: none"> Concept Development and Theme Selection Budgeting Basics for Wedding Events Creating and Managing Timelines Client Consultation and Communication Skills 	9	Define terminology used in the wedding planning field.	1,2					
II	Wedding Design and Aesthetics <ul style="list-style-type: none"> Elements of Wedding Design Colour Schemes and Coordination Floral Arrangements and Decor Trends in Wedding Aesthetics 	5	Determining the steps required to plan a wedding.	2,3					
III	Vendor Selection and Management <ul style="list-style-type: none"> Identifying and Choosing Event Vendors Contract Negotiation and Review Vendor Coordination and Communication Problem-solving with Vendors 	8	Produce schedules and checklists for wedding events.	2,3,4					
IV	Logistics and Timeline Management <ul style="list-style-type: none"> Creating Detailed Event Timelines Coordination of Logistics (Setup, Transport, etc.) Venue Selection and Setup Risk Management and Contingency Planning 	6	Create a budget for a wedding.	2,3,4					

V	Budgeting and Financial Management <ul style="list-style-type: none"> • Creating and Managing Event Budgets • Allocating Budget for Different Components • Tracking Expenses and Staying Within Budget • Handling Client Expectations Regarding Costs Marketing and Client Acquisition <ul style="list-style-type: none"> • Developing a Marketing Strategy for Event Planning • Building an Online Presence • Networking and Relationship Building • Attracting and Retaining Clients 	8	Determine the role and career of a wedding planner.	2,3,4
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TEXT BOOKS:

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>

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

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 Title	Foreign Exchange								
Course Code	23BHMC3208R	Total Credits: 3 Total Hours: 36	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of third year of the Programme								
Course Objectives	1. Understand the foreign exchange market and its significance in the global economy. 2. Understanding currency pairs and their notation. 3. Analyse different exchange rate regimes, including fixed, floating, and managed float systems. 4. In-depth analysis of economic, political, and social factors affecting exchange rates.								
CO1	Develop a solid understanding of the fundamentals of the foreign exchange market, including its purpose, structure, and historical development.								
CO2	Understand the different exchange rate systems, such as fixed, floating, and managed float, and analyse their advantages and disadvantages.								
CO3	Analyse and interpret currency pairs, understanding their notation and categorization into major, minor, and exotic pairs.								
CO4	Apply both technical and fundamental analysis techniques to assess and interpret price movements in currency markets.								
CO5	Evaluate critical thinking skills to assess and solve problems related to currency market dynamics, using both quantitative and qualitative approaches.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to Forex Markets <ul style="list-style-type: none"> Overview of the foreign exchange market Historical development and evolution Significance in the global economy 	9	Students will be prepared to understand with foreign exchange market structure, market dealings.				1,2		
II	Exchange Rate Systems <ul style="list-style-type: none"> Fixed, floating, and managed float exchange rate systems Pros and cons of different systems Case studies on countries with distinct exchange rate regimes 	5	Understand the functions and players in the foreign exchange market.				2,3		
II	Market Participants <ul style="list-style-type: none"> Roles of central banks, commercial banks, hedge funds, and retail traders Impact of market participants on currency prices Behavioural aspects in the foreign exchange market 	8	Capable of understanding various fore exposures				2,3,4		
IV	Risk Management in Forex <ul style="list-style-type: none"> Identification and assessment of risks in currency trading Strategies for risk mitigation Use of derivatives and hedging techniques 	6	Gain knowledge to manage the exchange exposures				2,3,4		
V	Global Currency Markets <ul style="list-style-type: none"> Role of the U.S. Dollar as the world's primary reserve currency Regional perspectives on currency markets 	8	Learn the forward and spot market operations				2,3,4		

<ul style="list-style-type: none"> Emerging trends and developments in global currency markets <p>Trading Strategies</p> <ul style="list-style-type: none"> Day trading, swing trading, and long-term investing strategies Simulation exercises and real-world application Review of successful trading strategies and lessons from failures 			
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TEXT BOOKS:

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

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

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

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

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

SEMESTER – VI											
Course Title	Event Merchandising										
Course Code	23BHMC3209R	Total Credits: 3 Total Hours: 36			L	T	P	S	R	O/F	C
				3	0	0	0	0	0	3	
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> The students will learn the use business tools such as SWOT analysis to assess the viability and sustainability of an event. Develop an integrated communications strategy to sell the event. Define marketing terminology, and apply marketing fundamentals to a festival or special event. 										
CO1	Demonstrate how marketing a service such as a festival differs from marketing a product.										
CO2	Apply a systematic approach to the evaluation of an event marketing strategy.										
CO3	Develop a marketing plan for a festival.										
CO4	Apply concepts of consumer behaviour and customer satisfaction.										
CO5	Evaluate the success of an event from an economic and social perspective.										
Unit No.	Content			Contact Hour	Learning Outcome				KL		
I	Introduction to Merchandising in event planning <ul style="list-style-type: none"> Introduction to Merchandising in event Place of Merchandising and Marketing in event industry Rules of Merchandising Celebrities in Events 			9	The students will develop: An understanding of the roles & responsibilities of Event Management				1,2		
II	Promotional Tools <ul style="list-style-type: none"> Website Newspapers Radio Stations Television Stations Posters 			5	The students will understand: The importance of communication for leadership & decision making.				2,3		
III	BRAND MANAGEMENT <ul style="list-style-type: none"> Determinants of Brand Management Components of Brand Value Designing Brand Strategy 			8	Students will become familiar with the key concepts of managing an event				2,3,4		
IV	BUDGETING IN EVENT MANAGEMENT <ul style="list-style-type: none"> Budget Management Criteria in Budget Development Budget Control SUCCESS OF THE EVENT Understanding Key Performance Areas Scope of KPIs Event Feedback 			6	Understand the skills and challenges faced in managing an event.				2,3,4		
V	Social Media and Sponsorship <ul style="list-style-type: none"> Product Development Marketing Communications Developing a Marketing Plan 			8	Understand social media and sponsorship strategies to enhance brand visibility, engage target audiences, and drive business growth.				2,3,4		

TEXT BOOKS:

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>

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

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 Management & Study Tour Report								
Course Code	23BHMC3210R	Total Credits: 3 Total Hours:36	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Spring/ II semester of third year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Gain an in-depth understanding of the tourism industry, including its structure, trends, and dynamics. 2. Learn how to plan, develop, and manage various types of tours, considering factors such as destination selection, itinerary development, transportation, accommodation, and activities. 3. Conduct research on the destination visited during the study tour, including its tourism industry, attractions, infrastructure, and local culture. 4. Develop presentation and communication skills by preparing and delivering a comprehensive report on the study tour findings, addressing key aspects such as destination analysis, tour operation observations, and recommendations for improvement. 								
CO1	A comprehensive understanding of the tourism industry, including its structure, components, trends, and challenges.								
CO2	Applying strategies for marketing and promoting tours effectively, including market research, target audience analysis, advertising, public relations, and digital marketing techniques.								
CO3	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.								
CO4	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.								
CO5	To Evaluate skills in financial management relevant to tour operations, including budgeting, cost estimation, pricing strategies, revenue management, and profitability analysis.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators, Organizational Structure, Forms of Organization, Departments, and its functions The Process of travel decision making, Mode and Destination selection, Managing Tour Operation, Field Operations- inbound and outbound, Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation Management of In-house operations.	9	Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.	1,2					
II	Reservation and Cancellation procedures for Tour related services- Hotels, Airlines, Cruise liners, Car rentals and Rail travel, Commission Structures from Suppliers of Service, Tour Operation Documentation: Voucher- Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements- Credit Cards- Importance and Future RBI Regulations for Tour Operators	5	To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.	2,3					

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

TEXT BOOKS:

1. Foster D : Travel Agency & Tour Operations
2. Deller : Conducting Tours

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

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

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

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											
Course Title	Business & Corporate Events (MICE)										
Course Code	23BHMC3211R	Total Credits: 3 Total Hours: 36			L	T	P	S	R	O/F	C
		3	0	0	0	0	0	0	3		
Pre-requisite	Nil	Co-requisite	Nil								
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of third year of the Programme										
Course Objectives	<ol style="list-style-type: none"> Students will gain insights into the various components of the MICE industry, including meetings, incentives, conferences, and exhibitions/events, along with their significance and roles within the broader tourism and hospitality sectors. The course aims to develop participants' skills in conceptualizing, planning, organizing, and managing different types of events, considering factors such as budgeting, logistics, venue selection, marketing, and risk management. Students will learn how to effectively communicate and negotiate with clients, understand their needs and expectations, and deliver customized solutions to meet their event objectives. The course may cover topics related to destination selection, site inspections, local regulations, and vendor sourcing, enabling participants to make informed decisions when organizing events in various locations. Participants will be introduced to the latest trends, tools, and technologies relevant to the MICE industry, such as event management software, virtual/hybrid event platforms, social media marketing, and data analytics. 										
CO1	Understanding the principles and concepts of meetings, incentives, conferences, and exhibitions (MICE) management.										
CO2	Remembering to develop skills in event planning, organization, and execution.										
CO3	Remembering about various types of events and their specific requirements.										
CO4	Understanding the importance of budgeting and financial management in MICE events.										
CO5	Applying knowledge of event marketing, promotion, and sponsorship strategies.										
Unit No.	Content			Contact Hour	Learning Outcome			KL			
I	Introduction to MICE <ul style="list-style-type: none"> The Meaning and Importance of MICE Components of MICE Industry History of MICE Industry Growth of MICE Industry 			9	Students will be able to describe the role of MICE in Travel and tourism industry			1,2			
II	Key Players in the MICE Industry <ul style="list-style-type: none"> Associations Convention Centres Conference Centres Tour Operators Trade Shows & Expositions Hotels Convention and Visitors Bureau The Process of Providing MICE Event 			5	Students will be able to identify the components of MICE			2,3			
III	MICE Planners <ul style="list-style-type: none"> Characteristics of a MICE Planner Responsibility of a MICE Planner 			8	Students will be able to analyse the new market trends			2,3,4			
IV	MICE Planning <ul style="list-style-type: none"> Sponsors o MICE Process of MICE Planning 			6	Examine the key characteristics of the Meetings, Incentives, Conferences, Events			2,3,4			

			sector (MICE)	
V	MICE Management <ul style="list-style-type: none"> • Three types of plan • Functions of Management in MICE Other Management Concept to MICE Management	8	Illustrate the range of existing leisure events, analyse their characteristics and their role in the development of tourism	2,3,4

TEXT BOOKS:

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>

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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	S	R	O/F	C
		Total Hours: 1280	0	0	0	0	0	80	10
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of fourth year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Understand the significance of research 2. Understand the importance of conducting a literature review. 3. Understand research gaps and formulate research problems 4. Demonstrate proficiency in citation and referencing sources. 5. Analyzing an organized overview of the relevant literature for a selected research topic. 								
CO1	Understand the forms/formats, records and registers maintained by department.								
CO2	Applications of recipe standardization and product development.								
CO3	Apply the food production standards of finished products.								
CO4	Remember the list of alcoholic beverages along with the brand name, costing, pricing, licenses maintained by hotel.								
CO5	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								

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

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	Specialized in Tourism Industry Exposure (JT)								
Course Code	23BHMC412R	Total Credits: 10 Total Hours: 1280	L	T	P	S	R	O/F	C
			0	0	0	0	0	80	10
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of fourth year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Enhance students' skills in managing and operating tourism-related activities, including tour planning, guiding, and customer service. 2. Familiarize students with the use of industry-specific tools and technologies, such as booking systems and tour management software. 3. Educate students on industry standards and best practices in tourism, including ethical guidelines, sustainability, and regulatory compliance. 								
CO1	Understand the fundamental concepts of tourism operations, including logistics, marketing, and financial management.								
CO2	Remembering industry standards, ethical guidelines, and regulatory compliance requirements in tourism.								
CO3	Apply knowledge to real-world scenarios, handling customer inquiries, complaints, and ensuring customer satisfaction.								
CO4	Apply industry-specific tools and technologies, such as booking systems and tour management software, in practical settings.								
CO5	Analyse different operational challenges in the tourism industry and develop effective problem-solving strategies.								

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

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									
Course Title	Specialized in Event Management Exposure (JT)								
Course Code	23BHMC413R	Total Credits: 10 Total Hours: 1280	L	T	P	S	R	O/F	C
			0	0	0	0	0	80	10
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of fourth year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Provide insights into the operational aspects of event management, including logistics, marketing, financial management, and vendor coordination. 2. Introduce students to different types of events and the specific requirements and challenges associated with each. 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 related to event management, including different types of events, industry standards, and regulations.								
CO2	Understand the principles of event planning, including logistics, budgeting, risk management, and compliance.								
CO3	Apply event management tools and technologies, such as project management software, to organize and execute real-world events.								
CO4	Understand the steps involved in planning and executing different types of events, including corporate events, social gatherings, and festivals.								
CO5	Analyse the logistical, financial, and operational challenges associated with event planning and develop strategies to address them.								

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

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	L	T	P	S	R	O/F	C
		Total Hours:	0	0	0	0	24	0	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of fourth year of the Programme								
Course Objectives	1. Understand the significance of research 2. Understand the importance of conducting a literature review. 3. Understand research gaps and formulate research problems 4. Demonstrate proficiency in citation and referencing sources. 5. Analyzing an organized overview of the relevant literature for a selected research topic.								
CO1	Analyse the different techniques of writing the types of Research Proposals and Report								
CO2	Evaluating the relevant tools of research								
CO3	Apply and conduct a research project using appropriate qualitative and quantitative techniques								
CO4	Create the presentation with the help of tutorial aid								
CO5	Evaluate a research report								

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

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 Title	Hospitality Marketing										
Course Code	23BHMC421R	Total Credits: 3			L	T	P	S	R	O/F	C
		Total Hours: 36			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Spring/ II semester of fourth year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 1. Gain a comprehensive understanding of the structure, dynamics, and key components of the hospitality industry. 2. Understand the role of digital marketing in the hospitality sector. 3. Learn and apply techniques for conducting market research relevant to the hospitality industry. 4. Understand the importance of customer loyalty in the hospitality industry. 										
CO1	Understand the components, structure, and trends within the hospitality industry.										
CO2	Analyse and Interpret Consumer Behaviour.										
CO3	Apply Customer Relationship Management (CRM) strategies to build and maintain strong relationships with hospitality customers.										
CO4	Analyse ethical considerations in hospitality marketing and make responsible decisions.										
CO5	Analyse strategies and revenue optimization techniques in the hospitality context.										
Unit No.	Content	Contact Hour	Learning Outcome				KL				
I	Introduction to Hospitality Marketing <ul style="list-style-type: none"> • Concepts of the hospitality industry • Unique characteristics of hospitality marketing • Historical perspective and evolution of hospitality marketing 	7	It introduces the student an insight to marketing mix				1,2,3				
II	Consumer Behaviour in Hospitality <ul style="list-style-type: none"> • Understanding hospitality consumer behaviour • Factors influencing consumer decisions in hospitality • Market segmentation and targeting in the hospitality sector 	7	It helps the student to understand the four keys of marketing				2,3				
III	Market Research in Hospitality <ul style="list-style-type: none"> • Importance of market research in hospitality marketing • Techniques for conducting market research • Market trends and competitive landscapes Strategic Planning in Hospitality Marketing <ul style="list-style-type: none"> • Marketing strategies for hospitality businesses • SWOT analysis and strategic planning models • Creating unique selling propositions and competitive advantages 	8	It helps the Students to understand the sales and Management				1,2,3				
IV	Branding and Positioning in Hospitality <ul style="list-style-type: none"> • Principles of branding in hospitality • Positioning strategies for hospitality services • Managing brand equity and brand extensions 	7	The student will learn about international marketing				2,3,4				

V	Customer Relationship Management (CRM) in Hospitality <ul style="list-style-type: none"> Importance of CRM in the hospitality industry Implementing CRM strategies to enhance guest satisfaction and loyalty Loyalty programs and customer retention Revenue Management in Hospitality <ul style="list-style-type: none"> Pricing strategies for hospitality services Revenue optimization techniques Data analytics for pricing decisions	7	Gain the ability to implement CRM strategies to build lasting relationships with guests, enhance customer satisfaction, and drive loyalty, ultimately contributing to long-term business success.	3,4
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TEXT BOOKS:

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>

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

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											
Course Title	Entrepreneurship Development										
Course Code	23BHMC422R	Total Credits: 3 Total Hours: 36			L	T	P	S	R	O/F	C
				3	0	0	0	0	0	3	
Pre-requisite	Nil	Co-requisite			Nil						
Programme	Bachelor of Hotel Management and Catering Technology										
Semester	Fall/ I semester of fourth year of the Programme										
Course Objectives	<ol style="list-style-type: none"> 1. Encouraging individuals to develop an entrepreneurial mind-set characterized by innovation, risk-taking, creativity, and resilience. 2. Equipping participants with practical skills in various areas such as business planning, marketing, finance, operations, and leadership. 3. Empowering individuals to identify viable business opportunities and turn them into successful ventures. 4. Providing strategies and tools to help entrepreneurs effectively manage and grow their businesses. 5. Creating opportunities for entrepreneurs to network, collaborate, and access resources such as mentors, investors, and business support services. 										
CO1	Understanding of entrepreneurship, including its definition, characteristics, and importance in the economy.										
CO2	Identify potential business opportunities, evaluate market demand, and assess feasibility for starting a new venture.										
CO3	Understand the Role of Communities in Promoting Entrepreneurship in India.										
CO4	Identify key characteristics that differentiate SSIs from large-scale industries, including role, factors such as investment, employment, technology, and market reach.										
CO5	Understand the key elements of a business plan, including the business concept, market analysis, financial projections, and implementation strategy.										
Unit No.	Content	Contact Hour	Learning Outcome				KL				
I	Entrepreneur: Meaning, Functions, Types of Entrepreneurs, Entrepreneur, Factors influencing the development of entrepreneurs. Entrepreneurship: concept, meaning, definition, importance, characteristics, Development of Entrepreneurship, Stages in Entrepreneurship Process, Functions, Classification.	7	Develop, present, and analyse a comprehensive business plan adapted to the enterprise that adheres to professional standards and practices.				1,2,3				
II	Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship, Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories,	6	Develop strategies for implementing effective marketing plans that reflect an analysis of relevant resources and practices of an enterprise.				1,2,3,4				
III	Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India	8	Conduct small business activities and transactions in compliance with pertinent legislation, policies				2,3				
IV	Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.	8	Use market research to optimize the operation of a small business				2,3,4				
V	PREPARATION OF THE BUSINESS PLAN Project Report – Significance and Scope, Summary of the Business Plan, Product/Service	7	Access and use current concepts/system and				1,2,3				

	Description, Location Criteria and Checklist, Plant and Machinery – Space Considerations, Technical Feasibility and Know-How, Raw Materials, Working Capital Computation – A Checklist, Project Cost Components, Cost of Production and Profitability Projection, Cash Flow Statement, Break-Even Analysis (BEA), Implementation Schedule, Common Errors in Business Plan Formulation.		technologies to support business initiatives	
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TEXT BOOKS:

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>

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

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									
Course Title	Mini Research								
Course Code	23BHMC423R	Total Credits: 3 Total Hours: 36	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of fourth year of the Programme								
Course Objectives	1. Understand the significance of research 2. Understand the importance of conducting a literature review. 3. Understand research gaps and formulate research problems 4. Demonstrate proficiency in citation and referencing sources. 5. Analyzing an organized overview of the relevant literature for a selected research topic.								
CO1	Comprehensive understanding of the fundamentals of research, including its meaning, significance, purpose, and various types								
CO2	Understand the definition and purpose of conducting a literature review in research								
CO3	Identify research gaps in the context of advancing knowledge and addressing unanswered questions within a particular field or topic of study.								
CO4	Apply various citation and referencing styles, according to the guidelines and conventions of each style.								
CO5	Apply knowledge and skills acquired in preparing literature reviews and writing citations to effectively support research								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental and Exploratory).	6	Carry out a substantial research-based project					2,3	
II	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.	7	Demonstrate capacity to improve student achievement, engagement, and retention					2,3	
III	Identifying Research Gaps and Formulating Research Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.	8	Demonstrate capacity to lead and manage change through collaboration with others					2,3	
IV	Citation and Referencing Styles Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography.	8	Demonstrate an understanding of the ethical issues associated with practitioner research					2,3	
V	Structure of a Review and Citation Writing Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).	7	Analyse data and synthesize research findings					2,3	

TEXT BOOKS:

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 (7th Ed.). Routledge.

OTHER LEARNING RESOURCES:

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

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

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									
Course Title	Legal Aspects in Hospitality Industry								
Course Code	23BHMC424R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 36	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Bachelor of Hotel Management and Catering Technology								
Semester	Fall/ I semester of fourth year of the Programme								
Course Objectives	<ol style="list-style-type: none"> 1. Understanding of the legal foundations that govern the hospitality industry, including relevant statutes, regulations, and common law principles. 2. Analyse and interpret various contracts and agreements commonly used in the hospitality sector, including vendor contracts, employment agreements, and guest Agreements. 3. Apply risk management strategies to address liabilities associated with guest injuries, property damage, and other potential legal issues in the hospitality business. 4. Analyse and address ethical dilemmas in the hospitality industry, demonstrating an understanding of ethical business practices, social responsibility, and sustainability. 								
CO1	Understand and apply legal principles relevant to the hospitality industry.								
CO2	Analyse and draft common contracts and agreements in the hospitality sector.								
CO3	Apply legal concepts to real-world scenarios in hospitality management.								
CO4	Understand labour and employment laws with confidence, ensuring compliance with regulations related to hiring, managing, and terminating employees in the hospitality industry.								
CO5	Understand strategies to protect guest and employee privacy, ensuring compliance with data protection laws and mitigating legal risks associated with the handling of sensitive information.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Hospitality Law <ul style="list-style-type: none"> • Overview of legal principles in the hospitality industry • Sources of law, court systems, and legal research methods Contracts and Agreements <ul style="list-style-type: none"> • Types of contracts in hospitality Contract drafting and negotiation	7	It provides the student with the capacity to identify issues and problems relating to the realization of human rights	2,3					
II	Liability and Risk Management <ul style="list-style-type: none"> • Guest injuries, property damage, and risk mitigation • Insurance considerations in hospitality Labour and Employment Laws <ul style="list-style-type: none"> • Employment contracts and agreements • Wage and hour laws, discrimination, and termination issues 	8	It helps to identify different aspects of human right of children and women	2,3					
III	Intellectual Property in Hospitality <ul style="list-style-type: none"> • Trademarks, copyrights, and trade secrets • Protecting intellectual property rights in the hospitality sector Regulatory Compliance <ul style="list-style-type: none"> • Health and safety regulations • Food handling and alcohol service laws 	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					

IV	Privacy and Data Protection <ul style="list-style-type: none"> • Guest and employee privacy • Data protection laws in the digital hospitality environment. 	7	It also develops investigative and analytical skills.	2,3
V	Ethical Considerations and Application <ul style="list-style-type: none"> • Ethical decision-making in hospitality Case studies and practical application of legal concepts	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

TEXT BOOKS:

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>

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
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**

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 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 extra-curricular activities. **Global Competency (PSO3)** encourages active participation in live healthcare projects, enabling collaboration with industry professionals and offering real-world insights into current trends, practices, and challenges. This dynamic curriculum ensures students are well-prepared for the complexities of modern healthcare management.

II. Eligibility Criteria:

Minimum 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 in-semester (sessional) examination and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

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

**are compulsory*

Note: Total Internal assessment should be out of 40

INSTRUCTION

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

B. SEMESTER END EXAMINATION:

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

I. Pre-Examination:

Eligibility Criteria for a student to appear in University Examinations:

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

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

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

II. Admit Card:

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

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

III. Pattern of Question Papers:

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

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

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

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

Table 1: Question paper pattern for End semester examination

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

IV. Examination Duration:

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

V. Practical Examinations, Viva-Voce etc.:

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

VI. Procedure of Expulsion:

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

VII. Instruction to the Students:

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

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

VIII. Provision for an Amanuensis (writer):

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

C. Credit Point:

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

i. Credit:

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

ii. Grade Point:

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

iii. Letter Grade:

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

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

Table 2: Letter Grades and Grade Points

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

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

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

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

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

b. CGPA (Cumulative Grade Point Average)

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

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

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

D. Post-Examination

i. Transcript or Grade Card or Certificate:

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

ii. Grievance Readdress Mechanism:

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

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

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

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

1. Student- centric / Constructivist Approach:

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

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

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

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

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

The percentage categorization for the completion of a theory course

Teacher- centric or Direct Classroom Teaching: Delivery by series of lectures	20%
Student- centric Approach, 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. No	Category		Total number of Credits
1	University Core(UC)	Skill Enhancement Course (SEC)	8
		Ability Enhancement Course(AEC)	1
		Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	6
2	University Elective (UE)	Multidisciplinary Course (MDC)	3
		Value Added Course (VAC)	0
3	Program Core(PC)	Discipline Specific Core(DSC)	50
		Field Training	3
		Research /Industry Internship	8
		Summer Internship	3
4	Program Elective (PE)	Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	3
5	Faculty Core(FC)	Skill Enhancement Course (SEC)	0
		Ability Enhancement Course(AEC)	0
Total			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. No.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester I	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	
	6	23MBAH115R	Healthcare Practicum Assessment-I	FT	0	0	0	0	0	8	1	0	0	100	100	
	7	23MBAH116R	Human Biology, Medicine And Health	DSC	2	0	0	0	0	0	2	40	60	0	100	
	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	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	
Total					20	0	8	4	8	8	27	320	580	400	1300	
Semester II	1.	23MBAH1201R	Financial Management	DSC	3	0	0	0	0	0	3	40	60	0	100	
	2	23MBAH1202R	Human Resource Management	DSC	3	0	0	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	
	5	23UUHV1205R	Universal Human Value (UHV) + Professional Ethics	VAC	1	0	2	0	0	0	2	40	60	0	100	
	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. No.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
				L	T	P	S	R	O	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
5	23MBAH2105R	CRM Processes and Systems in Healthcare Industry	DSC	2	0	0	0	0	0	2	40	60	0	100
6	23MBAH2106R	Summer Project	Summer Internship	0	0	2	0	6	8	3	40	60	0	100
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 Category	Engagement							Maximum Marks for			
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
1.	23MBAH2201R	Legal Environment in Healthcare Business	DSC	3	0	0	0	0	0	3	40	60	0	100
2	23MBAH2202R	Quality & Safety Management in Hospital	DSC	3	0	0	0	0	0	3	40	60	0	100
3	23MBAH2203R	Thesis	Research /Industry Internship	1	0	2	0	6	8	4	0	0	100	100
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	3	0	0	0	0	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 Title	HOSPITAL SERVICES								
Course code	23MBAH111R	Total credits: 2 Total hours: 30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	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 care service like activities, OPD, IPD, basic life support discharge, billing, laundry, emergency, and death. 4. To understand the importance of nutrition and dietetics and functioning of nutrition and dietary services. 5. To learn about the importance of medical record and understand the functioning of medical record department, E-records, legal aspects, its safety, preservation, and storage.								
CO1	Understand and experience various department operations and functioning of a hospital.								
CO2	Identify and articulate the array of support and clinical services essential for effective hospital functioning.								
CO3	Analyze the different types of hospitals, including corporate, government, trust, single specialty, and multi-specialty hospitals.								
CO4	Apply their understanding of teaching basic life support and gain practical insights.								
CO5	Synthesize their knowledge by understanding and coordinating among various support services								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to Hospital services: Meaning & scope of patient care services- significance of patient care- role of administration in patient care-. Perspective of Health services in India, Healthcare of the Community, and Effects of Globalization in Health care services.	8	Understand the meaning and scope of patient care services. Recognize the significance of patient care in the healthcare industry.				1,2		
II	Healthcare industry: Public healthcare infrastructure of India, Private hospitals, diagnostic labs, medical equipment industry, Wellness and Preventive Health.	8	Identify the components and functions of public healthcare infrastructure in India. Differentiate between public and private hospitals, and their roles in healthcare delivery.				1,2		
III	Types of Hospital: Classification of hospitals, Hospital Visits: Corporate, Government, Trust,	8	Classify different types of hospitals, including corporate, government, trust,				1,2		

	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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)								
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-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	1. To introduce the types of sentences and their significance. 2. To strengthen the students' vocabulary to enhance their speaking and writing skills. 3. To familiarize the students with the importance of dress codes in various organizations. 4. To introduce the 3 P's (Planning, prioritizing & performing) of Time Management. 5. To give insight into English pronunciation and into central concepts in phonetics.								
CO1	This course will enable students to analysis and identify the different types of sentences.								
CO2	Learners will be able to integrate the skills of reading and speaking in professional communication.								
CO3	Dress code Etiquette sessions will boosts their confidence and morals.								
CO4	Students will learn about the effective and efficient utilization of time.								
CO5	Introduction to Phonetics and its importance will improve the learners' pronunciation								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms		12	Understand and apply the rules for converting interrogative sentences to assertive sentences and vice versa. Enhance sentence structuring skills and improve clarity in communication.				1,2	
II	Reading Skills Techniques of Effective Reading, Gathering ideas and information from a text The SQ3R Technique Interpret the text		12	Learn techniques for extracting key ideas and information from various texts. Strengthen critical thinking and analytical skills.				1,2	
III	Listening Skills What is listening?, The Process of Listening, Factors that adversely affect Listening, Difference between Listening and Hearing,, Purpose and Importance of Effective Listening, How to Improve Listening Process,		12	Recognize factors that hinder effective listening. Develop strategies to overcome these barriers. Understand the distinct differences between listening and hearing.				1,2	
IV	Conflict Management Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative)		12	Learn various conflict management styles and techniques. Apply appropriate methods to different conflict scenarios.				1,2	

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

T1: Wren,P.C and Martin,H. 2009. High School English Grammar and Composition, S Chand Publishing.
T2: English Grammar in Use, Raymond Murphy 4th edition,CUP, Cambridge English publisher, 2015

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

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

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	This course will enable students to analysis and identify the different types of sentences.	PO5
2	Learners will be able to integrate the skills of reading and speaking in professional communication.	PO5
3	Dress code Etiquette sessions will boost their confidence and morals.	PO5
4	Students will learn about the effective and efficient utilization of time.	PO2
5	Introduction to Phonetics and its importance will improve the learners' pronunciation	PO5

