



SNDT Women's University, Mumbai

Bachelor of Management Studies (BMS)

as per NEP-2020

Syllabus

(w.e.f. 2024-25)

Under Graduate Programme

Effective from 2024-25

Programme Template:

<p>Programme</p> <p>Degree</p> <p>e.g.</p> <p>B.A./B.Com./B.Sc./ B.M.S., etc.</p>		Bachelor of Management Studies (BMS)
<p>Parenthesis if any (Specialization)e.g. History, Human Development, English, etc.</p>		
<p>Preamble (Brief Introduction to the programme)</p>		<p>A Four - Year Bachelor of Management Studies (BMS) degree programs that include research components. BMS is a course in the management domain that imparts practical and theoretical knowledge. The main aim of the course is to make students well equipped with the application of management principles in various industrial scenarios. This course gives the students an understanding of how organizations work, how they are managed, and how organizations interface with each other in the environment.</p> <p>This degree Program is divided into 8 semesters. Students will also have a wide variety of elective subjects from the baskets created in some of the semesters. It is a flexible degree that builds skills and expertise in one or more areas of business, such as commerce, economics, business law, accountancy, taxation, financing along with research, Specializations and skilled based papers/ subjects offered.</p>
<p>Programme Specific Outcomes (PSOs)</p>		<p>After completing this Programme, Learner will</p>
<p><i>Action Verbs demonstrating (Major) discipline-related knowledge acquisition,</i></p>	1	<p>Develop a foundation and understanding of managerial concepts, principles and practices.</p>

<i>mastery over cognitive and professional, vocational skills are to be used</i> <i>e.g. demonstrate sound understanding of.., analyse, compare, create, design, etc...</i> <i>(minimum 5)</i>	2	Gain knowledge and skills to exploit opportunities in management profession.
	3	Pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance
	4	Improve a positive attitude towards lifelong learning and research
	5	Enhance leadership ability and teamwork skills that enable them to work effectively in group
	6	Augmented with the opportunities to explore many career options in various fields like Investment and Portfolio Management, Stock Market, Security Analysis, Mutual Fund and Capital Market Analysis, Accounting Field, Financial Field, Banking Sectors, etc.
Eligibility Criteria for Programme		The candidate, - (i) should be a citizen of India; (ii) should have passed 10+2 examination with eligibility as per the Admission Policy of the Affiliating University and obtained non zero score in the MAH - BCA/BBA/BMS/BBM CET conducted by the Competent Authority.
Intake (For SNTD WU Departments and Conducted Colleges)		# Decided by University

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value Added Courses
SEC	Skill Enhancement courses
VSC	Vocational Skill Courses
DSE	Discipline Specific Elective

Course Name: Bachelor of Management Studies, Bachelor of Management Studies (Honours) and Bachelor of Management Studies (Honours with Research)

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BMS Research Program:

- One year:** Under Graduate Certificate in Management Studies
- Two years:** Under Graduate Diploma in Management Studies
- Three years:** Bachelor of Management Studies (BMS)
- Four years:** Bachelor of Management Studies with Honours: BMS (Honours) and Bachelor of Management Studies Honours with Research: BMS (Honours with Research)

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- BMS (Honours with Research):** Minimum 75% marks or equivalent CGPA in BMS Degree up to Sixth Semester.
- For BMS (Honours):** BMS Degree

Note: The students who are eligible for BMS (Honours with Research) shall have choice to pursue either BMS (Honours) or BMS (Honours with Research)

Model curriculum for UG Degree in BMS

SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BMS [BMS (HONOURS) AND BMS (HONOURS WITH RESEARCH)] PROGRAM:

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value Added Courses	Skill Enhancement courses	Vocational skill Courses	Discipline Specific Elective	Total
I	12	6	2	2	-	-	-	22
II	12	4	2	2	2	-	-	22
III	12	-	2	2	4	2	-	22
IV	14	-	-	2	4	2	-	22
V	8	-	-	-	6	-	8	22
VI	8	-	-	-	6	-	8	22
BMS (Honours)								
VII	4	-	4	-	6	-	8	22
VIII	2	-	-	-	8	-	12	22
BMS (Honours with Research)								
VII	10	-	-	-	4	-	8	22
VIII	-	-	-	-	22	-	-	22

3 Years BMS Program	Total Credits = 132
4 Years BMS (Honours) and BMS (Honours with Research)	Total Credits = 176

Note: Students can take an extra credit course from their own department or from other department as per the Admitting Body / University norms.

Semester wise Structure and Curriculum for UG Course in BMS

BMS - SEMESTER – I										
Sr. No	Course Code	Course Type	Course Title	L	T	P	Credit	Int.	Ext.	Total
1	10122111	CC	Principles of Management and Practices	3	1	0	4	50	50	100
2	10122112	CC	Fundamentals of Marketing	3	1	0	4	50	50	100
3	10122113	CC	Introduction to Financial Accounting	3	1	0	4	50	50	100
4	10822101	AEC	Business Communication	1	1	0	2	50	0	50
5	10822102	AEC	Individual Excellence and Social Dynamics	1	1	0	2	50	0	50
6	10422101 10422102 10422103	MDE	Business Culture of India OR Business Mathematics OR Indian Knowledge System (As per the University syllabus)	2	0	0	2	50	0	50
7	11122101 11122102	VAC	Environmental Studies OR Cyber Security	2	0	0	2	50	0	50
8	10822103 10822104 10822105	AEC	Presentation Skills OR Indian Language OR Foreign Language	1	1	0	2	50	0	50
TOTAL							22	400	150	550

Note:

Indian Languages: Sanskrit/Hindi/All Regional languages

Foreign Languages: Spanish/German/French/Korean/Mandarin

SEMESTER II

Sr. No	Course Code	Course Type	Course Title	L	T	P	Credit	Int	Ext	Total
1	20122111	CC	Business Environment	3	1	0	4	50	50	100
2	20122112	CC	Human Behaviour and Organization	3	1	0	4	50	50	100
3	20122113	CC	Business Economics	3	1	0	4	50	50	100
4	20722101 20722102	SEC	IT Applications in Business OR Introduction to Management Information System (MIS)	1	0	1	2	50	0	50
5	20422101 20422102	MDE	Diversity Management OR Business Statistics	1	1	0	2	50	0	50
6	21122101 21122102 21122103	VAC	Indian Constitution (As per the University syllabus) OR Health and Wellness OR Right to Information	2	0	0	2	50	0	50
7	20822101	AEC	Corporate Communication	1	1	0	2	50	0	50
8	20822102 20822103 20822104	AEC	Technical Writing OR Indian Language OR Foreign Language	1	1	0	2	50	0	50
TOTAL							22	400	150	550

Note:

Indian Languages: Sanskrit/Hindi/All Regional languages

Foreign Languages: Spanish/German/French/Korean/Mandarin

Semester wise Structure and Curriculum for UG Course in BMS

BMS - SEMESTER III (2025 – 2026)

Course Code	Course Type	Course Title	L	T	P	Credit	Internal	External	Total
30122111	CC	Cost and Management Accounting	3	1	0	4	50	50	100
30122112	CC	Business Laws	3	1	0	4	50	50	100
30122113	CC	Human Resource Management	3	1	0	4	50	50	100
30422101	MDE	NGO Management	1	1	0	2	50	0	50
30722111 Or 30722112	SEC	Financial Planning OR Consumer and Buying Behavior	3	1	0	4	50	50	100
30622101 Or 30622102	VSC	Event Managemnt OR Women Empowerment	2	0	0	2	50	0	50
	VAC	Yoga OR Sports OR National Cadets Corps. (NCC) OR National Service Scheme (NSS) OR Disaster Management	1	0	1	2	50	0	50
TOTAL						22	350	200	550

BMS - SEMESTER IV (2025 – 2026)

Course Code	Course Type	Course Title	L	T	P	Credit	Internal	External	Total
40122101	CC	Entrepreneurship and Startup Management	1	1	0	2	50	0	50
40122112	CC	Operations Management	3	1	0	4	50	50	100
40122113	CC	Financial Management	3	1	0	4	50	50	100
40122114	CC	Business Research Methodology	3	1	0	4	50	50	100
41122101 OR 41122102	VAC	International Business OR Public Health and Management	2	0	0	2	50	0	50
40722111 Or 40722112	SEC	Stock Market Operations OR Quality Management	3	1	0	4	50	50	100
40622101 OR 40622102	VSC	Leadership Development OR Innovation Management	2	0	0	2	50	0	50
TOTAL						22	350	200	550

BMS SEMESTER - I

1. CC - Principles of Management and Practices

Course Title	Principles of Management and Practices
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the basic concepts and functions of management
	<ul style="list-style-type: none">• Know and apply various management aspects as future manager
	<ul style="list-style-type: none">• Relate to concepts of coordination, controlling and leadership
	<ul style="list-style-type: none">• Equip with basic knowledge about the latest developments in the field of management
Module 1(Credit 1) Nature and Scope of Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Describe the primary functions of management and the roles of managers
Content Outline	Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession Schools of Management Thought Classification of various schools of Management thought with special emphasis on the new classical school
Module 2(Credit 1) Planning, Organizing and Staffing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Explain how managers align the planning process with company mission, vision, and values.
Content Outline	Planning Meaning, importance, elements, process, forecasting, MBO. Organizing and Staffing Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process
Module 3(Credit 1) Motivation, Leadership and Decision Making	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Recognize the importance of employee motivation and how to promote it.
	<ul style="list-style-type: none">• Explain the process and techniques of decision-making.

Content Outline	Motivation – meaning, importance and theories of motivation (Maslow’s theory and Theory X and Y) Leadership – meaning, importance and leadership styles Decision Making - meaning, importance, process and techniques of decision making. Recent trends - Green management and Fintech management
Module 4 (Credit 1) Control and Emerging modes of business	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the concept and process of controlling
	<ul style="list-style-type: none"> • Study the emerging modes of business
Content Outline	Control – meaning, importance, process and effective control system and control techniques Emerging modes of business – e-business – scope and benefits, online transaction process, Outsourcing – BPO, KPO, LPO etc.

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Presentation	Group-wise presentation on Module 4 (e-business, BPO, controlling, etc.)
2	Quiz	Modules 1 & 2
3	Case Study Analysis	All Modules
4	Project	Research based project on management principles and practices

External – 50 Marks

References

1. Ramasamy (2010), Principles of Management, Himalaya Publication, Mumbai
2. Tripathi Reddy, (2021), Principles of Management, Tata McGraw Hill
3. Rao VSP (2002), Management Text and Cases Excel Books, Delhi
4. Koontz H & Weihrich H (2006), Essentials of Management, Mc Graw Hill, New York
5. Gami N.D. (2010), Personnel Management, New Popular Publication, 2010
6. Ramaswamy (2008), Principles of Management, , Himalaya Publishing House,
7. Dr. M. Sakthivel Murugan,(2008), Principles of Management – Text and Cases – New Age Publications.

2. CC - Fundamentals of Marketing

Course Title	Fundamentals of Marketing
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand and apply core marketing concepts and frameworks.
	<ul style="list-style-type: none"> Analyze different market segments and develop targeted marketing strategies.
	<ul style="list-style-type: none"> Conduct market research and interpret consumer behavior insights.
	<ul style="list-style-type: none"> Evaluate pricing strategies and manage new product development and the product life cycle.
Module 1(Credit 1) Understanding the Basics	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define and differentiate between needs, wants, demand, products, and brands.
	<ul style="list-style-type: none"> Explain the role of marketing, its relevance, and various types of markets.
	<ul style="list-style-type: none"> Distinguish between selling and marketing and understand marketing philosophies.
	<ul style="list-style-type: none"> Analyze SWOT, competitive advantage, and utility through case studies.
	<ul style="list-style-type: none"> Describe B2B, B2C, and e-marketing concepts.
Content Outline	<ul style="list-style-type: none"> Concept of Need, Want, Demand, Product, and Brand Introduction to Markets, Various Types of Markets, and Role of Marketing Marketing Mix Differentiation between Selling and Marketing Marketing Philosophies SWOT Analysis, Competitive Advantage, Utility Introduction to B2B, B2C, E-Marketing
Module 2(Credit 1) Identifying Market Segments, Targets and Positioning	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define market segmentation, targeting, and positioning.
	<ul style="list-style-type: none"> Explain effective segmentation methods, levels, and bases.
	<ul style="list-style-type: none"> Understand the process and advantages of market targeting.
	<ul style="list-style-type: none"> Describe positioning strategies and their benefits.

Content Outline	<ul style="list-style-type: none"> • Introduction to Market Segmentation • Effective Segmentation, Levels, Bases, and Advantages. • Target Marketing • Introduction to Positioning, Planning, Steps, and Advantages
Module 3(Credit 1) Market Research and Consumer Behaviour	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define market research, its objectives, and importance.
	<ul style="list-style-type: none"> • Describe the market research process and its applications.
	<ul style="list-style-type: none"> • Analyze factors influencing consumer behavior and the buying decision process.
	<ul style="list-style-type: none"> • Understand the characteristics of the Indian consumer.
Content Outline	<ul style="list-style-type: none"> • Introduction to Market Research: Reasons, Objectives, Importance, Process, and Applications • Introduction to Consumer Behavior: Factors, Buying Decision Process, Buyer Behavior • Nature and Characteristics of Indian Consumer <i>(Use Case Study for Discussion)</i>
Module 4(Credit 1) Pricing, New Product decisions and Product Life Cycle	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define pricing, utility, and value.
	<ul style="list-style-type: none"> • Explain factors affecting pricing decisions and the 5 Cs of pricing.
	<ul style="list-style-type: none"> • Describe the process of new product development and its challenges.
	<ul style="list-style-type: none"> • Understand the stages of the Product Life Cycle (PLC) and related actions. •
Content Outline	<ul style="list-style-type: none"> • Introduction to Pricing: Utility, Value, and Pricing Factors • Pricing Decisions: 5Cs and Objectives • New Product Development: Concept, Challenges, and Process • Product Life Cycle (PLC): Introduction, Concept, and Stages. <i>(Use Case Study for Discussion)</i>

Internal – 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Presentation	Collaborative research on real-world marketing strategies
2	Group Discussion	Market Research and Consumer Behaviour
3	Case Study Analysis	Application of marketing concepts (Module 3 or 4-based topics)
4	Project	Marketing strategies

External – 50 Marks**References Books:**

1. Kotler Philip (2008) Principles of Marketing, Prentice Hall
2. Gupta C.B and NairRajan.(1996), Marketing Management, Sultan Chand and Sons
3. Pillai R.S.N. and Bhagavathi (1987) , Modern Marketing Principles and Practice, S. Chand Publishing
4. Jayasankar (2009) , Marketing, Margham Publication
5. Saxena Rajan (2010), Marketing Management, Tata McGraw Hill.
6. Dutta Bholanath (2010), Marketing Management, Excel Books

3. CC - Introduction to Financial Accounting

Course Title	Introduction to Financial Accounting
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the basic concepts, principles, and conventions of financial accounting.
	<ul style="list-style-type: none"> Prepare and analyze financial statements such as the Income Statement, Balance Sheet, and Cash Flow Statement.
	<ul style="list-style-type: none"> Apply accounting techniques using both manual and computerized systems to solve practical accounting problems.
Module 1(Credit 1) Introduction to Accounting	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define and explain the basic terms used in financial accounting.
	<ul style="list-style-type: none"> Differentiate between various accounting concepts and conventions.
	<ul style="list-style-type: none"> Prepare and record journal entries, including special journals like the Cash Book.
Content Outline	<ul style="list-style-type: none"> Introduction to Accounting: Basic terms used in financial accounting Accounting Concepts and Conventions (Theory): Accrual, Consistency, Prudence, etc. Journal: Meaning, types, and importance of the general journal Special Journals: Cash Book (Theory and Problems)
Module 2(Credit 1) Ledger and Bank Reconciliation	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Post transactions from journals to ledger accounts and prepare the trial balance.
	<ul style="list-style-type: none"> Explain the purpose and components of a Bank Reconciliation Statement (BRS).
	<ul style="list-style-type: none"> Reconcile discrepancies between bank statements and cash books.
Content Outline	<ul style="list-style-type: none"> Ledger and Trial Balance: Meaning, purpose, and process (Theory and Problems) Bank Reconciliation Statement: Concept, need, and preparation (Theory and Simple Problems)

Module 3(Credit 1) Inventory Valuation and Depreciation	
Learning Outcomes <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Explain the treatment of inventories, depreciation, and provisions in financial accounts.
	<ul style="list-style-type: none"> • Differentiate between various methods of inventory valuation and depreciation.
	<ul style="list-style-type: none"> • Analyze the financial effects of different accounting methods on financial statements.
Content Outline	<ul style="list-style-type: none"> • Inventory Valuation Methods: FIFO, LIFO, Weighted Average • Depreciation Accounting: Methods (Straight Line, Diminishing Balance) • Provisions and Reserves: Meaning, types, and importance • Adjustments in Final Accounts: Trading account, Profit & Loss Account, and Balance Sheet.
Module 4(Credit 1) Computerized Accounting	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand computerized accounting and its components.
	<ul style="list-style-type: none"> • Explain the features, importance, and limitations of computerized accounting systems.
	<ul style="list-style-type: none"> • Apply computerized accounting techniques to generate financial statements.
	<ul style="list-style-type: none"> • Learn and differentiate between various accounting software packages.
Content Outline	<ul style="list-style-type: none"> • Computerized Accounting: Introduction and concept, Features, Importance, and Components of Computerized Accounting • Comparison Between Manual and Computerized Accounting Systems • Sourcing of Accounting Software: Considerations for acquiring licensed software • Legal vs. Pirated Accounting Software: Ethical and legal implications of using pirated software

Internal – 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Presentation	Analyze financial statements of top listed companies using tools learned.
2	Practical Exercises & Problem- Solving	Prepare journal entries for a given set of business
3	Case Study Analysis	Engaging in discussions on real-life business cases.
4	Project	Use Tally ERP-9 to input financial data and generate financial statements (Profit & Loss Account and Balance Sheet).

External – 50 Marks**References:**

1. Tulsian, P. C. (2019). Financial Accounting. Tata McGraw Hill.
2. Jain, S. P., & Narang, K. L. (2018). Advanced Accountancy. Kalyani Publishers.
3. Gupta, R. L., & Radhaswamy, M. (2016). Financial Accounting. Sultan Chand & Sons.
4. Maheshwari, S. N., & Maheshwari, S. K. (2020). Introduction to Accountancy. Vikas Publishing House.
5. Tally ERP 9 – Official Documentation and User Guides.

4. AEC - Business Communication

Course Title	Business Communication
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the principles of effective business communication.
	<ul style="list-style-type: none"> Analyze and improve communication processes within an organization to enhance efficiency and effectiveness
	<ul style="list-style-type: none"> Apply communication skills in professional contexts, including writing emails, reports, and business proposals.
Module 1(Credit 1) Foundation of Business Communication	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the relevance and importance of business communication skills
Content Outline	<ul style="list-style-type: none"> Concept of Communication - Meaning, Definition, Process, importance and channels of communication. Modes of communication: Verbal and Non-verbal communication, advantage and disadvantage, E-Communication and telephone etiquette. Barriers to Communication- Different types of barriers to communication. Ways to Overcome these Barriers.
Module 2(Credit 1) Developing Writing Skills	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Differentiate between various types of business documents and their purposes.
	<ul style="list-style-type: none"> Design and produce professional business documents such as reports, proposals, and emails.
Content Outline	<ul style="list-style-type: none"> Business Writing Principles: Clarity, conciseness, and format. Types of Business Documents: Emails, memos, reports, proposals, and business letters. Report Writing: Structure, content, and presentation of formal reports. Business Etiquette and Professionalism - Professional Etiquette in Business Communication, Networking Skills and Building Business Relationships

Internal: 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Project	Writing a business proposal or formal report on a given subject.
2	Report	Evaluate speaking skills, confidence, and participation in communication drills
3	Case Study Analysis	Corporate communication
4	Presentation	Group Presentation on a business topic using visual aids

External: There will be no external assessment for this course

References

1. Bovee, and Thill (2018), Business Communication Essentials, Pearson Education
2. Shirley Taylor (2005) Communication for Business , Pearson Education
3. Locker and Kaczmarek (2013), Business Communication: Building Critical Skills, Business Communication: Building Critical Skills
4. Herta A Murphy, Herbert, Hildebrandt, Jane P. Thomas (2017), Effective Business Communication (SIE), McGraw Hill Education
5. Dona Young (2005) Foundations of Business Communication, McGraw Hill Education

5. AEC - Individual Excellence and Social Dynamics

Course Title	Individual Excellence and Social Dynamics
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the psychological factors that drive individual excellence.
	<ul style="list-style-type: none"> Analyze the role of social support and relationships in personal achievement.
	<ul style="list-style-type: none"> Explore the dynamics of group dynamics and their influence on individuals.
	<ul style="list-style-type: none"> Develop strategies for fostering individual excellence and positive social interactions.
Module 1(Credit 1) Foundations of Individual Excellence	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define and understand the concept of individual excellence.
	<ul style="list-style-type: none"> Analyze the psychological factors that contribute to personal achievement.
	<ul style="list-style-type: none"> Understand the relevance of Emotional Intelligence
Content Outline	<p>Defining individual excellence -Psychological theories of motivation and achievement-Personality traits associated with success- The role of grit and resilience-Strategies for building and maintaining resilience- importance of mindset and self-belief.</p> <p>Emotional Intelligence - Definition and importance of emotional intelligence-Components of emotional intelligence (e.g., self-awareness, empathy)-Techniques for developing emotional intelligence.</p>
Module 2(Credit 1) Individual Excellence and Social Dynamics	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Examine the role of social dynamics in shaping individual behavior.
	<ul style="list-style-type: none"> Evaluate the ethical implications of individual achievement and social interactions.

Content Outline	<p>Social Dynamics and Personal Achievement - Influence of social networks and relationships - Impact of cultural norms and values-Role of leadership and mentorship - Group dynamics and team performance - The impact of technology on social interactions and personal excellence - Managing online presence and digital communication - Social media's role in shaping social dynamics.</p> <p>Applying Individual Excellence and Social Dynamics - Career planning and professional success-Social entrepreneurship and community engagement-Personal growth and well-being in a complex world.</p>
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project / Role plays	Social Dynamics and Personal Achievement
2	Report	Individual reports on Emotional Intelligence
3	Case Study Analysis	Engagement in discussions on Social Dynamics
4	Presentation	Presentations on Individual Excellence and Social Dynamics

External: There will be no external assessment for this course

References

- Covey, S. R. (1989). *The 7 habits of highly effective people*. New York, NY: Simon & Schuster.
- Bradberry, T., & Greaves, J. (2009). *Emotional intelligence 2.0*. TalentSmart.
- Brown, B. (2018). *Dare to lead: Brave work. Tough conversations. Whole hearts*. Random House.
- Feldman, R. S. (2022). *Essentials of Understanding Psychology* (10th ed.). McGraw-Hill Education.

6. MDE - Business culture of India

Course Title	Business Culture of India
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the key elements of Indian business culture, including hierarchy, communication, and relationship-building.
	<ul style="list-style-type: none"> Identify and differentiate between regional, religious, and cultural factors that influence business practices in India.
	<ul style="list-style-type: none"> Apply strategies for negotiation, leadership, and decision-making in the context of Indian business environments.
Module 1(Credit 1) Introduction to Indian Business Culture and Hierarchy	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	<ul style="list-style-type: none"> Define key aspects of Indian business culture, including power distance, hierarchy, and authority.
	<ul style="list-style-type: none"> Analyze the role of respect, seniority, and authority in Indian business organizations.
Content Outline	<ul style="list-style-type: none"> Introduction to Indian Business Culture: Overview of India's cultural, historical, and economic landscape. Hierarchy and Power Distance: Understanding authority, seniority, and respect in Indian companies. Business Etiquette: Formal and informal business protocols, importance of personal relationships. Communication Styles: Indirect communication, reading non-verbal cues, and managing conflicts.
Module 2(Credit 1) Negotiation and Corporate Social Responsibility	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	<ul style="list-style-type: none"> Identify and differentiate between negotiation styles in Indian business settings.
	<ul style="list-style-type: none"> Evaluate leadership styles and decision-making processes in different types of organizations.

Content Outline	<ul style="list-style-type: none"> • Negotiation in India: Typical negotiation tactics, flexibility, patience, and relationship-based dealings. • Leadership and Decision-Making: Authoritative vs. consultative styles, and their implications in family-run businesses vs. corporations. • Regional and Religious Variations: Business practices across North, South, East, and West India; influence of religion on business. • Corporate Social Responsibility (CSR) and Ethics: Indian approach to CSR, transparency, and business ethics.
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Role play	Negotiation styles in India
2	Report	Individual reports on Indian Business Culture.
3	Case Study Analysis	Case study on business hierarchy and decision-making in an Indian company.
4	Presentation	Presentations on regional variations in Indian business practices

External: There will be no external assessment for this course

References

1. Das, Gurcharan (2012), India Unbound: From Independence to the Global Information Age. PENGUIN INDIA
2. Jain, Subhash C, Doing Business in India: Understanding Indian Business Culture.
3. Kumar, Rajesh (2005), Doing Business in India: A Cultural Perspective. Palgrave Macmillan
4. Sinha, Jai B. P (2008), Culture and Organizational Behaviour in India, SAGE Texts
5. Schuster, Camille (2006), Global Business: Practices, Challenges, and Trends, South-Western

6. MDE - Business Mathematics

Course Title	Business Mathematics
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand and apply quantitative techniques to solve business and economic problems.
	<ul style="list-style-type: none"> Use determinants and matrices to solve linear equations.
	<ul style="list-style-type: none"> Apply rules of differentiation to solve problems in economics and business, such as cost and revenue optimization.
	<ul style="list-style-type: none"> Analyze and interpret data using various quantitative methods.
Module 1(Credit 1)-Determinants and Matrices for Business Solutions	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define determinants and matrices.
	<ul style="list-style-type: none"> Differentiate between algebraic methods of solving linear equations.
	<ul style="list-style-type: none"> Carry out linear equation solutions using Cramer's rule (two variables) and the inverse method (three variables).
Content Outline	Introduction to determinant, Crammer's rule of solving linear equation (only in two variables), Algebra of matrices, solving linear equations in 3 variables using inverse method.
Module 2(Credit 1) Application of Differentiation in Economics and Business	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define and apply differentiation in business scenarios.
	<ul style="list-style-type: none"> Differentiate between basic rules and application-based problems in economics.
	<ul style="list-style-type: none"> Optimize profit, cost, and revenue through differentiation techniques.
Content Outline	Introduction to differentiation, rules of differentiation, simple problems, Application of differentiation business (Average cost, marginal cost, marginal revenue, optimization of profit, maximum & minimum functions in economy).

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Problem-Solving	Solve a set of linear equations (two variables) using Cramer's rule and solve a set of linear equations (three variables) using the inverse method.
2	Report	Analyze a business scenario (e.g., cost-revenue optimization) and use differentiation to: Find marginal cost and marginal revenue. Calculate the maximum profit or minimum cost.
3	Case Study Analysis	Provide examples of real-life business scenarios where matrices are applied (e.g., input-output models in economics)
4	Presentation	Determinants and Matrices for Business Solutions

External: There will be no external assessment for this course

References

1. Sharma, K.L. (2021), Quantitative Techniques for Decision Making. Vikas Publishing House, Latest Edition.
2. Taha, Hamdy A. (2016) Operations Research: An Introduction. Pearson Education, Latest Edition. (10 editions)
3. Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. (2020) , Quantitative Methods for Business. Cengage Learning, Latest Edition.
4. Kreyszig, Erwin. (2020) Advanced Engineering Mathematics. John Wiley & Sons, Latest Edition.
5. Vohra, N.D. (2021) Business Mathematics and Statistics. McGraw Hill Education, Latest Edition.