SEMESTER – I									
Course Title	ACCOUNTING FOR MANAGERS								
Course code	23MBAH112R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD / I semester of first year of the programme								
Course Objectives	<p>1. To introduce the fundamental concepts and rules of financial accounting, guiding students through the processes firms and individuals use to report their operational results.</p> <p>2. To prepare essential financial statements, including balance sheets, income statements, and cash flow statements, and develop skills to analyze these documents effectively. To familiarize the students with the importance of dress codes in various organizations.</p> <p>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.</p>								
CO1	Understand the basic principles of financial accounting.								
CO2	Proficiency in preparing and analyzing final accounts.								
CO3	Explain the causes of depreciation and methods of calculation								
CO4	Analyze key financial ratios to make informed business decisions								
CO5	Discuss budget and budgetary control to support organizational planning.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to Accounting Introduction of financial accounting, Importance and Objectives, The Generally Accepted Accounting Principles (GAAP), journal, ledger, subsidiary books, Cash book and trial balance, Reconciliation between bank pass book and cash book	12	Understand the purpose and significance of financial accounting. Identify the key objectives of financial accounting in business operations.				1,2		
II	Final Accounts Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information – meaning, users of accounting information.	9	Learn the steps involved in preparing trading accounts, profit and loss accounts, and balance sheets. Understand the significance of each component in assessing the financial health of a business.				1,2		
III	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, effect of depreciation on profit.	8	Understand what depreciation is and the factors that cause it. Learn the impact of depreciation on the value of assets over time.				1,2		
IV	Ratio Analysis – Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios	8	Define ratio analysis and understand its purpose in financial analysis. Recognize the benefits and limitations of using ratio analysis.				1,3		

V	Budgeting and Budgetary Control – Concept of Budgeting and Budgetary Control, Types of Budgets, Essential features, Merits and Limitations of Budgetary Control.	8	Identify the essential features that make budgetary control effective. Understand the advantages and potential drawbacks of budgetary control in organizational management.	1,2
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TEXT BOOKS:

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

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

REFERENCE BOOKS:

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

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	MARKETING MANAGEMENT								
Course code	23MBAH113R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	1. To develop an understanding of the underlying concepts, strategies. 2. To understand issues involved in managing the marketing efforts of products and services of business organizations 3. To make observant of current marketing trends and adapt accordingly								
CO1	Understand the concept, scope and opportunities of marketing.								
CO2	Interpret buying behaviour for strategic marketing planning								
CO3	Develop new product and pricing strategies for evolving market needs								
CO4	Understand and utilize the concepts of channels of distribution and integrated marketing communication								
CO5	Identify the new trends in the field of marketing								
Unit- No.	Content		Contact Hour	Learning Outcome					KL
I	Introduction to Marketing Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Microenvironment on Marketing, Global Marketing;		8	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.					1,2
II	Identifying and Selecting Markets Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process		9	Understand the factors influencing consumer buying behavior. Analyze organizational buying behavior and its differences from consumer buying.					1,2
III	Product and Pricing Strategies Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling. Developing Pricing Strategies: Setting Price, Factors Influencing Price Determination		8	Understand the components of product mix strategies. Learn about product planning and development processes. Analyze the product life cycle and its implications on marketing strategies. Gain insights into new product development, branding, packaging, and labeling.					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

TEXT BOOKS:

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

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

REFERENCE BOOKS:

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

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT								
Course code	23MBAH114R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	1. To understand basics of Principles of Management 2. To know the various theories of management & their implications. 3. To learn about the various functions of management								
CO1	Understand the concept and evolution of management thoughts and practices.								
CO2	Identify and apply the principal functions of management.								
CO3	Examine the relevance of MBO and effective communication in business organizations.								
CO4	Assess the need of organization and understand its various components								
CO5	Appraise the trends and challenges in global business environment								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Management thought, management: Management thought, management: its definition, meaning, nature and features; contributions of F.W. Taylor and H. Fayol: features and principles; emergence of human relations movement; differences between management and administration.	10	Understand the definition and meaning of management. Identify the nature and features of management as a discipline and practice					1,2	
II	Management functions: Management functions: Planning, organizing, staffing, directing, controlling and decision-making process: introduction, meaning, objectives, types, importance, steps; Forecasting: process, techniques, advantages and disadvantages, differences between planning and forecasting, Line and Staff relationship, span of control, Delegation and Decentralization, Formal and Informal organization.	10	Recognize the emergence and significance of the human relations movement in management. Differentiate between management and administration, understanding their distinct roles and functions.					1,2	
III	Management by objectives: Management by objectives: definition and meaning, features, process, benefits, and drawback. Concept of leadership, theories, and styles. Communication process, Effective Communication	8	Understand the definition and meaning of management by objectives. Recognize the features, process, benefits, and drawbacks of MBO.					1,2	
IV	Introduction to organization: Introduction to organization: its characteristics, advantages, classification of organization, theories of organization: classical, neo classical and modern; types of organizations: line, line, and staff.	8	Understand the characteristics and advantages of organizations. Learn about the classification of organizations. Understand classical, neo-classical, and modern theories of organization.					1,2	

V	<p>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</p>	9	<p>Understand the process of globalization and the spread of market-based systems. Learn about the implications of globalization for production and markets.</p>	1,2
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TEXT BOOKS:

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

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

REFERENCE BOOKS:

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

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	HEALTHCARE PRACTICUM ASSESSMENT-I								
Course code	23MBAH115R	Total credits:	L	T	P	S	R	O/F	C
		Total hours:120F	0	0	0	0	0	8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objective	<ol style="list-style-type: none"> To provide hands-on exposure to hospital operations, enabling students to analyze key functional areas and assess real-world healthcare management practices. To bridge theoretical knowledge with practical application by engaging students in hospital visits, fostering critical thinking, and enhancing problem-solving skills in healthcare settings. To develop professional and ethical competencies by improving communication skills, understanding patient confidentiality, and adhering to ethical standards in healthcare environments. 								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	HUMAN BIOLOGY, MEDICINE AND HEALTH								
Course code	23MBAH116R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	1. To understand the human body-its anatomy and physiology. 2. To learn the basic function and importance of various system of human body. 3. To learn the various medical terminologies associated with major diseases and medical specialty 4. To understand the reason for using various medical terminology.								
CO1	Understand the basic Human Anatomy and Physiology and the functions of major human body systems.								
CO2	Comprehend and explain medical terms, diseases, and abbreviations.								
CO3	Explain various abbreviations, symbols and important terminologies related to general healthcare and medicine.								
CO4	Apply anatomy knowledge to define health, illness, and classify diseases.								
CO5	Understand various causes and sources of infection and its prevention control measures.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Human Anatomy and Physiology Basic Functions and importance of various systems in Human Body- Digestive System- Respiratory System, Cardio-vascular System, Central Nervous System, Muscular Skeletal System- Reproductive System, Excretory System- Endocrine Glands-Special senses. Blood grouping.	6	Students will be able to identify and understand the basics anatomy, physiology of human organ systems				1,2		
II	Medical Terminology: Reasons for using medical terms- Glossary of medical terms: Major diseases and medical specialities	4	Understanding of basic medical terminologies and uses.				1,2		
III	Common abbreviations & departments Roots, Prefixes, Suffixes, Abbreviations, and symbols- Common roots: elements referring to usage and definition- Common prefixes and suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and laboratory symbols	6	Students will be able to identify the common abbreviations and departments				1,2		
IV	Health and Illness Illness, Defining health and illness: direct & indirect causes: classification and description of disease.	8	Students will understand the basic concepts of health and illness.				1,2		

V	Infection control: Infection control: Nosocomial infection-asepsis-Reservoir, carrier, and mode of transmission of communicable diseases- Infection control measures-Disinfection-Sterilization and aseptic techniques- Infection control committee-purpose, composition, and duties	6	Understanding the importance of infection control, various aseptic techniques.	1,2
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TEXT BOOKS:

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

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	HEALTHCARE SYSTEM IN INDIA								
Course code	23MBAH117R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	1. To understand and learn public health care system in India 2. To provide an environment that enables students to benefit and learn nuances of Hospital Management from their collective learning experiences. 3. To offer opportunities to develop the ability to think analytically and build capacity for independent learning.								
CO1	Understanding historical evolution, current trends, and changing scenarios in health services in India								
CO2	Summarize the background, present status of developments in government health services and its comparison with private health services.								
CO3	Describe the innovation, development and diffusion of medical technology and its future consideration								
CO4	Identify the employment trends in the healthcare industry and discuss the evolving role of hospital administrators.								
CO5	Illustrate the importance of epidemiology and biostatistics in the healthcare system..								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Overview of Health services in India (Urban & Rural): Historical evolution, overview of Health services in India, a summary of perspective of health services, physiological and psychological bases of health, disease and seeking care: Lifestyle management, socio-economic dimensions, current trends in health care delivery systems, changing scenarios. A comparative study on Urban & Rural healthcare scenario.	8	Students will be able to understand the historical evolution of healthcare system and health scenario in India.				1,2		
II	Government Health Services: Background and present status, developments in public health care delivery systems Private Health services- Background and Present status, origin and growth of corporate philosophy, comparison between health care systems in public and private sector.	9	Students will know the background and present status of health care delivery system				1,2		
III	Medical Technology: Its assessment, innovation, development and diffusion, appropriate use of technologies, organizing for technology assessment, methods of assessment, future considerations	8	Students will be have basic understanding of medical technologies.				1,2		

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	FUNDAMENTAL OF STATISTICS								
Course code	23UMFS111R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 30L + 30P	2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	1.The course aims to equip students with a fundamental understanding of statistics, 2. Able to analyze data, make data-driven decisions. 3.Able to lay the groundwork for advanced statistical studies.								
CO1	Students will have basic knowledge of Statistical methods.								
CO2	Students will gain the knowledge of organizing & Cleaning of Data								
CO3	Students will be able to gain the Analytical Skill concept								
CO4	Students will be able to acquire the knowledge of basic data Analysis Procedure for day-to-day use								
CO5	Students will understand Hypothesis testing and apply it in the research.								
Unit-No.	Content	Contact Hour	Learning Outcome				KL		
I	Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal,ordinal, interval and ratio.	8	Differentiate between quantitative and qualitative data. Identify and classify data as attributes or variables. Understand the scales of measurement: nominal, ordinal, interval, and ratio.				1,2		
II	Presentation: tabular and graphical, including histogram and ogives. Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness and kurtosis	8+8P	Present data using tabular methods and various graphical representations such as histograms and ogives. Interpret data from different presentation formats.				1,2		
III	Bivariate data: Definition, scatter diagram, simple, partial and multiple correlation (3 variables only), rank correlation. Simple linear regression, fitting of polynomials and exponential curves.	8	Define bivariate data and understand the concept of scatter diagrams. Calculate and interpret simple, partial, and multiple correlations (up to 3 variables) and rank correlation. Perform simple linear regression and fit polynomials and exponential curves to data.				1,2		

IV	<p>Random experiment: Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. Definition of probability: classical and relative frequency approach. Discrete probability space, Properties of probability, Independence of events, Conditional probability, total and compound probability rules, Normal probability Distribution, Binomial probability Distribution, Poisson Probability Distribution, Bayes' theorem and its applications.</p>	12	<p>Understand properties of probability, independence of events, conditional probability, and rules of total and compound probability. Apply Normal, Binomial, and Poisson probability distributions.</p>	1,2
V	<p>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</p>	9+7P	<p>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.</p>	1,2

TEXT BOOKS:

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	MINI RESEARCH (REVIEW OF LITERATURE- RI)								
Course code	23MBAH118R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 60s+ 120R	0	0	0	4	8	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To understand the significance of research To understand the importance of conducting a literature review. To understand research gaps and formulate research problems To demonstrate proficiency in citation and referencing sources. To present an organized overview of the relevant literature for a selected research topic. 								
CO1	Differentiate between quantitative, qualitative, experimental, and exploratory research types.								
CO2	Evaluate the suitability of different research types for specific research questions								
CO3	Evaluate the relevance of different sources in the context of a literature review.								
CO4	Apply strategies for identifying research gaps to a given research context								
CO5	Create accurate references and bibliographies using specified citation styles.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).		6S+6R	Define research and understand its significance. Identify the various purposes of research including exploration, description, explanation, and application. Differentiate between types of research: Quantitative, Qualitative, Experimental, and Exploratory.				1,2	
II	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.		6+120	Define the purpose and importance of conducting a literature review. Outline the steps involved in conducting a literature review. Develop skills for searching and identifying relevant sources for a literature review.				1,2	
III	Identifying Research Gaps and Formulating Research Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.		6+10R	Comprehend the significance of identifying research gaps. Employ strategies to identify research gaps in the literature. Formulate clear and concise research questions based on identified gaps.				1,2	

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

TEXT BOOKS:

T1: 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.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – I									
Course Title	PERSONAL FINANCIAL PLANNING								
Course code	23UUFL113R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/I semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. The course would offer an inclusive approach to understand the relevant concepts of money, borrowing, lending, taxes and their application to financial planning. 2. Assess the personal financial planning process, the life cycle of financial plans, and methods of goal achievement 3. Formulate a budget, record-keeping system, and tax planning strategy based on current financial goals. 								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilise the basic aspects of income tax and GST								
CO3	Understand the concept, scope and prerequisites of entrepreneurship.								
CO4	Analyze and interpret the different dimensions of stock market investment.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Fundamentals of Financial Planning – Functions of money; Inflation- Meaning, causes, how it can be controlled; process official planning ,Time value of money- simple and compound interest; Net Present Value and Future value,Power of Compounding; Doubling period and Rule of 72.		6	Understand the primary functions of money as a medium of exchange, a unit of account, a store of value, and a standard of deferred payment.				1,2	
II	Income Tax Planning – Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.		6	Define inflation and understand its causes, such as demand-pull and cost-push inflation. Identify measures to control inflation, including monetary policy and fiscal policy.				1,2	
III	Entrepreneurial planning – Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, Financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistant of Government, Commercial Bank Loans and Overdraft		6	Identify and understand various entrepreneurship support systems in India. Learn about institutional and financial support systems including venture capital, business angels, government assistance, and commercial bank loans.				1,2	

<p style="text-align: center;">IV</p>	<p>Planning for investing in securities market – Investment avenues offered by Securities Markets,. Primary Market and Secondary Market, Stock market-meaning, features, functions of NSE,BSE DEMAT trading account, Security repository, stock brokers, 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.</p>	<p style="text-align: center;">6</p>	<p>Understand the meaning, features, and functions of the NSE and BSE. Learn about DEMAT trading accounts, security repositories, and stock brokers. Grasp the operational aspects of securities markets: order placement, contract notes, pay-in and pay-out, trading, and settlement cycles. Identify various risks involved in investing in securities markets. Understand the role of financial intermediaries.</p>	<p style="text-align: center;">1,2</p>
<p style="text-align: center;">V</p>	<p>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.</p>	<p style="text-align: center;">6</p>	<p>Introduction to consumer credit and the factors to consider when choosing a source of credit. Understand the cost of credit alternatives. Learn about consumer legal protection.</p>	<p style="text-align: center;">1,2</p>

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER-I									
Course Title	MOOCs-I								
Course code	23MSCE111R	Total credits:2 Total hours:30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To democratize education by making high-quality courses from top universities accessible to learners 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 proficiency in acquiring and applying globally recognized certifications in healthcare management								
CO2	Showcasing a comprehensive understanding of international healthcare 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.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1
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 Title	FINANCIAL MANAGEMENT								
Course code	23MBAH1201R	Total credits: 3	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objectives	1. To acquaint the students with various tools and techniques like Ratios, Cash flow, Funds Flow and other mathematical techniques used in financial management. 2. To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses. 3. To familiarize with the techniques used in Cash, Inventory and Receivables Management. 4. To understand the various sources and uses of finance. 5. To explain the various techniques of evaluation of capital expenditure decisions								
CO1	Understand the concept and scope of financial management.								
CO2	Analyze and interpret the cost of raising funds from different sources of finance.								
CO3	Discover the investment opportunities by applying various capital budgeting techniques.								
CO4	Identify the factors influencing dividend policies.								
CO5	Analyze the determinants of working capital and receivables for better decision making.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Financial management: Definition of finance, Scope of finance, Meaning and nature of financial management, Goals of financial management, Decision making of financial management, Role and function of finance manager, financial planning, and Time value of money.		12	Describe the meaning, nature and goals of financial management, principles of the time value of money in financial decision-making				1/2	
II	Cost of capital: Long term and short-term financing – Debenture Capital, equity Capital, preference Capital, retained earnings, Meaning of cost, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, cost of internally generated funds.		10	Describe the differentiate between long-term and short-term financing options (Debenture Capital, Equity Capital, Preference Capital, Retained Earning				2/3	
III	Capital budgeting: Meaning, significance, nature of investment decision, techniques of investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.		10	Describe capital budgeting and explain its significance; apply various techniques of investment evaluation including Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.				2,3	

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

TEXT BOOKS:

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

T2: Modern Accountancy, Hanif and Mukharjee,

REFERENCE BOOKS:

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

R2: Financial Management by S C Kuchhal

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – II									
Course Title	HUMAN RESOURCE MANAGEMENT								
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-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN/ II semester of first year of the programme								
Course Objectives	1. To understand basic functions of Human Resource Management 2. To know the various theories of Human Resource Planning & their implications. 3. To learn about the various functions of Human Resource Development, Career Planning & Development, Performance management & Performance Appraisal. 4. To understand the concepts of Job Compensation & Human Relations. 5. To understand about healthcare professional, need and shortage with future issues								
CO1	Comprehend the basics of Human Resource management and Human Resource Planning								
CO2	Understand the implications of Job analysis and job evaluation								
CO3	Identify and analyze the various elements of staffing								
CO4	Explain the concept and need of compensation management								
CO5	Understand the concept and applicability of recent trends in HRM in different sectors								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction: Meaning, scope, objectives, functions, policies and roles and importance of Human Resource Management, HR practices in India.	6	Describe Human Resource Management (HRM) and explain its meaning, scope, objectives, functions, policies, and importance; emerging HR trends and practices by firms in India					1, 2, 3	
II	Human Resource Planning: Definition, objectives, process and importance, Staffing, elements of staffing process, Job analysis, job description, job specification and job evaluation.	7	Describe job analysis and identify its elements; objectives of job evaluation and its importance, and methods					2,3	
III	Recruitment: definition, need and importance, process, types, factors affecting recruitment, internal and external methods of recruitment. Selection: definition, process and barriers of effective selection. Induction: definition, need, process, benefits.	12	Describe staffing and explain its importance and process; recruitment and its process, factors, sources, modern methods, and barriers.					2,3	
IV	Human Resource Development: Concept, a comparative analysis of HRM and HRD Employee training & Development, Career Planning and Development. Performance Management-Performance appraisal.	10	Describe compensation management and explain its meaning, objectives, importance, and limitations; salary and wages; HR mobility					2,3	
V	Job compensation: wage and salary administration, incentive plans and fringe benefits, promotions, transfer, Health, safety and employee welfare, Job satisfaction and morale, Quality of work Life.	10	Describe Human Resource Development (HRD) and explain its concept and significance; impact of globalization on HRM					2,3	

TEXT BOOKS:

T1: C B Mamoria Personnel Management, Himalaya Publication

T2: V S P Rao, Human Resources Management, Excel Publication,

REFERENCE BOOKS:

R1: Ashwatappa, K., Human Resource Management, TMH, 5th Edition.

R2: Dessler, G. Human Resource Management, Person Publications, 10th Edition.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehend the basics of Human Resource management and Human Resource Planning	PO1, PO5, PO8
2	Understand the implications of Job analysis and job evaluation	PO1, PO5
3	Identify and analyze the various elements of staffing	PO5, PO8
4	Explain the concept and need of compensation management	PO1, PO5, PO8
5	Understand the concept and applicability of recent trends in HRM in different sectors	PO1, PO8

SEMESTER – II									
Course Title	ORGANIZATIONAL BEHAVIOR								
Course code	23MBAH1203R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN/ II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To learn about the basic concept of organization, its classification and organizational behaviour 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 4. To learn about personality, morale and motivation and leadership and its importance in an organization 								
CO1	Describe the concepts of organisation as well as Organisational Behaviour								
CO2	Understand the approaches and models of the organizational behavior								
CO3	Summarize the Individual-level factors of organisational behavior								
CO4	Explain the concept and need of compensation management								
CO5	Describe the key concepts and style of leadership								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Organizational Behavior: Introduction to Organization, Classifications of Organizations, Factors Influencing an Organization, Organizational Behavior, Fundamental Concepts in Organizational Behavior, Importance of Organizational Behavior for Managers.		7	Describe the fundamental concepts of organisational behaviour and its importance				1/2	
II	Approaches and Models of Organizational Behavior: Introduction, Some of the Important Approaches, Models of Organizational Behavior, Inter-Relationship between Personal Life and Work Life.		10	Describe key approaches to organisational behaviour, various models of organisational behaviour and inter-relationship between personal life and work life.				2/3	
III	Learning, Perceptions, Values and Attitudes Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude		10	Describe the sources, types, and classifications of values, theories, components, and significance of attitude, morale and motivation.				2/3	
IV	Personality, Morale and Motivation: Introduction, Determinants of Personality, Personality Traits, Types of Personality, Morale and Motivation, Motivation, Mechanism of Motivation, Basic Theories of Motivation, Abraham Maslow’s Theory, Fredrick Herzberg’s Two Factor Theory, David McClelland’s Theory, Douglas McGregor’s Theory.		10	Describe the determinants and traits of personality, explain their mechanisms with different theories.				1/3	

V	Leadership: definition, concept and characteristics, Importance of Leadership, Leadership in Business Organizations, Evolution of Leadership, Traits Theory, Contingency Theory, Situational Theory, Path Goal Theory, Charismatic Leaders, Transformational Leaders, Peter Drucker's approach to leadership, Stephen Covey's Principles, The SERVE model of Leadership.	8	Describe the evolution of leadership theories.	1/3
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TEXT BOOKS:

T1: Organisation Behaviour by Stephan Robbins, Prentice Hall Publication

T2: Organisation Behaviour – A Modern Approach by Arun Kumar and Meenakshi, Vikash Publishing

REFERENCE BOOKS:

R1: Organisation Behaviour by V S P Rao, Excel Publication

R2: Wiley. Kreitner, R., Kinicki.A., 2009, Organizational Behaviour, 9th ed., McGraw-Hill/Irwin.
Anderson, M., 2004.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Describe the concepts of organisation as well as Organisational Behaviour	PO1, PO7, PO9
2	Understand the approaches and models of the organizational behaviour	PO1, PO7, PO9
3	Summarize the Individual-level factors of organisational behaviour	PO7, PO9
4	Explain the concept and need of compensation management	PO1, PO9
5	Describe the key concepts and style of leadership	PO1, PO7,

SEMESTER – II									
Course Title	HEALTHCARE PRACTICUM ASSESSMENT-II								
Course code	23MBAH1204R	Total credits:1 Total hours:120 Hrs of Field Visit	L	T	P	S	R	O/F	C
			0	0	0	0	0	8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objective	1. To provide hands-on exposure to hospital operations, enabling students to analyze key functional areas and assess real-world healthcare management practices. 2. To bridge theoretical knowledge with practical application by engaging students in hospital visits, fostering critical thinking, and enhancing problem-solving skills in healthcare settings. 3. To develop professional and ethical competencies by improving communication skills, understanding patient confidentiality, and adhering to ethical standards in healthcare environments.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – II									
Course Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS								
Course code	23UUHV1205R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 45	1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds 								
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.								
CO2	Recognize and comprehend the path of learning for Continuous Happiness and Prosperity								
CO3	Extract the foundational values in human relationships.								
CO4	Recognize the role of harmony in the family and society								
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	<p>Develop a Comprehensive Understanding of Value Education: Understanding the need, basic guidelines, content, and process for Value Education; Self Exploration–what is it? its content and process; ‘Natural Acceptance ‘and Experiential Validation- as the mechanism for self-exploration; Continuous Happiness and Prosperity-Alookat basic Human Aspirations; Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly –A critical appraisal of the current scenario; Method to fulfil the above human aspirations: understanding and living in harmony at various levels.</p>	9	Describe the process for value education; mechanisms for self-exploration; methods to fulfill human aspirations by living in harmony at various levels.	1,2,3					

<p style="text-align: center;">II</p>	<p>Navigate Self-Exploration: Understanding human being as a co-existence of the sentient ‘I’ and the material body; Understanding the needs of Self (‘I’) and ‘Body’- Sukh and Suvidha; Understanding the Body as an instrument of ‘I’(Ibeing the doer,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.</p>	<p style="text-align: center;">9</p>	<p>Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity</p>	<p style="text-align: center;">2,3</p>
<p style="text-align: center;">III</p>	<p>Foster Harmony in Relationships: Understanding Harmony in the family–the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals; Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	<p style="text-align: center;">9</p>	<p>Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.</p>	<p style="text-align: center;">2.3</p>
<p style="text-align: center;">IV</p>	<p>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 Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence- Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	<p style="text-align: center;">9</p>	<p>Describe interconnectedness and mutual fulfillment; recyclability and self-regulation in nature; holistic perception of harmony</p>	<p style="text-align: center;">2,3</p>

V	<p>Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics:</p> <p>a) Ability to utilize the professional competence for augmenting universal human order.</p> <p>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</p> <p>c) Ability to identify and develop appropriate technologies and management patterns for the above production systems.</p> <p>Strategy for the transition from the present state to Universal Human Order:</p> <p>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</p> <p>b) At the level of society: as mutually enriching institutions and organizations.</p>	9	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3
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TEXT BOOKS:

T1:R.RGaur,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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.	PO7
2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity	PO7, PO9
3	Extract the foundational values in human relationships.	PO7, PO9
4	Recognize the role of harmony in the family and society	PO9
5	Understand the interconnectedness in nature and develop competence for a universal human order.	PO7, PO9

SEMESTER – II									
Course Title	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS								
Course code	23UMRM1206R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 15T+60S	1	0	0	4	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objectives	<p>1.The course aims to enhances the students’ a broad understanding of research methodology, including theory of science and qualitative and quantitative methods in research.</p> <p>2. The course seeks to enhance the students’ skills for developing critical thinking through research literature review in different domain. Consequently it aims to develop skills for preparation of a research proposal for a master’ thesis project/Mini research.</p> <p>3. To develop Students competency in planning, conducting, evaluating and presenting a research project.</p>								
CO1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.								
CO2	Conduct a comparative analysis of qualitative and quantitative research methods								
CO3	Conduct literature reviews across different domains and identify research gaps.								
CO4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project								
CO5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Research Methodology: Overview of Research Methodology, Understanding the Theory of Science, Distinction between Qualitative and Quantitative Research Methods, Introduction to Computer Applications in Research		15	Describe the fundamental concepts of research methodology.				1	
II	Building a Broad Understanding of Research Methods: In-depth Exploration of Qualitative Research Methods, In-depth Exploration of Quantitative Research Methods, Comparative Analysis of Qualitative and Quantitative Approaches, Practical Applications and Case Studies		15	Describe qualitative and quantitative approaches in depth				2	
III	Developing Critical Thinking through Literature Review: Importance of Literature Review in Research, Critical Thinking Skills Development, Conducting Literature Reviews in Different Domains, Identifying Research Gaps and Synthesizing Knowledge		15	Describe the importance of literature reviews in research; critical thinking skills relevant to research.				2.3	

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

TEXT BOOKS:

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

REFERENCE BOOKS:

R1: "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell

R2: "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" by Jose L. Galvan

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.	P04, PO6
2	Conduct a comparative analysis of qualitative and quantitative research methods	P04, PO6
3	Conduct literature reviews across different domains and identify research gaps.	P04, PO6
4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project	P04, PO6, 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									
Course Title	MOOCs								
Course code	23MSCE1207R/ 23MSCE1208R	Total credits:1 Total hours:15	L	T	P	S	R	O/F	C
			1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To democratize education by making high-quality courses from top universities accessible to learners worldwide. To provide learners with flexibility and control over their education by offering self-paced learning options. 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 proficiency in acquiring and applying globally recognized certifications in healthcare management								
CO2	Showcasing a comprehensive understanding of international healthcare 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.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1
2	Showcasing a comprehensive understanding of international healthcare practices and regulatory frameworks	PO5
3	Enabling effective decision-making and compliance in a globalized industrial environment.	PO9
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.	PO9

SEMESTER – II									
Course Title	COMMUNICATION MASTERY (Communicative English & Soft Skills)								
Course code	23UMPD1209R	Total credits: 2 Total hours: 60	L	T	P	S	R	O/F	C
			0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objectives	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions. 2. To enhance the writing skills in different areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance boosting activities for professional goal achievement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave in a conscious and productive way.								
CO4	It will have a positive impact in their thought process and problem-solving skills.								
CO5	Students will be able to learn self-management.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Grammar: Use of Prepositions, Tag questions Idioms, Phrases and Clauses, Simple, complex, compound sentences	15	Describe the use idioms, phrases, and clauses; Construct simple, complex, and compound sentences effective					1,3	
II	Grammar: Active and Passive Voice, Direct and Indirect Speech	15	Describe active and passive voice; Transform direct speech into indirect speech and vice versa					1,2,3	
III	Writing Skills: The Basics of Writing; avoid ambiguity and vagueness, Paragraph Writing, Precis Writing, Letter Writing, Resume, CV and Cover Letter	15	Describe concisely to avoid ambiguity and vagueness.; Prepare a professional resume, CV, and cover letter tailored to job applications.					1,2,3	
IV	Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non- Verbal Communication-Sciences of Body Language i. 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,	15	Describe self SWOT analysis; realistic and achievable personal and professional goals; apply principles of personal hygiene for well-being.					1,2,3	

TEXT BOOKS:

T1: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

T2: McDowell, Gayle Laakmann. 2008. Cracking the Coding Interview (Indian Edition). to Improving Your Social Intelligence, Presentation and Social Speaking, Ian Tuhovsky ,2019

REFERENCE BOOKS:

R1: A Textbook for AECC English Communication: Interface,Dr. KironmoyChetia and 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>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – II									
Course Title	Techno Professional Skills								
Course code	23MBAH1210R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation which is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision making								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Identifying the key skills required for success in the digital era, Setting personal goals and objectives for skill development, Effective Communication Skills, The importance of communication in business, Written communication: Business letters, emails, and reports, Oral communication: Presentations,		15	Comprehend the importance and relevance of techno-professional skills in the current business landscape. Identify the essential skills required for success in the digital era.				1,2	
II	Public speaking, and interpersonal interactions, Active listening and feedback mechanisms, Problem-Solving and Critical Thinking, Analyzing business scenarios and applying critical thinking techniques, Decision-making processes and problem-solving methodologies, Creative problem-solving and idea generation, Handling ambiguity and uncertainty in decision-making		15	Discuss the role of effective communication in achieving business objectives. Analyze the impact of poor communication on business outcomes.				1,2	

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers.	PO9
2	Understand and utilize digital knowledge for business management.	PO9
3	Proficiency in communication skills.	PO9
4	Apply their knowledge in practical business contexts.	PO9
5	Apply critical thinking and interpersonal skills in negotiation and decision making	PO9