6. MDE - Indian Knowledge System (Provided by the University)

<https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/iks-syllabus/ug-degree/inception-of-indian-knowledge-system.pdf>

7. VAC - Environmental Studies

Course Title	Environmental Studies
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand basic environmental concepts, issues, and challenges.
	<ul style="list-style-type: none"> • Analyze the impact of human activities on ecosystems and propose solutions for sustainable living.
	<ul style="list-style-type: none"> • Evaluate policies and practices that support environmental conservation and management.
Module 1(Credit 1) Introduction to Environmental Concepts	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define the core environmental concepts including environment, ecology, and ecosystems.
	<ul style="list-style-type: none"> • Differentiate between various types of ecosystems and their components.
	<ul style="list-style-type: none"> • Understand the importance of natural resources and conservation efforts.
Content Outline	<ul style="list-style-type: none"> • Introduction to the environment: Definition, scope, and importance • Ecology and ecosystems: Structure, types (forest, aquatic, desert), and functions • Components of ecosystems: Biotic and abiotic • Natural resources: Types, importance, and sustainable usage • Environmental degradation and its causes
Module 2(Credit 1) Environmental Challenges and Sustainable Solutions	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify key environmental challenges like pollution, climate change, and biodiversity loss.
	<ul style="list-style-type: none"> • Analyze the effects of human activities on the environment and propose sustainable practices.
	<ul style="list-style-type: none"> • Understand environmental laws and policies that govern conservation efforts.

Content Outline	<ul style="list-style-type: none"> • Pollution: Air, water, soil, and noise pollution – causes, effects, and control measures • Climate change and global warming: Causes, consequences, and mitigation strategies • Biodiversity: Definition, importance, threats, and conservation methods • Sustainable development: Concept, principles, and the role of international agreements • Environmental laws and policies: Overview of key national and global regulations
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) -

Sr.No	Evaluation	Description
1	Project	Write a report on ecosystems, pollution types, and sustainable development.
2	Report	Write a report on current environmental policies or sustainable development practices.
3	Case Study Analysis	Analyze a case study on a local or global environmental problem (e.g., deforestation, urban pollution, or water scarcity).
4	Presentation	Present on an environmental challenge (e.g., climate change, pollution control) and propose solutions.

External: There will be no external assessment for this course

References

1. Erach Bharucha (2005), Environmental Studies University Grants Commission, 2005
2. Anubha Kaushik & C.P. Kaushik (2018), Textbook of Environmental Studies New Age International Publishers
3. Eugene Odum (2005), Fundamentals of Ecology, Cengage Learning.
4. William P. Cunningham (2017) Environmental Science: A Global Concern McGraw-Hill Education.

7. VAC - Cyber Security

Course Title-	Cyber Security
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the importance of cyber security in the digital world.
	<ul style="list-style-type: none"> Identify various types of cyber threats and cybercrimes.
	<ul style="list-style-type: none"> Implement basic cyber security measures in e-commerce and digital banking.
	<ul style="list-style-type: none"> Understand the ethical responsibilities and legal frameworks related to cyber security.
	<ul style="list-style-type: none"> Analyze contemporary case studies and the resolution of cyber disputes.
Module 1(Credit 1) Introduction to Cyber Threats and Security Measures	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define key terms related to cyber security.
	<ul style="list-style-type: none"> Differentiate between types of cyber threats and attacks
	<ul style="list-style-type: none"> Carry out basic cyber security measures in online transactions.
Content Outline	<ul style="list-style-type: none"> Introduction to Cyber Security <ul style="list-style-type: none"> Meaning and Importance of Cyber Security Overview of Cyber Threats and Attacks Types of Cyber Attacks & Crimes <ul style="list-style-type: none"> Hacking: Types of Hacking Malware: Types of Malware Phishing and Spear Phishing Cyber Security in Digital Banking and E-Commerce <ul style="list-style-type: none"> Cyber Security for Payment Gateways, Digital Wallets, and Internet Banking Abuse of social media Case Studies on Cyber security Failures in Online Businesses
Module 2(Credit 1) Cyber Ethics, Legal Frameworks, and Best Practices	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define and explain cyber ethics and ethical hacking principles.
	<ul style="list-style-type: none"> Understand the legal frameworks and best practices for cyber security.
	<ul style="list-style-type: none"> Design cyber security audits and ensure compliance.

Content Outline	<ul style="list-style-type: none"> • Ethical Responsibilities in Cyber Security <ul style="list-style-type: none"> - Introduction to Cyber Ethics - Ethical Hacking: Principles and Practices • Legal Frameworks for Cyber Security <ul style="list-style-type: none"> - Overview of Cyber Laws: Indian Information Technology Act, 2000 (Importance, overview and objectives) • Best Practices in Cyber Security <ul style="list-style-type: none"> - Role of Individuals and Organizations in Maintaining Cyber Security - Cyber Security Audits and Compliance - Contemporary case studies on cyber issues and resolution of cyber disputes-A practical view.
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Best Practices in Cyber Security
2	Report	Reports on current cyber security challenges in e-commerce or digital banking.
3	Case Study Analysis	Real-world case studies on cyber-attacks and how they were mitigated.
4	Presentation	Topics related to cyber laws or ethical hacking.

External: There will be no external assessment for this course

References: -

1. Charles J (2018), Cyber Security Essentials, Sybex; 1st edition
2. Kevin Mitnick (2017), The Art of Invisibility, Little, Brown and Company
3. Rafay Baloch (2014), Ethical Hacking and Penetration Testing Guide, Auerbach Publications; 1st edition

8. AEC – Presentation Skills

Course Title	Presentation Skills
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand the principles of effective presentation design and delivery.
	<ul style="list-style-type: none"> • Plan and organize content for professional and academic presentations.
	<ul style="list-style-type: none"> • Use visual aids and technology to enhance presentations.
	<ul style="list-style-type: none"> • Develop confidence and overcome stage fright.
	<ul style="list-style-type: none"> • Adapt presentations to different audiences and environments.
Module 1(Credit 1) Fundamentals of Presentation Skills	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify the components of a compelling presentation.
	<ul style="list-style-type: none"> • Structure and organize a presentation effectively.
Content Outline	<ul style="list-style-type: none"> • Basics of Presentation Skills • Understanding Audience and Purpose • Structuring Presentations: Introduction, Body, Conclusion • Verbal and Non-verbal Communication Techniques • Overcoming Nervousness and Building Confidence
Module 2(Credit 1) Presentation Techniques	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Use technology and visuals effectively to support presentations.
	<ul style="list-style-type: none"> • Handle audience interaction and respond to questions.
Content Outline	<ul style="list-style-type: none"> • Designing Visual Aids: Power Point, Canva, and Infographics • Public Speaking Skills and Managing Stage Presence • Using Technology for Virtual Presentations • Handling Q&A Sessions and Audience Engagement • Techniques for Evaluating and Improving Presentation Skills

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Peer Feedback Exercise	Evaluate a peer's presentation and provide constructive feedback.
2	Report	Individual reports on Verbal and Non-verbal Communication Techniques
3	Group Discussion	Techniques for Evaluating and Improving Presentation Skills
4	Group Presentation	Presentations on real life examples with business

External: There will be no external assessment for this course

References

1. King Patrick (2024), *How to Speak Effectively: A Guide to Engaging Conversations, Presentations, and Making an Impact on People* Paperback, Penguin
2. Garr Reynolds (2011), *Presentation Zen: Simple Ideas on Presentation Design and Delivery*, New Riders; 2nd edition
3. Dale Carnegie (2020) *The Art of Public Speaking*, Prabhat Prakashan Pvt. Ltd.; First Edition
4. Nancy Duarte (2010), *Resonate: Present Visual Stories that Transform Audiences*, Wiley; 1st edition

8. AEC - Indian Language (Provided by Colleges)

8. AEC - Foreign Language (Provided by Colleges)

BMS SEMESTER II

1. CC - Business Environment

Course Title	Business Environment
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the aspects of the business environment.
	<ul style="list-style-type: none">• Study contemporary issues in business.
	<ul style="list-style-type: none">• Identify and evaluate the complexities of the business environment and their impact on business.
	<ul style="list-style-type: none">• Examine and evaluate business in an international environment.
Module 1(Credit 1) Introduction to Business Environment	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Recall and relate to various concepts pertaining to business and components of micro and macro environment
Content Outline	<ul style="list-style-type: none">• Business: Meaning, Definition, Nature & Types of Business Organizations.• Business Environment: Meaning, Characteristics, Significance.• Micro and Macro Environment: Definition, SWOT Analysis.• Introduction to Micro-Environment:• Internal Environment: Mission, Objectives, Organizational Structure, Organizational Resources, Corporate Image.• External Environment: Firm, customers, suppliers, distributors, Competitors, Society• Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal
Module 2(Credit 1) Environmental Analysis I	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Analyze Political, Economic and Financial environment in detail.
Content Outline	<ul style="list-style-type: none">• Political environment: Meaning, Importance, Role of government in Business• Economic environment: Economic system and economic policies. Impact of business on Private sector, Public sector and Joint sector. Challenges of the Indian economy.• Financial environment: Commercial Banks-Meaning and Functions, Financial Institutions- Meaning, Types, RBI, IDBI (Industrial Development Bank of India), NBFC (Non-Banking Financial Companies).

Module 3(Credit 1) Environmental Analysis II	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Analyze Social, Cultural and Technological environment in detail.
Content Outline	<ul style="list-style-type: none"> Social and Cultural Environment: Nature Impact of foreign culture on Business. Meaning and Importance of Corporate Governance and Social Responsibility of Business. Technological environment: Concept and significance of technological environment, regulation of foreign investment, features, impact of technology +on Business.
Module 4(Credit 1) International Environment	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Gain knowledge about the operation of different institutions in an international business environment.
Content Outline	<ul style="list-style-type: none"> Globalization: Meaning, Drivers, features of Globalization, Impact of globalization on business. MNCs: Definition, meaning, merits, demerits, MNCs in India FDI: Meaning, Factors influencing FDI, FDI operations in India

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Viva	Evaluate awareness, communication, and engagement with business news
2	Report	Analyze current business issues related to external or internal environment
3	Case Study Analysis	Apply concepts to real-life or simulated business situations
4	Presentation	Presentations on International Environment

External – 50 Marks

Reference

- Morrison J, (2002), The International Business Environment, Palgrave
- Francis Cherunilam (1985), Business Environment Himalaya Publishing House, New Delhi
- K. Aswathappa, (2011), Essentials of Business Environment, Himalaya Publishing House, NewDelhi
- MISHRA AND PURI (2017), Indian Economy, Himalaya Publishing House ,New Delhi

- Raj Aggarwal (2002), Business Environment, Excel Books, Delhi
- Ramaswamy V, (2000) Strategic Planning for Corporate strategy, Macmillan India. New Delhi
- Lokanathan and Lakshmi Rajan (2020) ,Business and society, Emerald Publishers.
- M. Adhikary, Sultan (2012), Economic Environment to Business, Chand & S

2. CC - Human Behaviour and Organization

Course Title	Human behavior and organization.
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand the fundamental concepts and theories of human behavior.
	<ul style="list-style-type: none"> • Analyze individual and group behavior in the context of today's dynamic and rapidly changing workplace.
	<ul style="list-style-type: none"> • Develop skills in managing and motivating employees in a diverse and inclusive environment.
	<ul style="list-style-type: none"> • Recognize the impact of technology, globalization, and sustainability on organizational behavior.
	<ul style="list-style-type: none"> • Know psychological principles to enhance organizational performance and employee well-being.
Module 1(Credit 1) Introduction to Organizational Behavior	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand key theories and concepts related to human behavior in organizational settings.
	<ul style="list-style-type: none"> • Analyze the factors that influence individual motivation, job satisfaction, and performance.
Content Outline	<p>Definition, scope, Historical development, Evolution, Importance Of studying organizational behavior-Challenges and opportunities in the contemporary workplace</p> <p>Motivation and Job Satisfaction in Workplaces-Motivation Theories, Motivating remote and hybrid teams, Job Design and Enrichment Innovative job design strategies, The impact of automation and AI on job satisfaction, motivation</p> <p>Measuring and Enhancing Job Satisfaction-Modern tools and methods for assessing job satisfaction (e.g., real-time feedback systems) Strategies for improving satisfaction.</p>

Module 2(Credit 1) Individual Behavior	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Know how individual and group behaviors influence organizational outcomes.
Content Outline	<p>Personality and individual differences-Perception and attribution-Stress and its management in the face of increasing workload and technological demands</p> <p>Group Behavior - Group dynamics and stages of group development-Types of groups (formal, informal, virtual) in a globalized context-Group decision-making processes and the role of technology-Conflict management strategies-Team building and effective teamwork.</p>
Module 3(Credit 1) Organizational Culture	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Evaluate the role of leadership in shaping organizational culture and employee behavior.
	<ul style="list-style-type: none"> • Analyse theories of leadership to improve organizational performance.
Content Outline	<p>Definition, components of organizational culture-Functions of organizational culture in shaping employee behavior and organizational performance-Culture change and its challenges in a rapidly evolving business environment- Ethical considerations in organizational behavior, including diversity, equity, and inclusion</p> <p>Leadership-Theories of leadership (e.g., trait theory, behavioral theory, contingency theory) - Leadership styles -Transformational and transactional leadership- Ethical leadership and corporate social responsibility in a globalized world</p>
Module 4(Credit 1) Power, Politics, and Influence	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Familiarize with contemporary challenges and opportunities facing organizations.

	<ul style="list-style-type: none"> Understand the challenges and opportunities presented by diversity, globalization, and technological advancements in today's workplace.
Content Outline	<p>Understanding sources and types of power in organizations-role of organizational politics and its impact on behavior-Strategies for navigating and managing power and politics</p> <p>Emerging Trends in Organizational Behavior - Artificial intelligence and its impact on human-machine interactions in the workplace-Employee well-being and work-life balance in a demanding environment-The future of work and its implications for organizational behavior-Artificial intelligence and automation-Remote work and virtual teams-Gig economy and freelance work-Ethical dilemmas in the workplace</p>

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Viva	Evaluate critical thinking, application of concepts, and communication
2	Report	Report on Emerging Trends in Organizational Behavior
3	Case Study Analysis	Case study on Emerging Trends in Organizational Behavior
4	Presentation	Presentations on organizational culture

External – 50 Marks

References

- Stephen Robbins, (2010) Organisational Behaviour, Prentice Hall of India,
- Preetam Khandelwal, Debra L Nelson and James C,(2010) Organisational Behaviour, Learning India Pvt Ltd.
- Fred Luthans, (2011) Organisational Behaviour, McGraw Hill.
- Pareek Udai, (2010) Understanding Organizational Behaviour, Oxford University Press.
- Singh B. P. and Chhabra T. N,(2012) Organisation Theory and Behaviour, Dhanpat Rai and Co. Ltd.
- Vinay V. Prabhu (2022) Foundation of Human Skills, Vipul Publication.
- Robbins, S. P., & Judge, T. A. (2023). Organizational Behavior: Principles and Practice. Pearson.
- Newstrom, J. W., & Davis, K. (2022). Organizational Behavior: Human Behavior at Work. McGraw-Hill Education.

3. CC - Business Economics

Course Title	Business Economics
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the basic concepts such as opportunity cost principle, basic economic relations-functional relations
	<ul style="list-style-type: none"> Familiarized with nature of demand curve under different markets
	<ul style="list-style-type: none"> know the concept of supply, production function and cost of production
	<ul style="list-style-type: none"> Study the different market structures
Module 1(Credit 1) Introduction	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Study the basic concepts of business economics
	<ul style="list-style-type: none"> Understand the demand function and its importance
Content Outline	<ul style="list-style-type: none"> Introduction: Scope and Importance of Business Economics - basic tools in economic analysis - Opportunity Cost principle - The basics of market demand, market supply and equilibrium price. Demand Analysis: Demand function and determinants of demand – Concept and Importance , types of elasticity of demand – Consumer's Surplus – Demand Forecasting: meaning and significance
Module 2(Credit 1) Production Function	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Study the production function with the help of law of variable proportion and returns to scale.
Content Outline	<ul style="list-style-type: none"> Production function; Meaning, concept, Short Run and Long Run production function – Law of Variable Proportions – Iso-quants – Returns to Scale – Economies of Scale - Producer's Equilibrium
Module 3(Credit 1) Revenue and Cost	
Learning Outcomes (After learning the module, learners will be able to
	<ul style="list-style-type: none"> Distinguish between different costs concepts such as accounting cost and economic costs, implicit and explicit cost etc.

Content Outline	<ul style="list-style-type: none"> • Cost Concepts: Social and Private costs, Economic and Accounting Costs, Fixed and Variable Costs, Opportunity Cost – Behavior of Cost Curves: Short Run and Long Run • Revenue Concepts - Total Revenue, Average Revenue and Marginal Revenue - Break Even Analysis
Module 4(Credit 1) Market Structure	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Familiarize themselves with different market structures and study how to achieve equilibrium in different market structures.
Content Outline	<ul style="list-style-type: none"> • Market Structure -Features of perfect competition and monopoly - Short run and long run equilibrium of a firm and Industry under perfect competition and monopoly - Features of Monopolistic competition and oligopoly - price discrimination - Dumping

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Demand analysis and production function
2	Report	Individual reports on Market Structure.
3	Case Study Analysis	Case study on Market Structure and Production function
4	Presentation	Presentations on Demand analysis and Market structure

External – 50 Marks

References:

1. Ahuja. H. L(2011), Theory of Micro Economics Analysis, S. Chand, 14th Edition
2. Chatterjee, Johnson and Mascarenhas (2008) Managerial Economics, Manan Prakashan , Mumbai ,
3. Mithan. D. M (2008) Advanced Economic Theory, Himalaya Publications.
4. Swaminathan Saraswathy (2014) Introduction to Economics, Vipul Prakashan , Mumbai
5. Swaminathan Saraswathy (2013) Micro Economics, Vipul Prakashan , Mumbai

4. SEC - IT Applications in Business

Course Title	IT Applications in Business
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Be equipped with a comprehensive understanding of how IT tools and systems can be leveraged to enhance business efficiency, productivity, and decision-making.
	<ul style="list-style-type: none"> • Gain knowledge of key IT applications and their benefits.
Module 1(Credit 1) - Introduction to IT Applications	
Learning Outcomes	<ul style="list-style-type: none"> • Introduce students to the fundamental concepts of IT applications in business.
	<ul style="list-style-type: none"> • Develop students' understanding of the benefits and challenges associated with IT implementations.
	<ul style="list-style-type: none"> • Bring awareness in Digital Literacy and Online Safety
Content Outline	<p>Introduction to IT Applications</p> <ul style="list-style-type: none"> • Definition and scope of IT applications • The role of IT in business strategy • Benefits and challenges of IT implementation • Case studies of successful IT implementations <p>Digital Literacy and Online Safety</p> <ul style="list-style-type: none"> • Netiquette: Proper online behavior, etiquette, and communication • Online Safety: Phishing, cyberbullying, identity theft, and safe browsing practices • Digital Footprint: Understanding one's online presence and reputation.
Module 2(Credit 1) - IT Applications in Business Operations	
Learning Outcomes	<ul style="list-style-type: none"> • Equip students with the skills to evaluate and select appropriate IT solutions for business needs
	<ul style="list-style-type: none"> • Provide students with practical experience in using common IT applications.

Content Outline	IT Applications in Business Operations <ul style="list-style-type: none"> • Word Processing: Creating and formatting documents (letters, reports, presentations) • Spreadsheets: Data entry, calculations, charts, and graphs,etc • Presentations: Creating and delivering presentations (using PowerPoint or similar),etc • Database Management: Organizing and managing information (using simple database tools),etc • Email and Communication: Effective email communication, online collaboration tools,Collaborative workspaces (Google)
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Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	IT Applications in Business Operations
2	Report	Individual reports on Digital Literacy and Online Safety
3	Case Study Analysis	Case Study on Digital Literacy and Online Safety
4	Presentation	Presentations on IT Applications in Business Operations

External: There will be no external assessment for this course

References -

- Dey, B. L., & Jha, S. (2015). *Information systems management* (2nd ed.). Oxford University Press.
- Ravi, S., & Ramesh, S. (2018). *Information technology for management: The Indian perspective*. Wiley India.
- Bansal, A., & Agarwal, A. (2017). *Enterprise resource planning: An Indian perspective*. Vikas Publishing House.
- Ghosh, A., & Chakrabarti, R. (2014). *Managing IT in the business environment*. Tata McGraw-Hill Education.
- Laudon, K. C., & Laudon, J. P. (2022). *Management Information Systems: Managing the Digital Firm* (17th ed.). Pearson.
- O'Brien, J. A., & Marakas, G. M. (2021). *Management Information Systems: An Introduction* (16th ed.). McGraw-Hill Education.

4. SEC - Introduction to Management Information System (MIS)

Course Title	Introduction to Management Information System (MIS)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the role and components of Management Information Systems (MIS) in modern businesses.
	<ul style="list-style-type: none"> Differentiate between various types of information systems and their applications in business decision-making.
	<ul style="list-style-type: none"> Analyze and design MIS solutions using tools like Microsoft Office, Google Workspace, and database management systems.
	<ul style="list-style-type: none"> Apply system analysis and design techniques for developing information systems that meet business requirements.
Module 1(Credit 1) Introduction to MIS, Hardware, and Software	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define the role of MIS and its importance in business.
	<ul style="list-style-type: none"> Differentiate between various types of MIS such as TPS, MIS, DSS, and ESS.
	<ul style="list-style-type: none"> Understand the components of computer hardware and the types of software.
	<ul style="list-style-type: none"> Use MS Office and Google Workspace tools for basic business operations.
Content Outline	Introduction to MIS:
	<ul style="list-style-type: none"> Definition and scope of MIS Importance of MIS in decision-making and business operations Types of MIS: Transaction Processing Systems (TPS), Management Information Systems (MIS), Decision Support Systems (DSS), Executive Support Systems (ESS)
	Computer Hardware and Software:
	<ul style="list-style-type: none"> Overview of hardware components (CPU, memory, storage, input/output devices) Software types: System software (operating systems), application software, Database Management Systems (DBMS)
	Practicals:
	<ul style="list-style-type: none"> Hands-on practice with MS Office (Excel, Word, PowerPoint) and Google Workspace (Docs, Sheets, Slides) for business processes and data management.
Module 2(Credit 1) Data Management, System Analysis and Design, and Information Systems in Business	

Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the importance of data management and differentiate between data types and characteristics.
	<ul style="list-style-type: none"> Analyze and design information systems using the Systems Development Life Cycle (SDLC) approach.
	<ul style="list-style-type: none"> Evaluate various types of information systems and their applications in real-world business scenarios.
	<ul style="list-style-type: none"> Use database management systems like Microsoft Access and MySQL for data collection, storage, and analysis.
Content Outline	<p>Data Management:</p> <ul style="list-style-type: none"> Data types and characteristics (structured, unstructured) Data collection, storage, processing, and analysis techniques Database management systems: Concepts and types (relational databases) <p>Systems Analysis and Design:</p> <ul style="list-style-type: none"> Systems Development Life Cycle (SDLC): Phases and importance Systems analysis and design techniques User requirements gathering and documentation <p>Information Systems in Business:</p> <ul style="list-style-type: none"> Types of information systems: Transaction Processing Systems (TPS), Management Information Systems (MIS), Decision Support Systems (DSS) Case studies: Examples of MIS applications in various business domains <p>Practicals:</p> <ul style="list-style-type: none"> Microsoft Access and MySQL: Creating databases, managing data, and running queries for business operations

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Data Management
2	Report	Report on data Management and Systems Analysis
3	Case Study Analysis	Case study on Information Systems in Business
4	Presentation	Presentations on MS Office, Google Workspace, Microsoft Access, and MySQL.

External: There will be no external assessment for this course

References

1. James A. O'Brien, George M. Marakas (2010), Management Information Systems by (11th Edition)
2. Gabriele Piccoli (2021), Information Systems for Managers: With Cases (4th Edition)
3. Kenneth C. Laudon and Jane P. Laudon (2020), Management Information Systems: Managing the Digital Firm by (16th Edition)

5 . MDE - Diversity Management

Course Title	Diversity Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Discuss how diversity, equity, and inclusion encompasses the changing population demographics of organizations and how they respond to them
	<ul style="list-style-type: none"> Identify and analyze various dimensions of diversity.
	<ul style="list-style-type: none"> Recognize the challenges and benefits associated with diversity.
	<ul style="list-style-type: none"> Be better prepared for a diverse workplace and interact better with people from different cultures and social groups.
Module 1 (Credit 1): Introduction to Diversity Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand various dimensions of diversity (e.g., race, gender, age, religion, sexual orientation, disability).
	<ul style="list-style-type: none"> Realize Benefits, Challenges along with workplace diversity: Discussing potential obstacles and biases that can arise in diverse environments.
	<ul style="list-style-type: none"> Understand Positive and Negative effects of workforce diversity in the workplace.
Content Outline	<ul style="list-style-type: none"> Definition and scope of diversity: Demographic diversity (age, gender, race, ethnicity, etc.) Cultural diversity (values, beliefs, customs, etc.) Functional diversity (skills, experience, etc.) Benefits of diversity: Exploring the advantages of having a diverse workforce (e.g., improved creativity, problem-solving, cultural sensitivity). Challenges of diversity: Discussing potential obstacles and biases that can arise in diverse environments. Positive and Negative effects of workforce diversity at workplace, Workplace discrimination.
Module 2 (Credit 1) Diversity Management Strategies	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand Theoretical Frameworks and Models in Diversity Management
	<ul style="list-style-type: none"> Learn about Diversity Management Strategies
	<ul style="list-style-type: none"> Understand Ethical and Legal Issues in Managing Diversity

Content Outline	<p>Theoretical Frameworks and Models</p> <ul style="list-style-type: none"> • Major theories in diversity management (e.g., Social Identity Theory, Intersectionality) • Models of diversity and inclusion (Diversity Iceberg Model) <p>Diversity Management Strategies-</p> <ul style="list-style-type: none"> • Diversity Training and Education- Designing effective diversity training programs, Promoting cultural awareness and understanding • Inclusive Policies and Practices- Developing inclusive HR policies (e.g., recruitment, performance evaluation, compensation), Creating flexible work arrangements to accommodate diverse needs • Mentorship and Sponsorship Programs-Supporting the development of diverse talent, Providing opportunities for career advancement <p>Ethical and Legal Issues in Managing Diversity</p>
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Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Diversity Management Strategies
2	Report	Ethical and Legal Issues in Managing Diversity
3	Case Study Analysis	Case Study on Workplace discrimination and Diversity Management Strategies
4	Presentation	Presentations on Diversity Management Strategies

External: There will be no external assessment for this course

References

- Mor Barak, M. E. (2017). Managing diversity: Toward a globally inclusive workplace (4th ed.). SAGE Publications.
- Page, S. E. (2017). The diversity bonus: How great teams pay off in the knowledge economy. Princeton University Press.
- Newkirk, P. (2019). Diversity, Inc.: The failed promise of a billion-dollar business. Bold Type Books.
- Nielsen, T. C., & Kepinski, L. (2016). The inclusion nudges guidebook: Practical techniques for shaping an inclusive culture. Inclusion Nudges.
- Sweeney, C., & Bothwick, F. (2016). Inclusive leadership: The definitive guide to developing and executing an impactful diversity and inclusion strategy. Kogan Page.
- Thomas, D. C., & Inkson, K. (2020). Cultural intelligence: Surviving and thriving in the global village (4th ed.). Berrett-Koehler Publishers.
- Ferdman, B. M. (Ed.). (2017). Diversity at work: The practice of inclusion. Wiley.