SEMESTER – III									
Course Title	HOSPITAL OPERATIONS-MANAGEMENT								
Course code	23MBAH2101R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	<p>1. To learn about the hospital operations and the role and decision of hospital operations management.</p> <p>2.To learn and understand the various operational produces in hospital like admission, discharge, billing, average length of stay, bed occupancy rate, turn over interval, hospital census, matrons report, medical officers report, casualty report, medico-legal cases, ICU/ICCU report, security report, OT list.</p> <p>3.To learn about developing operational strategy for technology section, process development and as a competitive tool and element.</p> <p>4.To learn about hospital committee, its role, composition, frequency of meeting, minutes of meeting, follow up actions.</p> <p>5.To learn about the maintenance management, its objectives, types of maintenance system, equipment maintenance.</p>								
CO1	Understand the Hospital Operations Management systems and the importance of hospital statistics.								
CO2	Describe the composition, roles and responsibilities of hospital committees								
CO3	Explain the types of maintenance systems and comprehend biomedical equipment management.								
CO4	Evaluate and devise effective crisis management strategies, and implement a robust disaster management plan.								
CO5	Appraise the health insurance administration procedures, ensuring compliance with patient-related schemes.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	<p>Overview- Hospital operations management, role and decisions, productive systems in a hospital. Routine Admission/Discharge Procedures/Discharge Summary, Billing services, Hospital Utilization Statistics. Average Length of Stay (ALS), Bed Occupancy Rate, Turn over Interval, Hospital Census, Matron’s Report, Medical Officer’s Report, Casualty Report, Medico-Legal Cases, Report from ICU / ICCU/NICU/PICU, Security Report, OT List.</p>	10	<p>Calculate and interpret Average Length of Stay (ALS), Bed Occupancy Rate, Turnover Interval, and Hospital Census.</p> <p>Understand the significance and use of reports such as Matron’s Report, Medical Officer’s Report, Casualty Report, Medico-Legal Cases Report, and reports from ICU/ ICCU/ NICU/ PICU.</p> <p>Comprehend the security report and OT list.</p>					1,2	
II	<p>Hospital Committees: Role, Composition, Frequency of Meetings, Minutes of the Meetings, Follow up Action, Operations strategy as a competitive tool.</p>	8	<p>Understand the role, composition, and responsibilities of various hospital committees.</p> <p>Learn the procedures for conducting meetings, recording minutes, and ensuring follow-up actions.</p>					1,2	

III	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

TEXT BOOKS:

T1: Health Care Operations Management-A system perspective by James R Langabeer II and Jeffery Helton, Jones and Barlett, 2020 edition

REFERENCE BOOKS:

R1: Hospital Administration Principles and Practice by Yashpal Sarma and Libert Anil Gomes

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – III									
Course Title	HOSPITAL PROJECT PLANNING AND DESIGN								
Course code	23MBAH2102R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To assess the demand for hospital and learn about various need assessment survey for building a hospital. To learn how to do site selection, hospital size, number of beds, legal requirement, lands coping, project cost and future consideration. To learn various guiding principles for planning hospital facilities and services, preliminary survey, financial planning, equipment planning, operational and functional plan, master plan and planning for preventing injuries. To learn how to design a hospital building and constitute design team, building contracts and contract documents, furnishing and equipping hospital and commissioning. To learn the designing of clinical and non- clinical department, its requirements, situations, problems and considerations. 								
CO1	Understand key elements required to plan a hospital establishment.								
CO2	Understand guiding principles for planning a hospital, covering surveys, financial planning, equipment, operational plans, and injury prevention.								
CO3	Design various departments of the hospital according to requirements and emerging trends in hospital architecture.								
CO4	Understand the importance of planning hospital zones and demonstrate a master plan for the hospital project.								
CO5	Apply the knowledge of disaster management planning and concepts of modernization for a hospital.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Assessing demand for hospital, need assessment survey, site selection, and hospital size, no. of beds, legal requirements, landscaping, project cost, and future considerations.	8	Students will be able to do need assessment and conduct surveys				1,2		
II	Guiding principles in planning hospital facilities and services, preliminary survey, financial planning, equipment planning, operational & functional plan, master plan, planning for preventing injuries,	8	Students will understand the guiding principles of planning a hospital.				1,2		
III	Design and development: Design teams, design developmental stage, general principles and features for building design, building contract & contract documents, furnishing and equipping hospital, ready to operate stage, commissioning of new hospital and future marketing plan	8	Students will be able to form, guide teams required for designing a hospital and also have an idea of documentations required before final commissioning stage.				1,2		

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

TEXT BOOKS:

T1: Hospitals Facilities Planning and Management by G.D. Kunders

REFERENCE BOOKS:

R1: Planning and Designing Healthcare Facilities A Lean, Innovative, and Evidence-Based Approach by Vijay Kumar Singh, Paul Lillrank

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – III									
Course Title	PURCHASE AND INVENTORY MANAGEMENT								
Course code	23MBAH2103R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODDs/ I semester of Second year of the programme								
Course Objectives	<p>1. To gain a comprehensive understanding of the principles underlying material management and planning, including logistic management functions, vendor selection, and inventory control methods.</p> <p>2. To Learn and apply various inventory control techniques such as ABC analysis, VED analysis, and others to optimize stock levels, reduce costs, and enhance overall supply chain efficiency.</p> <p>3. To acquire skills in store management, covering functions, location, layout, and material accounting, enabling effective organization and utilization of resources in a storage environment.</p> <p>4. To develop expertise in the unique aspects of drug store management, including the organization of drug stores, types of materials stocked, and principles of purchase and inventory control specific to pharmaceuticals</p>								
CO1	Understand the principles of material management & encompassing the functions of logistic management.								
CO2	Proficiency in various inventory control methods and techniques.								
CO3	Describe key components and effective functions of the store management system.								
CO4	Explain the process of planning and procurement of equipment.								
CO5	Understand and explain the recent trends in material and supply chain management.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Principles of material management & Planning - Definition & functions of logistic management- Vendor selection, vendor development & rating		8	Students will have knowledge regarding principles of material management, vendor assessment and appraisal				1,2	
II	Inventory Control: Definition, objectives, types of inventory cost, types of inventory control- Pareto's law, ABC, VED, SDE, GOLF, SOS analysis. Lead time-Buffer Stock-Re-order level-Economic order Quantity (EOQ).		8	Students will understand the different methods of inventory control.				1,2	
III	Store management- Store function, location and layout, Standardization, codification & classification of materials, Material accounting & physical distribution, disposal of scrap, surplus & obsolete materials. Drug Store Management and Inventory Control – Organization of drug store, type, of materials stocked, storage conditions, Purchase and Inventory control principles, purchase procedures, purchase order, procurement and stocking		9	Students will understand the store management, store function, location and layout.				1,2	

IV	Equipment planning & Procurement: Steps in equipment selection, planning & procurement of spares/ accessories & consumables.	10	Students will be able to plan equipment and procurement.	1,2
V	Recent trends in material management: computerization of materials function, MIS Reports, Concept and framework of supply chain management, concept of Just in Time and central purchasing.	10	Students will learn the latest trends in inventory management.	1,2

TEXT BOOKS:

T1: Purchasing and inventory management | k. S. Menon, Sarika Kulkarni | Shroff Publishers

T2: Hospital Purchasing and Inventory Management by Edward D. Sanderson

REFERENCE BOOKS:

R1: Hospital Stores Management an Integrated Approach by Shakti Kumar Gupta, Sunil Kant

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the principles of material management & encompassing the functions of logistic management.	PO1, PO2, PO3, PO6, PO8, PO9
2	Proficiency in various inventory control methods and techniques.	PO1, PO2, PO3, PO8, PO9
3	Describe key components and effective functions of the store management system.	PO1, PO2, PO3, PO6, PO8, PO9
4	Explain the process of planning and procurement of equipment.	PO2, PO3, PO6, PO9
5	Understand and explain the recent trends in material and supply chain management.	PO1, PO3, PO6, PO8, PO9

SEMESTER – III									
Course Title	HOSPITAL INFORMATION SYSTEM								
Course code	23MBAH2104R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 30	2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. Ability to understand about healthcare technology – introduction, concept, principles, functions, and practices. 2. Ability to study the different functions of health record. 3. Ability to acquire knowledge of securing the information over the internet. 4. Ability to learn about methods and techniques of communication technology used in healthcare organisations. 								
CO1	Understanding the importance of information, its impact on society, and its specific relevance to healthcare.								
CO2	Analyze the challenges and roadblocks to EHR implementation and propose solutions								
CO3	Apply knowledge of the changing functions of electronic health records (EHRs).								
CO4	Understand cyber-crime and ensure the role of healthcare professionals in maintaining information security.								
CO5	Synthesize information on the future of informatics considering globalization.								
Unit- No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction : Information is important – Impact on society –Impact on Healthcare – The future of healthcare technology – The future healthcare record – Preparing for the future – Summary Functions of the health record	8	Understand the importance of information and its impact on society and healthcare. Identify the future trends in healthcare technology and healthcare records. : Prepare for the future developments in healthcare information systems.				1,2		
II	Functions of the health record – Changing functions of the patients record – Advantages of the paper record – Disadvantages of the paper record – Optically scanned records – The electronic health record – Automating the paper record – Advantages of the EHR – Disadvantages of the EHR – Bedside or point-of-care systems – Human factors and the EHR – Roadblocks and challenges to EHR implementation – The future – Summary	8	Understand the advantages and disadvantages of paper health records. Comprehend the benefits and drawbacks of electronic health records (EHR).				1,2		
III	Securing the information: Privacy and confidentiality and Law-Who owns the data? -Security-Computer crime-Role of healthcare professionals. Electronic Communications: A bit of history- Hardware and software for connecting- Methods of accessing information-World Wide Web (WEB)-Communication Technologies.	9	Understand the process of Securing data, privacy and confidentiality.				1,2		

IV	<p>Hardware and software: A bit of history – Hardware and software for connecting – Methods of accessing information – World Wide Web (WEB) – Communication Technologies.</p> <p>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.</p>	8	<p>Explore the history of hardware and software for connecting to information systems.</p> <p>Understand different methods of accessing information and the role of communication technologies.</p>	1,2
V	<p>Tele-health: Terms related to Tele-health – Historical perspective on tele-health – Types of Technology – Clinical initiatives – Administrative initiatives – Advantages and Barriers of telehealth – Future trends – Summary-The future of Informatics: Globalization of Information Technology – Electronic communication – Knowledge management – Genomics – Advances in public health – Speech recognition – Wireless computing – Security – Tele-health – Informatics Education – Barriers to Information Technology implementation – Summary.</p>	12	<p>Learn the terms related to tele-health and its historical perspective.</p> <p>: 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.</p>	1,2

TEXT BOOKS:

T1: Introduction To Health Care Management by Sharon B. Buchbinder and Nancy H. Shanks

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the importance of information, its impact on society, and its specific relevance to healthcare.	PO1, PO2, PO3, PO9
2	Analyze the challenges and roadblocks to EHR implementation and propose solutions	PO1, PO2, PO3, PO9
3	Apply knowledge of the changing functions of electronic health records (EHRs).	PO1, PO3
4	Understand 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

SEMESTER – III									
Course Title	CRM PROCESSES AND SYSTEMS IN HEALTHCARE INDUSTRY								
Course code	23MBAH2105R	Total credits: 2 Total hours: 30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	1. Ability to understand about Customer Relationship Management – introduction, concept, principles, functions and practices. 2. Ability to study the different approaches of marketing. 3. Ability to acquire knowledge of elements and processes of CRM. 4. Ability to learn about methods and techniques of organizational appraisal. 5. Ability to understand about the role of CRM managers.								
CO1	Understanding of the concepts and context of relationship management.								
CO2	Apply the knowledge in creating and managing a customer information database.								
CO3	Evaluate and devise effective CRM strategies for customer acquisition, retention, and prevention of defection.								
CO4	Analyze the significance of CRM as a strategic marketing tool.								
CO5	Illustrate CRM tools such as Analytical CRM and Operational CRM.								
Unit-No.	Content		Contact Hour	Learning Outcome				KL	
I	Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders		8	Define key concepts and terminologies in CRM. Explain the historical evolution of CRM and the shift from transactional to relationship-based approaches. Discuss the strategic importance of CRM in marketing and its benefits to stakeholders.				1,2	
II	Customer information Database – Customer Profile Analysis - Customer perception, Expectation’s analysis – Customer behavior in relationship perspectives; individual and group customer’s - Customer life time value – Selection of Profitable customer segments.		8	Collect and analyze customer data to create comprehensive profiles. Evaluate customer perceptions and expectations to enhance relationship management strategies. Analyze customer behavior to develop targeted relationship management approaches.				1,3	
III	Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.		8	Identify the essential elements of an effective CRM system. Describe the step-by-step process of CRM implementation. Explore different models of CRM and their practical applications in various industries.				1,2	

IV	Strategic CRM planning process – Implementation issues – CRM Tools- 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

TEXT BOOKS:

T1: Customer Relationship Management by Prof Antony Lawrence, Himalaya Publishing House

T2: Strategic management and Business Policy- Azhar Kazmi

REFERENCE BOOKS:

R1: Customer Relationship Management: A Databased Approach" by V. Kumar, G. S. Rajan, and W. Reinartz

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding of the concepts and context of relationship management.	PO2, PO6, 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									
Course Title	SUMMER PROJECT								
Course code	23MBAH2106R	Total credits:3	L	T	P	S	R	O/F	C
		Total hours:30P+90R+120F	0	0	2	0	6	8	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objective	<ol style="list-style-type: none"> To bridge the gap between theoretical knowledge and practical applications by engaging students in real-world scenarios. To develop essential project management skills, including planning, organization, and effective time management To enhance problem-solving and critical-thinking abilities by encouraging students to tackle complex challenges 								
CO1	Enable students to integrate and apply classroom theories and concepts to real-world challenges, enhancing their understanding through hands-on experience.								
CO2	Cultivate project planning, organization, and time-management skills by engaging students in the structured execution of a short-term project.								
CO3	Encourage students to analyze complex problems, develop practical solutions, and assess outcomes, fostering analytical thinking and adaptability.								
CO4	Improve students' ability to communicate professionally and collaborate effectively with peers, mentors, and industry professionals, simulating workplace interactions.								
CO5	Provide students with insights into industry practices and professional standards, helping them make informed career choices and enhance their employability in their chosen field.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – III									
Course Title	CORPORATE PROFICIENCY (Communicative English & Soft Skills)								
Course code	23UMPD211R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 60P	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	1. To acquaint students with the various tools of an effective presentation. 2. To acquire the speaking skill instruct, influence, engage, educate, or appease the listeners. 3. To increase proficiency, presentability and quality of resume and provide guidance for self- promotion and self-evaluation in social media.								
CO1	It will prepare the learners to speak with greater control and charisma in front of others.								
CO2	It will have a positive impact in their thought process and problem-solving skills								
CO3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.								
CO4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence								
CO5	It will help the students to prepare themselves for Panel Interview, Group interview and Personal interview								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Presentation Skills: Introduction, Essential characteristics of a good presentation, Preparation of a good presentation	15	Understand the essential characteristics of a good presentation. Recognize the importance of preparation in delivering a successful presentation.					1,2	
II	Public Skills: Fear of Public Speaking,, Understanding and Overcoming Fear of Public Speaking,, Confidence and Control, Physiology and Stress - Control/Process, Tips for Presentations and Public Speaking, Tips for Using Visual Aids in Presentations, Process for Preparing and Creating Presentations, Delivering Presentations Successfully, Doubt Clearing and Summary of Main Points	15	Recognize common fears associated with public speaking. Understand the physiological and psychological aspects of public speaking anxiety.					1,2	
III	Practical session on Resume, Curriculum Vitae, Writing cover letter & LinkedIn Profile: Preparation, submission & screening of Resume, Practical session on cover letter screening session, Creating a profile on LinkedIn, How to utilize it	15	Learn strategies to utilize LinkedIn effectively for professional networking and job searching.					1,2	
IV	Leadership & Management Skills : Concepts of Leadership, Leadership Styles, Manager VS Leader, How to be an Effective Leader, Mock/ Practice Session, Doubt Clearing Session.	15	Understand different leadership styles and the distinction between a manager and a leader. Learn how to be an effective leader through theory and practice sessions.					1,2	
V	Research Paper – Writing Skills: How to write a research paper? Key point in Research Work	15	Learn the key points in research work and how to write a research paper effectively.					1,2	

VI	Interview Skills & Dress code Ethics: Types of the interview- telephonic, virtual & face to face, Online interview, personal interview, Panel interview, Group interview, JAM session, Types of interview questions-traditional/common interview questions, Case interview questions, General Strategies for answering questions, Marketing your skills and experiences, Preparation before the interview, How to dress up for an interview? How to maintain eye contact and positive body language, How to be presentable, Interview dos and don'ts, Introduction to Dress Code Ethics, Purpose and Importance, How to Make 'FIRST IMPRESSION', What to Wear During Interviews or Any Other Formal Meetings – Male & Female	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

TEXT BOOKS:

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

REFERENCE BOOKS:

- R1: Garg. Manoj Kr. (2018) *English Communication: Theory and Practice*

OTHER LEARNING RESOURCES:

<https://files.eric.ed.gov/fulltext/EJ1132742.pdf>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – III									
Course Title	HEALTHCARE PRACTICUM ASSESSMENT-III								
Course code	23MBAH2107R	Total credits:1	L	T	P	S	R	O/F	C
		Total hours:	0	0	0	0	0	8	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objective	<ol style="list-style-type: none"> 1. To provide hands-on exposure to hospital operations, enabling students to analyze key functional areas and assess real-world healthcare management practices. 2. To bridge theoretical knowledge with practical application by engaging students in hospital visits, fostering critical thinking, and enhancing problem-solving skills in healthcare settings. 3. To develop professional and ethical competencies by improving communication skills, understanding patient confidentiality, and adhering to ethical standards in healthcare environments. 								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – III									
Course Title	TECHNO PROFESSIONAL SKILLS								
Course code	23MBAH2108R	Total credits: 2	L	T	P	S	R	O/F	C
		Total hours: 60P	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation which is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision making.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Business Software Applications and Technology Tools, Microsoft Office Suite (Excel, PowerPoint, Word), Data analysis and visualization tools, Project management software, Introduction to business intelligence and analytics tools, Teamwork and Leadership Development, Understanding the dynamics of effective teamwork, Building and leading diverse teams, Motivating and inspiring team members		20	Master data entry, formulas, and functions for data analysis. Design engaging and professional presentations. Utilize templates and formatting tools for professional documents. Understand the fundamentals of data analysis. Plan, execute, and monitor projects.				1,2	
II	Time Management and Organizational Skills, Techniques for prioritizing tasks and managing deadlines, Goal setting and time tracking methods, Ethics and Corporate Social Responsibility, Ethical decision-making frameworks, Corporate social responsibility and sustainability practices.		20	Learn methods for prioritizing tasks (e.g., Eisenhower Matrix). Develop skills to manage deadlines effectively. Learn the concepts of CSR and sustainability.				1,2	
III	The role of ethics in business leadership, Negotiation and Conflict Resolution, Fundamentals of negotiation, Negotiation strategies and tactics, Conflict resolution techniques in business settings		20	Understand the basics of negotiation processes. Learn the key principles of effective negotiation. Recognize different negotiation styles and their applications.				1,2	

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the techno-professional skills and their relevance for modern business managers	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									
Course Title	MOOCs-III								
Course code	23MSCE2110R	Total credits:2 Total hours:30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	ODD/ I semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To democratize education by making high-quality courses from top universities accessible to learners 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 proficiency in acquiring and applying globally recognized certifications in healthcare management								
CO2	Showcasing a comprehensive understanding of international healthcare 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.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1
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, PO3
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

SEMESTER – IV									
Course Title	LEGAL ENVIRONMENT IN HEALTHCARE BUSINESS								
Course code	23MBAH2201R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of Second year of the programme								
Course Objectives	1. Understand the ethical principles guiding healthcare practices. 2. Examine the legal processes involved in forming societies, trusts, and adherence to health policies for the establishment of hospitals. 3. Analyze the Central Birth and Deaths Registration Act 1969 and its recent amendments. 4. Explore the provisions of The Pharmacy Act 1948 regulating drug manufacture and sale. 5. Develop skills in ethical decision-making for various healthcare dilemmas.								
CO1	Understanding of Laws pertains to establishment of the Hospital.								
CO2	Identify the Laws pertaining to the Healthcare Sector.								
CO3	Organize the Laws relevant to the operationalization of healthcare organizations.								
CO4	Analyze the regulatory frameworks governing the manufacturing and sales of drugs.								
CO5	Identify the Laws related to medical negligence and Medical malpractice								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction: Laws relating to establishment of Hospital: Forming of Society of Trust, Health Policy.	8	Understand the legal requirements for forming a society or trust to establish a hospital. Learn the process of registration and compliance with relevant laws and regulations. Recognize the importance of governance structures in healthcare organizations.					1,2	
II	Laws Pertaining to Health: Laws Pertaining to Health – Central Birth and Deaths Registration Act 1969 –Recent Amendments –Medical Termination of Pregnancy Act 1971	8	Understand the provisions and recent amendments to the Births and Deaths Registration Act. Learn the procedures for registering births and deaths in compliance with the law. Understand the legal framework governing medical termination of pregnancy.					1,2	
III	Laws pertaining to Hospitals: Pre Natal-Diagnostics Techniques (Regulation & Prevention of Misuse) Act 1994 – Medical Negligence – Medico legal case, Bio medical waste (Management & Handling), Rules, Transportation of Human Organs Act 196, The Transplantation of Human Organ Act (THOA): ROTTO, SOTTO, National Organ Transplantation Program, Epidemic Disease Act 1987	12	Understand the regulations aimed at preventing the misuse of prenatal diagnostic techniques. Understand the concept of medical negligence and its legal implications. Understand the provisions of THOA and its amendments. Learn about the roles of ROTTO, SOTTO, and the National Organ Transplantation Program.					1,2	

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

TEXT BOOKS:

T1: Medical Law in India by Mohammad Naseem and Saman Naseem

REFERENCE BOOKS:

R1: Medical Negligence and the Law in India (Duties, Responsibilities, Rights) by Tapan Kumar Koley

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER – IV									
Course Title	QUALITY AND SAFETY MANAGEMENT IN HOSPITAL								
Course code	23MBAH2202R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 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 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 Standardization (ISO 9001:2008) & ISO 1400, its standards. and about patient safety as per NABH guidelines, Biomedical Waste Management (BMW), medical errors and adverse events. 								
CO1	Understand the fundamental concepts of quality management in Healthcare.								
CO2	Understand the principles and apply the tools of quality management in healthcare organizations.								
CO3	Explain the importance and scope of NABH accreditation for a hospital.								
CO4	Implement the knowledge of quality theories and concepts in laboratory accreditation.								
CO5	Demonstrate the patient safety strategy by evaluating quality guidelines and standards								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Quality: Quality definition, history, Quality in Healthcare, Quality Pioneer (viz. Walter A Shewhart, Edward Deming, Joseph M Juran, Kaoru Ishikawa), Top Management Commitment and involvement. Designing and controlling Production processes, PDCA Cycle.		8	Students will gain insights on quality and its importance in healthcare, its history and contributions of pioneers.				1,2	
II	Root cause analysis: Techniques of root cause analysis [viz.5 whys, Causal tree, decision table, appreciation, drill down, Ishikawa diagram (Fishbone diagram), FMEA, Pareto analysis, Fault tree analysis]. Process Management –Tools for Process Management, Theories, and principles of Quality Assurance: Principles, Juran, Trilogy, Kaizen, Philip Krosby's Principles, Six Sigma, Lean Six sigma.		8	Students will be able to use different tools to do root cause analysis of a problem.				1,2	

III	Accreditation: National Accreditation Board for Hospitals & 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

TEXT BOOKS:

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

REFERENCE BOOKS:

R1: Hospital Management – Goel Hospital Management Mc Gibony

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts of quality management in healthcare.	PO2, PO3, PO4, PO6, PO8, PO9
2	Understand the principles and apply the tools of quality management in healthcare organizations.	PO2, PO3, PO4, PO6, PO8, PO9
3	Explain the importance and scope of NABH accreditation for a hospital.	PO1, PO2, PO3, PO4, PO8, PO9
4	Implement the knowledge of quality theories and concepts in laboratory accreditation.	PO1, PO2, PO3, PO4, PO6, PO8, PO9
5	Demonstrate the patient safety strategy by evaluating quality guidelines and standards	PO1, PO2, PO3, PO4, PO6, PO8

SEMESTER – IV									
Course Title	THESIS								
Course code	23MBAH2203R	Total credits:4 Total hours:15L+30P+90R +120F	L	T	P	S	R	O/F	C
			1	0	2	0	6	8	4
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To develop advanced research methodologies and analytical skills that empower students. 2. To foster critical thinking and scholarly communication abilities, enabling students to analyze complex problems, articulate research findings. 3. To guide students in producing original research that contributes to the body of knowledge while equipping them with the skills required for academic publishing and real-world application of research insights. 								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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	EPIDEMIOLOGY AND PUBLIC HEALTH SYSTEM IN INDIA								
Course code	23MBAH2204R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To learn about the government's plans and initiatives to improve healthcare system, various National Health Policy, National Five-year plans. and understand the basic concepts and methods of Epidemiology and the different level of healthcare system in India. 2. To know the various National Health Programme related to communicable diseases. And understand about alcoholism, drug abuse and drug dependency and setting up de-addiction and rehabilitation centers. 3. To learn about the Environmental and Occupational Hazards, Sterilizations, Autoclaves, Waste disposal management (Solids and Liquids), Incinerators. 4. To understand about the various Safety systems, Immunization and Isolation systems, Communication systems, Public Health Service Systems, Health and Population policy and Strategies, District Health Organization, Regionalization of health care. 								
CO1	Understanding the Foundations of Public Health and initiatives of Government to improve healthcare system in India								
CO2	Comprehend the various National Health Programmes								
CO3	Assessing the needs of the Rural Healthcare system and bridging the gap.								
CO4	Analyzing the Strategies for Environmental and Occupational Health								
CO5	Identify the scope of International Health Agencies and comprehend the basics of health economics.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	Government's plans and initiatives to improve healthcare system, improvements in life expectancy, lower mortality and morbidity, National Health Policy & Co-ordination with different sectors, Population Control in India- Global scenario and neighbouring countries, National Health and Population policy and Strategies, Five-year plans. Ayushmann Bharat, Atal Amrit Abhiyan.	8	Able to understand various government schemes and plans related to health.	1,2					
II	Related to Communicable diseases: Malaria, Filarial, Tuberculosis, Leprosy, AIDS, and STD Related to Non-Communicable diseases: Cancer, Blindness, Diabetes, and Mental Health. Reproductive and child health programme (RCH), Integrated Child development scheme, water supply and sanitation, minimum needs programme, Millennium Development Goals	8	Gain knowledge regarding various communicable and non-communicable diseases, schemes related to it.	1,2					

III	Rural Health Care System – the structure and current scenario; Staffing Pattern – Sub Centre, New Primary Health Centre, Community Health Centre; Rural Health Infrastructure Norms; National Health Mission (NHM) – overview, mission outcome, role, responsibilities & functions; AYUSH - overview, role, responsibilities & functions; Role of Private Healthcare Services to Quality Care; Role of IT in Delivery of Health Services; Mobile Healthcare; Tele Preventive Medicine. Alcohol and alcoholism – opium drug use – cocaine and other commonly abused drugs – nicotine addiction – setting up de-addiction and rehabilitation centers.	8	Students will understand the the structure of rural healthcare in India.	1,2
IV	Environmental and Occupational Hazards - Hazards of environment and workplace – Safety systems – Immunization and Isolation systems – Communication systems – Public Health Service Systems – District Health Organization – Regionalization of health care.	9	Understanding of environment and occupational hazards and workplace safety culture.	1,2
V	International Health: International health agencies, International Classification of Diseases (ICD-11), Sustainable Development Goals Basics of health economics, Nature & Scope of Managerial Economics, Micro- and macro-economics, Demand/Supply of Medical Care, health services demand and elasticity of demand, demand estimation & forecasting of health services.	12	Students will gain brief knowledge regarding International classification of diseases and basics of health economics.	1,2

TEXT BOOKS:

T1: Modern Epidemiology by Kenneth Rothman, Third edition, Wolters Kluwer
Economics of Public and Private Healthcare and Health Insurance in India by Brijesh C. Purohit

REFERENCE BOOKS:

R1: Preventive and Social Medicine by K. Park, 25th edition, Bhanot

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Understanding the Foundations of Public Health and initiatives of Government to improve healthcare system in India	PO4, PO9
2	Comprehend the various National Health Programmes	PO4
3	Assessing the needs of the Rural Healthcare system and bridging the gap.	PO4, PO9
4	Analyzing the Strategies for Environmental and Occupational Health	PO6
5	Identify the scope of International Health Agencies and comprehend the basics of health economics.	PO9

SEMESTER – IV									
Course Title	STRATEGIC MANAGEMENT IN HOSPITALS								
Course code	23MBAH2205R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of Second year of the programme								
Course Objectives	1. Ability to understand about Strategic Management – introduction, concept, principles, functions, and practices. 2. Ability to study the different phases of Strategic Management. 3. Ability to acquire knowledge of external and internal environment. 4. Ability to learn about methods and techniques of organizational appraisal and to understand about corporate level strategies.								
CO1	Understanding of the definition, nature, and value of strategic management								
CO2	Evaluate the environment in healthcare organizations using tools.								
CO3	Assessing the needs of the Rural Healthcare system and bridging the gap.								
CO4	Understand the expansion strategies, stability strategies, retrenchment strategies, and combination strategies.								
CO5	Apply the strategic management process, including the strategic management model.								
Unit- No.	Content	Contact Hour	Learning Outcome					KL	
I	Strategic management: Definition, Nature, and value of strategic management. Vision statements: Nature, Definition, Benefits. Mission statements: Definition, Characteristics. Strategic management process: strategic management model – various components of the model. Value proposition. SWOT analysis. Value chain analysis: primary activities and support activities. Need for strategic management in hospitals. Situational analysis in health sector	8	Understand the concept and scope of strategic management. Learn the importance and benefits of strategic management in healthcare organizations. Learn the benefits of having a clear vision, Mission, objective for healthcare organizations.					1,2	
II	Environmental Appraisal: Competitive strength analysis – Internal environment: Strengths and Weaknesses. External environment: Opportunity and Threats. Classification of environmental sectors: Legal, Economic, Social, Political, Technological factors in environment. Forces driving the competitions among the hospitals, Operating environment in the hospitals	12	Understand the different environmental sectors: legal, economic, social, political, and technological factors. Learn how these factors influence the healthcare environment. Analyze the operating environment in hospitals to develop competitive strategies.					1,2	
III	Strategy formulation: Concept of environment in Health care organizations, internal and external environment, SWOT matrix, appraising the environment, environmental threat and opportunity profile (ETOP) for a hospital	9	Understand the concept of SWOT, ETOP. Learn how to create and use an ETOP for a hospital.					1,2	