5. MDE - Business Statistics

Course Title	Business Statistics
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Collect and analyze data using various methods and measures. • Understand and apply measures of central tendency and their significance in data interpretation. • Apply probability distribution and statistical techniques in decision-making • Perform correlation and regression analysis to interpret relationships between variables.
Module 1(Credit 1)-Data Collection and Measures of Central Tendency	
Learning Outcomes <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Define and differentiate between primary and secondary data. • Collect data through interviews, questionnaires, and observations. • Calculate measures of central tendency and interpret their significance in data analysis.
Content Outline	<ul style="list-style-type: none"> • Collection of Data Collection of primary and secondary data through interview and questionnaires, observation method. Different methods of data collection. • Measures of Central Tendency Mean, median, mode, quartile, decile, percentile and graphical presentation of median, mode.
Module 2(Credit 1)-Probability Distribution and Regression Analysis	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand and apply the concept of probability distribution. • Use normal distribution for data analysis. • Perform and interpret correlation and regression analyses.

Content Outline	<ul style="list-style-type: none"> • Probability Distribution Introduction to probability distribution with focus on Normal distribution. • Correlation and linear regression Correlation, Scatter diagram, Karl Pearson's correlation, Linear regression.
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Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Probability Distribution and Regression Analysis
2	Report	Individual reports on Measures of Central Tendency
3	Survey	Data collection assignment. Students will be tasked with collecting both primary and secondary data on a business-related topic using interviews, surveys, and observation methods. They will also calculate measures of central tendency for their collected data.
4	Problem Solving	Probability distribution assignment - Students will analyze a real-world dataset and apply the concept of normal distribution to interpret and explain the dataset. Additionally, students will perform correlation and regression analyses

External: There will be no external assessment for this course

References

- Gupta, S.P (2021), Statistical Methods. Sultan Chand & Sons, Latest Edition
- Levine, David M., et al. (2022), Statistics for Managers Using Microsoft Excel. Pearson Education, Latest Edition.
- Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. (2021), Statistics for Business and Economics. Cengage Learning, Latest Edition.
- Mann, Prem S (2021), Introductory Statistics. Wiley, Latest Edition.
- Black, Ken (2023) Business Statistics: For Contemporary Decision Making. Wiley, Latest Edition.

6. VAC - Indian Constitution (Provided by the University)

<https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf>

6. VAC - Health and Wellness

Course Title	Health and Wellness
Course Credits	2
Course Outcomes	<ul style="list-style-type: none"> • After going through the course, learners will be able to • Understand the fundamental concepts of health, wellness, and their importance in daily life. • Differentiate between physical, mental, and social dimensions of wellness and recognize strategies for improving overall well-being. • Apply wellness practices and lifestyle choices to improve personal health, manage stress, and maintain balance.
Module 1(Credit 1) Introduction to Health and Wellness	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	<ul style="list-style-type: none"> • Define health, wellness, and related concepts such as fitness, lifestyle, and well-being.
	<ul style="list-style-type: none"> • Differentiate between the various dimensions of wellness: physical, emotional, social, intellectual, spiritual, and environmental.
	<ul style="list-style-type: none"> • Apply basic principles of physical activity, nutrition, and self-care for personal health improvement.
Content Outline	<ul style="list-style-type: none"> • Introduction to Health and Wellness: Definition of health and wellness, overview of wellness models. • Dimensions of Wellness: Physical, emotional, social, intellectual, spiritual, and environmental wellness. • Physical Health: Importance of regular exercise, types of physical activities (aerobic, strength training, flexibility). • Nutrition for Wellness: Basics of a balanced diet, understanding macronutrients and micronutrients, and the role of hydration. • Lifestyle Diseases: Introduction to lifestyle-related health issues (obesity, diabetes, cardiovascular diseases) and prevention strategies.
Module 2(Credit 1) Mental, Emotional, and Social Well-being	
Learning Outcomes	After learning the module, learners will be able to

<i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc.)</i>	<ul style="list-style-type: none"> Define and differentiate between mental health, emotional well-being, and social health.
	<ul style="list-style-type: none"> Analyze the impact of positive relationships and community on social wellness.
Content Outline	<ul style="list-style-type: none"> Mental and Emotional Health: Importance of mental health, common mental health issues (anxiety, depression), and their impact on overall wellness. Stress Management: Understanding stress, its effects on the body, and stress reduction techniques (mindfulness, meditation, deep breathing). Emotional Intelligence: Managing emotions, understanding empathy, and developing self-awareness. Social Wellness: Importance of relationships, community involvement, and building a support network. Mind-Body Connection: How mental health affects physical well-being and vice versa, holistic approaches to wellness.

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Create a personal health and wellness plan, focusing on physical activity, nutrition, and mental well-being.
2	Group Discussion	Group presentation on different dimensions of well (physical, emotional, social).
3	Case Study Analysis	Mental, Emotional, and Social Well-being
4	Presentation	Presentations on Health and Wellness

External: There will be no external assessment for this course

References

1. Donatelle, R. J. (2019). Health: The basics (13th ed.). Pearson.
2. Hales, D. (2020). An invitation to health: Taking charge of your health (19th ed.). Cengage Learning.
3. Greenberg, J. S., Dintiman, G. B., & Oakes, B. M. (2017). Physical fitness and wellness: Changing the way you look, feel, and perform (10th ed.). Human Kinetics.
4. Travis, J. W., & Ryan, R. S. (2004). Wellness workbook: How to achieve enduring health and vitality (3rd ed.). Celestial Arts.
5. World Health Organization. (2006). Constitution of the World Health Organization

6. VAC - Right to Information

Course Title	Right to Information
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the significance of the Right to Information (RTI) in promoting transparency and accountability in governance.
	<ul style="list-style-type: none"> Study the legal framework and key provisions of the RTI Act, 2005.
	<ul style="list-style-type: none"> Apply the RTI Act to file requests, assess responses, and follow up with appeals if necessary.
Module 1(Credit 1) - Introduction to Right to Information	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define the concept of Right to Information and its importance in democratic governance.
	<ul style="list-style-type: none"> Differentiate between public and private domains concerning the right to access information.
	<ul style="list-style-type: none"> Explain the legal provisions and structure of the RTI Act, 2005.
Content Outline	<ul style="list-style-type: none"> Introduction to the Right to Information History and Evolution of RTI in India Objectives and Importance of RTI Key Provisions of the RTI Act, 2005 Roles and Responsibilities of Public Authorities RTI and its relationship with Transparency and Accountability
Module 2(Credit 1): Filing, Exemptions, and Appeal Mechanisms in RTI: Processes and Challenges	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Identify the procedures for filing RTI applications and tracking their status.
	<ul style="list-style-type: none"> Understand the roles of various authorities like Public Information Officers (PIOs), Appellate Authorities, and the Information Commission.
	<ul style="list-style-type: none"> Analyze case studies to understand the impact and challenges of RTI implementation.

Content Outline	<ul style="list-style-type: none"> • Filing RTI Applications: Process, Fees, and Timelines • Exemptions and Exceptions under the RTI Act • Appeal Mechanisms and Role of Information Commissions • Case Studies on RTI Success Stories and Challenges • RTI and Judicial Interpretation
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Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	File an RTI application on a matter of public interest and document the entire process from filing to response.
2	Report	Report on the importance of the Right to Information in ensuring transparency in governance.
3	Case Study Analysis	Analyze a landmark RTI case and present its implications on public policy.
4	Quiz	A quiz based on key provisions, procedures, and case laws related to RTI

External: There will be no external assessment for this course

References

1. The Right to Information Act, 2005
2. Jain, N. K. (2007). Right to Information: Concept, Law, and Practice.
3. Shourie, A. (2006). The Right to Information Act: Analyzing Transparency in India.
4. Sridhar, M. (2010). The Right to Information: Law and Practice in India.

7. AEC - Corporate Communication

Course Title	Corporate Communication
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Learn the basic elements and importance of corporate communication in the context of organizational communication. • Understand processes, tools, methods and strategies of Corporate Communication • Conduct situational analysis for adapting Corporate Communication Strategies • Obtain the skills required for communication in different sectors in the Modern Era.
Module 1(Credit 1) Introduction	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the need and importance of corporate communication • Develop an Effective Communication Plan as per the communication event in the organizational setting • Draw effective strategies of corporate communication
Content Outline	<ul style="list-style-type: none"> • Need and Importance of Corporate Communication Elements and Principles of communication • Developing an Effective Communication Plan • Communication Strategies • Group Dynamics
Module 2(Credit 1) Corporate Communication in the Industry	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Learn the application of Corporate communication in the field of Public Relations, Advertising and Promotions etc. • Understand and implement the strategies of: <ol style="list-style-type: none"> 1. Crisis Management 2. Media Management 3. Event Management

Content Outline	<ul style="list-style-type: none"> • Corporate Communication in the Industry Public Relations and Advertising, Marketing Communication and Promotional Strategies , Corporate Communication in the Industry, Crisis Management, Social Media Management and Event Management
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Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Case-based legal analysis, business law applications.
2	Report	Individual reports on the role of digital communication in modern corporate strategies.
3	Case Study Analysis	Corporate Communication in the Industry
4	Presentation	Presentations on major corporate crisis and its communication

External: There will be no external assessment for this course

References

1. Richard R Dolphin (1998), The Fundamentals of Corporate Communication, Butterworth Heinmann
2. Pitman Jackson (1987) Corporate Communication for Managers, Pitman Publishing
3. Clow E Kenneth (2014) Integrated Advertising, Promotion and Marketing Communication, New York, Prentice Hall , New jersey
4. cutlip Centre & Broom (2012), Effective Public Relations, Prentice Hall, New Delhi
5. Neeru Vashishth & Namita Rajput (2005), Business Organisation and Management, Kitab Mahal, Allahabad, 2005
6. Argenti, P. A. (2015). *Corporate communication* (7th ed.). McGraw-Hill Education.
7. Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (6th ed.). SAGE Publications.

8. AEC – Technical Writing

Course Title	Technical Writing
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand the principles and processes of technical writing.
	<ul style="list-style-type: none"> • Create structured and audience-focused technical documents.
	<ul style="list-style-type: none"> • Write user-friendly and precise technical documents.
Module 1(Credit 1) Fundamentals of Technical Writing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define technical writing and differentiate it from other types of writing.
	<ul style="list-style-type: none"> • Identify the audience and purpose for technical documents.
Content Outline	<ul style="list-style-type: none"> • Introduction to Technical Writing • Characteristics of Technical Writing • Types of Technical Documents (Manuals, Reports, Proposals, etc.) • Audience Analysis and Purpose • Basics of Document Structure and Organization
Module 2(Credit 1) Document Planning and Organization	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Plan and structure technical content effectively.
	<ul style="list-style-type: none"> • Use techniques for organizing complex information.
Content Outline	<ul style="list-style-type: none"> • Principles of Document Design and Layout • Research and Information Gathering • Writing Effective Abstracts and Summaries • Logical Flow and Structure: Headings, Subheadings, and Hierarchy • Indexing and Referencing

Internal – 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Create a user manual for a product
2	Report	Individual reports on technical manual for a product or service and Create a technical report with visuals on a research topic
3	Case Study Analysis	Engagement in discussions on real-life business cases.
4	Presentation	Presentations on Document Planning and Organization

External: There will be no external assessment for this course

References

1. Basu. B.N (2007), Technical Writing, Prentice Hall India Learning Private Limited
2. Moregan Kieran, (2015), Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals, and procedures, Better On Paper Publications; 1st edition
3. Dr. Mukhi. H.R (2007), Technical Report writing, Satya Prakashan.
4. Gerson, Sharon J., and Steven M. Gerson. (2013) Technical Communication: Process and Product, EBD Books Cafe

8. AEC – Indian Language (Provided by Colleges)

8. AEC - Foreign Language (Provided by Colleges)

BMS - SEMESTER III

1. CC - Cost and Management Accounting

Course Title	Cost and Management Accounting
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand Different Types of Cost
	<ul style="list-style-type: none">• Prepare Cost Sheet
	<ul style="list-style-type: none">• Analyze Financial Statements using different tools
	<ul style="list-style-type: none">• Evaluate Financial Performance
Module 1(Credit 1) Introduction to Cost Accounting & Cost Sheet	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the basic concepts and meaning of cost and cost accounting
	<ul style="list-style-type: none">• Explain the types and classification of cost used in decision making
	<ul style="list-style-type: none">• Prepare a simple cost sheet and interpret its components
	<ul style="list-style-type: none">• Prepare and analyse an estimated cost sheet based on available data
Content Outline	<ul style="list-style-type: none">• Meaning of Cost Accounting, Objectives & Significance of Cost Accounting.• Types & Classification of Cost• Preparation of Simple Cost Sheet• Estimated Cost Sheet (Theory & Simple Problems)
Module 2(Credit 1) Marginal Costing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand Concepts of PV Ratio, Contribution, Break Even point, Margin of safety• Practical Applications of the concepts
Content Outline	<ul style="list-style-type: none">• Meaning - Concepts: - Contribution, P/V Ratio, Break Even Sales• Margin of Safety, Sales & Profit.• Advantages, Limitations of Marginal Costing.• Simple Problems on above concepts.
Module 3(Credit 1) Introduction to Management Accounting & Analysis & Interpretation of Financial Statements -I	
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> • Understand Difference between Financial Accounting and Management Accounting • Understand Preparation of Vertical Profit and Loss Statement and Balance Sheet • Apply ratio analysis techniques to assess financial performance. • Use comparative and common-size statements for trend analysis and decision-making.
Content Outline	<ul style="list-style-type: none"> • <u>Introduction to Management Accounting: -</u> Meaning, Nature, Scope, Functions, Financial Accounting V/s Management Accounting • <u>Analysis and Interpretation of Financial Statements</u> Study of Balance sheet and Income statement /Revenue statements in vertical form suitable for analysis • Ratio Analysis Meaning, Significance, and Limitations Types of Ratios: • Comparative and Common-Size Statements Purpose and Importance Practical Applications in Financial Analysis
Module 4(Credit 1) Analysis & Interpretation of Financial Statements -II	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand analysis of financial statements through Trend Analysis, Comparative Statement, and Common Size Statements.
	<ul style="list-style-type: none"> • Apply financial statement analysis techniques for decision-making.
Content Outline	Tools of analysis of Financial Statements <ul style="list-style-type: none"> • Trend analysis • Comparative Statement • Common Size Statement • Problems on trend analysis, Comparative and Common size statements

Internal: 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Presentation	Analyze financial statements of top listed companies using tools learned.
2	Practical Exercises & Problem-Solving	Hands-on calculations on cost sheets, marginal cost analysis.
3	Case Study Analysis	Engaging in discussions on real-life business cases related to cost and management accounting.
4	Project	Research-based projects on cost control strategies, budgeting, or financial decision-making.

External: 50 Marks**References**

1. M. Y. Khan and P. K. Khan (2008), Cost and Management Accountancy, TMH Publication ,4th edition
2. Choudhary and Chopde, (2012), Cost and Management Accountancy, Sheth Publisher, First edition
3. Ainapure (2024) Cost Accounting & Management Accounting, Manan Prakashan, First edition
4. C.A. Minakshi A. Rachchh and Gunwantra A. Rachchh (2024) Cost and Management Accountancy, Pearson Publication, First edition.
5. Ashar Kalpesh (2022), Cost Accounting and Management Essentials You Always Wanted to Know, Vibrant Publisher, 5th Edition

2. CC - Business Laws

Course Title	Business Laws
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand legal principles relating to contracts, companies, negotiable instruments etc.
	<ul style="list-style-type: none"> Apply the legal principles to corporate/business issues.
	<ul style="list-style-type: none"> Interpret and Analyze Legal Case Studies
Module 1(Credit 1) Indian Contract Act, 1872.	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand Meaning of Contracts Evaluate Legal Principles relating to contracts and breach of contract etc.
Content Outline	<ul style="list-style-type: none"> Offer-Meaning, Rules of Offer , Types of Offer -Acceptance-Meaning, Rules of Acceptance -Consideration-Meaning, Rules of Consideration, No Consideration, No Contract-its Exceptions Agreement-Meaning & Definition <p>Types of Contract/Agreements</p> <ul style="list-style-type: none"> - Essential of Valid Contract, Capacity of Parties - Consent-Free Consent-Coercion, Undue Influence, Fraud, Misrepresentation, Mistake. - Discharge of Contract, Remedies for Breach of Contract, Introduction to E Contracts.
Module 2(Credit 1) Company Law – Part I (Companies Act, 2013)	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand legal principles relating to formation of companies, its character documents, types of companies etc.
	<ul style="list-style-type: none"> Understand incorporation procedure of companies.

Content Outline	<ul style="list-style-type: none"> • Meaning-Definition of Company <p>Types of Company</p> <p>Features of Company</p> <p>Advantages & Disadvantage of Company</p> <p>Promoters-Its Duties</p> <ul style="list-style-type: none"> • Memorandum of Association-Its Clauses <p>Articles of Association- It's Content</p> <ul style="list-style-type: none"> • Understanding IPO Issue of Shares-Prospectus • Incorporation Procedure of Companies.
Module 3(Credit 1) Company Law Part II(Companies Act, 2013)	
Learning Outcomes	After learning the module, learners will be able to:
	<ul style="list-style-type: none"> • Understand legal principles relating to Companies
	<ul style="list-style-type: none"> • Identify the role of directors, its powers and duties
	<ul style="list-style-type: none"> • Understand Corporate Governance principles.
Content Outline	<ul style="list-style-type: none"> • Membership-Modes of Acquiring Membership & Cessation of Membership. • Rights of Members- Directors-DIN- Types of Directors. • Powers & Duties of Board • Corporate Governance-Meaning, Case Studies on Good Corporate Governance in India.
Module 4(Credit 1) Negotiable Instruments Act 1881 & Consumer Protection Act 2019..	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand legal principles relating to Bills of exchange, promissory notes, cheque.
	<ul style="list-style-type: none"> • Understand legal principles relating to Consumer protection, understanding rights of consumers, consumers forums etc.
Content Outline	<ul style="list-style-type: none"> • <u>Negotiable Instruments Act, 1881.</u> <ul style="list-style-type: none"> ○ Meaning, Definition & Types <ul style="list-style-type: none"> - Bills of Exchange-Essentials/Characteristics

	<ul style="list-style-type: none"> - Promissory Note – Essentials/Characteristics <ul style="list-style-type: none"> o Cheque-Essentials/Characteristics - Types of Cheque o Crossing of Cheque-Its Types o Dishonour of Cheque-Reasons-Procedure for Dishonour of Cheque. • <u>Consumer Protection Act 2019</u> <ul style="list-style-type: none"> o Consumer-Meaning o Defect/Deficiency- Meaning o Rights of Consumers o Consumer Forums.
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Case-based legal analysis, business law applications.
2	Report	Individual reports on dishonor of cheques, violations, and legal remedies.
3	Case Study Analysis	Engagement in discussions on real-life business law cases.
4	Presentation	Presentations on key legal provisions and their applications.

External: 50 Marks

References

1. Bulchandani (2011) Business Law for management, Himalaya Publishing House, Mumbai,
2. N.D.Kapoor (2011) Business Law, Sultan Chand, New Delhi,
3. Singh Avatar (2024) Company Law, Eastern Book Company, Ed.
4. Singh Avatar (2024) Contract Law, Eastern Book Company, Ed.
5. Agarwal Anurag (2018), Business Laws for Managers, PENGUIN PORTFOLIO
6. Gulshan.S.S and Kapoor. G.K, (2023), Business Law including Company Law, New Age International Private Limited; Twenty Third edition

3. CC - Human Resource Management

Course Title	Human Resource Management
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Get acquainted with significance of HRM in Business environment.
	<ul style="list-style-type: none"> • Familiarize with practices in HR recruitment, selection and onboarding
	<ul style="list-style-type: none"> • Understand concepts of performance appraisals, compensation management
	<ul style="list-style-type: none"> • Discuss modern HRM trends and Ethics
Module 1(Credit 1) Introduction to HRM	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Familiarize with evolution, scope and application of HRM in today's business environment
	<ul style="list-style-type: none"> • Identify qualities of an Ideal HR Professional
	<ul style="list-style-type: none"> • Identify with concepts of workforce planning
Content Outline	<ul style="list-style-type: none"> • Evolution of HRM: From Personnel Management to Strategic HRM. • HRM Objectives, HRM Functions and Responsibilities. • Role of HRM in Strategic Business Management, • Competencies and Qualities of an ideal HR Professional, Workforce planning
Module 2(Credit 1) Job Analysis and Recruitment	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Familiarize with Job Analysis
	<ul style="list-style-type: none"> • Understand concepts in Recruitment, Selection and Onboarding
Content Outline	<ul style="list-style-type: none"> • Job Analysis, Job Specification ,Job Description • Recruitment Strategies • Selection Methods (Interviews, Psychometric Tests, and Assessments) • Effective Onboarding Programs
Module 3(Credit 1) Performance Appraisal System	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Describe modern performance appraisal systems.

	<ul style="list-style-type: none"> • Discuss the role of compensation and benefits in employee motivation
	<ul style="list-style-type: none"> • Understand the trends with Exit Policies.
Content Outline	<ul style="list-style-type: none"> • Performance Appraisal Systems: 360-Degree Feedback, Continuous Feedback, Handling Performance Issues • Compensation and Benefits: Design, Salary Structures, Employee Benefits, Pay Equity and Fair Compensation. • Exit Policies. • Case Studies
Module 4(Credit 1) Trends in HRM	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Discuss the role of technology and analytics in shaping the future of HRM.
	<ul style="list-style-type: none"> • Identify current trends and challenges in HRM.
Content Outline	<ul style="list-style-type: none"> • Role of HR Analytics and AI in HRM • HR Software and Systems (HRIS, ATS, LMS) • The Future of Work: Remote & Hybrid Workforces • Key Challenges in Modern HRM,HRM Ethics

Internal – 50 Mark

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Sr.No	Evaluation	Description
1	Project	Individual or group assignments on HR functions such as recruitment, training, performance appraisal, compensation, etc.
2	Research	Research on industry HR practices
3	Case Study Analysis	Engagement in discussions, analysis of HR case studies, and active participation in class activities.
4	Presentation and Viva	Presentations on HR topics such as labor laws, HR technology, employee engagement, etc., followed by Q&A.

External – 50 Marks

References

1. Aswathappa, K. 2019. *Human Resource Management: Text and Cases*. New Delhi: McGraw-Hill Education.
2. Gupta, C. B. 2021. *Human Resource Management*. New Delhi: Sultan Chand & Sons.
3. Rao, V. S. P. 2010. *Human Resource Management: Text and Cases*. New Delhi: Excel Books.
4. Subba Rao, P. 2018. *Essentials of Human Resource Management and Industrial Relations*. Mumbai: Himalaya Publishing House.
5. Monappa, Arun, Mirza S. Saiyadain, and M. S. Saiyadain. 2012. *Personnel Management*. New Delhi: Tata McGraw-

4. MDE - NGO Management

Course Title	NGO Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamental concepts of NGOs, including their meaning, definition, characteristics, and objectives. • Analyze the history, origin, and evolution of NGOs and their role in social upliftment across various sectors such as poverty reduction, child welfare, and women empowerment. • Identify the challenges faced by NGOs in addressing social and economic issues in different communities. • Examine the role of NGOs at the grassroots level, including their contributions to tribal welfare, literacy programs, economic empowerment, and social development. • Assess the impact of NGOs on social change, including their ability to target marginalized groups, drive development programs, and influence policy-making.
Module 1 (Credit 1) Fundamentals of NGOs	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the meaning, definition, characteristics, and objectives of NGOs. • Analyze the history, origin, and development of NGOs. • Identify the role of NGOs in social upliftment, poverty reduction, child welfare, and women empowerment.
Content Outline	<ul style="list-style-type: none"> • Meaning, Definition, and Characteristics of NGOs, Objectives and Types of NGOs • History and Development of NGOs • Role of NGOs in Social Upliftment Poverty Reduction, Child Welfare and Women Empowerment • Challenges Faced by NGOs
Module 2 (Credit 1) Role and Facets of NGOs	
Learning Outcomes)	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand grassroot-level NGO activities and their impact on marginalized communities. • Learn about NGO interventions in literacy, personality development, and economic upliftment.

	<ul style="list-style-type: none"> Analyze social welfare aspects, target groups, and social change.
Content Outline	<ul style="list-style-type: none"> NGOs and Grassroot-Level Work Tribal Welfare Providing Essential Services to the Needy Upliftment of Illiterates NGOs and Social Change Personality Development Initiatives Channelizing the Poor towards Economic Stability Social Welfare Aspects: Target Groups & Strategies Case studies

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Presentation / Quiz	NGO Management Concepts
2	Report	Role of NGOs in Social Upliftment
3	Case Study Analysis	NGO's Impact
4	Presentation and Viva	Social Movement
5	Project Proposal	Develop a proposal for a small grassroots NGO initiative, focusing on a particular social issue such as tribal welfare, illiteracy, or economic empowerment.

External: There will be no external assessment for this course

References

1. Fowler, A., & Malunga, C. (2021). *NGO management: The Earthscan companion*. Routledge.
2. Tschirhart, M., & Bielefeld, W. (2020). *Managing nonprofit organizations*. Wiley.
3. Maganlal, K. (2023). *Legal handbook for NGOs in India*. Bharat Law House.
4. Lynton, R. J. (2022). *Strategic planning for NGOs: A guide to theory and practice*. Sage Publications.
5. Bryson, J. M. (2022). *Strategic management for nonprofit organizations: A guide to strengthening and sustaining your organization*. Jossey-Bass.

5. SEC - Financial Planning

Course Title	Financial Planning
Course Credit	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the fundamentals of financial planning, including goal setting, cash flow management, and SMART financial strategies.
	<ul style="list-style-type: none"> Analyze various investment options, assess risk-return trade-offs, and integrate insurance planning into financial decisions.
	<ul style="list-style-type: none"> Develop tax-efficient financial plans by leveraging tax-saving instruments and strategies.
	<ul style="list-style-type: none"> Gain expertise in retirement planning, evaluating pension schemes, and creating sustainable withdrawal strategies.
Module 1 (Credit 1) Financial Planning & Goal Setting	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the importance, scope, and limitations of financial planning.
	<ul style="list-style-type: none"> Apply key financial planning principles to set short-term, medium-term, and long-term SMART financial goals.
	<ul style="list-style-type: none"> Develop effective strategies for financial stability and success.
Content Outline	<ul style="list-style-type: none"> Introduction to Financial Planning- Importance, scope and limitations Principles of financial planning Defining financial goals (short-term, medium-term, long-term), SMART Goals Cash flow management and strategies
Module 2 (Credit 1) Investment and Retirement Planning	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Evaluate Investment Options
	<ul style="list-style-type: none"> Conduct Risk-Return Analysis
	<ul style="list-style-type: none"> Formulate Retirement and Long-Term Investment Plans
Content Outline	<ul style="list-style-type: none"> Investment Planning- investment options: Stocks, bonds, mutual funds, real estate Risk and return analysis Retirement and long-term investment planning-Importance Various retirement schemes such as NPS, Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plan and Post- retirement counselling
Module 3 (Credit 1) Risk Analysis & Insurance Planning	
Learning	After learning the module, learners will be able to

Outcomes	<ul style="list-style-type: none"> Analyze Risk Management Concepts
	<ul style="list-style-type: none"> Understand Insurance Planning
	<ul style="list-style-type: none"> Assess the Importance of Insurance in Financial Planning
	<ul style="list-style-type: none"> Differentiate Between Insurance Policies
Content Outline	<ul style="list-style-type: none"> Risk management Insurance Planning- Meaning, Definition Importance of insurance in personal financial planning (life, health, property, etc.) Types of insurance policies and their benefits (General Insurance, Life Insurance, Motor Insurance, Medical Insurance)
Module 4 (Credit 1) Tax Planning and Retirement Planning	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand Taxation Principles
	<ul style="list-style-type: none"> Utilize Tax-Saving Instruments
	<ul style="list-style-type: none"> Develop Tax-Efficient Financial Plans
	<ul style="list-style-type: none"> Implement Tax Strategies
Content Outline	<ul style="list-style-type: none"> Tax Planning- Overview of taxation (Income tax, GST, etc.) Income-tax computation for Individuals, Companies Tax-saving instruments: PPF, ELSS, NPS, etc. Creating a tax-efficient financial plan, Tax strategies- tax management, tax planning, tax deduction

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Individual or group assignments on Financial Planning
2	Research	Research on Tax Planning and Retirement Planning
3	Case Study Analysis	Engagement in discussions, analysis on Tax saving instruments
4	Presentation and Viva	Presentations on Risk Analysis and Insurance Planning followed by Q&A.