IV	Methods and techniques: Methods and techniques used for organizational appraisal: internal analysis, comparative analysis, comprehensive analysis.	8	Learn various methods and techniques used for internal analysis. Understand comparative and comprehensive analysis techniques.	1,2
V	Corporate level strategies: Expansion strategies, stability strategies, retrenchment strategies, combination strategies, concentration strategies- Ansoff' product- market matrix .	8	Understand the concept and application of strategies in healthcare. Create and implement combination strategies for diverse organizational needs.	2,3

TEXT BOOKS:

T1: Strategic management and Business Policy- Azhar Kazmi

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

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

SEMESTER-IV									
Course Title	MOOCs-IV								
Course code	23MSCE2206R	Total credits: 2 Total hours:30	L	T	P	S	R	O/F	C
			2	0	0	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION IN HEALTHCARE MANAGEMENT								
Semester	EVEN / II semester of Second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To democratize education by making high-quality courses from top universities accessible to learners worldwide. To provide learners with flexibility and control over their education by offering self-paced learning options. 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 proficiency in acquiring and applying globally recognized certifications in healthcare management								
CO2	Showcasing a comprehensive understanding of international healthcare 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.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAM OUTCOMES

CO PO Mapping		
SN	Course Outcome (CO)	Mapped Program Outcome
1	Demonstrate proficiency in acquiring and applying globally recognized certifications in healthcare management	PO1
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 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

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

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

**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 in-semester 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
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C	5	Average
P	4	Pass
F	0	Fail
Abs	0	Absent
UFM	0	Unfair Means

iv. Grade Point Average:**a. SGPA (Semester Grade Point Average)**

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

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

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

b. CGPA (Cumulative Grade Point Average)

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

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

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

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

D. Post-Examination

i. Transcript or Grade Card or Certificate:

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

ii. Grievance Readdress Mechanism:

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

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

- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students to improve upon their results at the preceding examination result for any reason whatsoever shall not confer any right upon them for admission to the next higher class which matters always be regulated by the relevant rules or regulations framed by the University.
- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for a fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

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

1. **Student-centric / Constructivist Approach:**

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

- a) **Project-Based Learning:** The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the 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
1	University Core(UC)	Skill Enhancement Course (SEC)	2
		Ability Enhancement Course(AEC)	4
		Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	2
2	University Elective (UE)	Multidisciplinary Course (MDC)	3
		Value Added Course (VAC)	0
3	Programme Core(PC)	Discipline Specific Core(DSC)	63
		Field Training	0
		Research /Industry Internship	20
		Summer Internship	3
4	Programme Elective (PE)	Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	0
5	Faculty Core(FC)	Skill Enhancement Course (SEC)	0
		Ability Enhancement Course(AEC)	0
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

S.N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for				
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester I	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
	4	23MBCF114R	Managerial Economics	DSC (Minor)	3	0	0	0	0	0	3	40	60	0	100
	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 Category	Engagement							Maximum Marks for				
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester II	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
	4	23MBCF124R	Human Resource Management	DSC (Major)	3	0	0	0	0	0	3	40	60	0	100
	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
	9	23UMPD121R	Communication Mastery (PDP)	AEC	0	0	4	0	0	0	2	40	60	0	100
	Total				17	2	4	4	0	0	21	240	360	300	900

	S.N.	Course Code	Course Title	Course Category	Engagement							Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total
Semester III	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
	3	23MBCF213R	Investment Analysis and Portfolio Management	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
	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					17	0	2	0	6	8	20	240	360	0
Semester IV	1.	23MBCF221R	Strategic Management	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
	2	23MBCF222R	Corporate Taxation	DSC (Major)	4	0	0	0	0	0	4	40	60	0	100
	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

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

SEMESTER – I									
Course Title	ACCOUNTING FOR MANAGERS								
Course code	23MBCF111R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45T	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. This is an introductory course in financial accounting. 2. Financial accounting focuses on the rules by which firms (and individuals) report the results. 3. Reporting of operations to outsiders such as stockholders and the potential of Financial Accounting, 4. The preparation of Financial Statements with their analysis.								
CO1	Understand the basic principles of financial accounting.								
CO2	Proficiency in preparing and analyzing final accounts								
CO3	Explain the causes of depreciation and methods of calculation.								
CO4	Analyze key financial ratios to make informed business decisions.								
CO5	Discuss budget and budgetary control to support organizational planning.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Accounting Introduction of financial accounting, Importance and Objectives, The Generally Accepted Accounting Principles (GAAP), journal, ledger, subsidiary books, Cash book and trial balance, Reconciliation between bank passbook and cash book.	13	Understand the fundamentals of financial accounting, GAAP, and the steps in accounting	1,2					
II	Final Accounts- Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information – meaning, users of accounting information.	10	Gain the ability to prepare Trading, Profit and Loss Accounts, and Balance Sheet.	1,2					
III	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, and the effect of depreciation on profit.	7	Comprehend the concept and reasons for depreciation and methods of calculating depreciation.	1,2					
IV	Ratio Analysis Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios.	8	Perform Ratio Analysis, and classify ratios into Profitability, Liquidity, and Activity categories.	1,2					
V	Budgeting and Budgetary Control Concept of Budgeting and Budgetary Control, Types of Budgets, Essential features, Merits and Limitations of Budgetary Control.	8	Learn the concept of Budgeting and Budgetary Control.	1,2					

TEXT BOOKS :

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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 Title	MARKETING MANAGEMENT								
Course Code	23MBCF112R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45T	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. To define key marketing concepts like marketing mix, customer value, and market segmentation. 2. To explain the impact of the marketing environment (macro and micro) on marketing decisions. 3. To identify different consumer and organizational buying behaviors. 4. To analyze the marketing research process and its role in strategic marketing planning.								
CO1	Understand the concept, scope, and opportunities of marketing.								
CO2	Interpret buying behaviour for strategic marketing planning.								
CO3	Develop new product and pricing strategies for evolving market needs.								
CO4	Understand and utilize the concepts of channels of distribution and integrated marketing communication.								
CO5	Identify the new trends in the field of marketing.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Microenvironment on Marketing, Global Marketing.		10	Understand fundamental Marketing concepts, philosophies, and their application in creating customer value.				1,2	
II	Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process		5	Learn consumer and organizational buying behavior for effective market segmentation, targeting, and positioning.				1,2	
III	Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling. Developing Pricing Strategies: Setting Price, Factors Influencing Price Determination.		10	Learn product mix strategies and pricing strategies.				2,3	

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	10	Understand distribution and integrated marketing communication.	2,3
V	Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural Marketing, Green Marketing, Digital Marketing, Viral Marketing, Neuro Marketing	10	Explore emerging trends in marketing.	1,3

TEXT BOOKS:

- T1: Marketing Management-Rajan Saxena,2015,6e, McGraw Hill India
T2: Marketing Management: Kotler P., KellerK.L.,2016,15eGlobalEdition, Pearson
T3: Marketing Management: Ramaswamy. S.,&NamaKumari,S.,2018,6e,SAGE

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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 marketingcommunication.	PO1, PO2, PO3, PO5, PO6
5	Identify the new trends in the field of marketing	PO4, PO3

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT								
Course code	23MBCF113R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45T	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. In this course, the students will learn to recognize the characteristics of proper management by identifying what successful managers do and how they do it. 2. Understanding how managers work is just as beneficial for the subordinate employee as it is for the manager. 3. This course is designed to teach them the fundamentals of management as they are practiced today.								
CO1	Understand the concept and evolution of management thoughts and practices.								
CO2	Identify and apply the core functions of management for organisation.								
CO3	Evaluate the relevance of Management by objective and communication for effective leadership.								
CO4	Understand the various aspects and needs of an organization.								
CO5	Appraise the trends and challenges in a global business environment.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Management thought, management: its definition, meaning, nature and features; contributions of F.W. Taylor and H. Fayol: features and principles; emergence of human relations movement; differences between management and administration.		10	Understand the management and contributions of F.W. Taylor and H. Fayol.				1,2	
II	Management functions: Planning, organizing, staffing, directing, controlling and decision-making process: introduction, meaning, objectives, types, importance, steps; Forecasting: process, techniques, advantages and disadvantages, differences between planning and forecasting, Line and Staff relationship, span of control, Delegation and Decentralization, Formal and Informal organization.		12	Learn about planning, organizing, staffing, directing, controlling, and decision-making processes				1,2	
III	Management by objectives: definition and meaning, features, process, benefits, and drawbacks. Concept of leadership, theories, and styles. Communication process, Effective Communication.		8	Understand Management by Objectives, as well as concepts of leadership, theories, styles, and effective communication.				1,2	
IV	Introduction to organization: its characteristics, advantages, classification of organization, theories of organization: classical, neo-classical, and modern; types of organizations: line, line and staff.		5	Understand classical, neo-classical, and modern organization theories and types of organizations.				1,2	

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

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

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

REFERENCE BOOKS:

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

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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	MANAGERIAL ECONOMICS								
Course Code	23MBCF114R	Total Credits: 3 Total Hours: 45T	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. 2. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, 3. Enables evaluation of alternative courses of action and finally choose among alternatives.								
CO1	Understand the concept of ME and its application in business decisions.								
CO2	Understand and analyse economic concepts related to production processes and scale dynamics.								
CO3	Evaluate various concepts of cost and their strategies.								
CO4	Comprehend diverse aspects of profit within the competitive business context.								
CO5	Understand the utility of National Income indicators in managerial decision-making.								
Unit No.	Content		Contact Hour	Learning Outcome			KL		
I	Meaning of managerial economics and its importance in managerial decision-making; concept of macro and microeconomics; meaning and definition of demand and supply; law of demand and supply; demand schedule; determinants of demand; elasticity of demand; demand forecasting.		12	Understand the meaning and importance of managerial economics			1,2		
II	Production analysis: production function; factors of production; concepts of isoquants, marginal rate of substitution, law of variable proportion, and returns to scale.		8	Understand factors of production, isoquants, marginal rate of substitution, the law of variable proportion			1,2		
III	Theory of cost: Conceptual difference between economic and accounting cost; opportunity cost; social and private cost; long-run and short-run cost; marginal and average cost.		8	Understand opportunity cost, long-run and short-run costs, and marginal and average costs			1,2		
IV	Price determination under different market conditions – perfect competition, monopoly, monopolistic, and oligopoly; theories of profits; profit measurement.		7	Understand price determination in different markets.			1,2		
V	National income accounting: GNP, GDP, NDP; theory of income determination; supply of money; balance of payments; foreign exchange market; international trade		10	Learn national income accounting concepts			1,2		

TEXT BOOKS:

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

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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, LAW & BUSINESS									
Course Code	23MBCF115R	Total credits: 3 Total hours: 45T	L	T	P	S	R	O/F	C	
			3	0	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil							
Programme	Master of Business Administration (Corporate Finance)									
Semester	Fall/ I semester of the first year of the programme									
Course Objectives	<ol style="list-style-type: none"> 1. Society increasingly demands ethical and social responsibility. This course provides an ethical dimension to the conduct of contemporary commerce. 2. Although ethics exist independently of the law, legislative and common law developments are increasingly imposing higher standards of commercial morality. 3. This course examines the conceptual basis of ethical behaviour and the increasing attempts by the law to prescribe ethical behaviour. The course uses a case studies approach. 									
CO1	Understand ethics in global business, assessing legal frameworks and the International Code of Ethics.									
CO2	Identifying contract laws and it's essential elements.									
CO3	Understand and analysis the company regulations and types of companies.									
CO4	Evaluate arbitration processes, articulating objectives of the Arbitration and Conciliation Act 1996.									
CO5	Apply practical CSR activities, manage corporate identity, and demonstrate proficiency									
Unit No.	Content				Contact Hour	Learning Outcome				KL
I	Ethics – Definition, Theory of Natural Law, relationship between Law and Moral Standards. Ethical Principles that govern Global Business, International Code of Ethics. Sexual Harassment of Women at Workplace (Prohibition, Prevention & Redressal) Act, 2013, the Environment (Protection) Act, 1986.				11	Understand ethics, theories, ethical principles in global business.				1,2
II	The Indian Contract Act, 1872 - Nature and classification of contracts, Essential elements of a valid contract, Offer & Acceptance - Consideration - Capacities of parties, Provisions relating to free consent, void agreements, performance & Discharge of contract. Breach of contract.				8	Understand the Indian Contract Act				1,2
III	The Companies Act, 1956 - Company, definition, Meaning, features and types of companies, incorporation, Memorandum of association, Articles of association & Prospectus, Charge Registration matters. Limited Liability Partnership Act, 2008 – Salient Features, Distinction between LLP and Partnership. The Companies Act, 2013 – Salient features Corporate Social Responsibility.				8	Understand the Companies Act 1956 and 2013, Limited Liability Partnership Act 2008				1,2
IV	The Arbitration and Conciliation Act, 1996 – Object of the Act, Matters not Referable to Arbitrations in some cases, Appointment of Arbitrator, Applicability of Law of Limitation. Arbitral Award and Cost, Intervention by court. WTO & TRIPS - Patent Act of India 1970 (with amendments), International Protection of Patents. Cyber Law. Role of WTO in protecting IPR of Developing Countries, Trademarks, Copyrights, The Trade Marks Act of India, 1999.				10	Understand WTO, TRIPS, Patent Act of India, Cyber Law, protection of IPR.				1,2

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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TEXT BOOKS :

T1: Ethics and corporate governance, Ed. H.R. Iyer, ICFAI: Hyderabad

T2: Business Ethics and Corporate Governance, K Viyyanna Rao, G Naga Raju, IK International Publishing House 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 Royce 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.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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,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 Title	MINI RESEARCH (REVIEW OF LITERATURE- RI)								
Course Code	23MBCF116R	Total Credits: 2	L	T	P	S	R	O/F	C
			0	0	0	4	6	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. To understand the significance of research 2. To understand the importance of conducting a literature review. 3. To understand research gaps and formulate research problems 4. To demonstrate proficiency in citation and referencing sources. 5. To present an organized overview of the relevant literature for a selected research topic.								
CO1	Understand the fundamental concepts and significance of research, including its purpose and various types.								
CO2	Demonstrate proficiency in conducting a literature review								
CO3	Identify research gaps effectively and formulate research questions.								
CO4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.								
CO5	Develop skills in structuring a review and writing citations for various types of sources, including books, journal articles, and websites.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).	7	Understand the meaning, significance, purpose, and types of research.	1,2					
II	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.	8	Comprehend the definition and purpose of conducting a literature review, and learn the steps involved.	1,2					
III	Identifying Research Gaps and Formulating Research Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.	5	Recognize the significance of identifying research gaps, learn strategies for doing so.	1,2					
IV	Citation and Referencing Styles Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography	5	Gain an overview of different citation and referencing styles	1,2					
V	Structure of a Review and Citation Writing Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).	5	Learn how to prepare a literature review and write citations	1,2					

TEXT BOOKS :

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – I									
Course Title	FUNDAMENTAL OF STATISTICS								
Course Code	23UMFS111R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 30T+30P	2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. The Fundamentals of Statistics course provides a comprehensive introduction to the essential principles and techniques of statistical analysis. 2. Designed for students from various academic backgrounds, this course equips learners with the foundational knowledge and practical skills. 3. The course is needed to understand, interpret, and apply statistical methods in a wide range of fields.								
CO1	Define and explain the scope of Statistics.								
CO2	Understanding the statistical methods to present data effectively through tables and graphical representations, including histograms and ogives.								
CO3	Apply mathematical and positional measures of statistics.								
CO4	Analyze discrete probability spaces, properties of probability, independence of events, conditional probability, and rules of total and compound probability.								
CO5	Synthesize the knowledge of probability theory by applying theorems.								
Unit No.	Content		Contact Hour	Learning Outcome			KL		
I	Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval, and ratio..		5	Understand statistics, concepts of statistical population and sample, types of data			1,2		
II	Presentation: Tabular and graphical, including histogram and ogives. Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness, and kurtosis.		10	Learn measures of central tendency, measures of dispersion			1,2		
III	Bivariate data: Definition, scatter diagram, simple, partial and multiple correlation (3 variables only), rank correlation. Simple linear regression, fitting of polynomials and exponential curves.		10	Comprehend bivariate data analysis including regression.			1,3		
IV	Random experiment: Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. Definition of probability: classical and relative frequency approach. Discrete probability space, Properties of probability, Independence of events, Conditional probability, total and compound probability rules, Normal probability Distribution, Binomial probability Distribution, Poisson Probability Distribution, Bayes' theorem and its applications.		10	Understand the concepts of probability and probability distributions			1,3		

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-Wallis test.	10	Learn about hypothesis testing, parametric tests and non-parametric tests	1,3
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TEXT BOOKS:

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
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 (COMMUNICATIVE ENGLISH & SOFT SKILLS)								
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-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. To distinguish between interrogative, assertive, and exclamatory sentences. 2. To gather key ideas and information from various texts. 3. To develop strategies to improve their listening skills. 4. To evaluate different methods for resolving conflict.								
CO1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.								
CO2	Apply various types of tenses accurately to avoid common grammatical errors in communication.								
CO3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.								
CO4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.								
CO5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms - Please do not change the content and add gap after word.	12	Learn the basics in Grammar.	1,2					
II	Reading Skills Techniques of Effective Reading, gathering ideas and information from a text, The SQ3R Technique, Interpret the text	12	Learn the techniques of Effective Reading.	1,2					
III	Listening Skills What is listening? The Process of Listening, Factors that adversely affect Listening, Difference between Listening and Hearing, Purpose and Importance of Effective Listening, How to Improve Listening Process.	12	Understand the process of Listening, factors that adversely affect Listening.	1,2					
IV	Conflict Management Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative).	12	Learn the concept of conflicts and its management.	1,2					
V	Time-Management Skills Introduction To Time Management, Purpose And Importance of Time Management, Basic Tips to Maintain Time. Activity: Problem-solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.	12	Understand the significance of time management in personal and professional life. Evaluate the impact of good time management practices on productivity and stress reduction.	1,2					

TEXT BOOKS:

- T1: Wren, P. and Martin, H. 2009. High School English Grammar and Composition. S Chand Publishing.
 T2: English Grammarian Use, Raymond Murphy 4th edition, CUP, Cambridge English publisher, 2015
 T3: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

REFERENCE BOOKS:

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

OTHER RESOURCE:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – I									
Course Title	MOOCs								
Course Code	23MSCE111R	Total Credits: 1	L	T	P	S	R	O/F	C
			1	0	0	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	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 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.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – I									
Course Title	PERSONAL FINANCIAL PLANNING								
Course Code	23UUFL111R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 30P	0	0	2	0	0	0	1
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. This is an intermediate-level course designed for students with little to no skills in official management. 2. Through the selected short readings and self-paced activities, students gain both conceptual and practical knowledge of core concepts of financial planning to 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 and opportunity cost, Determine the present value of single and multiple cash flows, Review taxation basics including filing, deductions. 								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilise the basic aspects of income tax and GST.								
CO3	Understand the concept, scope and prerequisites of entrepreneurship.								
CO4	Understand the concept, scope and prerequisites of entrepreneurship.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Fundamentals of Financial Planning – Functions of money; Inflation - Meaning, causes, how it can be controlled; Process of financial planning; Time value of money - simple and compound interest; Net Present Value and Future value; Power of Compounding; Doubling period and Rule of 72.	3	Understand the functions of money and the concept of inflation, including its causes and control measures. Calculate the time value of money using simple and compound interest methods.	1,2					
II	Income Tax Planning – Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.	3	Understand Income types, Taxes, Taxable Income, Tax evasion and avoidance, GST	1,2					
III	Entrepreneurial Planning – Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, Financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistance of Government, Commercial Bank Loans and Overdraft.	3	Understand Entrepreneurship basics, Financial aids, Venture Capital.	2					
IV	Planning for investing in securities market – Investment avenues offered by Securities Markets, Primary Market and Secondary Market, Stock market - meaning, features, functions of NSE, BSE, DEMAT trading account, Security repository, stockbrokers, Operational aspects of securities markets: placement of orders, contract note, pay-in and pay-out, trading and settlement cycle, Various risks involved in investing in	3	Understand Investment avenues, Stock markets, Mutual Funds, SIP, Risks involved	3					

	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

TEXT BOOKS :

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

REFERENCE BOOKS:

R1: Personal Finance and Planning by Dr. Rajni, JSR Publishing House LLP, 2020

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – II									
Course Title	ORGANIZATIONAL BEHAVIOUR								
Course Code	23MBCF121R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45T	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the Programme								
Course Objectives	1. To learn about the basic concept of organization, its classification, and organizational behavior. 2. To learn about various terms like Learning, perception, values and attitudes. 3. To learn about personality, morale and motivation and leadership and its importance in an organization.								
CO1	Describe the concepts of the organisation as well as organisational behaviour.								
CO2	Understand the approaches and models of organizational behaviour.								
CO3	Summarize the Individual-level factors of organisational behaviour.								
CO4	Evaluate the personality and motivation of self and others.								
CO5	Describe the key concepts and style of leadership.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Organisational Behaviour: Introduction to Organisation, Classifications of Organisations, Factors Influencing an Organisation, Organisational Behaviour, Fundamental Concepts in Organisational Behaviour, Importance of Organisational Behaviour for Managers.	10	Understand the 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	Approaches and Models of Organisational Behaviour: Introduction, Some of the Important Approaches, Models of Organisational Behaviour, Inter-Relationship between Personal Life and Work Life.	8	Understand the various approaches and models of organisational behaviour. Evaluate the inter-relationship between personal life and work life using different models.					2,3	
III	Learning, Perceptions, Values and Attitudes: Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude.	8	Understand the meaning and theories of learning, and the process and factors affecting perception. Develop perceptual skills to enhance understanding of organisational behaviour.					2,3	
IV	Personality, Morale and Motivation: Introduction, Determinants of Personality, Personality Traits, Types of Personality, Morale and Motivation, Motivation, Mechanism of Motivation, Basic Theories of Motivation, Abraham Maslow’s Theory, Fredrick Herzberg’s Two-Factor Theory, David McClelland’s Theory, Douglas McGregor’s Theory.	10	Understand the sources, types, and classifications of values and attitudes. Analyze the significance of attitude and the components and theories related to it.					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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TEXT BOOKS:

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, Organisational Behaviour, 9th ed., McGraw-Hill/Irwin. Anderson, M., 2004.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – II									
Course Title	FINANCIAL MANAGEMENT								
Course code	23MBCF122R	Total Credits: 3 Total Hours: 45T	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of first year of the programme								
Course Objectives	1. Flow and other mathematical techniques used in financial management. 2. To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses. 3. To familiarize with the techniques used in Cash, Inventory and Receivables Management. 4. To understand the various sources and uses of finance. 5. To explain the various techniques of evaluation of capital expenditure decisions.								
CO1	Understand the concept and scope of financial management.								
CO2	Analyse and interpret the cost of raising funds from different sources of finance.								
CO3	Discover the investment opportunities by applying various capital budgeting techniques.								
CO4	Identify the factors influencing dividend policies.								
CO5	Analyse th determinance of working capital and receivables for better decision making.								
Unit No.	Content		Contact Hour	Learning Outcome				KL	
I	Financial management: Definition of finance, Scope of finance, Meaning and nature of financial management, Goals of financial management, Decision making of financial management, Role and function of finance manager, Financial planning, and Time value of money.		10	Understand the definition, scope, and nature of financial management. Analyze the goals of financial management and the role and functions of a finance manager.				1,2	
II	Cost of capital: Long term and short term financing – Debenture Capital, equity Capital, preference Capital, retained earnings, Meaning of cost, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, cost of internally generated funds.		10	Understand the different sources of long-term and short-term financing including debenture capital, equity capital, preference capital, and retained earnings. Analyze the cost of capital components and evaluate methods for calculating the cost of equity, retained earnings, debt, and preference capital.				2,3	
III	Capital budgeting: Meaning, significance, nature of investment decision, techniques of investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.		10	Understand the significance and nature of investment decisions in capital budgeting. Apply various techniques of investment evaluation such as Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.				2,3	

IV	Dividend decision: Meaning, Forms of dividend, Factors determining dividend policies, Models of dividend policy - Walter's model, Gordon's model, Miller-Modigliani model.	7	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

TEXT BOOKS :

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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 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	Analyse th determinance of working capital and receivables for better decision making.	PO1, PO6, PO9

SEMESTER – II									
Course Title	COST AND MANAGEMENT ACCOUNTING								
Course Code	23MBCF123R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45T	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. To understand cost concepts and costing techniques applied in manufacturing and service businesses. 2. To impart knowledge on cost control and cost reduction. 3. To understand the concepts of decision-making tools in cost accounting. 4. To familiarize students with contemporary issues in cost and management accounting.								
CO1	Understand cost-related concepts and preparation of cost sheets.								
CO2	Implement decision-making techniques in real-world scenarios, demonstrating practical application and proficiency related to cost control.								
CO3	Understand and apply different costing methods.								
CO4	Demonstrate comprehension of costing methodologies and proficiently identify and exploit cost-saving prospects.								
CO5	Interpret and apply statements aimed at reconciling cost and financial accounts, showcasing analytical skills and practical understanding.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Essentials of Cost Accountancy – the concept of cost accounting, Management Accounting, Tools of Cost Management, Cost Centre, Cost Unit and Preparation of Cost Sheet.	7	Understand the fundamental concepts of cost accounting and management accounting. Apply the tools of cost management to prepare a cost sheet and analyze cost center and cost unit data.				1,3		
II	Elements of Cost – Material Cost, Labour Cost, Overhead Costs. Material: Purchase procedure, storage and Inventory control, Methods of Pricing issues, Methods of Inventory control. Labour: Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost. Overheads: Meaning, classification, Accounting of overheads.	10	Understand the purchase procedure, storage, and inventory control methods for material cost. Apply different methods of pricing issues and inventory control techniques.				2,3		
III	Methods of costing - Job costing, Batch costing, Unit costing, Contract Costing, Process Costing.	8	Understand various costing methods including job costing, batch costing, unit costing, contract costing, and process costing. Evaluate the appropriateness of different costing methods for various business scenarios.				3		

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

TEXT BOOKS:

T1: Cost accounting Principles and practice, Nigam and Jain.

T2: Management accounting, Shashik. Gupta, R.K Sharma, Kalyani Publishers

T3: Cost accounting, Bhabatosh Banerjee PHI

T4: Cost accounting, V. Rajasekaran, R.Lalitha, Pearson

REFERENCE BOOKS:

R1: Cost Accounting-Khan& Jain.

R2: Cost Accounting-S.N Maheswari

R3: Cost and Management accounting-Jain& Narang

R4: Cost accounting, Charles T.Horngren, Srikant M. Datar, MadhavV Rajan. Pearson

R5: Cost and management accounting for managers, BK Chatterjee, Jai copublishing house

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
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 Code	23MBCF124R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45T	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To understand the basic functions of Human Resource Management and its scenario in India. To know the importance and applicability of job analysis and job evaluation. To learn about the various aspects of Staffing. To understand the concepts and importance of Compensation Management in managing HR. To learn about the importance of Human Resource Development and the recent trends and challenges in HRM globally. 								
CO1	Comprehend the basics of Human Resource Management and Human Resource Planning.								
CO2	Understand the implications of Job analysis and job evaluation.								
CO3	Identify and analyze the various elements of staffing.								
CO4	Explain the concept and need for compensation management.								
CO5	Understand the concept and applicability of recent trends in HRM in different sectors.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Introduction to HRM and HRP: Human Resource Management - Meaning, scope, objectives, functions, policies and importance of Human Resource Management, HR Managers – Qualities, Roles, and Challenges. Emerging HR Trends and practices by firms in India. Human Resource Planning – Definition, objectives, process, importance and limitations.	8	Understand the meaning, scope, objectives, functions, policies, and importance of Human Resource Management. Analyze the qualities, roles, and challenges faced by HR managers and the emerging HR trends and practices in Indian firms.				1, 2, 3		
II	Job Analysis and Job Evaluation: Job Analysis – Meaning and elements of Job Analysis, Job description vs job specification. Job Design - Meaning, Methods, Merits and Demerits. Job Evaluation – Meaning, objectives, Importance and Methods Benefits.	8	Understand the meaning and elements of job analysis, and differentiate between job description and job specification. Evaluate the methods, merits, and demerits of job design.				2,3		
III	Staffing: Staffing-Meaning, importance, and process. Recruitment – Meaning, objectives and importance, process, factors affecting recruitment, sources, Modern methods of recruitment, barriers in effective recruitment. Selection – Meaning, objectives, process, Types of Selection Tests, barriers in effective selection. Recruitment Vs Selection. Interview - Meaning and Types. Induction – Meaning and importance. Placement - Meaning and objectives.	12	Understand the meaning, objectives, importance, and process of recruitment. Analyze the factors affecting recruitment, sources, modern methods of recruitment, and barriers in effective recruitment.				2,3		

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

TEXT BOOKS :

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

REFERENCE BOOKS:

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – II									
Course Title	PRODUCTIONS AND OPERATIONS MANAGEMENT								
Course code	23MBCF125R	Total Credits: 3 Total Hours: 45T	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. Ability to understand Production Management – introduction, concept, principles, functions, and practices. 2. Ability to study the different phases of Operations Management. 3. Ability to acquire knowledge of productivity. 4. Ability to learn about production planning and design. 5. Ability to understand about total quality management								
CO1	Understand the different roles of production and operations management.								
CO2	Analyze the knowledge of productivity and capacity planning in industries.								
CO3	Identify the dimensions of quality and various forecasting methods.								
CO4	Evaluate the product design, lifecycle and industrial purchasing procedures.								
CO5	Understand the concept of manufacturing and reduction of wastage.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	PRODUCTION AND OPERATIONS MANAGEMENT – INTRODUCTION Introduction To Production Management, Various Types Of Production System, Introduction To Operation Management, Comparison Between Production And Operations Management, 5 Ps Of Operations Management, Responsibilities Of Operation Managers, Recent Trends In Operations Management.	10	Understand the production management; concept of operations management; recent trends in operations management.	1,2,3					
II	PRODUCTIVITY, PLANT LOCATION AND PLANNING Productivity Management–Productivity Measurement: Approaches To Increasing Productivity, Capacity Planning, Plant Location – Importance And Necessity, Controllable And Uncontrollable Factors Affecting Plant Location, Various Location Models used In Industries, Capacity Planning.	10	Describe the various approaches for measuring productivity; various location models used in industries.	2,3					
III	QUALITY MANAGEMENT AND FORECASTING Concept Of Quality, Various Classifications Of Quality, Dimensions Of Quality for Manufactured Products, Dimensions Of Quality For Services, Total Quality Management, Forecasting–Concept, Purpose, Types of Forecasting Methods.	8	Describe the concept of quality and classify its various dimensions for manufactured products and service; principles of Total Quality Management (TQM); concept and purpose of forecasting.	2,3					

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

TEXT BOOKS :

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

REFERENCE BOOKS:

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

R2: Production and Operations Management by R. Paneerselvam.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	23MBCF126R	Total Credits: 1 Total Hours: 30P	L	T	P	S	R	O/F	C
			0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. 5. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization.								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
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 Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS									
Course Code	23UUHV127R	Total Credits: 2		L	T	P	S	R	O/F	C
		Total Hours: 15T+30P		1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite			Nil					
Programme	Master of Business Administration (Corporate Finance)									
Semester	Winter/ II semester of the first year of the programme									
Course Objectives	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds. 									
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.									
CO2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.									
CO3	Extract the foundational values in human relationships.									
CO4	Recognize the role of harmony in the family and society.									
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.									
Unit No.	Content	Contact Hour	Learning Outcome				KL			
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	Describe the process for value education; mechanisms for self-exploration; methods to fulfill human aspirations by living in harmony at various levels.				1,2,3			

II	<p>Navigate Self-Exploration: Understanding human being as a co-existence of the sentient 'I' and the material body; Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha; Understanding the Body as an instrument of 'I'(Ibeing the doer,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.</p>	5	Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity	2,3
III	<p>Foster Harmony in Relationships: Understanding Harmony in the family—the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitvaas 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.</p>	6	Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	2,3
IV	<p>Envision Societal Harmony: Understanding the harmony in Nature; Interconnectedness and mutual fulfillment among the four orders of nature-recyclability and self-regulation in nature; Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	5	Describe interconnectedness and mutual fulfillment; recyclability and self-regulation in nature; holistic perception of harmony	2,3

V	<p>Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics:</p> <p>a) Ability to utilize the professional competence for augmenting universal human order.</p> <p>b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,</p> <p>c) Ability to identify and develop appropriate technologies and management patterns for the above production systems.</p> <p>Strategy for the transition from the present state to Universal Human Order:</p> <p>a) At the level of the individual: as socially and ecologically responsible engineers, technologists, and managers.</p> <p>b) At the level of society: as mutually enriching institutions and organizations.</p>	7	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3
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TEXT BOOKS:

T1: R.R.Gaur, R.Sangal, G.P. Bagaria, A foundation course in Human Values and professional Ethics, Excelbooks, New Delhi, 2010, ISBN 978-8-174-46781-2

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

REFERENCE BOOKS:

R1: B.L. Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

R2: P.L. Dhar, R.R. Gaur, 1990, *Science and Humanism*, Commonwealth Publishers

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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									
Course Title	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS								
Course Code	23UMRM121R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 15T+60P	1	0	0	4	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of first year of the programme								
Course Objectives	1. The course aims to enhance the students' a broad understanding of research methodology, including theory of science and qualitative and quantitative methods in research. 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. 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 the theory of qualitative and quantitative research methods.								
CO2	Conduct a comparative analysis of qualitative and quantitative research methods.								
CO3	Conduct literature reviews across different domains and identify research gaps.								
CO4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project.								
CO5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.								
Unit No.	Content		Contact Hour	Learning Outcome		KL			
I	Introduction to Research Methodology: Overview of Research Methodology, Understanding the Theory of Science, Distinction between Qualitative and Quantitative Research Methods, Introduction to Computer Applications in Research		4	Describe the fundamental concepts of research methodology.		1			
II	Building a Broad Understanding of Research Methods: In-depth Exploration of Qualitative Research Methods, In-depth Exploration of Quantitative Research Methods, Comparative Analysis of Qualitative and Quantitative Approaches, Practical Applications and Case Studies		4	Describe qualitative and quantitative approaches in depth		2			
III	Developing Critical Thinking through Literature Review: Importance of Literature Review in Research, Critical Thinking Skills Development, Conducting Literature Reviews in Different Domains, Identifying Research Gaps and Synthesizing Knowledge		6	Describe the importance of literature reviews in research; critical thinking skills relevant to research.		2.3			
IV	Skills for Research Proposal Preparation: Components of a Research Proposal, Crafting Research Questions, Methodology Definition and Justification, Developing a Research Plan for Master's Thesis/Mini-Research		6	Describe research proposal and research plan		2,3			

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

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

T2: "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams

REFERENCE BOOKS:

R1: "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell

R2: "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" by Jose L. Galvan

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – II									
Course Title	MOOCS-II								
Course Code	23MSCE121R	Total credits: 1	L	T	P	S	R	O/F	C
			1	0	0	0	0	0	0
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the programme								
Course Description	MOOCS_CE-01 is provided through the Coursera Platform, which is an online course where students are allowed to take courses per semester based on the hours with relevance to the credit, and the courses are provided by International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
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.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – II									
Course Title	COMMUNICATION MASTERY (PDP)								
Course Code	23UMPD122R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 60P	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions. 2. To enhance my writing skills in different areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance-boosting activities for professional goal achievement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave consciously and productively.								
CO4	It will have a positive impact on their thought process and problem-solving skills.								
Unit No.	Content		Contact Hour	Learning Outcome				KL	
I	Grammar: Use of Prepositions, Tag questions Idioms, Phrases and Clauses, Simple, complex, compound sentences		6	Describe the use of idioms, phrases, and clauses; Construct simple, complex, and compound sentences effective				1,3	
II	Grammar: Active and Passive Voice , Direct and Indirect Speech		8	Describe active and passive voice; Transform direct speech into indirect speech and vice versa				1,2,3	
III	Writing Skills : The Basics of Writing; avoid ambiguity and vagueness, Paragraph Writing , Precis Writing, Letter Writing, Resume, CV and Cover Letter		8	Describe concisely to avoid ambiguity and vagueness.; Prepare a professional resume, CV, and cover letter tailored to job applications.				1,2,3	
IV	Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non-Verbal Communication-Sciences of Body Language i. What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesics,		8	Describe self SWOT analysis; ealistic and achievable personal and professional goals; pply principles of personal hygiene for well-being.				1,2,3	

TEXT BOOKS:

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

REFERENCE BOOKS:

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

OTHER LEARNING RESOURCES:

- <https://youtu.be/x60GHpQ8gJk>
https://youtu.be/Ke_oSN-BCaY
<https://www.classcentral.com/report/toefl-preparation/>

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Programme Outcomes
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									
Course Title	PROJECT PLANNING AND MANAGEMENT								
Course code	23MBCF211R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60T	4	0	0	0	0	0	4
Pre-requisite	Co-requisite		Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1. To Introduce students to the concept of project concept and idea formulation; 2. To equip the students with evaluation techniques. 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	Grasp capital budgeting phases and resource allocation criteria.								
CO2	Analyze market demand, technical aspects, and environmental impacts								
CO3	Estimate project costs, sales, and cash flows.								
CO4	Comprehend cash flow principles and appraisal criteria.								
CO5	Assess risk through sensitivity, scenario, and Monte Carlo analyses.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Project planning Planning & Analysis Overview: Phases of capital budgeting. Resource Allocation Framework: Key criteria for allocation of resource. Generation and screening of project ideas		6	Understand the phases of capital budgeting and key criteria for resource allocation in project planning and analysis.				1,2	
II	Project Analysis Market and demand analysis - Technical analysis – Environment analysis. (Environmental appraisal of projects: types and dimensions of a project – meaning and scope of environment – Environment – Environmental resources values – environmental impact assessment and environmental impact statement).		10	Perform market, technical, and environmental analyses to assess project feasibility and impacts.				1,2	
III	Financial estimates Financial Estimates and Projections- Estimation of cost of project and means of financing – estimates of sales and production – cost of production – working capital requirement and its financing – estimates of working results – breakeven points – projected cash flow statement – projected balance sheet.		12	Develop financial estimates and projections, including cost estimation, sales, production, working capital, and financial statements.				1,2	
IV	Project cash flows Basic principles of measurement of cash flows – components of the cash flow streams – viewing a project from different points of view – definition of cash flows by financial institutions and planning commission – biases in cash flow estimation. Appraisal criteria: Net Present Value – benefit cost ratio – internal rate of returns urgency – payback period – accounting rate of returns – investment appraisal.		12	Measure and evaluate project cash flows using various appraisal criteria and understand biases in cash flow estimation.				1,2	

V	Project Risk Analysis Simple estimation of risk – sensitivity analysis – scenario analysis – Monte Carlo simulation – decision tree analysis, decision tree and real option – option to abandon – option to continue and option to extend – selection of project – risk analysis in practice	10	Analyze project risk through sensitivity, scenario, and Monte Carlo simulation, and make informed decisions using decision tree analysis and real options.	1,2
VI	Project Implementation Project planning and control management –Network techniques for project management – development of project network – time estimation – determination of critical path – scheduling when resources are limited – PERT and CPM models.	10	Apply network techniques like PERT and CPM for project planning, control, and scheduling, especially under resource constraints.	

TEXT BOOKS:

- T1: Prasanna Chandra; Projects-Planning, Analysis, Selection, Financing, Implementation and Review; Tata McGraw Hill; 8th Edition
T2: Narendra Singh – Project Management and Control – HPH, 2003
T3: Nicholas – Project Management for Business and Technology: Principles and Practice – Pearson / PHIGray& Larson – Project Management: The Managerial Proc

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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 Title	CORPORATE AND FINANCIAL RESTRUCTURING								
Course code	23MBCF212R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45T	3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1.To understand the various restructuring exercises 2.To understand the financial implications of these changes 3.To understand the regulatory framework								
CO1	Understand corporate restructuring and various types of mergers.								
CO2	Analyze motives and synergy in mergers using strategic approaches.								
CO3	Learn the dynamics and challenges of the merger process.								
CO4	Evaluate valuation methods and financing options in mergers.								
CO5	Assess takeover defenses and legal frameworks in M&A activities.								
Unit- No.	Content			Contact Hour	Learning Outcome				KL
I	Corporate Restructuring Restructuring, Expansion, contraction, Management structure and ownership control changes. Mergers - in the nature of acquisitions and amalgamations. types of merger – motives behind mergers – operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities. joint ventures. Strategic approaches to M&A- SWOT analysis, BCG matrix, Porter’s Five forces model			8	Understand the different types of mergers, motives, value creation, and strategic approaches to M&A.				1,2
II	Merger Process Dynamics of M&A process- identification of targets-negotiation-closing the deal. Five stage model, process of merger integration – organizational and human aspects – managerial challenges of M & A			8	Comprehend the dynamics and stages of the M&A process.				1,2
III	Valuation Valuation approaches – discounted cash flow valuation – relative valuation – valuing operating and financial synergy – valuing corporate control – valuing of LBO. Methods of financing mergers–cash offer, share exchange ratio – mergers as a capital budgeting decision, Accounting for amalgamation.			12	Learn valuation methods for M&A, and assessing synergies, corporate control, and LBOs.				1,2
IV	Defenses Takeovers, types, hostile takeover approaches, takeover defenses – financial defensive measures–Coercive offers and defense – anti-takeover amendments – poison pill defense			8	Recognize different types of takeovers and defenses.				

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

- 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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – III									
Course Title	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT								
Course code	23MBCF213R	Total credits: 4 Total hours: 60T	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Co-requisite		Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	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. 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	Analyze equity valuation models and methods, including dividend discount model and price earnings ratio								
CO3	Evaluate bond valuation techniques, bond terminology, and factors affecting bond prices and yields.								
CO4	Compare fundamental and technical analysis approaches in investment, examining intrinsic value and technical indicators.								
CO5	Assess market efficiency and portfolio models, including Markowitz diversification and asset pricing theories.								
Unit-No.	Content			Contact Hour	Learning Outcome				KL
I	Investment Concepts Introduction - Concepts of investment- Financial and non-financial forms of investment – Objectives of financial investment, investment methods – Security and non-security forms of investment – Sources of investment information- Investment Instruments.			10	Understand the concepts, objectives, methods, and instruments of financial and non-financial investments				1,2
II	Equity Valuation Equity Valuation: Models -Valuation methods-dividend discount model, price earnings ratio, price book value ratio, Price-sales ratio, free cash flow model-EVA & MVA, minority interest and discounts.			10	Learn various equity valuation models				1,2
III	Bond Valuation Bond valuation - Strategic role of bond, Bond terminology, types of bonds, value of bond, Bond yield measures, bond price analysis, forecasting interest and determinants of interest rates, theories of interest rates, analysis of deep discount bond, analysis of convertible bond, analysis of tax shelter fixed investment avenues.			10	Learn bond valuation models				1,2
IV	Fundamental Analysis & Technical Analysis Fundamental analysis - Objective and believes of fundamental analysis, frame work of fundamental analysis concepts of intrinsic value. Technical analysis - Concepts of Technical analysis, Dow chart, PFC, Bar chart, Contrary opinion theory - Confidence index, RSA, RSI, Moving average, MACD.			10	Learn fundamental and technical analysis using various indicators				1,2

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

TEXT BOOKS:

- T1: Investments Analysis and Portfolio Management –Pransanna Chandra – Tata Mcgraw Hill-3rd 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.

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – III									
Course Title	FINANCIAL SERVICES								
Course code	23MBCF214R	Total credits: 3 Total hours: 45T	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1. Overview of financial services 2. Overview of various products 3. To understand the revenue generation								
CO1	Understand the functions and guidelines of merchant banking, distinguishing it from other financial services.								
CO2	Analyze the need and importance of insurance services, including life and non-life insurance products.								
CO3	Evaluate leasing and hire purchase decisions, considering legal frameworks and factors influencing choice.								
CO4	Examine the credit rating process and securitization of debt, including benefits and issues involved.								
CO5	Assess mutual funds, including their evolution, types, performance measures, and advantages.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Merchant Banking Merchant banking: Origin, Services rendered by Merchant bankers, Functions of Lead managers, SEBI Guidelines for Merchant bankers. Non-Banking Finance Companies: Functions, RBI Guidelines, Prudential Norms. Differentiating between Banking, Merchant Banking and Investment Banking.		9	Understand the origin, functions, and services of merchant bankers, SEBI guidelines				1,2	
II	Insurance Services Need and importance Life and non-life insurance- Players in life and non-life insurance- Essentials of insurance contracts- Risk appraisal and selection- Life and non-life insurance products including unit linked plans.		10	Comprehend the need, importance, and essentials of life and non-life insurance contracts.				1,2	
III	Leasing Decision and Hire Purchase Leasing: Concept, steps in Leasing Transactions, Types of Lease, Legal frameworks, Problems, Factors influencing Buy or Borrow or Lease Decision. Hire Purchasing: Concepts and features, Hire Purchase Agreement, Comparison of Hire Purchase with Credit sale.		10	Understand leasing and hire purchase concepts and legal frameworks.				1,2	
IV	Credit Rating and Securitization of Debt Depository System-NSDL and CDSL., Definition and meaning of Credit Rating, Process of credit rating, rating agencies, rating symbols, Types of Securitisable assets, Benefits of Securitization, Issues in Securitization		8	Understand the credit rating process, rating agencies and securitization.				1,2	

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

T1: Financial Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.

T2: Financial Services- Khan M.Y, 6/e, McGraw Hill, 2011.

T3: Merchant Banking & Financial Services- Vij&Dhavan, 1/e, McGraw Hill, 2011.

T4: Indian Financial System – Machiraju, 4/e, Vikas, 2010.

T5: Gordon&Nataraju – Financial Services - HPH

T6: Indian Financial System – Pathak - Pearson Education.

REFERENCE BOOKS:

R1: Merchant Banking Principles and Practice : H.R,Machiraju – New Age International

R2: Financial Institutions and Markets L.M.Bhole – TMH, 5/e

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – III									
Course Title	BUSINESS ETHICS AND CORPORATE GOVERNANCE								
Course code	23MBCF215R	Total credits: 3 Total hours: 45T	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Co-requisite		Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To Introduce basic ethical theories. To explain professional ethical standards. To describe the role of government regulation towards ethical business. To Integrate the role of directors, officers, managers and employees in the modern corporation. To relate the significant issues of an ethical controversy in business to moral philosophy, work group influence, corporate culture and social responsibility. To sensitize students to the ethical issues within the context of specific business topics and cases. To provide the student with a thorough knowledge of various methods and practices of Compensation Management. 								
CO1	Understand ethical principles and values, and their application in various business contexts.								
CO2	Analyze organizational ethics and the development of ethical culture within an organization.								
CO3	Evaluate corporate governance practices and their impact on organizational behavior and performance.								
CO4	Assess the social, environmental, and economic responsibilities of corporations, including compliance with national guidelines.								
CO5	Examine the nature and evaluation of corporate social responsibility projects.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Over view of Ethics Understanding ethics, Ethical values, myths and ambiguity, ethical codes. Managing Ethical Dilemma; Characteristics of ethical dilemma, ethical decision making, ethical reasoning, characteristics of ethical dilemmas; the dilemma resolution process; ethical dilemmas in different business areas finance, marketing HRM and international business.		10	Understand ethical values, decision-making, across finance, marketing, HRM, and international business.				1,2	
II	Ethical Culture in Organization Overview, Org Ethics Development System (OEDS), Organization culture, Developing codes of Ethics and conduct, Ethical and value based leadership. Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD)		10	Comprehend organizational ethics development, ethical leadership				1,2	
III	Corporate Governance Overview – Issues and concepts, Corporate governance practices corporate code in India, Corporate governance in family business, Corporate governance in state-owned business – the MOU system		10	Understand corporate governance issues, practices, and codes				1,2	

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

TEXT BOOKS

T1: Business Ethics, AC Fernando, Pearson

T2: Business Ethics and Corporate Governance, S.K.Bhatia Deep and Deep Publications 2004

T3: Ethical Practices in Business Case studies R.C.Shekar

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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 Title	STRATEGIC MANAGEMENT								
Course code	23MBCF221R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60T	4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	1. Strategy Management is intended to help students think strategically about business environment and introduce the student to dynamics in industry and managing those changes through effective strategic activities. 2. Upon completion of the course, students should have an integrated understanding of business and the strategic management process and be able to apply this knowledge. 3. The students will develop advanced analytical skills through comprehensive cases—to be able to identify central issues and lead discussions in the class room								
CO1	Understand and apply the strategic management process for achieving competitive advantage.								
CO2	Analyze internal and external environments to identify core competencies and industry dynamics.								
CO3	Formulate business-level strategies and evaluate their suitability in different contexts.								
CO4	Develop corporate-level strategies considering industry attractiveness and environmental fit								
CO5	Implement strategies effectively through organizational design and culture.								
Unit- No.	Content			Contact Hour	Learning Outcome			KL	
I	Strategic Management and Strategic Competitiveness Strategy making process, understand above average returns as a measure to determine that firm has competitive advantage, benefits of strategy management, process, strategic vision, mission, goals, long term objectives.			10	Understand the strategy-making process, measure competitive advantage			1,2	
II	Situation Analysis The Internal Environment, the concept of Value, importance. Define capabilities development. Match Core competencies with resources and capabilities. Use value chain to identify and evaluate resources and capabilities, importance of preventing core competencies. The External Environment, Porters five competitive forces, Business firm's opportunities, threats constraints, economic considerations, technological considerations. Offensive and defensive strategies, First, and late movers, competitive dynamics			14	Analyze the internal and external environments			1,2	
III	Strategy Formulation Part I Business Level Strategies: Development of concepts for competitive positioning, Cost leadership/ Differentiation/Focus/Broad differentiation strategies & how firms strive to achieve with benefits and drawbacks of each generic strategy. If strategies were generic, then how and why does each firm within industry pursue varying strategies. Strategies in High Technology Industry. Value creation frontier -a desire for firm to be different and competitive.			12	Learn business-level strategies for competitive positioning			1,2	

IV	<p>Strategy Formulation Part II</p> <p>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.</p>	12	<p>Understand corporate-level strategies, including market penetration, integration, diversification, and global strategies</p>	
V	<p>Strategy Implementation</p> <p>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</p>	12	<p>Understand the importance of organizational design, structures, and controls in implementing strategies.</p>	

TEXT BOOKS:

- 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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – IV										
Course Title	CORPORATE TAXATION									
Course code	23MBCF222R	Total credits: 4		L	T	P	S	R	O/F	C
		Total hours: 60T		4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil							
Programme	Master of Business Administration (Corporate Finance)									
Semester	Fall/ IV semester of second year of the programme									
Course Objectives	1.To understand the tax structure in India 2.To know the computational procedures 3.To understand the implications of the same									
CO1	Understand taxation fundamentals and strategies									
CO2	Analyze income from salary and house property.									
CO3	Evaluate profits from business or profession									
CO4	Assess capital gains and other income sources.									
CO5	Apply GST computations and deductions.									
Unit- No.	Content			Contact Hour	Learning Outcome				KL	
I	Basic concepts Assessment year, previous year, person, assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India, incidence of tax, Tax Planning, Tax Evasion, Tax Management.			10	Understand key tax concepts including assessment year, gross total income, residential status, tax planning, evasion, and management.				1,2	
II	Introduction to Heads of income, Income from Salary and House Property Explanation under various heads of income, Income from Salary (Basic Problems). House property, Income from House Property (Basic Problems)			14	Learn to identify and calculate income from salary and house property				1,2	
III	Profits or Gains from Business or Profession Income under the head profit and gains of business or professions and its computation- basis- method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation (Both Theory and Problems) special provisions relating to 44AD, 44AE and 44AF.Problems on computation of income from business/ profession. Computation of taxable income of a firm and partners.			12	Compute income from business or profession				1,2	

IV	Capital gain and other Sources Income under capital gain, basis of charge, transfer of capital asset, inclusion and exclusion from capital asset, capital gain, computation, theory and problems, slump sale, Exemptions, capital gain in special cases, 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

TEXT BOOKS

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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – IV									
Course Title	INTERNATIONAL BUSINESS & FINANCE								
Course code	23MBCF224R	Total credits: 4	L	T	P	S	R	O/F	C
		Total hours: 60T	4	0	0	0	0	0	4
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	1. To understand the concept of international financial management 2. To understand how to manage the risk associated with the international exposure 3. To build financial skills as managers to capitalize on their international business opportunities in changing international conditions that impacts the opportunities and risk.								
CO1	Understand the importance, risks, and rewards of international finance.								
CO2	Analyze the flow of funds in the international financial system, including balance of payments and capital flows.								
CO3	Evaluate the functioning of international financial markets, including foreign exchange markets and exchange rate behavior.								
CO4	Assess the exposure to foreign exchange rate risks and its management strategies.								
CO5	Examine interest rate risk and currency swaps in the international financial context.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	International financial Environment ` Importance, rewards and risk of international finance- Goals of MNC – Exposure to international risk- International Monetary system- Multilateral Financial Institution- Government influence on exchange rate.	10	Understand the importance, rewards, and risks of international finance	1,2					
II	International flow of funds Balance of payments (determination of current account, capital account and ORA)- International Trade Flows-International Capital Flows-Agencies that facilitate International flows – Equilibrium, disequilibrium and adjustment of Balance of payment and Trade deficits – J Curve Effect.	14	Understand balance of payments, international trade and capital flows	1,2					
III	International Financial Markets Foreign exchange markets-foreign exchange trading - Cash and Spot exchange markets- foreign exchange rates and quotation- forward Markets-Exchange rate Behavior- Cross Rates-Foreign exchange market participants-arbitrage profit in foreign exchange markets, Swift Mechanism.	12	Comprehend the structure and functioning of foreign exchange markets	1,2					
IV	Foreign Exchange rate and its Exposure International Parity Relationship: interest rate parity, purchasing power parity and fisher effects Forecasting exchange rates, Transaction exposure- Translation exposure- Economic exposure, Foreign Exchange Exposure Management	14	Understand international parity relationships, forecast exchange rates, exposures.	1,2					

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

- 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).

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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

SEMESTER – IV									
Course Title	DERIVATIVES								
Course code	23MBCF225R	Total credits: 4 Total hours: 60T	L	T	P	S	R	O/F	C
			4	0	0	0	0	0	4
Pre-requisite	Co-requisite		Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of second year of the programme								
Course Objectives	1. To understand the concept of risk and risk management. 2. To provide basic understanding of risk management tools. 3. To develop strategies to manage risk.								
CO1	Understand derivatives' features, types, and regulations in India.								
CO2	Analyze pricing and trading mechanisms of forwards and futures.								
CO3	Determine valuation methods for futures contracts.								
CO4	Evaluate hedging strategies and portfolio management using futures.								
CO5	Examine options trading, pricing models, and swap mechanics for risk management.								
Unit- No.	Content		Contact Hour	Learning Outcome				KL	
I	Introduction to Derivatives Features - types - history - major markets dealing in derivatives - Financial derivatives management in India - Regulations of financial derivatives in India.		10	Understand the features, types, history, major markets, and regulations of financial derivatives in India				1,2	
II	Forwards & Futures Markets Pricing and trading mechanism - mechanics of futures market - types of futures - forward sources futures - functional of futures market - Specifications of futures contract.		10	Learn the pricing, trading mechanisms, and specifications of futures contracts				1,2	
III	Valuation of Futures Determination of forward and futures prices - currency future - index and stock futures - commodity futures.		10	Determine the prices of forward and futures contracts				1,2	
IV	Hedging Strategies Hedging strategies using futures – Basic principles – Basis risk – Cross hedging- Minimum variance hedge ratio. Stock index futures - Adjusting Beta of a portfolio - Methods in Hedging Portfolio using Index – one to one hedging, Beta hedging, Minimum variance hedge. Rolling the hedge forward.		10	Learn hedging strategies using futures, understand basis risk,				1,2	
V	Options Option terminology - distinction between options and futures contracts - properties of options, Options Trading Strategies, Options Pricing Models - Basic model Black and Sholes option pricing model - Option Greeks		12	Learn options trading strategies, and pricing models				1,2	

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

- 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

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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.	PO2, PO3, PO5
4	Evaluate hedging strategies and portfolio management using futures.	PO3, PO4, PO5
5	Examine options trading, pricing models, and swap mechanics for risk management.	PO5

SEMESTER – IV									
Course Title	THESIS								
Course code	23MBCF226R	Total credits: 3	L	T	P	S	R	O/F	C
			0	0	2	0	6	8	3
Pre-requisite		Co-requisite	Nil						
Programme	Master of Business Administration (Corporate Finance)								
Semester	Fall/ IV semester of first year of the programme								
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	Foster critical thinking abilities, enabling students to identify, analyze, and solve complex issues within their area of expertise using evidence-based approaches.								
CO3	Enable students to effectively articulate research findings and theoretical insights through scholarly writing and presentations, adhering to academic standards and ethics.								
CO4	Guide students in creating an original research work that contributes to the existing body of knowledge, demonstrating innovation, rigor, and relevance.								
CO5	Prepare students for further academic pursuits or professional roles by honing skills necessary for academic publishing, and applying research findings in real-world contexts.								

RELATIONSHIP BETWEEN COURSE OUTCOMES (CO) AND PROGRAMME OUTCOMES

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 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

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 weeks summer project /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 in-semester (sessional) examinations and evaluating the performance of the students pursuing that course. The components for internal assessment are illustrated in the table given below.

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

**are compulsory*

Note: Total Internal assessment should be out of 40

INSTRUCTION

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

B. SEMESTER END EXAMINATION:

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

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

iv. Grade Point Average:

a. SGPA (Semester Grade Point Average)

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

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

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

b. CGPA (Cumulative Grade Point Average)

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

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

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

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

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

D. Post-Examination

i. Transcript or Grade Card or Certificate:

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

ii. Grievance Readdress Mechanism:

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

- (i) A student has the option to appeal for re-evaluation of his/her answer script to the Controller of Examination.
- (ii) Application for re-evaluation / re-scrutiny of answer scripts shall be made in the definite proforma available with the Examination Office through the head of the respective departments within 10 days of declaration of the results of the respective examinations.
- (iii) The Controller of Examination may appoint an examiner for re-evaluation and will consider and recognize the evaluation done by a University-appointed examiner.
- (iv) There shall be no provision for re-evaluation of the Practical Papers, Project Work, Dissertation, etc. However, the students who fail in the practical examination or viva voce and wish to appear again may apply to be evaluated and can do so with the next schedule.

- (v) After screening the application for re-evaluation, the CoE may send the answer scripts of the student to the examiners appointed by the CoE with the approval of the Vice-Chancellor.
- (vi) The marks/grades achieved by the students after the re-evaluation shall be final and binding.
- (vii) Fresh Marks – sheets / Grade Card shall be issued only if the candidate secures pass marks / passing grade in the re-evaluated paper.
- (viii) Revaluation of answer scripts shall be deemed to be an additional facility provided to the students to improve upon their results at the preceding examination result for any reason whatsoever shall not confer any right upon them for admission to the next higher class which matters always be regulated by the relevant rules or regulations framed by the University.
- (ix) If as a result of revaluation of the candidate attracts the provision of condonation of deficiency, the same may be applied to his/her only for a fresh attempt.