External: 50 Marks

References

1. Prasanna Chandra (2020) Financial Planning: Theories and Practice, Chaukhamba Auriyantaliya, 10th edition
2. Singhanai V.K (2021) Students' Guide to Income Tax; Taxman, Delhi, Sixty fifth Edition
3. Prasaci, Bhagwati (1996) Income Tax Law & Practice: Wiley Publication, New Delhi,
4. George Rejda (2017) Principles of Risk Management and Insurance: Pearson
5. Kapoor J. R., Dlabay. L.R, Hughes. R.J (2011) Personal Finance with Connect Plus, McGraw- Hill Education; 10th edition.
6. Chauhan. M (2013) Personal Finance Principles Every Investor Should Know, Network 18 Publications,

<https://mu.ac.in/wp-content/uploads/2023/05/M.Com-Sem-IV-Personal-Financial-Planning.pdf>

https://web.sol.du.ac.in/my_modules/type/cbcs-42-3/data/root/B.Com.%20Hons/Semester%203/Skill%20Enhancement%20Course/Reference%20Material%20-%20Personal%20Finance%20and%20Planning/UNIT%20I-II-IV-V.pdf

5. SEC - Consumer and Buying Behavior

Course Title	Consumer and Buying Behaviour
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the fundamental concepts and theories of consumer behaviour.
	<ul style="list-style-type: none"> Identify the factors that influence consumer behaviour and decision-making. & analyse consumer motivations, attitudes, and perceptions.
	<ul style="list-style-type: none"> Explore the impact of social and cultural factors on consumer behaviour
	<ul style="list-style-type: none"> Apply consumer behaviour theories to marketing strategies and consumer research.
Module 1(Credit 1) Introduction to Consumer Behaviour	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the Concept and Importance of Consumer Behaviour,
	<ul style="list-style-type: none"> Analyse the Consumer Decision-Making Process, Examine the Factors Affecting Consumer Behaviour,
	<ul style="list-style-type: none"> Apply Consumer Research and Segmentation Strategies,
	<ul style="list-style-type: none"> Assess Emerging Trends and Ethical Considerations in Consumer Behaviour
Content Outline	<ul style="list-style-type: none"> Definition and scope of consumer behaviour Importance of studying consumer behaviour for marketers Factors influencing consumer behaviour: psychological, social, and cultural Consumer decision-making process: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behaviour
Module 2(Credit 1) Consumer Motivation and Needs	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the Concept of Motivation in Consumer Behaviour,
	<ul style="list-style-type: none"> Analyze Theories of Consumer Motivation, Identify Different Types of Consumer Needs,
	<ul style="list-style-type: none"> Examine the Influence of Internal and External Factors on Consumer Motivation,
	<ul style="list-style-type: none"> Apply Motivation Concepts to Marketing Strategies
Content Outline	<ul style="list-style-type: none"> Maslow's hierarchy of needs and other motivation theories Types of consumer needs: functional, emotional, social, and symbolic Consumer involvement and importance of understanding

	<p>motivations</p> <ul style="list-style-type: none"> • Consumer satisfaction and dissatisfaction: factors influencing post-purchase evaluation
Module 3(Credit 1) Consumer Perception and Learning	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the Role of Perception in Consumer Behaviour
	<ul style="list-style-type: none"> • Analyse the Factors Influencing Consumer Perception
	<ul style="list-style-type: none"> • Apply Theories of Learning to Consumer Behaviour
	<ul style="list-style-type: none"> • Evaluate the Role of Perception in Branding and Marketing
	<ul style="list-style-type: none"> • Examine Consumer Learning and Its Impact on Brand Preferences
Content Outline	<ul style="list-style-type: none"> • Perceptual processes and factors influencing perception • Selective attention, exposure, and interpretation of stimuli • Learning theories and their application in consumer behaviour • The role of memory, attitude formation, and attitude change in consumer behaviour
Module 4(Credit 1) Consumer Attitudes and Decision-Making	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the Concept of Consumer Attitudes
	<ul style="list-style-type: none"> • Analyze Theories of Attitude Formation and Change,
	<ul style="list-style-type: none"> • Examine the Consumer Decision-Making Process,
	<ul style="list-style-type: none"> • Evaluate Internal and External Influences on Consumer Decisions,
	<ul style="list-style-type: none"> • Apply Attitude and Decision-Making Concepts in Marketing Strategies
Content Outline	<ul style="list-style-type: none"> • Formation and measurement of consumer attitudes, Attitude-behaviour consistency and attitude change strategies • Cognitive dissonance theory and post-purchase behaviour • Decision-making models: rational, emotional, and behavioural approach • Social influences: reference groups, family, and opinion leaders, Social class, culture, and subcultures in consumer behaviour • Cross-cultural consumer behaviour and global marketing implications • The role of social media and online communities in influencing consumer behaviour

Internal: 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Project	Individual or group assignments on Consumer Behaviour
2	Research	Research on Consumer Attitudes and Decision-
3	Case Study Analysis	Engagement in discussions, analysis on Consumer Perception and Learning
4	Presentation and Viva	Presentations on consumer Decision Making Process and their perception followed by Q&A.

External: 50 Marks**References**

1. Solomon Michael (2017) Consumer Behaviour: Buying, Having, and Being, Pearson; 12th edition
2. Balaji M.S and Raju. P.S, Consumer behaviour: Insights from Indian Market
3. Sharma Dheeraj and Sheth Jagdish. N (2015), Consumer behaviour: Building Marketing Strategy
4. Assael Henry (2003), Consumer behaviour: A Strategic Approach", Houghton Mifflin
5. Hawkins Delbert and Mothersbaugh David, Consumer behaviour: Building Marketing Strategy", McGraw-Hill Education; 13th edition

6. VSC - Event Management

Course Title	Event Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand the fundamentals of event management
	<ul style="list-style-type: none"> • Plan and execute different types of events.
	<ul style="list-style-type: none"> • Apply marketing, logistics, and risk management principles in event planning.
	<ul style="list-style-type: none"> • Comprehend legal aspects and required permissions for organizing events
Module 1 (Credit 1) Basics of Event Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define and explain the key concepts of event management and its significance.
	<ul style="list-style-type: none"> • Differentiate between various types of events and outline their planning process.
Content Outline	<ul style="list-style-type: none"> • Introduction to Event Management • Types of Events: Corporate, Social, Cultural, Sports, etc. • Key Elements of Event Planning: Budget, Venue, Theme, and Target Audience • Event Life Cycle: Pre-Event, Event Execution, and Post-Event
Module 2 (Credit 1) Marketing and Promotion	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Apply marketing and promotional strategies for event success.
	<ul style="list-style-type: none"> • Identify legal, financial, and risk management aspects in event planning.
Content Outline	<ul style="list-style-type: none"> • Event Marketing and Promotion: Traditional & Digital Marketing • Sponsorships, Partnerships, and Public Relations in Events • Licenses and Permissions for Events • Budgeting, Cost Estimation, and Revenue Streams in Event Planning and Risk and Crisis Management in Events

Internal: 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Project	Individual or group assignments on Event Management
2	Research	Research on Consumer Attitudes and Decision-
3	Case Study Analysis	Engagement in discussions, analysis on Consumer Perception and Learning
4	Presentation and Viva	Presentations on consumer Decision Making Process and their perception followed by Q&A.

External: There will be no external assessment for this course

Book References

1. Allen, J., Bowdin, G., Harris, R., McDonnell, I., & Toole, W. (2011). Events Management (3rd ed.). Routledge. - Covers foundational concepts, types of events, and the event life cycle.
2. Goyal, S. K. (2009). Event Management. Adhyayan Publishers. - Explains key concepts of event management in simple language tailored for Indian students.
3. Frissen, R., Janssen, R., & Luijter, D. (2016). Event Design Handbook: Systematically Design Innovative Events Using the #EventCanvas. BIS Publishers. - Focuses on creating innovative and impactful event designs.
4. Chaturvedi, A. (2009). Event Management: A Professional & Development Approach. Global India Publications. - Discusses best practices in corporate and public events with an emphasis on the Indian context.
5. Genadinik, A. (2015). Event Planning: Management & Marketing for Successful Events. CreateSpace Independent Publishing Platform. - Provides strategies for marketing and promoting events effectively.
6. Allen, J. (2000). The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events. Wiley. - Covers sponsorships, partnerships, budgeting, and risk management.
7. Conway, D. G. (2009). The Event Manager's Bible: The Complete Guide to Planning and Organizing a Voluntary or Public Event. How To Books. - Offers practical advice on licenses, permissions, budgeting, and crisis management.
8. Capell, L. (2013). Event Management for Dummies. Wiley Publishing Inc. - A beginner-friendly book covering budgeting, venue selection, promotion strategies, and contingency planning.

6. VSC - Women Empowerment

Course Title	Women Empowerment
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Comprehend the meaning and various dimensions of women empowerment
	<ul style="list-style-type: none"> • Evaluate policies, legal frameworks, and initiatives for women's empowerment.
	<ul style="list-style-type: none"> • Understand the role played by women in economic development
	<ul style="list-style-type: none"> • Develop strategies and initiatives to promote gender equality and women's participation in leadership and entrepreneurship.
	<ul style="list-style-type: none"> • Apply digital tools for marketing and business growth.
Module 1 (Credit 1) Foundations of Women Empowerment	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Learn the concept and importance of women empowerment
	<ul style="list-style-type: none"> • Analyze the role of education, employment, and financial independence in empowering women.
	<ul style="list-style-type: none"> • Examine the role of laws and government initiatives in promoting women's rights.
Content Outline	<ul style="list-style-type: none"> • Women Empowerment: Meaning, forms, Need and Importance. • Dimensions of Women Empowerment - Social, Religious, Economic, Educational and Political. • Role of Education and Employment: Importance of Education in Women's Empowerment, Women at the workplace, challenges and opportunities, changing working conditions. • Legal Rights and Policies for Women: Women's Rights under the Indian Constitution, Key Laws: Domestic Violence Act, Maternity Benefit Act, Equal Remuneration Act, Government Initiatives: Beti Bachao Beti Padhao, SHGs, Mahila E-Haat
Module 2 (Credit 1) Women in Leadership and Entrepreneurship	
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> Evaluate the impact of women's participation in leadership, politics, and entrepreneurship.
	<ul style="list-style-type: none"> Identify vocational skills and convert them into self-employment opportunities.
	<ul style="list-style-type: none"> Use digital platforms and apps for marketing and transactions of business.
Content Outline	<ul style="list-style-type: none"> Women in Leadership and Entrepreneurship: Women's Representation in Politics and Corporate Sector, Challenges and Strategies for Women Entrepreneurs. Financial Inclusion: Banking, loans, savings, insurance Digital skills for promoting business: UPI, online banking, Google Pay/PhonePe, WhatsApp Business and Social Media Marketing Case Studies of Women Leaders and Women Entrepreneurs

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Debate/Panel Discussion	Conduct a discussion on gender equality and women's rights in different sectors.
2	Research	Conduct a small research project on women's participation in the workforce or education.
3	Case Study Analysis	Analyze real examples of women leaders, entrepreneurs, or social reformers.
4	Presentation/ Report	Develop a policy recommendation for promoting women empowerment in a specific sector.

External: There will be no external assessment for this course

References

- Nussbaum, Martha (2001) *Women and Human Development: The Capabilities Approach*, Cambridge Univ Pr; Revised ed. Edition
- Altekar, A.S, (1983) *The Position of Women in Hindu Civilization*, Delhi: Motilal Banarasidass.
- Desai, N and M. Krishnaraj (1998), *Women and Society in India*. Delhi: Ajantha, 1987. Forbes, G. *Women In Modern India*. New Delhi: CUP.
- Narasaiah .M (2013), *Empowerment of Women*, Discovery Publishing House.

7. VAC – Yoga

Course Title	Yoga
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the philosophical foundations of yoga including its origin, history and relevance in modern life.
	<ul style="list-style-type: none"> Explore yoga's applications for mental and physical health.
	<ul style="list-style-type: none"> Develop practical skills in yoga asanas, pranayama, and meditation.
	<ul style="list-style-type: none"> Apply principles of yoga in daily life to enhance self – discipline and well-being.
	<ul style="list-style-type: none"> Promote a healthy and positive life style, contributing personal growth and social harmony.
Module 1 (Credit 1) Basics of Yoga	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the concepts, principles, and philosophy of yoga.
	<ul style="list-style-type: none"> Connect yoga practices to personal, academic, and professional life.
Content Outline	<ul style="list-style-type: none"> Introduction to Yoga: History and philosophy of yoga Different types/styles of yoga Anatomy and Physiology: Basic understanding of the body's systems(respiratory, digestive, immune, nervous, circulatory) as they relate to yoga Yoga Safety and Ethics: Principles of safe practice Ethical considerations
Module 2 (Credit 1) Yoga for mental and physical health	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Explore yoga's applications for mental and physical health.
	<ul style="list-style-type: none"> Develop practical skills in yoga asanas, pranayama, and meditation.