INSTRUCTION TO TEACHERS AND STUDENTS

(Teaching and Learning Methods)

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

1. **Student-centric / Constructivist Approach:**

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

- a) **Project-Based Learning:** The teacher may select 5 percent of topics for the purpose and may conduct visits to the laboratory for experiments or field surveys. The selection of the topic may be done considering the available facility for the purpose. However, in the final semester of each of the 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
1	University Core(UC)	Skill Enhancement Course (SEC)	6
		Ability Enhancement Course(AEC)	2
		Field Training	0
		Discipline Specific Elective (DSE)	0
		Value Added Course (VAC)	3
2	University Elective (UE)	Multidisciplinary Course (MDC)	3
		Value Added Course (VAC)	0
3	Program Core(PC)	Discipline Specific Core(DSC)	36
		Field Training	0
		Research /Industry Internship	7
		Summer Internship	3
4	Program Elective (PE)	Discipline Specific Elective (DSE)	24
		Value Added Course (VAC)	4
5	Faculty Core(FC)	Skill Enhancement Course (SEC)	0
		Ability Enhancement Course(AEC)	0
Total			88

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

	S.N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
Semester I	1.	23MBAO111R	Accounting for Managers	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	2	23MBAO112R	Marketing Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	3	23MBAO113R	Principles Of Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	4	23MBAO114R	Managerial Economics	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	5	23MBAO115R	Ethics, Law, and Business	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	6	23MBAO116R	Mini Research(RI)	Research /Industry Internship	0	0	0	4	6	0	0	2	0	0	100	100
	7	23UMFS111R	Fundamental of Statistics	MDC	2	0	2	0	0	0	0	3	0	0	100	100
	8	23UMPD112R	Effective English	SEC	0	0	4	0	0	0	0	2	40	60	0	100
	9	23MSCE111R	MOOCs-I	VAC	1	0	0	0	0	0	0	1	0	0	100	100
	10	23UUFL113R	Personal Financial Planning	VAC	0	0	2	0	0	0	0	1	0	0	100	100
Total					18	0	8	4	6	0	24	240	360	400	1000	
Semester II	S.N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
					L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
	1.	23MBAO1201R	Organizational Behaviour	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	2	23MBAO1202R	Financial Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	3	23MBAO1203R	Cost and Management Accounting	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	4	23MBAO1204R	Human Resource Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	5	23MBAO1205R	Productions and Operations Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
	6	23MBAO1206R	Techno Professional Skills	AEC	0	2	0	0	0	0	0	1	0	0	100	100
	7	23UUHV127R	Universal Human Value(UHV) + Professional Ethics	VAC	1	0	2	0	0	0	0	2	0	0	100	100
	8	23UMRM121R	Research Methodology And Statistical Analysis	Research /Industry Internship	1	0	0	4	0	0	0	2	0	0	100	100
9	23MSCE121R	MOOCs-II	VAC	1	0	0	0	0	0	0	1	0	0	100	100	
10	23UMPD122R	Communication Mastery (PDP)	SEC	0	0	4	0	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 Category	Engagement								Maximum Marks for			
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
1.	23MBAO2101R	Strategic Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
2	23MBAO2102R	Summer Project	Summer Internship	0	0	2	4	6	0	0	3	0	0	100	100
3	23MBAO2111R	Techno Professional Skills	AEC	0	2	0	0	0	0	0	1	0	0	100	100
4	23MSCE211R	MOOCS-III	VAC	1	0	0	0	0	0	0	1	0	0	100	100
5	23UMPD211R	Corporate Proficiency (PDP)	SEC	0	0	4	0	0	0	0	2	40	60	0	100
6	23MBAO2103R	MKT-I- Consumer Behaviour	DSE	3	0	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	0	3	40	60	0	100
<i>(To opt one from the following three groups)</i>															
<u>Group-I</u>															
1	23MBAO2105R	HRD-I Training and Development	DSE	3	0	0	0	0	0	0	3	40	60	0	100
2	23MBAO2106R	HRD-II- Manpower Planning and Performance Management	DSE	3	0	0	0	0	0	0	3	40	60	0	100
<u>Group-II</u>															
3	23MBAO2107R	FIN-I-Risk Management	DSE	3	0	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	0	3	40	60	0	100
<u>Group-III</u>															
5	23MBAO2109R	B&I-I Principles of Banking and Insurance	DSE	3	0	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	0	3	40	60	0	100
Total				16	2	6	4	6	0	0	22	240	360	300	900

Semester III

S.N.	Course Code	Course Title	Course Category	Engagement								Maximum Marks for			
				L	T	P	S	R	O	C	IA*	SEE*	PE*	Total	
1	23MBAO2201R	Entrepreneurs hip Management	DSC	3	0	0	0	0	0	0	3	40	60	0	100
2	23MBAO2202R	Thesis	Research /Industry Internship	0	0	0	4	12	0	0	3	0	0	100	100
3	23MSCE221R	MOOCS-IV	VAC	1	0	0	0	0	0	0	1	0	0	100	100
4	23MBAO2203R	MKT-III- International Marketing	DSE	3	0	0	0	0	0	0	3	40	60	0	100
5	23MBAO2204R	MKT-IV- Service Marketing	DSE	3	0	0	0	0	0	0	3	40	60	0	100
<i>(To opt one from the following three groups)</i>															
<u>Group-I</u>															
1	23MBAO2205R	HRD-III- Industrial Relation and Labour Laws	DSE	3	0	0	0	0	0	0	3	40	60	0	100
2	23MBAO2206R	HRD-IV- Compensation Management	DSE	3	0	0	0	0	0	0	3	40	60	0	100
<u>Group-II</u>															
3	23MBAO2207R	FIN-III- Strategic Financial Management	DSE	3	0	0	0	0	0	0	3	40	60	0	100
4	23MBAO2208R	FIN-IV-Tax Planning and Management	DSE	3	0	0	0	0	0	0	3	40	60	0	100
<u>Group-III</u>															
5	23MBAO2209R	B&I –III- IT in Banking and Insurance	DSE	3	0	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	0	3	40	60	0	100
Total				16	0	0	0	4	12	19	200	300	200	700	

Semester IV

SEMESTER – I									
Course Title	ACCOUNTING FOR MANAGERS								
Course code	23MBAO111R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. This is an introductory course in financial accounting. 2. Financial accounting focuses on the rules by which firms (and individuals) report the results. 3. Reporting of operations to outsiders such as stockholders and the potential of Financial Accounting, 4. The preparation of Financial Statements with their analysis.								
CO1	Understand the basic principles of financial accounting.								
CO2	Proficiency in preparing and analyzing final accounts								
CO3	Explain the causes of depreciation and methods of calculation.								
CO4	Analyze key financial ratios to make informed business decisions.								
CO5	Discuss budget and budgetary control to support organizational planning.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Accounting Introduction of financial accounting, Importance and Objectives, The Generally Accepted Accounting Principles (GAAP), journal, ledger, subsidiary books, Cash book and trial balance, Reconciliation between bank passbook and cash book.	13	Understand the fundamentals of financial accounting, GAAP, and the steps in accounting	1,2					
II	Final Accounts- Preparation of Trading, Profit and loss account and Balance Sheet, Accounting information – meaning, users of accounting information.	10	Gain the ability to prepare Trading, Profit and Loss Accounts, and Balance Sheet.	1,2					
III	Depreciation Accounting Meaning and causes of depreciation, methods of charging depreciation, and the effect of depreciation on profit.	7	Comprehend the concept and reasons for depreciation and methods of calculating depreciation.	1,2					
IV	Ratio Analysis Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios - Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios: Profitability Ratios, Liquidity Ratios and Activity Ratios.	8	Perform Ratio Analysis, and classify ratios into Profitability, Liquidity, and Activity categories.	1,2					
V	Budgeting and Budgetary Control Concept of Budgeting and Budgetary Control, Types of Budgets, Essential features, Merits and Limitations of Budgetary Control.	8	Learn the concept of Budgeting and Budgetary Control.	1,2					

TEXT BOOKS :

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

REFERENCE BOOKS:

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

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

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

SEMESTER – I									
Course Title	MARKETING MANAGEMENT								
Course Code	23MBAO112R	Total credits: 3	L	T	P	S	R	O/F	C
		Total hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. To define key marketing concepts like marketing mix, customer value, and market segmentation. 2. To explain the impact of the marketing environment (macro and micro) on marketing decisions. 3. To identify different consumer and organizational buying behaviors. 4. To analyze the marketing research process and its role in strategic marketing planning.								
CO1	Understand the concept, scope, and opportunities of marketing.								
CO2	Interpret buying behaviour for strategic marketing planning.								
CO3	Develop new product and pricing strategies for evolving market needs.								
CO4	Understand and utilize the concepts of channels of distribution and integrated marketing communication.								
CO5	Identify the new trends in the field of marketing.								
Unit- No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing; Marketing Environment: Environmental monitoring, Understanding the impact of Macro and Microenvironment on Marketing, Global Marketing.	10	Understand fundamental Marketing concepts, philosophies, and their application in creating customer value.	1,2					
II	Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information; Strategic Marketing Planning Process	5	Learn consumer and organizational buying behavior for effective market segmentation, targeting, and positioning.	1,2					
III	Product and Pricing Strategies: Product Mix Strategies: Product, Planning and Development, Product Life Cycle, New Product Development, Brands, Packaging and Labelling. Developing Pricing Strategies: Setting Price, Factors Influencing Price Determination.	10	Learn product mix strategies and pricing strategies.	2,3					
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	10	Understand distribution and integrated marketing communication.	2,3					

V	Trends in Marketing: Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural Marketing, Green Marketing, Digital Marketing, Viral Marketing, Neuro Marketing	10	Explore emerging trends in marketing.	1,3
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TEXT BOOKS:

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

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

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

REFERENCE BOOKS:

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

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

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 marketingcommunication.	PO1, PO2, PO3, PO5, PO6
5	Identify the new trends in the field of marketing	PO4, PO3

SEMESTER – I									
Course Title	PRINCIPLES OF MANAGEMENT								
Course code	23MBAO113R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. In this course, the students will learn to recognize the characteristics of proper management by identifying what successful managers do and how they do it. 2. Understanding how managers work is just as beneficial for the subordinate employee as it is for the manager. 3. This course is designed to teach them the fundamentals of management as they are practiced today. 								
CO1	Understand the concept and evolution of management thoughts and practices.								
CO2	Identify and apply the core functions of management for organisation.								
CO3	Evaluate the relevance of Management by objective and communication for effective leadership.								
CO4	Understand the various aspects and needs of an organization.								
CO5	Appraise the trends and challenges in a global business environment.								
Unit- No.	Content		Contact Hour	Learning Outcome		KL			
I	Management thought, management: its definition, meaning, nature and features; contributions of F.W. Taylor and H. Fayol: features and principles; emergence of human relations movement; differences between management and administration.		10	Understand the management and contributions of F.W. Taylor and H. Fayol.		1,2			
II	Management functions: Planning, organizing, staffing, directing, controlling and decision-making process: introduction, meaning, objectives, types, importance, steps; Forecasting: process, techniques, advantages and disadvantages, differences between planning and forecasting, Line and Staff relationship, span of control, Delegation and Decentralization, Formal and Informal organization.		12	Learn about planning, organizing, staffing, directing, controlling, and decision-making processes		1,2			
III	Management by objectives: definition and meaning, features, process, benefits, and drawbacks. Concept of leadership, theories, and styles. Communication process, Effective Communication.		8	Understand Management by Objectives, as well as concepts of leadership, theories, styles, and effective communication.		1,2			
IV	Introduction to organization: its characteristics, advantages, classification of organization, theories of organization: classical, neo-classical, and modern; types of organizations: line, line and staff.		5	Understand classical, neo-classical, and modern organization theories and types of organizations.		1,2			
V	The process of globalization, the spread of market-based systems, falling barriers to trade and investment; implications of globalization: the globalization of production, markets; technology – the great facilitator, constraints of globalization, national differences in business systems and social culture, the benefits of going global, expanding the market; management challenges in the global enterprise.		10	Understand the process and implications of globalization, and management challenges in a global enterprise.		1,2			

TEXT BOOKS:

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

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

REFERENCE BOOKS:

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

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

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

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 Title	MANAGERIAL ECONOMICS								
Course Code	23MBAO114R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of first year of the programme								
Course Objectives	1. The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. 2. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, 3. Enables evaluation of alternative courses of action and finally choose among alternatives.								
CO1	Understand the concept of ME and its application in business decisions.								
CO2	Understand and analyse economic concepts related to production processes and scale dynamics.								
CO3	Evaluate various concepts of cost and their strategies.								
CO4	Comprehend diverse aspects of profit within the competitive business context.								
CO5	Understand the utility of National Income indicators in managerial decision-making.								
Unit No.	Content			Contact Hour	Learning Outcome			KL	
I	Meaning of managerial economics and its importance in managerial decision-making; concept of macro and microeconomics; meaning and definition of demand and supply; law of demand and supply; demand schedule; determinants of demand; elasticity of demand; demand forecasting.			12	Understand the meaning and importance of managerial economics			1,2	
II	Production analysis: production function; factors of production; concepts of isoquants, marginal rate of substitution, law of variable proportion, and returns to scale.			8	Understand factors of production, isoquants, marginal rate of substitution, the law of variable proportion			1,2	
III	Theory of cost: Conceptual difference between economic and accounting cost; opportunity cost; social and private cost; long-run and short-run cost; marginal and average cost.			8	Understand opportunity cost, long-run and short-run costs, and marginal and average costs			1,2	
IV	Price determination under different market conditions – perfect competition, monopoly, monopolistic, and oligopoly; theories of profits; profit measurement.			7	Understand price determination in different markets.			1,2	
V	National income accounting: GNP, GDP, NDP; theory of income determination; supply of money; balance of payments; foreign exchange market; international trade			10	Learn national income accounting concepts			1,2	

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

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, LAW & BUSINESS								
Course Code	23MBAO115R	Total credits: 3 Total hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. Society increasingly demands ethical and social responsibility. This course provides an ethical dimension to the conduct of contemporary commerce. 2. Although ethics exist independently of the law, legislative and common law developments are increasingly imposing higher standards of commercial morality. 3. This course examines the conceptual basis of ethical behaviour and the increasing attempts by the law to prescribe ethical behaviour. The course uses a case studies approach. 								
CO1	Understand ethics in global business, assessing legal frameworks and the International Code of Ethics.								
CO2	Identifying contract laws and it's essential elements.								
CO3	Understand and analysis the company regulations and types of companies.								
CO4	Evaluate arbitration processes, articulating objectives of the Arbitration and Conciliation Act 1996.								
CO5	Apply practical CSR activities, manage corporate identity, and demonstrate proficiency								
Unit No.	Content			Contact Hour	Learning Outcome			KL	
I	Ethics – Definition, Theory of Natural Law, relationship between Law and Moral Standards. Ethical Principles that govern Global Business, International Code of Ethics. Sexual Harassment of Women at Workplace (Prohibition, Prevention & Redressal) Act, 2013, the Environment (Protection) Act, 1986.			11	Understand ethics, theories, ethical principles in global business.			1,2	
II	The Indian Contract Act, 1872 - Nature and classification of contracts, Essential elements of a valid contract, Offer & Acceptance - Consideration - Capacities of parties, Provisions relating to free consent, void agreements, performance & Discharge of contract. Breach of contract.			8	Understand the Indian Contract Act			1,2	
III	The Companies Act, 1956 - Company, definition, Meaning, features and types of companies, incorporation, Memorandum of association, Articles of association & Prospectus, Charge Registration matters. Limited Liability Partnership Act, 2008 – Salient Features, Distinction between LLP and Partnership. The Companies Act, 2013 – Salient features Corporate Social Responsibility.			8	Understand the Companies Act 1956 and 2013, Limited Liability Partnership Act 2008			1,2	
IV	The Arbitration and Conciliation Act, 1996 – Object of the Act, Matters not Referable to Arbitrations in some cases, Appointment of Arbitrator, Applicability of Law of Limitation. Arbitral Award and Cost, Intervention by court. WTO & TRIPS - Patent Act of India 1970 (with amendments), International Protection of Patents. Cyber Law. Role of WTO in protecting IPR of Developing Countries, Trademarks, Copyrights, The Trade Marks Act of India, 1999.			10	Understand WTO, TRIPS, Patent Act of India, Cyber Law, protection of IPR.			1,2	

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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TEXT BOOKS :

T1: Ethics and corporate governance, Ed. H.R. Iyer, ICFAI: Hyderabad

T2: Business Ethics and Corporate Governance, K Viyyanna Rao, G Naga Raju, IK International Publishing House 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 Royce 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.

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

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 Title	MINI RESEARCH (REVIEW OF LITERATURE- RI)								
Course Code	23MBAO116R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	2	0	0	4	8	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. To understand the significance of research 2. To understand the importance of conducting a literature review. 3. To understand research gaps and formulate research problems 4. To demonstrate proficiency in citation and referencing sources. 5. To present an organized overview of the relevant literature for a selected research topic.								
CO1	Understand the fundamental concepts and significance of research, including its purpose and various types.								
CO2	Demonstrate proficiency in conducting a literature review								
CO3	Identify research gaps effectively and formulate research questions.								
CO4	Gain knowledge of different citation and referencing styles, including APA, MLA, Chicago, Howard, and Vancouver etc.								
CO5	Develop skills in structuring a review and writing citations for various types of sources, including books, journal articles, and websites.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to Research Meaning of Research, Significance of Research, Purpose of Research, Types of Research (Quantitative, Qualitative, Experimental, Exploratory).	7	Understand the meaning, significance, purpose, and types of research.					1,2	
II	Literature Review in Research Definition and Purpose of Conducting a Literature Review, Steps Involved in Conducting a Literature Review, Searching for Relevant Sources.	8	Comprehend the definition and purpose of conducting a literature review, and learn the steps involved.					1,2	
III	Identifying Research Gaps and Formulating Research Questions Significance of Identifying Research Gaps, Strategies for Identifying Research Gaps, Formulation of Research Questions.	5	Recognize the significance of identifying research gaps, learn strategies for doing so.					1,2	
IV	Citation and Referencing Styles Overview of Different Citation, and Referencing Styles (APA, MLA, Chicago, Howard*, Vancouver*) Formatting of In-text Citations, Creating References, and Bibliography	5	Gain an overview of different citation and referencing styles					1,2	
V	Structure of a Review and Citation Writing Preparing Literature Review, Writing Citations for various types of Sources (e.g., Books, Journal Articles, and Websites).	5	Learn how to prepare a literature review and write citations					1,2	

TEXT BOOKS :

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

REFERENCE BOOKS:

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

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

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 Title	FUNDAMENTAL OF STATISTICS								
Course Code	23UMFS111R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	2	0	2	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. The Fundamentals of Statistics course provides a comprehensive introduction to the essential principles and techniques of statistical analysis. 2. Designed for students from various academic backgrounds, this course equips learners with the foundational knowledge and practical skills. 3. The course is needed to understand, interpret, and apply statistical methods in a wide range of fields.								
CO1	Define and explain the scope of Statistics.								
CO2	Understanding the statistical methods to present data effectively through tables and graphical representations, including histograms and ogives.								
CO3	Apply mathematical and positional measures of statistics.								
CO4	Analyze discrete probability spaces, properties of probability, independence of events, conditional probability, and rules of total and compound probability.								
CO5	Synthesize the knowledge of probability theory by applying theorems.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval, and ratio..	5	Understand statistics, concepts of statistical population and sample, types of data				1,2		
II	Presentation: Tabular and graphical, including histogram and ogives. Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, skewness, and kurtosis.	10	Learn measures of central tendency, measures of dispersion				1,2		
III	Bivariate data: Definition, scatter diagram, simple, partial and multiple correlation (3 variables only), rank correlation. Simple linear regression, fitting of polynomials and exponential curves.	10	Comprehend bivariate data analysis including regression.				1,3		
IV	Random experiment: Trial, sample point and sample space, event, Operations of Events, concepts of mutually exclusive and exhaustive events. Definition of probability: classical and relative frequency approach. Discrete probability space, Properties of probability, Independence of events, Conditional probability, total and compound probability rules, Normal probability Distribution, Binomial probability Distribution, Poisson Probability Distribution, Bayes' theorem and its applications.	10	Understand the concepts of probability and probability distributions				1,3		

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-Wallis test.	10	Learn about hypothesis testing, parametric tests and non-parametric tests	1,3
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TEXT BOOKS:

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

REFERENCE BOOKS:

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

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

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

SEMESTER – I									
Course Title	EFFECTIVE ENGLISH (COMMUNICATIVE ENGLISH & SOFT SKILLS)								
Course code	23UMPD112R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. To distinguish between interrogative, assertive, and exclamatory sentences. 2. To gather key ideas and information from various texts. 3. To develop strategies to improve their listening skills. 4. To evaluate different methods for resolving conflict.								
CO1	Understand sentence structure by interchanging interrogative and assertive sentences, as well as exclamatory and assertive sentences, while maintaining proper punctuation.								
CO2	Apply various types of tenses accurately to avoid common grammatical errors in communication.								
CO3	Enhance vocabulary and language proficiency through the use of synonyms, antonyms, and homonyms in written and verbal expression.								
CO4	Demonstrate effective reading and listening skills, utilizing techniques like SQ3R to comprehend and interpret information from diverse sources.								
CO5	Develop conflict resolution and time-management abilities to efficiently handle conflicts and prioritize tasks for improved productivity.								
Unit No.	Content			Contact Hour	Learning Outcome				KL
I	Grammar Interchange of Interrogative and Assertive Sentences, Exclamatory and Assertive Sentences, Types of Tenses, Common Errors, Synonyms, Antonyms, Homonyms - Please do not change the content and add gap after word.			7	Learn the basics in Grammar.				1,2
II	Reading Skills Techniques of Effective Reading, gathering ideas and information from a text, The SQ3R Technique, Interpret the text			5	Learn the techniques of Effective Reading.				1,2
III	Listening Skills What is listening? The Process of Listening, Factors that adversely affect Listening, Difference between Listening and Hearing, Purpose and Importance of Effective Listening, How to Improve Listening Process.			7	Understand the process of Listening, factors that adversely affect Listening.				1,2
IV	Conflict Management Definition, Type of Conflict Management, Effects of Conflict Management, Methods to deal with Conflicts (Negative).			4	Learn the concept of conflicts and its management.				1,2
V	Time-Management Skills Introduction To Time Management, Purpose And Importance of Time Management, Basic Tips to Maintain Time. Activity: Problem-solving activity: A situation will be given to the students and they will have to tell us how to handle the situation or solve the problem.			7	Understand the significance of time management in personal and professional life. Evaluate the impact of good time management practices on productivity and stress reduction.				1,2

TEXT BOOKS:

- T1: Wren, P. and Martin, H. 2009. High School English Grammar and Composition. S Chand Publishing.
 T2: English Grammarian Use, Raymond Murphy 4th edition, CUP, Cambridge English publisher, 2015
 T3: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

REFERENCE BOOKS:

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

OTHER RESOURCE:

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

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

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									
Course Title	MOOCs								
Course Code	23MSCE111R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 15	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	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 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.								

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

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 – I									
Course Title	PERSONAL FINANCIAL PLANNING								
Course Code	23UUFL1101R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 15	0	0	2	0	0	0	1
Pre-requisite	Co-requisite		Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ I semester of the first year of the programme								
Course Objectives	1. This is an intermediate-level course designed for students with little to no skills in official management. 2. Through the selected short readings and self-paced activities, students gain both conceptual and practical knowledge of core concepts of financial planning to 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 and opportunity cost, Determine the present value of single and multiple cash flows, Review taxation basics including filing, deductions.								
CO1	Comprehend the fundamentals of financial planning.								
CO2	Understand and utilise the basic aspects of income tax and GST.								
CO3	Understand the concept, scope and prerequisites of entrepreneurship.								
CO4	Understand the concept, scope and prerequisites of entrepreneurship.								
CO5	Evaluate the aspects of retirement planning to formulate effective strategic financial plans.								
Unit No.	Content		Contact Hour	Learning Outcome				KL	
I	Fundamentals of Financial Planning – Functions of money; Inflation - Meaning, causes, how it can be controlled; Process of financial planning; Time value of money - simple and compound interest; Net Present Value and Future value; Power of Compounding; Doubling period and Rule of 72.		3	Understand the functions of money and the concept of inflation, including its causes and control measures. Calculate the time value of money using simple and compound interest methods.				1,2	
II	Income Tax Planning – Meaning of Income, Direct & Indirect Taxes, Taxable Income, various heads of Income for tax Calculation, Non-taxable Income, Tax evasion and tax avoidance, GST, Tax Planning Strategies.		3	Understand Income types, Taxes, Taxable Income, Tax evasion and avoidance, GST				1,2	
III	Entrepreneurial Planning – Meaning of Entrepreneurship, prerequisites for becoming an entrepreneur, Entrepreneurship Support Systems in India, Institutional support systems for entrepreneurs, Financial support systems for entrepreneurs; Venture Capital, Business Angels, Assistance of Government, Commercial Bank Loans and Overdraft.		3	Understand Entrepreneurship basics, Financial aids, Venture Capital.				2	
IV	Planning for investing in securities market – Investment avenues offered by Securities Markets, Primary Market and Secondary Market, Stock market - meaning, features, functions of NSE, BSE, DEMAT trading account, Security repository, stockbrokers, Operational aspects of securities markets: placement of orders, contract note, pay-in and pay-out, trading and settlement cycle, Various risks involved in investing in securities		3	Understand Investment avenues, Stock markets, Mutual Funds, SIP, Risks involved				3	

	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

TEXT BOOKS :

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

REFERENCE BOOKS:

R1: Personal Finance and Planning by Dr. Rajni, JSR Publishing House LLP, 2020

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

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

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

SEMESTER – II									
Course Title	ORGANISATIONAL BEHAVIOUR								
Course Code	23MBAO1201R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the Programme								
Course Objectives	1. To learn about the basic concept of organization, its classification, and organizational behavior. 2. To learn about various terms like Learning, perception, values and attitudes. 3. To learn about personality, morale and motivation and leadership and its importance in an organization.								
CO1	Describe the concepts of the organisation as well as organisational behaviour.								
CO2	Understand the approaches and models of organizational behaviour.								
CO3	Summarize the Individual-level factors of organisational behaviour.								
CO4	Evaluate the personality and motivation of self and others.								
CO5	Describe the key concepts and style of leadership.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Organisational Behaviour: Introduction to Organisation, Classifications of Organisations, Factors Influencing an Organisation, Organisational Behaviour, Fundamental Concepts in Organisational Behaviour, Importance of Organisational Behaviour for Managers.	10	Understand the 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	Approaches and Models of Organisational Behaviour: Introduction, Some of the Important Approaches, Models of Organisational Behaviour, Inter-Relationship between Personal Life and Work Life.	8	Understand the various approaches and models of organisational behaviour. Evaluate the inter-relationship between personal life and work life using different models.					2/3	
III	Learning, Perceptions, Values and Attitudes: Learning – meaning, theories, Process of Perception, Factors Affecting Perception, Developing Perceptual Skills, Values, Sources of Values, Types of Values, Classifications of Values, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude.	8	Understand the meaning and theories of learning, and the process and factors affecting perception. Develop perceptual skills to enhance understanding of organisational behaviour.					2/3	
IV	Personality, Morale and Motivation: Introduction, Determinants of Personality, Personality Traits, Types of Personality, Morale and Motivation, Motivation, Mechanism of Motivation, Basic Theories of Motivation, Abraham Maslow’s Theory, Fredrick Herzberg’s Two-Factor Theory, David McClelland’s Theory, Douglas McGregor’s Theory.	10	Understand the sources, types, and classifications of values and attitudes. Analyze the significance of attitude and the components and theories related to it.					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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TEXT BOOKS:

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.

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

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

SEMESTER – II									
Course Title	FINANCIAL MANAGEMENT								
Course code	23MBAO1202R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of first year of the programme								
Course Objectives	1. Flow and other mathematical techniques used in financial management. 2. To provide adequate knowledge to the students on various components of the financial statements and make interpretations and analysis of such information for managerial uses. 3. To familiarize with the techniques used in Cash, Inventory and Receivables Management. 4. To understand the various sources and uses of finance. 5. To explain the various techniques of evaluation of capital expenditure decisions.								
CO1	Understand the concept and scope of financial management.								
CO2	Analyse and interpret the cost of raising funds from different sources of finance.								
CO3	Discover the investment opportunities by applying various capital budgeting techniques.								
CO4	Identify the factors influencing dividend policies.								
CO5	Analyse th determinance of working capital and receivables for better decision making.								
Unit No.	Content	Contact Hour	Learning Outcome						KL
I	Financial management: Definition of finance, Scope of finance, Meaning and nature of financial management, Goals of financial management, Decision making of financial management, Role and function of finance manager, Financial planning, and Time value of money.	10	Understand the definition, scope, and nature of financial management. Analyze the goals of financial management and the role and functions of a finance manager.						1/2
II	Cost of capital: Long term and short term financing – Debenture Capital, equity Capital, preference Capital, retained earnings, Meaning of cost, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, cost of internally generated funds.	10	Understand the different sources of long-term and short-term financing including debenture capital, equity capital, preference capital, and retained earnings. Analyze the cost of capital components and evaluate methods for calculating the cost of equity, retained earnings, debt, and preference capital.						2/3
III	Capital budgeting: Meaning, significance, nature of investment decision, techniques of investment evaluation - Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.	10	Understand the significance and nature of investment decisions in capital budgeting. Apply various techniques of investment evaluation such as Pay-back period, ARR, NPV, IRR, Profitability Index, and Capital Rationing.						2,3

IV	Dividend decision: Meaning, Forms of dividend, Factors determining dividend policies, Models of dividend policy - Walter's model, Gordon's model, Miller-Modigliani model.	7	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

TEXT BOOKS :

T1: Financial Management, Manikch. Kalwar, Dr.Rati kanta Pathak, S. Chand & Co. Ltd

T2: Fundamentals of Financial management, Chandra Bose, PHI

T3: Modern Accountancy, Hanif and Mukharjee,

REFERENCE BOOKS:

R1 Financial management by Ravi MKishor, Taxxman Publication, New Delhi.

R2: Financial Management by SC Kuchhal

R3: Fundamentals of Financial Management by Van Horne and Wachwiez Jr. Prentice Hall

R4: Financial management, Rajiv Srivastava and Anil Misra, Oxford University Press.

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

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 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	Analyse the determinance of working capital and receivables for better decision making.	PO1, PO6, PO9

SEMESTER – II									
Course Title	COST AND MANAGEMENT ACCOUNTING								
Course Code	23MBAO1203R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. To understand cost concepts and costing techniques applied in manufacturing and service businesses. 2. To impart knowledge on cost control and cost reduction. 3. To understand the concepts of decision-making tools in cost accounting. 4. To familiarize students with contemporary issues in cost and management accounting.								
CO1	Understand cost-related concepts and preparation of cost sheets.								
CO2	Implement decision-making techniques in real-world scenarios, demonstrating practical application and proficiency related to cost control.								
CO3	Understand and apply different costing methods.								
CO4	Demonstrate comprehension of costing methodologies and proficiently identify and exploit cost-saving prospects.								
CO5	Interpret and apply statements aimed at reconciling cost and financial accounts, showcasing analytical skills and practical understanding.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Essentials of Cost Accountancy – the concept of cost accounting, Management Accounting, Tools of Cost Management, Cost Centre, Cost Unit and Preparation of Cost Sheet.	7	Understand the fundamental concepts of cost accounting and management accounting. Apply the tools of cost management to prepare a cost sheet and analyze cost center and cost unit data.					1,3	
II	Elements of Cost – Material Cost, Labour Cost, Overhead Costs. Material: Purchase procedure, storage and Inventory control, Methods of Pricing issues, Methods of Inventory control. Labour: Classification of Labour, Principles and Methods of Remuneration, Accounting of Labour cost. Overheads: Meaning, classification, Accounting of overheads.	10	Understand the purchase procedure, storage, and inventory control methods for material cost. Apply different methods of pricing issues and inventory control techniques.					2,3	
III	Methods of costing - Job costing, Batch costing, Unit costing, Contract Costing, Process Costing.	8	Understand various costing methods including job costing, batch costing, unit costing, contract costing, and process costing. Evaluate the appropriateness of different costing methods for various business scenarios.					3	

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

TEXT BOOKS:

T1 Cost accounting Principles and practice, Nigam and Jain.

T2: Management accounting, Shashik. Gupta, R.K Sharma, Kalyani Publishers

T3: Cost accounting, Bhabatosh Banerjee PHI

T4: Cost accounting, V. Rajasekaran, R.Lalitha, Pearson

REFERENCE BOOKS:

R1: Cost Accounting-Khan& Jain.

R2: Cost Accounting-S.N Maheswari

R3: Cost and Management accounting-Jain& Narang

R4: Cost accounting, Charles T.Horngren, Srikant M. Datar, MadhavV Rajan. Pearson

R5: Cost and management accounting for managers, BK Chatterjee, Jai copublishing house

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

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 Code	23MBAO1204R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	<ol style="list-style-type: none"> To understand the basic functions of Human Resource Management and its scenario in India. To know the importance and applicability of job analysis and job evaluation. To learn about the various aspects of Staffing. To understand the concepts and importance of Compensation Management in managing HR. To learn about the importance of Human Resource Development and the recent trends and challenges in HRM globally. 								
CO1	Comprehend the basics of Human Resource Management and Human Resource Planning.								
CO2	Understand the implications of Job analysis and job evaluation.								
CO3	Identify and analyze the various elements of staffing.								
CO4	Explain the concept and need for compensation management.								
CO5	Understand the concept and applicability of recent trends in HRM in different sectors.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Introduction to HRM and HRP: Human Resource Management - Meaning, scope, objectives, functions, policies and importance of Human Resource Management, HR Managers – Qualities, Roles, and Challenges. Emerging HR Trends and practices by firms in India. Human Resource Planning – Definition, objectives, process, importance and limitations.	8	Understand the meaning, scope, objectives, functions, policies, and importance of Human Resource Management. Analyze the qualities, roles, and challenges faced by HR managers and the emerging HR trends and practices in Indian firms.					1, 2, 3	
II	Job Analysis and Job Evaluation: Job Analysis – Meaning and elements of Job Analysis, Job description vs job specification. Job Design - Meaning, Methods, Merits and Demerits. Job Evaluation – Meaning, objectives, Importance and Methods Benefits.	8	Understand the meaning and elements of job analysis, and differentiate between job description and job specification. Evaluate the methods, merits, and demerits of job design.					2,3	
III	Staffing: Staffing-Meaning, importance, and process. Recruitment – Meaning, objectives and importance, process, factors affecting recruitment, sources, Modern methods of recruitment, barriers in effective recruitment. Selection – Meaning, objectives, process, Types of Selection Tests, barriers in effective selection. Recruitment Vs Selection.	12	Understand the meaning, objectives, importance, and process of recruitment. Analyze the factors affecting recruitment, sources, modern methods of recruitment, and barriers in effective recruitment.					2,3	

	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

TEXT BOOKS :

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

REFERENCE BOOKS:

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

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

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

SEMESTER – II									
Course Title	PRODUCTIONS AND OPERATIONS MANAGEMENT								
Course code	23MBAO1205R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. Ability to understand Production Management – introduction, concept, principles, functions, and practices. 2. Ability to study the different phases of Operations Management. 3. Ability to acquire knowledge of productivity. 4. Ability to learn about production planning and design. 5. Ability to understand about total quality management								
CO1	Understand the different roles of production and operations management.								
CO2	Analyze the knowledge of productivity and capacity planning in industries.								
CO3	Identify the dimensions of quality and various forecasting methods.								
CO4	Evaluate the product design, lifecycle and industrial purchasing procedures.								
CO5	Understand the concept of manufacturing and reduction of wastage.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	PRODUCTION AND OPERATIONS MANAGEMENT – INTRODUCTION Introduction To Production Management, Various Types Of Production System, Introduction To Operation Management, Comparison Between Production And Operations Management, 5 Ps Of Operations Management, Responsibilities Of Operation Managers, Recent Trends In Operations Management.	10	Understand the production management; concept of operations management; recent trends in operations management.					1,2,3	
II	PRODUCTIVITY, PLANT LOCATION AND PLANNING Productivity Management–Productivity Measurement: Approaches To Increasing Productivity, Capacity Planning, Plant Location – Importance And Necessity, Controllable And Uncontrollable Factors Affecting Plant Location, Various Location Models used In Industries, Capacity Planning.	10	Describe the various approaches for measuring productivity; various location models used in industries.					2,3	
III	QUALITY MANAGEMENT AND FORECASTING Concept Of Quality, Various Classifications Of Quality, Dimensions Of Quality for Manufactured Products, Dimensions Of Quality For Services, Total Quality Management, Forecasting–Concept, Purpose, Types of Forecasting Methods.	8	Describe the concept of quality and classify its various dimensions for manufactured products and service; principles of Total Quality Management (TQM); concept and purpose of forecasting.					2,3	

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

TEXT BOOKS :

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

REFERENCE BOOKS:

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

R2: Production and Operations Management by R. Paneerselvam.

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

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									
Course Title	TECHNO PROFESSIONAL SKILL								
Course code	23MBAO1206R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	2	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. To distinguish the concept and definition of professional development and other theories for the overall improvement of students 2. To enable students to utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students in developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility to bring about a transformative change in communities when they take up their responsibility. 5. To enhance the professional skill and talent of students to face and overcome any challenges in the business organization.								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills.								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making.								

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

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

SEMESTER – II										
Course Title	UNIVERSAL HUMAN VALUES (UHV) + PROFESSIONAL ETHICS									
Course Code	23UUHV127R	Total Credits: 2		L	T	P	S	R	O/F	C
		Total Hours: 30		1	0	2	0	0	0	2
Pre-requisite	Nil	Co-requisite		Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION									
Semester	Winter/ II semester of the first year of the programme									
Course Objectives	<ol style="list-style-type: none"> To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of Human reality and the rest of Existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature Thus, this course is intended to provide a much-needed orientation input in value education to the young enquiring minds. 									
CO1	Acquire a comprehensive understanding of the contemporary needs and processes involved in value education.									
CO2	Recognise and comprehend the path of learning for Continuous Happiness and Prosperity.									
CO3	Extract the foundational values in human relationships.									
CO4	Recognize the role of harmony in the family and society.									
CO5	Understand the interconnectedness in nature and develop competence for a universal human order.									
Unit No.	Content	Contact Hour	Learning Outcome	KL						
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	Describe the process for value education; mechanisms for self-exploration; methods to fulfill human aspirations by living in harmony at various levels.	1,2,3						

II	<p>Navigate Self-Exploration: Understanding human being as a co-existence of the sentient 'I' and the material body; Understanding the needs of Self ('I') and 'Body'- Sukh and Suvidha; Understanding the Body as an instrument of 'I'(Ibeing the doer,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.</p>	5	Describe human beings as a co-existence of the sentient; needs of Sukh and Suvidha; meaning of prosperity	2,3
III	<p>Foster Harmony in Relationships: Understanding Harmony in the family–the basic unit of human interaction; Understanding values in a human-human relationship; the meaning of Nyaya and program its fulfilment to ensure Ubhay-tripti;; Trust(Vishwas) and Respect(Samman) as the foundational values of the relationship; Understanding the meaning of Vishwas, Difference between intention and competence; Understanding the meaning of Samman, Difference between Respect and Differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, 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.</p>	6	Describe harmony in the family; human-human relationships; trust (Vishwas) and respect (Samman) as foundational values of relationships.	2,3
IV	<p>Envision Societal Harmony: Understanding the harmony in Nature; Interconnectedness and mutual fulfillment among the four orders of nature-recyclability and self-regulation in nature; Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space; Holistic perception of harmony at all levels of existence-Practice Exercises and Case Studies will be taken up in Practice Sessions.</p>	5	Describe interconnectedness and mutual fulfillment; recyclability and self-regulation in nature; holistic perception of harmony	2,3
V	<p>Integrate Holistic Understanding: Natural acceptance of human values; Definitiveness of Ethical Human Conduct; Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order; Competence in professional ethics:</p> <ol style="list-style-type: none"> a) Ability to utilize the professional competence for augmenting universal human order. b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, c) Ability to identify and develop appropriate technologies and management patterns for the above production systems. 	7	Describe natural acceptance of human values; ethical human conduct; professional ethics	2,3

	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.			
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TEXT BOOKS:

T1: R.R.Gaur, R.Sangal, G.P. Bagaria, A foundation course in Human Values and professional Ethics, Excelbooks, New Delhi, 2010, ISBN 978-8-174-46781-2

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

REFERENCE BOOKS:

R1: B.L. Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

R2: P.L. Dhar, R.R. Gaur, 1990, *Science and Humanism*, Commonwealth Publishers

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

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									
Course Title	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS								
Course Code	23UMRM121R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	1	0	0	4	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of first year of the programme								
Course Objectives	<p>1. The course aims to enhances the students’ a broad understanding of research methodology, including theory of science and qualitative and quantitative methods in research.</p> <p>2. The course seeks to enhance the student’s skills for developing critical thinking through research literature review in different domains. Consequently, it aims to develop skills for the preparation of a research proposal for a master’s thesis project/Mini research.</p> <p>3. To develop Students' competency in planning, conducting, evaluating and presenting a research project.</p>								
CO1	Comprehensive overview of research methodology, including a deep understanding of the theory of qualitative and quantitative research methods.								
CO2	Conduct a comparative analysis of qualitative and quantitative research methods.								
CO3	Conduct literature reviews across different domains and identify research gaps.								
CO4	Preparing a research proposal, including defining and justifying methodology, crafting research questions, and developing a research plan suitable for a Master's thesis or mini-research project.								
CO5	Conducting rigorous data collection and analysis, evaluating research outcomes using various methods and metrics, and effectively presenting research findings through communication and visual aids.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Research Methodology: Overview of Research Methodology, Understanding the Theory of Science, Distinction between Qualitative and Quantitative Research Methods, Introduction to Computer Applications in Research	4	Describe the fundamental concepts of research methodology.	1					
II	Building a Broad Understanding of Research Methods: In-depth Exploration of Qualitative Research Methods, In-depth Exploration of Quantitative Research Methods, Comparative Analysis of Qualitative and Quantitative Approaches, Practical Applications and Case Studies	4	Describe qualitative and quantitative approaches in depth	2					
III	Developing Critical Thinking through Literature Review: Importance of Literature Review in Research, Critical Thinking Skills Development, Conducting Literature Reviews in Different Domains, Identifying Research Gaps and Synthesizing Knowledge	6	Describe the importance of literature reviews in research; critical thinking skills relevant to research.	2,3					
IV	Skills for Research Proposal Preparation: Components of a Research Proposal, Crafting Research Questions, Methodology Definition and Justification, Developing a Research Plan for Master's Thesis/Mini-Research	6	Describe research proposal and research plan	2,3					

V	Competency in Planning, Conducting, Evaluating, and Presenting Research: Planning Research Projects: From Concept to Execution, Conducting Rigorous Data Collection and Analysis, Evaluating Research Outcomes: Methods and Metrics, Effective Presentation of Research Findings: Communication and Visual Aids.	10	Describe the planning of research projects; effectively using communication and visual aids.	2.3
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TEXT BOOKS:

T1: Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

T2: "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams

REFERENCE BOOKS:

R1: "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell and J. David Creswell

R2: "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" by Jose L. Galvan

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

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									
Course Title	MOOCS-II								
Course Code	23MSCE121R	Total credits: 1	L	T	P	S	R	O/F	C
		Total hours: 15	0	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the programme								
Course Description	MOOCS_CE-01 is provided through the Coursera Platform, which is an online course where students are allowed to take courses per semester based on the hours with relevance to the credit, and the courses are provided by International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
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.								

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

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 – II									
Course Title	COMMUNICATION MASTERY (PDP)								
Course Code	23UMPD122R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ II semester of the first year of the programme								
Course Objectives	1. To familiarize students with the transformation of sentences and the appropriate use of prepositions. 2. To enhance my writing skills in different areas including CV and cover letter writing. 3. To convey meaning by reinforcing, substituting for, or contradicting verbal communication. 4. Productivity and performance-boosting activities for professional goal achievement.								
CO1	Practice of grammar will polish their writing skills.								
CO2	It will enhance their communication and interpretative skills.								
CO3	Introduction to behavioural skills, thoughts, and emotions will enable them to behave consciously and productively.								
CO4	It will have a positive impact on their thought process and problem-solving skills.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
1	Grammar: Use of Prepositions, Tag questions Idioms, Phrases and Clauses, Simple, complex, compound sentences	6	Describe the use of idioms, phrases, and clauses; Construct simple, complex, and compound sentences effective					1,3	
2	Grammar: Active and Passive Voice , Direct and Indirect Speech	8	Describe active and passive voice; Transform direct speech into indirect speech and vice versa					1,2,3	
3	Writing Skills : The Basics of Writing; avoid ambiguity and vagueness, Paragraph Writing , Precis Writing, Letter Writing, Resume, CV and Cover Letter	8	Describe concisely to avoid ambiguity and vagueness.; Prepare a professional resume, CV, and cover letter tailored to job applications.					1,2,3	
4	Self-Management Skills i. SWOT Analysis ii. Self-Regulation- Goal Setting iii. Personal Hygiene Module 5- Non-Verbal Communication-Sciences of Body Language i. What is Non-Verbal Communication & Body Language, ii. Elements of Communication, iii. Types of Body Language, iv. Importance and Impact of Body Language, v. Types of Communication through Body Language, vi. Introduction to Haptic, Introduction to Kinesics,	8	Describe self SWOT analysis; ealistic and achievable personal and professional goals; pply principles of personal hygiene for well-being.					1,2,3	

TEXT BOOKS:

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

REFERENCE BOOKS:

- R1: A Textbook for AECC English Communication: Interface,Dr. KironmoyChetia and 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/>

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

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

SEMESTER – III									
Course Title	STRATEGIC MANAGEMENT								
Course Code	23MBAO2101R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To provide information pertaining to business, corporate, and global reforms taking place globally and familiarizing the students to new formats of the market. 2. To acquaint the students with knowledge of disaster management to handle critical situations through practical application of strategies of control and prevention. 3. To outline and illustrate how the market for corporate strategy and control is related to corporate governance and help students relate their knowledge of India context to emerging trends of the global world. 4. To develop the learning and analytical skills of the students to solve business cases and provide strategic solutions. 								
CO1	Understand the importance of strategy making in business and should be able to set business goals.								
CO2	Understand the factors and components of the business environment and make business decisions based on environmental factors.								
CO3	Use proper techniques in analysing the business environment.								
CO4	Analyze the competition and its underlying factors in an industry.								
CO5	Identify the needs of the business and should be able to take the proper strategy for the benefit of the business.								
Unit No.	Content		Contact Hour	Learning Outcome			KL		
I	INTRODUCTION TO THE STRATEGIC MANAGEMENT Definition of Strategic Management, Nature of Strategic Management, Dimensions of Strategic Management, Need for Strategic Management, Benefits of Strategic Management, Risks involved in Strategic Management, Strategic Management Process.		9	Describe the understanding of strategic management; necessity of strategic management in organizations			1		
II	STRATEGY FORMULATION: Aspects of Strategy Formulation, Business Vision, Defining Vision, Nature of Vision, Characteristics of Vision Statements, Importance of Vision, Advantages of Vision. Defining, Mission, Importance of Mission Statement, Characteristics of a Mission Statement, Components of a Mission Statement, Formulation of Mission Statement, Evaluating Mission Statements, Concept of Goals and Objectives.		9	Describe the key aspects of strategy formulation; mission statement and understand its characteristics, components, formulation, and evaluation.			1,2		

III	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

TEXT BOOKS:

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.

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

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
2	Understand the factors and components of business environment and take business decisions based on environmental factors	PO1, PO2, PO5, PO9
3	Use proper technique in analysis the business environment.	PO1, PO2, PO7
4	Analyze the competition and its underlying factors in an industry	PO1, PO2, PO3, PO4
5	Identify the need of the business and should be able to take the proper strategy for the benefit of the business.	PO1, PO2

SEMESTER – III									
Course Title	SUMMER PROJECT								
Course Code	23MBAO2102R	Total Credits: 3 Total Hours: 360	L	T	P	S	R	O/F	C
			0	0	2	4	6	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	<p>DURATION: 45 days. The Summer Project enables students to bridge theory and practice by applying classroom knowledge to real-world challenges. Through structured projects, students develop planning, organizational, and problem-solving skills, while enhancing professional communication and collaboration. This hands-on experience offers insights into industry practices, preparing students for informed career decisions and improved employability.</p>								
CO 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.								
CO 2	Analyze the difficulties and potential opportunities for both the internship organization and the wider sector.								
CO 3	Demonstrating the ability to effectively apply theoretical knowledge to real-world settings by accomplishing assigned tasks throughout the internship.								
CO 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.								
CO 5	Examine the operational aspects of the internship organization and suggest recommendations for process improvement.								

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

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	23MBAO2103R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1. 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. 2. It develops an understanding of various influences on consumers from friends and family, reference groups, and society in general. 3. Enables the student to understand and apply the dimensions of consumer behaviour in marketing situations.								
CO1	Describe the dimensions of and factors influencing consumer behaviour.								
CO2	Understand, analyse and relate the model-based consumer decision-making.								
CO3	Explore the theories of customer personality and motivation.								
CO4	Evaluate the personal and social influence on consumer behaviour.								
CO5	Articulate the attitude models for change in consumer decisions.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Consumer Behaviour, Definition, Scope and Importance, Contemporary Dimensions of Consumer Behaviour, Factors Influencing Consumer Behaviour: Psychological, Socio-cultural, and Situational factors, Consumer Segmentation	8	Describe the understanding of consumer behaviour; psychological, sociocultural, and situational factors influencing consumer behaviour.	1					
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	Consumer Motivation and Personality: Consumer Motivation: Consumer Motivation Needs Goals Motive Arousal Maslow's Hierarchy of Needs Freud's Theory of Motivation Dynamics of Motivation Theories of Personality: Self-Concept Theory Neo-Freudian Theory Traits Theory	10	Describe the concepts of consumer motivation, needs, goals, and motive arousal, its theories	2,3					

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

TEXT BOOKS:

- T1: Consumer Behaviour, Schiffman L.G and Kanuk L.L, Prentice Hall, NewDelhi
T2: Consumer Behaviour, Henery A Cengage Learning, NewDelhi
T3: Consumer Behaviour, Blackwell, D.R; Miniard and Engel, J.F, Congage Learning, NewDelhi
T4: Consumer Behaviour by Kanukn Schiefman

REFERENCE BOOKS:

- R1: Consumer Behaviour, Tata Mc Grow Hill, NewDelhi

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

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 ADVERTISING AND SALES MANAGEMENT								
Course Code	23MBAO2104R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	1. To understand the concepts and forms of advertising and sales management. 2. To understand the process of communication and importance of media, in advertising. 3. Enhance the understanding of sales management and salesmanship.								
CO1	Understand the concepts, functions and forms of advertising.								
CO2	Design media plans and advertising campaigns.								
CO3	Apply creativity in designing ethical and effective advertisements.								
CO4	Understand the concepts and needs of sales management in business organizations.								
CO5	Demonstrate the qualities of a good salesperson in making sales calls and managing sales-related activities.								
Unit No.	Content		Contact Hour	Learning Outcome				KL	
I	Advertising – its meaning, definition, and functions; advertising as an element of the marketing mix; Types of advertising – institutional, industrial, political etc.		8	Describe the fundamentals of advertising				1	
II	Media message, types of media; media vehicles; media planning and strategy development; Advertising campaign; advertising agency and its functions; Advertising budget and its allocation; evaluating effectiveness of advertising.		10	Describe different types of media and media vehicles; effectiveness of advertising campaigns				2	
III	Communication process in advertising; creativity and creative idea generation; elements of print advertising – headline, subhead, copywriting, slogan, theme, seal, logo, visual elements, color contrast, design and layout etc.; principles of advertising design; production of broadcast advertising; ethics in advertising.		10	Describe the communication process in advertising; elements of print advertising,				2,3	
IV	Concept and need of sales management in business organizations; Meaning of personal selling, sales territories; sales targets and routing of salesforce; Directing and controlling the sales force – recruiting, training, sales meetings, sales contests, daily sales reports, call reports, order forms, expense reports etc.		8	Describe the concept and need for sales management in business organizations; sales territories and sales targets.				2	
V	Salesmanship - qualities of a good salesperson, sales calls – approach, preparation, presentation, objection handling, closing a sales call and follow-up; Types of salespeople; marketing channels and selection of channel intermediaries.		9	Describe the qualities of a good salesperson; management of marketing channels				2	

TEXT BOOKS:

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

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

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 TRAINING AND DEVELOPMENT								
Course Code	23MBAO2105R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	1. To understand the strategy of human resource development and career planning. 2. To know the concept of training and development. 3. To learn about the training evaluation. 4. To understand about the ROI Analysis of Training Programme. 5. To understand about training strategy for organizational growth.								
CO1	Understand the concepts and differences between training and development								
CO2	Identify the needs and components for designing a training program								
CO3	Evaluate and apply the models of training programs at different levels								
CO4	Analyse the need and process of ROI on Training programme								
CO5	Implement training strategies for fostering organisational growth								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Introduction to Training and Development Introduction, Definition of Training, Benefits of Training and Development for the Organization and for the Individual, Training Process, Areas of Training, Limitations of Training, training pitfalls. Difference between Training and Development.	12	Describe the understanding of training and development	1					
II	Training Design: Introduction, Important considerations of designing a training program, Factors affecting designing a training program, Types of cost involved in training, Training need assessment, Data sources used in training needs assessment, Significance of training need analysis, Methods through which training needs are identified. Train the Trainers: Training styles, trainer’s competencies, learner’s behavior, icebreakers: an introduction, training delivery, delivery methodology..	12	Describe the important considerations and factors affecting the design of a training program; methods used in training needs assessment	2					
III	Training Evaluation Introduction: Levels of Training Evaluation Model (Donald Kirkpatrick’s Model), Reaction Level, Learning Level, Behaviour Level, Result Level.	7	Describe the levels of training evaluation	2					
IV	ROI Analysis of Training Program Introduction: ROI Measurement of Training, ROI Process - Collection and Analysis of Data, Value Addition to Other Departments, ROI of Training, Calculation of ROI.	8	Describe the ROI measurement process for training programs.	2					

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

T1: HRM in Knowledge Economy by GRK Murthy, ICFAI publication.

T2: Human Resource Training by B. Pattanayak, Wheeler Publishing.

REFERENCE BOOKS:

R1: Manpower training in organizations by Dayal I, Prentice Hall of India, New Delhi.

R2: Training and Development Handbook by Craig, McGraw Hill, New York.

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

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									
Course Title	HRD-II MANPOWER PLANNING AND PERFORMANCE MANAGEMENT								
Course Code	23MBAO2106R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	1. To understand the strategy about manpower resource planning. 2. To learn about the tools of analyzing work and design jobs. 3. To learn about the concept and need of appraising and managing performance. 4. To understand about performance management process. 5. To understand about E-HRM and International HRM.								
CO1	Explain the Nature and Process of Human resource planning.								
CO2	Articulate Job descriptions and Job Specifications								
CO3	Understand and apply the concepts of Performance Appraisal Methods.								
CO4	Understand and execute the Performance Management Process.								
CO5	Identify and utilize the emerging trends in global human resource management.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Manpower or Human Resource Planning Nature of Human Resource Management, Importance of Human Resource Planning, Factors Affecting Human Resource Planning, The Planning Process, Requisites for Successful Human Resource Planning, Barriers to Human Resource Planning	8	Describe the nature and importance of human resource management and planning; requisites for successful human resource planning and identify barriers to effective planning	1					
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.	8	Describe job analysis and its role in gaining competitive advantage; job design and analysis	1,2					
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.	12	Describe the understanding of performance appraisal; appraisal process; HR evaluation	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

TEXT BOOKS:

T1: Pattanayak, B. (Year of Publication). Human Resource Training. Wheeler Publishing

T2: Dayal, I. (Year of Publication). Manpower Training in Organizations. Prentice Hall of India, New Delhi.

REFERENCE BOOKS:

R1: Murthy, G. R. K. (Year of Publication). HRM in Knowledge Economy. ICFAI Publication

R2: Aswathappa, K. (Year of Publication). Human Resource Management

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

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 SPECIALIZATION

SEMESTER – III									
Course Title	FIN-I RISK MANAGEMENT								
Course Code	23MBAO2107R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	1. Risk Management is a highly valued discipline and eagerly sought after by organizations. 2. The subject is heavily regulated, require high resiliency, deal with environmental, health, and safety issues. 3. It is also involved in project management, insurance, financial services, and also within the public sector.								
CO1	Define and understand the various nature of risks.								
CO2	Demonstrate risk assessment and risk response methods and techniques.								
CO3	Applying the knowledge of risk associated with Corporate Governance.								
CO4	Relate the OECD guidelines for corporate governance and Evaluate the risks associated with governance.								
CO5	Interpret the scope, techniques and process of enterprise risk management (ERM).								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	The Concept of Risk • Risk and Uncertainty: Distinction • Classification of Risks • Dynamic Nature of Risks • Types of Risk (illustrative list): Strategic and Operational Risks, Business Risk, Financial Risk, Information Risk, Liquidity Risk.	10	Describe the concepts of risk and uncertainty; types of risk					1	
II	Concept of Risk Management • Objective and Process of Risk Management • Importance of Risk Management • Risk Management Techniques	8	Describe the process of risk management; risk management techniques					2	
III	Risk associated with Corporate Governance • Evaluation of Risk associated with Governance • Description and Evaluation of framework for Board-level consideration of risk • OECD guidelines for Corporate Governance.	12	Describe the evaluation process of risks associated with corporate governance					2	
IV	Credit Risk Measurement and Management Understanding the component of Credit risk • Evaluating credit risk • Mitigating Credit risk • Qualitative and Quantitative techniques to manage risk • Credit scoring models.	8	Describe the components of credit risk; qualitative and quantitative techniques to manage credit risk.					2	

V	Enterprise Risk Management Definition, scope, and techniques • ERM five-step process overview	7	Describe enterprise risk management.; ERM techniques.	2
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TEXT BOOKS:

T1: Financial Risk Management by Jimmy Skoglund and Wei Chen

T2: Business Risk and Simulation Modelling in Practice by Michael Rees

T3: Guide to Effective Risk Management by Alex Sidorenko and Elena Demidenko

REFERENCE BOOKS:

R1: "Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara

R2: "Operational Risk Management: A Complete Guide to a Successful Operational Risk Framework" by Philippa X. Girling

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

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								
Course Code	23MBAO2108R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	1. To understand systematic trading approaches and the role of technical analysis in systematic trading. 2. To understand the operations of primary and secondary markets in India, including IPOs, rights issues, and stock exchange functions. 3. To learn about the phases involved in portfolio management, from formulation to revision, and their significance in achieving investment objectives.								
CO1	Understand the functioning of Indian Financial Institutions.								
CO2	Acquire both fundamental and technical analyses and apply them effectively for investment decisions.								
CO3	Analyze, measure and enhance portfolio performance.								
CO4	Develop a comprehensive understanding of mutual funds and the dynamics of risk and return, facilitating informed decision-making in indirect investing.								
CO5	Evaluate a comprehensive understanding of the derivatives market.								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Indian financial systems: Overview of Indian Financial System, Function of financial system, component of Financial System, concept of portfolio management, Phases of portfolio management, Primary market, and Secondary market, Meaning and Feature of Stock Market, Regulation of Stock Market in India.	12	Describe the overview and functions of the Indian financial system; and regulation of the stock market in India.				1,2		
II	Fundamental Analysis and Technical Analysis: Fundamental Analysis, Fundamental Analysis for Traders, Technical Analysis, Efficient Market Hypothesis, Systematic Trading, and Technical Analysis.	8	Describe fundamental analysis; systematic trading				2		
III	Portfolio Performance Management and Evaluation: Measurement of Portfolio Performance, Concept of Risk and Return, Risk adjustment and performance measures, Reduction of Risk through Diversification.	10	Describe the portfolio performance using various methods; risk-adjusted performance measure				2		
IV	Mutual fund - An indirect investing: Meaning and benefit of mutual fund, Structure of mutual fund operation, working mechanism of mutual fund, Types of mutual fund, growth of mutual fund in India, Risk and return in mutual fund.	10	Describe the understanding of mutual funds; risk and return associated with mutual funds.				2		

V	Derivatives market: Meaning, definition, economic benefits of derivatives, types of financial derivatives, distinctive features of the derivatives market, exchange-traded versus OTC derivatives markets, trader in derivatives market.	5	Describe the understanding of mutual funds; risk and return of derivatives; types of traders in the derivatives	2
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TEXT BOOKS:

T1: Security Analysis and Portfolio Management, S Kevin, PHI Learning.

T2: Security Analysis and Portfolio Management, Punithavathy Pandian, Vikas Publishing

REFERENCE BOOKS:

R1: Kevin, S. (Year). Security Analysis and Portfolio Management. PHI Learning.

R2: Pandian, P. (Year). Security Analysis and Portfolio Management. Vikas Publishing

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

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 – III									
Course Title	B&I- I PRINCIPLES OF BANKING AND INSURANCE								
Course Code	23MBAO2109R	Total Credits: 3 Total Hours: 45	L 3	T 0	P 0	S 0	R 0	O/F 0	C 3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To create understanding about the fundamental principles of banking supervision and its practices in India. 2. To update students with the various technologies used in banking. 3. To make students understand the working of insurance companies. 4. Through this course, students will be able to understand the various nuances and interrelationships between the Insurance and risk management Sector. 5. To enable students to analyze and obtain insights into the practical working of the Insurance Sector. 								
CO1	Demonstrate knowledge of the Indian financial system and the role of regulatory authorities.								
CO2	Explain the Roles, functions and responsibilities of various banks under the Reserve Bank of India.								
CO3	Understand the concept of risk management and apply insurance as a tool of risk transfer.								
CO4	Illustrate the principles of life and general of Insurance.								
CO5	Comprehend knowledge of diverse insurance products and critically evaluate the roles of intermediaries.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	Structure of Banking System in India - Types of Banks - Commercial Banks, RRB, Co-operative banks, Services provided by the banks, role of RBI and the government as regulator of the banking system, provisions of Banking Regulation Act and RBI Act, Relationship between banker and customer, Narasimham Committee: Banking Sector Reforms, Basel-II and Basel-III Implications for Indian Banks	12	Describe different types of banks in India; banking sector reforms	1					
II	Management of Banking Companies: Principles of Banking, Digitization of Bank, Creation of Money, Present Structure of Commercial Banking System in India, Structure of Indian Financial System, SWOT analysis of commercial Banks and challenges before commercial Banks.	12	Describe principles of banking and the impact of digitization; SWOT analysis of commercial banks	1					
III	Principles of Insurance: Definition of Insurance, types of Insurance, Meaning and Definition of Risks. Nature of Insurance Business, Nature of Insurance contract, Insurance Contract vs. Wagering contract, Importance of Insurance, Uses of Insurance Business.	8	Describe the understanding of insurance; nature of insurance business	2					

IV	Types of insurance: Life insurance, general insurance. Insurance products, Reinsurance, Bancassurance.	8	Describe types of insurance; concepts of reinsurance and bancassurance.	2
V	Recent developments in banking and insurance sector: Financial inclusion, Non-performing assets management, PMLA, and KYC Policy.	5	Describe the understanding of financial inclusion; and management of non-performing assets.	2

TEXT BOOKS:

T1: O.P. Agarwal, Banking and Insurance, Himalaya Publishing House, 5th Edition, 2022

T2: Gordon, Natarajan, Banking Theory, Law & Practice, 2017. Himalaya Publishing House.

T3: Mohapatra, Acharya, Banking and Insurance, 2018. Pearson Education India

REFERENCE BOOKS:

R1: Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions. Pearson.

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

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 of India	PO2, PO3, PO6
3	Understand the concept of risk management and apply insurance as a tool of risk transfer	PO1, PO3
4	Illustrate the principles of life and general of Insurance	PO5, PO9
5	Comprehend knowledge on diverse insurance products and critically evaluate the roles of intermediaries.	PO1, PO6, PO9

SEMESTER – III									
Course Title	B& I-II LEGAL ASPECTS OF BANKING AND INSURANCE								
Course Code	23MBAO2110R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	1. To create an understanding of the fundamental principles of banking supervision and its practices in India. 2. To update students with the various technologies used in banking. 3. To make students understand the workings of insurance companies.								
CO1	Understand the fundamentals of regulating banking operations in India								
CO2	Explain the negotiable instruments and understand the responsibilities of bankers concerning cheques								
CO3	Demonstrate knowledge of banking regulations by explaining different key Acts.								
CO4	Explain the regulatory framework of insurance in India								
CO5	Understand and Apply the provisions of life and general insurance								
Unit No.	Content		Contact Hour	Learning Outcome				KL	
I	Structure of Indian Financial System - constituents - RBI; Commercial Banks; Rural Banks; Cooperative Banks; Land Development Banks; Development Banks. Changes in the role and functions of commercial Banks; Role of RBI, functions of RBI. RBI Act, 1934; Banking Regulation Act, 1949.		12	Describe the constituents of the Indian financial system; role and functions of commercial banks over time.				1	
II	Governments and RBI's Powers in respect of – opening of new banks and branch licensing – Constitution of the Board of Directors and their rights - Bank's Shareholders and their rights – Maintenance of Liquid Assets/Reserve funds/cash reserves/Statutory reserves; CRR/SLR concepts, guidelines and impact on Banks.		10	Describe the powers of the government and RBI in opening new banks and branch licensing; concepts of CRR and SLR, their guidelines, and their impact on banks.				2	
III	Winding up and amalgamation of Banks; Powers to control advances; Interest rate policies and directives; Statutory Audit and Inspections; Supervision and control functions; Board of financial supervision and its scope and role; Business Ethics and Corporate governance in Banking.		10	Describe the process and implications of winding up and amalgamation of banks; Board of Financial Supervision, business ethics, and corporate governance in banking.				2	
IV	Legal Aspects of Banking Operations - Responsibility of Paying Banker - Collecting Banker - Letter of Credit, SARFAESI Act, 2002 - Securitization of financial assets - Banking Ombudsman scheme, 2002.		8	Describe the responsibilities of paying and collecting bankers; Banking Ombudsman Scheme, 2002, and its significance.				2	

V	Legal Aspects of insurance: Insurance Act, 1938: Consumer Protection Act, 1986, Life Insurance Act 1956, IRDA Act 1999, RE-insurance and Double Insurance, Motor Vehicle Act 1938, Information Technology, Act, 2001	5	Describe the key provisions of the Insurance Act, 1938, and the Consumer Protection Act, 1986, Life Insurance Act, 1956, and the IRDA Act, 1999.	2
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TEXT BOOKS:

T1: Desai V. J., 2016. Indian Banking Law and Practice, PHI.

T2: S. N. Gupta., 2013. The Banking Law in Theory and Practice, Universal Publishing

T3: Varshney P.M., 2017. Banking Law & Practice, Sultan Chand & Sons.

REFERENCE BOOKS:

R1: Mishra, A. K. (2020). Legal Aspects of Banking and Finance. New Delhi: McGraw-Hill Education.

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

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 to cheques	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									
Course Title	TECHNO PROFESSIONAL SKILL								
Course Code	23MBAO2111R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 30	0	2	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To know the concept and definition of professional development and other theories of development, and also to know about the sustainable development issues. 2. To enable students utilize past knowledge of various programmes and policies for effective implementation wherever applicable. 3. To facilitate students for developing an integrated approach for implementation that is suitably relevant to the situations. 4. To equip students with strong commitment and social responsibility in order to bring about a transformative change in communities when they take up their responsibility. 5. To enhance professional skill and talent of students to face and overcome any challenges in the business organization. 								
CO1	Understand the techno-professional skills and their relevance for modern business managers.								
CO2	Understand and utilize digital knowledge for business management.								
CO3	Proficiency in communication skills								
CO4	Apply their knowledge in practical business contexts.								
CO5	Apply critical thinking and interpersonal skills in negotiation and decision-making								

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

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

SEMESTER – III									
Course Title	MOOCS-III								
Course Code	23MSCE211R	Total Credits: 1	L	T	P	S	R	O/F	C
		Total Hours: 15	1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of second year of the programme								
Course Objectives	MOOCS_CE-01 is provided through the Coursera Platform, which is an online course where students are allowed to take courses per semester based on the hours with relevance to the credit, and the courses are provided by International Universities across the world. During the courses, the students have to submit assignments, quizzes, etc.								
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.								

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

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									
Course Title	CORPORATE PROFICIENCY (PDP)								
Course Code	23UMPD211R	Total Credits: 2	L	T	P	S	R	O/F	C
		Total Hours: 30	0	0	4	0	0	0	2
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Fall/ III semester of the second year of the programme								
Course Objectives	<ol style="list-style-type: none"> To acquaint students with the various tools of an effective presentation. To acquire the speaking skill to instruct, influence, engage, educate, or appease the listeners. To increase proficiency, present ability, and quality of resume, and guide self-promotion and self-evaluation in social media. To prepare and train the students for the campus drives & walking interviews. 								
CO1	It will prepare the learners to speak with greater control and charisma in front of others.								
CO2	It will have a positive impact in their thought process and problem-solving skills.								
CO3	It will arm the students with all the necessary tools and skillsets to prepare professional resume. They will learn to highlight and assess themselves in social media.								
CO4	It will impart in them techniques to solve critical problems in an interview, develop strategies to crack interviews, improve their communication skills, boost their confidence								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	Presentation Skills: Introduction, Essential characteristics of a good presentation, Preparation of a good presentation	3	Understand the importance and purpose of presentations in professional settings. Identify different types of presentations and their appropriate use.				2, 3		
II	Public Skills: Fear of Public Speaking, Understanding and Overcoming Fear of Public Speaking, Confidence and Control, Physiology and Stress-Control/Process, Tips for Presentations and Public Speaking, Tips for Using Visual Aids in Presentations, Process for Preparing and Creating Presentations, Delivering Presentations Successfully, Doubt Clearing and Summary of Main Points	4	Develop strategies to enhance self-confidence in public speaking. Learn methods to maintain control and composure during presentations.				2, 3		

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 interview---practical mock interview, feedback-receiving feedback, giving feedback, advantages of effective feedback, how to deal with negative feedback	5	Participate in practical mock interviews to build confidence. Receive constructive feedback to improve interview performance.	2,3

TEXT BOOKS:

T1: Barrett, Grant. 2016. Perfect English Grammar: The Indispensable Guide to Excellent Writing and Speaking, Zephyros Press.

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

REFERENCE BOOKS:

R1: Garg. Manoj Kr. (2018) *English Communication: Theory and Practice*

OTHER LEARNING RESOURCES:

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

2: <https://files.eric.ed.gov/fulltext/EJ1132742.pdf>

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

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

SEMESTER – IV									
Course Title	ENTREPRENEURSHIP MANAGEMENT								
Course Code	23MBAO2201R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of the second year of the programme								
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	Understand the concept of Entrepreneurship, its implications, and its application								
CO2	Comprehend the structure and formation of the organization from the entrepreneurial perspective								
CO3	Analyse environmental opportunities and planning for new venture creation								
CO4	Understand the Strategic planning process and identification of challenges and trends for anew venture								
CO5	Identify and become aware of the opportunities for global entrepreneurship.								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
I	The contemporary world of entrepreneurship: The entrepreneurial revolution, Entrepreneurship-an evolving concept; Entrepreneurship- a concept, Characteristics of Entrepreneurs, Types of Entrepreneurship.	10	Describe the entrepreneurial revolution and its impact on the global economy; types of entrepreneurship and their unique attributes.	1					
II	The entrepreneurial perspective: Understanding the entrepreneurial perspective in individuals, developing creativity and understanding innovation, Small Business and Corporate Entrepreneurship.	8	Describe the entrepreneurial perspective; role in innovation.	1,2					
III	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	Contemporary challenges in Entrepreneurship: Continuous challenges for Entrepreneurs, Entrepreneurial perspective of an organizational lifecycle, emerging trends in entrepreneurship : E-entrepreneurship.	8	Describe the continuous challenges faced by entrepreneurs; merging trends in entrepreneurship	2,3					
V	Growth and Development of Entrepreneurial Ventures: Global opportunities for entrepreneurs, Product concept for new ventures, New Venture Opportunities in International Market, Women Entrepreneurship.	7	Describe global opportunities available for entrepreneur; significance and impact of women entrepreneurship	2,3					

TEXT BOOKS:

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

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

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	THESIS								
Course Code	23MBAO2202R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	0	0	0	4	12	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
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	Foster critical thinking abilities, enabling students to identify, analyze, and solve complex issues within their area of expertise using evidence-based approaches.								
CO3	Enable students to effectively articulate research findings and theoretical insights through scholarly writing and presentations, adhering to academic standards and ethics.								
CO4	Guide students in creating an original research work that contributes to the existing body of knowledge, demonstrating innovation, rigor, and relevance.								
CO5	Prepare students for further academic pursuits or professional roles by honing skills necessary for academic publishing, and applying research findings in real-world contexts.								

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

CO PO Mapping		
S.N.	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

MARKETING SPECIALIZATION:

SEMESTER – IV									
Course Title	MKT-III INTERNATIONAL MARKETING								
Course Code	23MBAO2203R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of the second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the field of international marketing, its concepts and techniques. 2. To make students aware about international marketing environment and dimensions to be considered in international marketing. 2. To help, understand the concept of distribution and IMC in international marketing 								
CO1	Understand the fundamental concepts, scope, and differences of domestic and international marketing								
CO2	Examine the international marketing environmental factors and trade barriers.								
CO3	Understand and outline international market entry considering product and pricing strategies								
CO4	Plan the International Marketing Channel.								
CO5	Prioritize Marketing Communication tools for the International Market.								
Unit No.	Content		Contact Hour	Learning Outcome				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.		10	Describe the understanding international marketing				1	
II	International Marketing Environment - Domestic Environment vs Foreign Environment; Scanning of International Markets through PESTEL and SWOT; Balance of Payments; Barriers to Trade, Tariff and Non-tariff Barriers; Easing Trade Restrictions - GATT and WTO.		10	Describe the understanding the domestic and foreign marketing environments.				1,2	
III	Choosing an international market – size, language, competition, political and financial stability, cultural and legal aspects; Risks involved in doing international business; Pricing and payment terms in international trade; Entry strategies in International marketing;		10	Describe the criteria for choosing an international market, including size, language, competition, political and financial stability, and cultural and legal aspects.				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	8	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

TEXT BOOKS:

T1: International Marketing (18th Edition) by Philip R. Cateora and Mary C. Gilly

T2: Global Marketing (9th Edition) by Warren J. Keegan and Mark C. Green

REFERENCE BOOKS:

R1: International Marketing by Subhash C. Jain

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

CO PO Mapping		
S.N.	Course Outcome (CO)	Mapped Program Outcome
1	Understand the fundamental concepts, scope, and differences of domestic and internationalmarketing	PO1
2	Examine the international marketing environmental factors and trade barriers.	PO4, PO8
3	Understand and outline international market entry considering product and pricingstrategies	PO1, PO3
4	Plan the International Marketing Channel.	PO3
5	Prioritize Marketing Communication tools for the International Market.	PO2, PO6

SEMESTER – IV									
Course Title	MKT-IV SERVICES MARKETING								
Course Code	23MBAO2204R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of the second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. 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. 2. 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. 3. To enhance students' ability to acquire knowledge and skilfully map consumer responses in various service purchasing scenarios, fostering a nuanced understanding of customer behavior and decision-making processes. 								
CO1	Recognise the nature, scope, and types of Services.								
CO2	Comprehend the process of sustainable value creation through a service marketing mix.								
CO3	Understand and analyse the service system and functional orientations.								
CO4	Explain the competitive advantage of service procurement behaviour.								
CO5	Identify the service qualities, and manage the demand and supply imbalance in service delivery								
Unit No.	Content	Contact Hour	Learning Outcome				KL		
I	The rise of the service economy: influential elements, examination of consumption trends, economic evolution spanning agriculture, industry, and services. Service as a marketing entity: distinctive features and strategic implications, embracing the service-dominant logic. Varieties of services: encompassing insurance, banking, air transportation, courier services, education, etc	12	Describe the influential elements leading to the rise of the service economy; service-dominant logic and its adoption in marketing				1		
II	Marketing mix for services: the notion of value and its drivers within an expanded framework. Cultivating relationships: relationship marketing, bonding, and lifetime value. Service encounter: the moment of truth, various service types, and the classification of service encounters. Service innovation: achieved through modifications in both individual encounters and systemic changes.	10	Describe the concept of value and its drivers within an expanded service marketing mix framework; service innovation				1,2		
III	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.				2,3		

IV	Service Procurement Behavior: Variations in viewpoint, risk assessment, and decision-making processes. Service marketing strategy: Segmentation, targeting, and positioning, as well as market innovation. Competitive differentiation: Analyzing competitive advantage and value chain for distinctiveness.	5	Describe the variations in consumer viewpoints, risk assessment, and decision-making processes in service procurement; service marketing strategies	2,3
V	Quality of Service: Definition, technical and functional dimensions of quality, models for evaluating service quality, and methods of measurement and implementation. Management of demand and supply imbalances: addressing challenges and employing strategies. Service culture: fostering a culture based on values, implementing recovery and empowerment measures, and cultivating a service-oriented ethos.	8	Describe the definition of service quality, including its technical and functional dimensions; elements of a service culture	2,3

TEXT BOOKS:

T1: Services Marketing, 2018, Valarie A. Zeithaml, Mary Jo Bitner, Dwanye D. Gremler; MCGRAW HILL 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, Routledge Pub., 3rd ed., ISBN:9780750666749

R2: SERVICES MARKETING: THE INDIAN CONTEXT, SRINIVASAN, R., 4th ed., PHI Learning, eBook ISBN:9789354437687

SUGGESTED READINGS:

S1: Fisk, R.P., Grove, S.J., & John, J. (2013). Services Marketing: An interactive approach (4th 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 (3rd ed.). New Delhi: Wiley India.

S4: Gronroos, C. (2015). Service management and marketing: Managing the service profit logic. New York: John Wiley

S5: Hoffman, K.D., & Bateson, J.E.G. (2016). Marketing of services: Concepts strategies and cases. USA: Cengage Learning

S6: Lovelock, C., Wirtz, J., & Chatterjee, J. (2011). Service marketing: people technology and strategy (7th ed.). New Delhi: Pearson Education.

S7: Mudie, P., & Pirrie, A. (2006). Services marketing management. New Delhi: Butterworth Heinemann

S8: Shanker, R. (2002). Services marketing: The Indian perspective. New Delhi: Excel Books

S9: Verma, H.V. (2012). Services marketing: text and cases (2nd ed.). 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: McGraw Hill

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

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 Title	HRD-III INDUSTRIAL RELATIONS AND LABOUR LAWS								
Course Code	23MBAO2205R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
Course Objectives	<ol style="list-style-type: none"> 1. To learn about the conceptual framework of Industrial Relations 2. To learn the concept of grievances and its implication on the organization 3. To learn about Trade Union and its evolution etc. 4. To learn different Labour Laws. 5. To learn about the social securities law governing the Indian Organization 								
CO1	Understand the various theories related to IR and Labour Laws								
CO2	Develop an understanding of the concepts trade unions, grievances and Labour laws								
CO3	Comprehend the evolution, concept and application of collective bargaining in the Indian Context								
CO4	Explore and understand of the application of Labour Laws in an Indian Organization								
CO5	Develop an Understanding of the Social Security Laws and its implication in the Indianscenario								
Unit No.	Content		Contact Hour	Learning Outcome				KL	
I	IR - nature, objectives, forms, theories of IR and IR in the Indian Context.		8	Describe the objectives, theories of industrial relations (IR).				1	
II	Grievances - causes, handling procedure, discipline, indiscipline, misconduct, major and minor punishments, management of sexual harassment.		7	Describe the causes of grievances in the workplace; discipline, indiscipline, and misconduct in the workplace; management of sexual harassment in the workplace.				1,2	
III	Collective Bargaining - importance, process, levels, hurdles of CB Trade Unions - Definition. Origin, growth of TU in the Indian Context.		8	Describe the importance and process of collective bargaining; origin, and growth of trade unions in the Indian context.				2,3	
IV	Labour Laws - Factories Act, 1948; The Plantation Labour Act 1951 Industrial Relations Law - The Industrial Disputes Act, 1947; The Industrial Employment (Standing Orders) Act 1946.		10	Describe different Act(s) related to labour and Industrial Relations Law				2,3	
V	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.		12	Describe different Act(s) related to Social Security Laws				2,3	

TEXT BOOKS:

T1: Compensation & Reward Management, B.D. Singh, Excel Books.

T2: Compensation, Milkovich & Newman, TMH.

REFERENCE BOOKS:

R1: Compensation Management, Dipak Kr. Bhattacharyya, Oxford University Press India.

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

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 Indian Context	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 Indian scenario	PO1, PO3, PO4, PO6, PO7, PO8, PO9

SEMESTER – IV									
Course Title	HRD-IV- COMPENSATION MANAGEMENT								
Course Code	23MBAO2206R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
Course Objectives	1. To learn about the conceptual framework of Compensation Management 2. To learn about the various aspect of Job like job description, pay grades, performance-based pay system, salary structure etc. 3. To learn about tax planning in compensation and payment of bonus. 4. To learn about the management of compensation system with the designing of compensation packages.								
CO1	Comprehend theories and policies related to compensation management								
CO2	Understand of the concepts of job descriptions and performancebased pay systems								
CO3	Explore and understand the tax implications on compensation packages								
CO4	Identify the bonus structure & Act in the Indian Context and explore the scope of implementation of innovative wages								
CO5	Understand and implementation of compensation packages for executives								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Conceptual Framework of Compensation Management - concept and components of wages, Theories of Wages: Subsistence Theory, Wage Fund Theory, Marginal Productivity Theory, Residual Claimant Theory, Bargaining Theory. Wage policy - National, Industrial, Company.	12	Describe the concept and components of wages; various theories of wage					1	
II	Job description and evaluation, Pay grades and Performance based Pay Systems, Wage and Salary Structure, Concept of Consumer Price Index and its linkage to Dearness Allowance.	8	Describe the process of job description and evaluation; structure of wages and salaries.					1,2	
III	Tax Planning in Compensation; Tax Implications of Employee Compensation Package to Employer; Tax Efficient Compensation Package.	7	Describe the principles of tax planning in compensation management; tax-efficient compensation package.					2,3	
IV	Bonus - Payment of Bonus Act, Bonus Structure in Indian Industry.Wage incentives – Types, Design, and Installation of new wage incentives.	9	Describe the key provisions of the Payment of Bonus Act; design and installation process of new wage incentive					2,3	
V	Management of compensation system; Executive compensation – designing of compensation packages, administration of salary and benefit to executives.	9	Describe the principles and practices involved in the management of a compensation system; administration of salaries and benefits to executives.					2,3	

TEXT BOOKS:

T1: Compensation & Reward Management, B.D. Singh, Excel Books.

T2: Compensation, Milkovich & Newman, TMH.

REFERENCE BOOKS:

R1: Compensation Management, Dipak Kr. Bhattacharyya, Oxford University Press India.

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

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									
Course Title	FIN-III STRATEGIC FINANCIAL MANAGEMENT								
Course Code	23MBAO2207R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
Course Objectives	1. To familiarize students on concepts of financial management from strategic perspective. 2. To introduce the students to the fundamental financial planning of an individual. 3. To understand financial restructuring and enterprise risk management.								
CO1	Understand the financial environment and the strategies involved in a firm								
CO2	Apply practical insights into managing financial distress and restructuring in corporate scenarios								
CO3	Discuss the ERM strategies, fostering skills to identify, assess, and manage risks for informed decision-making in organizational contexts.								
CO4	Evaluate the reasons, benefits, and costs associated with these financial restructuring strategies								
CO5	Understand different aspects related to leasing, including its types and evaluation from lessor and lessee viewpoints								
Unit No.	Content		Contact Hour	Learning Outcome					KL
I	Strategic Financial Management: Meaning of SFM, Importance. An overview, objectives of a firm - financial and nonfinancial, short term and long term financial planning in a firm, Firm's Environment, Governance and Strategy - business environment, operational structure, financial structure.		12	Describe the meaning and importance of Strategic Financial Management (SFM); processes involved in short-term and long-term financial planning in a firm.					1
II	Financial Distress and Restructuring Meaning of bankruptcy, factors leading to bankruptcy, symptoms, predictions, reorganization of distressed firms, role of BIFR, liquidation of firms.		10	Describe the understanding of bankruptcy; reorganization of distressed firms					1,2
III	Enterprise Risk Management Risk management, types of risk, framework of ERM, its implementation.		8	Describe the principles of risk management and the different types of risk; Enterprise Risk Management (ERM).					2,3
IV	Expansion and Financial Restructuring – Meaning of Mergers and Amalgamations – reasons for Merger, Benefits and Cost of Merger – Takeovers – Business Alliances.		8	Describe the understanding of mergers and amalgamations					2,3
V	Leasing – Importance, Types, Evaluation of Lease from the point of view of Lessor and Lessee – Lease versus Buy Decision – Venture Capital.		7	Describe the importance and types of lease; decision-making process involved in lease versus buy decisions.					2,3

TEXT BOOKS:

T1: Strategic Financial Management, Rajni Sofat, Preeti Hiro, PHI

T2: Personal Finance, Jack R Kapoor, Les R Dlabay, Robert J Hughes, Tata 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.

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

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

SEMESTER – IV									
Course Title	FIN-IV TAX PLANNING AND MANAGEMENT								
Course Code	23MBAO2208R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter / IV semester of second year of the programme								
Course Objectives	1. To introduce the students well verse with taxation laws. 2. To impart the basic knowledge of direct and indirect taxation. 3. To acquaint the students with the basic concept of income tax and computation of tax liability.								
CO1	Understand the fundamental concepts of income tax.								
CO2	Comprehend the different taxation aspects and its influence on corporate decision-making								
CO3	Retrieve and apply the different components of tax planning in various business scenarios								
CO4	Evaluate the impact of indirect taxes on valuation of manufacturing goods								
CO5	Understand the dynamic aspects of GST and its functions.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Basic concepts: Definition, income, person, previous year and assessment year, Heads of income, Residential Status, Agricultural income, Income exempted from income tax, rebate of income tax, Income tax deduction at source. Computation of taxable income.	10	Describe the definitions of key terms such as income, person, previous year, and assessment year; computation of taxable income					1	
II	Corporate Tax: Taxation of companies under Income Tax Act, Dividend Tax, Special Provisions of Minimum Alternate Tax on companies, Impact of Tax on corporate decision making.	7	Describe the taxation provisions applicable to companies under the Income Tax Act; tax on corporate decision-making processes.					1,2	
III	Tax planning: Objectives of tax planning, Tax avoidance, Tax evasion, Tax planning relating to merger and acquisition, make or buy, Transfer pricing, Amalgamation, Replace or Repair, hire purchase, Lease and Installment.	8	Describe the objectives of tax planning; tax planning strategies related to mergers and acquisitions					1,2	
IV	Central Excise and Cenvat: Definition, basic conditions for excise liability, exemption from excise duty, Classification of goods, Valuation procedures under Central Excise, Valuation of goods, registration of factory for central excise.	8	Describe the definitions and basic conditions for excise liability; classification and valuation procedures under Central Excise					1,2	
V	Introduction to goods and services tax: Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes –Benefits of implementing GST – Constitutional amendments - Structure of GST (Dual Model) –Central GST – State / Union Territory GST – Integrated GST - GST Council: Structure, Powers and Functions. Provisions for amendments.	12	Describe the objectives and basic scheme of GST; provisions for amendments under GST.					1,2	

TEXT BOOKS:

T1: Taxation and Auditing, B.B. Dam, Sujit Sikidar, R. Barman, B. Bora, Capital Publishing Company, Guwahati.

T2: Income tax, Dr. Binod Singhani, Taxmann.

T3: Students guide to income tax, Dr. V.K. Singhania and Dr. M. Singhania, Taxmann.

REFERENCE BOOKS:

R1: Income Tax Laws and Practice by Taxman Publication, New Delhi.

R2: Corporate Taxation by Dr. Vinod Kr. Singhania, by Taxman Publication, New Delhi, Shrivastava, Himalaya Publishing House, Mumbai.

R3: Income Tax Laws and Practice by M. Chandra.

R4: Indirect Taxes by Ravi Kishore, Taxmann, New Delhi.

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

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									
Course Title	B&I-III IT IN BANKING & INSURANCE								
Course Code	23MBAO2209R	Total Credits: 3 Total Hours: 45	L	T	P	S	R	O/F	C
			3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
Course Objectives	1. To define the historical and current role of information technology in the banking and insurance sector. 2. To evaluate the impact of IT on insurance operations, customer service, and strategic decision-making. 3. To analyze the integration of IT in underwriting claims processing, and policy management. Investigate Blockchain Applications in Insurance. 4. To assess the significance of Insurtech and its impact on traditional insurance models.								
CO1	Comprehensive understanding of the historical and current role of IT in the banking and insurance industry.								
CO2	Understand and analyze the impact of digital transformation in the banking and insurance sector.								
CO3	Interpret the impact of cryptocurrencies on traditional banking models, considering factors such as decentralization, transparency, and regulatory challenges								
CO4	Identify key technological changes in the Indian banking industry, including trends in information technology adoption and electronic payment systems								
CO5	Analyze the necessity of robust cybersecurity and privacy compliance in banking and insurance.								
Unit No.	Content	Contact Hour	Learning Outcome					KL	
I	Information Technology: Meaning; Role of IT in business; Limitations; Difference between traditional commerce and e-commerce; Importance of IT in banking and insurance operations; Historical perspective and evolution of IT in banking and insurance.	5	Describe the meaning and role of Information Technology (IT) in business; historical perspective and evolution of IT in banking and insurance.					1	
II	Digital Banking and Channels - Definition; Services provided; Benefits of E-banking; Banking Services through Internet. Introduction to digital banking, advantages and disadvantages of core banking, Online banking, mobile banking, and ATMs, Fintech partnerships and collaborations, Types of Internet Banking Risk. E-Banking and Retail Banking: E-banking – Retail Banking; Difference between Core banking and Retail banking; Advantages and disadvantages of retail banking; Services Offered in Retail Banks; Opportunities and Challenges for Retail Banking.	10	Describe the definition and services provided by digital banking; services offered and the opportunities and challenges in retail banking.					1,2	

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

TEXT BOOKS:

T1: "Banking and Information Technology" by Vineet Tyagi

T2: "Digital Banking: Strategies to Launch or Become a Digital Bank" by Chris Skinner

REFERENCE BOOKS:

R1: "E-Banking Management: Issues, Solutions, and Strategies" by Mahmood Shah & Steve Clarke - Information Science Reference (an imprint of IGI Global)

R2: Banking and Finance on the Internet– Mary J Cronin

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

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 Title	B&I-IV RISK MANAGEMENT IN BANKING & INSURANCE								
Course Code	23MBAO2210R	Total Credits: 3	L	T	P	S	R	O/F	C
		Total Hours: 45	3	0	0	0	0	0	3
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
Course Objectives	1. Understand the key principles of risk management and their application in banking and insurance industry. 2. Analyze different types of risks faced by banks, including credit, market, operational, and liquidity risks. 3. Analyze the various types of risks faced by insurance companies, including underwriting, pricing, operational, and strategic risks. 4. Explore advanced risk management tools and techniques used in the banking and insurance sector. 5. Evaluate the impact of regulatory frameworks on insurance risk management practices.								
CO1	Classify the types of Risks in Banking								
CO2	Understand and utilize the principles governing insurance product design								
CO3	Describe the claims handling processes								
CO4	Analyse the role of regulatory bodies in the banking sector.								
CO5	Identify and assess operational risks in banking. Evaluate internal controls and risk mitigation								
Unit No.	Content	Contact Hour	Learning Outcome	KL					
1	Interpretations of the term 'risk' - Types of business and personal risks, Significance of risk management function within business organizations, Introduction to Risk Management in Insurance - Overview of risk management principles, Importance of risk management in the insurance industry, Historical perspectives on insurance risk, Types of Risks in Insurance - Underwriting risks, Pricing risks, Operational risks, Reputational risks, Investment risks. Types of Risks in Banking - Credit risk, Market risk, Operational risk, Liquidity risk, Reputational risk, Regulatory and compliance risk.	12	Describe the various interpretations of the term 'risk' and the types of business and personal risks.	1					
2	Insurance Product Design and Risk - Principles of insurance product design, Product Development in the Life and Non-life Insurance Sectors in India, Link between product design and risk exposure, Role of Risk Evaluation in the Process of Insurance Product Formation, Future Trends in the Domain of Insurance Product Design and Development.	8	Describe the principles of insurance product design; risk evaluation in the formation of insurance products.	1,2					

3	Underwriting and Claims Management – Need for insurance underwriting, Factors affecting the underwriting process, Underwriting process and decision-making, Risk 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

TEXT BOOKS:

T1: "Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara

REFERENCE BOOKS:

R1: "Financial Risk Management: Models, History, and Institutions" by Allan M. Malz

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

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 controls and risk mitigation	PO1, PO6, PO9

SEMESTER – IV									
Course Title	MOOCs-IV								
Course Code	23MSCE221R	Total credits: 1 Total hours: 15	L	T	P	S	R	O/F	C
			1	0	0	0	0	0	1
Pre-requisite	Nil	Co-requisite	Nil						
Programme	MASTER OF BUSINESS ADMINISTRATION								
Semester	Winter/ IV semester of second year of the programme								
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 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.								

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

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