Content Outline	<ul style="list-style-type: none"> • Basic Asanas (Postures): Foundational yoga poses Alignment and modifications Suryanamaskar • Pranayama (Breathwork): Basic breathing techniques • Meditation: Introduction to meditation practices Mantras
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Benefits of Yoga, Importance of Pranayama, Role of yoga in mental health etc.
2	Viva	Oral questioning to check the understanding of yogic concepts.
3	Practical	Asanas, Pranayama and Meditation techniques

External: There will be no external assessment for this course

References

1. Ghamande, Narayana (1905), *Yogasopana Purvachatushka*. Mumbai: Janardan Mahadev Gurjar, Niranayasagar Press.
2. Iyengar, B.K.S. (1966), *Light on Yoga*. New York: Schocken Books.
3. Mehta, Silva, Mira Mehta, and Shyam Mehta, (1990), *Yoga: The Iyengar Way*. London: Dorling Kindersley.
4. Trivedi, Ira (2015) *The 10-Minute Yoga Solution*. New Delhi: HarperCollins Publishers India.
5. Yogananda, Paramahansa, (1946) *Autobiography of a Yogi*. Los Angeles: Self-Realization Fellowship.

7. VAC - Sports

Course Title	Sports
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand fundamental concepts of sports and physical fitness.
	<ul style="list-style-type: none">• Analyze the importance of sports in personal and professional life.
	<ul style="list-style-type: none">• Demonstrate skills in selected sports activities.
	<ul style="list-style-type: none">• Apply the principles of sports management and organization.
	<ul style="list-style-type: none">• Develop teamwork, leadership, and strategic thinking through sports.
Module 1(Credit 1) Fundamentals of Sports and Physical Fitness	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Define key sports terminologies and concepts.• Differentiate between various types of sports and their significance.• Explain the physiological and psychological benefits of sports.• Identify different rules and regulations of selected sports.• Demonstrate basic techniques and skills in selected sports.
Content Outline	<ul style="list-style-type: none">• Introduction to Sports and Physical Fitness, Importance of Sports in Daily Life• Classification of Sports (Individual, Team, Adventure, etc.)• Basic Rules and Regulations of Major Sports• Health and Safety Aspects in Sports• Fundamental Skills and Techniques in Sports
Module 2 (Credit 1) Practical Application in Sports & Event Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Perform warm-up, stretching, and conditioning exercises.• Demonstrate basic techniques of selected sports (e.g., football,

	basketball, badminton, athletics, etc.). <ul style="list-style-type: none"> • Organize and manage small-scale sports events. • Understand the role of fitness training and injury prevention. • Apply strategies for officiating and coaching in sports.
Content Outline	<ul style="list-style-type: none"> • Practical Training in Selected Sports (e.g., Football, Basketball, Volleyball, Cricket, Athletics, Badminton, etc.) • Fitness Drills – Warm-up, Stretching, Strength Training, Cardio Exercises • Event Management – Planning and Conducting a Sports Event • Introduction to Coaching and Officiating – Basic Refereeing Skills • Sports Injuries and Prevention Techniques, Use of Technology in Sports (e.g., Video Analysis, Performance Tracking)

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Fitness & Conditioning
2	Practical	Demonstration, Sports Event Organization
3	Case Study	Sports Management
4	Presentation	Sports and Physical Fitness

External: There will be no external assessment for this course

References Books:

1. Wesson, J. (Year). *Sports science: Principles and applications*. Publisher.
2. Wilson, R. (2018). *Sports management: Principles and applications*. Routledge; 5th edition
3. Medvedev, L. P. (2018). *Fundamentals of sports training*. FRIENDS PUBLICATIONS INDIA
4. Cox, R. (2011). *Sports psychology: Concepts and applications*, McGraw Hill Higher Education; 7th edition.

7. VAC - NCC

Course Title	NATIONAL CADETS CORPS. (NCC)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Demonstrate awareness and engagement in community services by participating in social service schemes and activities, fostering a sense of social responsibility.
	<ul style="list-style-type: none"> • Develop physical, mental, and emotional resilience through exposure to military training and related activities.
	<ul style="list-style-type: none"> • Apply the spirit of adventure learning and acquire fundamental military knowledge and practical skills.
	<ul style="list-style-type: none"> • Exhibit leadership qualities and enhance personal growth through structured personality development initiatives.
Module 1 (Credit 1) Introduction to NCC	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Demonstrate a sense of patriotism and secular values, evolving into motivated individuals committed to nation- building through the promotion of national unity and social cohesion.
Content Outline	<ul style="list-style-type: none"> • Introduction, Genesis, Aims of NCC, Objectives of NCC. • Organization, Training, Incentives & Benefits of NCC, Duties of NCC • Advantages of being a Cadet, Dos and Don'ts of NCC
Module 2 (Credit 1) National Integration	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Demonstrate a sense of unity and togetherness by engaging in collaborative and inclusive activities.
	<ul style="list-style-type: none"> • Understand the importance of national integration in fostering unity among diverse communities across the country.
	<ul style="list-style-type: none"> • Appreciate and promote peaceful coexistence among people of different religions and regions within a harmonious environment.
	<ul style="list-style-type: none"> • Develop an understanding of the significance of social service and the role of NGOs, actively participating in community action programs for societal betterment.

Content Outline	<ul style="list-style-type: none"> • Introduction and Importance of National Integration • Essence of National Integration, Necessity of National Integration • Factors Affecting and Measures to Achieve National Integration • Methods of Social Service, Types of Social Service Activities. • Contribution of NCC Cadets
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	National Integration and Civil Defense,
2	Practical	Social Service Activities like Visit, Beach cleaning etc
3	Events	Adventure activities like trekking or shooting
4	Presentation	National Integration and Civil Defense

External: There will be no external assessment for this course

References

1. Directorate General NCC. *Cadet's handbook – Common subject (All wings)*. New Delhi: DG NCC.
2. Directorate General NCC. *Cadet's handbook – Specialized subjects: Army, Navy, Air Force*. New Delhi: DG NCC.
3. Directorate General NCC. *NCC OTA précis*. New Delhi: DG NCC.
4. Gupta R (2024), NCC (National Cadet Corps): Handbook of NCC Cadets for 'A', 'B' and 'C' Certificate Examinations, Ramesh Publishing House
5. Shah Yash (2023), The National Cadet Corps: Shaping Young Leaders for Tomorrow, Notion Press

7. VAC - NSS

Course Title	National Service Scheme
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the objectives, structure, and role of NSS in national development.
	<ul style="list-style-type: none"> Develop leadership and teamwork skills in organizing NSS activities.
	<ul style="list-style-type: none"> Analyze and address social issues through participatory approaches.
	<ul style="list-style-type: none"> Plan and implement community development activities with proper impact assessment.
	<ul style="list-style-type: none"> Gain hands-on experience in volunteering and social service programs.
Module 1 (Credit 1) Fundamentals of NSS	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the history, objectives, and structure of NSS.
	<ul style="list-style-type: none"> Learn the role of NSS in community service and development.
	<ul style="list-style-type: none"> Develop an understanding of volunteerism, leadership, and teamwork in social work.
Content Outline	<p>Introduction to NSS & Community Engagement (Theory + Practical) (15 Lectures)</p> <p>Introduction to NSS</p> <ul style="list-style-type: none"> Meaning, Definition, and History of NSS Objectives and Motto of NSS: "Not Me, But You" Organizational Structure (National, State, University, and College Levels) <p>Role of NSS in Social Development</p> <ul style="list-style-type: none"> Contribution of NSS to Nation-Building Role of Volunteers in Rural and Urban Development <p>Understanding Community & Social Responsibility</p> <ul style="list-style-type: none"> Community Engagement Strategies

	<ul style="list-style-type: none"> • Participatory Approach in Social Service <p>Ethics and Values in Volunteerism</p> <ul style="list-style-type: none"> • Leadership and Teamwork in NSS Activities • Communication and Conflict Resolution in Social Work <p>Practical (7 Lectures)</p> <ul style="list-style-type: none"> • Field Visit & Community Interaction (Visit to a nearby village/slum/NGO to understand community issues) • Survey on Local Social Issues (Identifying problems like sanitation, literacy, or environmental concerns) • Group Discussion on Role of Youth in Nation-Building
Module 2 (Credit 1) NSS and Society	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the importance of NSS in addressing social issues.
	<ul style="list-style-type: none"> • Learn how to plan and implement NSS activities for community development.
	<ul style="list-style-type: none"> • Develop skills for event organization, teamwork, and documentation.
Content Outline	<p>Social Awareness, Program Planning & Execution (Theory + Practical) (15 Lectures)</p> <p>NSS and Social Issues</p> <ul style="list-style-type: none"> • Environment Protection: Tree Plantation, Cleanliness Drives, Water Conservation • Health & Hygiene Awareness: Blood Donation, Nutrition, First Aid • Women Empowerment & Gender Equality • Disaster Preparedness and Relief Activities • Education & Literacy Campaigns <p>Planning and Implementation of NSS Activities</p> <ul style="list-style-type: none"> • Identifying Social Problems & Setting Goals • Program Planning: Event Management & Resource Mobilization • Role of NSS Volunteers in Disaster Management <p>Impact Assessment & Report Writing</p> <ul style="list-style-type: none"> • Documentation of NSS Activities

	<ul style="list-style-type: none"> Evaluating Community Impact of NSS Programs <p>Practical (7 Lectures)</p> <ul style="list-style-type: none"> Organizing a Cleanliness Drive or Tree Plantation Campaign Conducting a Health Awareness Session or Blood Donation Camp Awareness Rally or Street Play on Social Issues (e.g., Gender Equality, Anti-Plastic Awareness) Preparing a Report on Conducted NSS Activity (Presentation + Documentation)
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	National Integration and Civil Defense,
2	Practical	Social Service Activities like Visit, Beach cleaning etc
3	Events	Adventure activities like trekking or shooting
4	Presentation	National Integration and Civil Defense
5	Journal	NSS Volunteer Experience

External: There will be no external assessment for this course

References

- Government of India. (2023). *NSS manual and guidelines for volunteers*. Ministry of Youth Affairs and Sports.
- Sharma, R. C. (2022). *National Service Scheme: A step towards social responsibility*. Atlantic Publishers.
- Gupta, M. (2021). *NSS and community development*. Himalaya Publishing House.
- Tandon, R. (2020). *Participatory research and community engagement*. Sage Publications.
- National Youth Policy. (2023). *Government of India initiatives for youth empowerment*

7. VAC - Disaster Management

Course Title	Disaster Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Classify and analyze different types of disasters and their impact on society and the environment.
	<ul style="list-style-type: none"> Understand risk assessment methods and vulnerability factors affecting disaster-prone areas.
	<ul style="list-style-type: none"> Develop disaster preparedness strategies, including early warning systems and emergency response plans.
Module 1 (Credit 1) Introduction to Disaster Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the meaning, definition, and classification of disasters.
	<ul style="list-style-type: none"> Differentiate between natural and man-made disasters.
	<ul style="list-style-type: none"> Analyze the causes, effects, and real-world case studies of major disasters.
Content Outline	<ul style="list-style-type: none"> Introduction Definition, Meaning, and Concept of Disasters, Classification: Natural vs. Man-Made Disasters Types of Disasters & Their Impact Natural Disasters: Floods, Cyclones, Earthquakes, Landslides Man-Made Disasters: Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters Accidents: Air, Sea, Rail & Road Structural Failures: Building & Bridge Collapses War & Terrorism Causes and Effects of Various Disasters Case Studies of Major Disasters in India and the World Phases of Disaster Management (Mitigation, Preparedness, Response, and Recovery)

Module 2 (Credit 1) Risk and Vulnerability Analysis & Disaster Preparedness	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Understand the concepts of risk and vulnerability in disaster management.
	<ul style="list-style-type: none"> Analyze disaster-prone regions, vulnerability factors, and risk assessment.
	<ul style="list-style-type: none"> Understand disaster preparedness strategies and emergency response planning.
Content Outline	<ul style="list-style-type: none"> Understanding Risk & Vulnerability Risk: Concept, Types, and Analysis Vulnerability: Social, Economic, and Environmental Factors Risk Reduction Strategies Importance of Disaster Risk Reduction (DRR) Strategic Planning for Vulnerability Reduction Community Participation in Risk Mitigation Concept & Nature of Disaster Preparedness Disaster Preparedness Planning & Implementation Components of a Disaster Preparedness Plan Prediction, Early Warnings & Safety Measures Monitoring & Forecasting Disasters Emergency Response Mechanisms

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Quiz	Disaster management concepts
2	Presentation	Disaster Preparedness Strategies
3	Research	Role of Technology in Disaster Management
4	Report	Local Hazard
5	Case Study	Major Disaster

External: There will be no external assessment for this course

References

1. Alexander, D. (2018). *Natural disasters* (2nd ed.). Routledge.
2. Coppola, D. P. (2021). *Introduction to international disaster management* (4th ed.). Butterworth-Heinemann.
3. National Disaster Management Authority (NDMA). (2023). *Guidelines on disaster preparedness & mitigation*. Government of India.
4. Sinha, P. C. (2022). *Disaster management process, law & strategy*. Anmol Publications.
5. Wisner, B., Gaillard, J. C., & Kelman, I. (2022). *Handbook of hazards and disaster risk reduction*. Routledge.
6. United Nations Office for Disaster Risk Reduction (UNDRR). (2023). *Global assessment report on disaster risk reduction*. UNDRR.

BMS - SEMESTER IV

1. CC - Entrepreneurship and Startup Management

Course Title	Entrepreneurship and Startup Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Develop awareness about entrepreneurship and successful entrepreneurs.
	<ul style="list-style-type: none">• Outline the role of entrepreneurship in economic development
	<ul style="list-style-type: none">• Learn the basics of business models, funding, and financial planning for startups.
	<ul style="list-style-type: none">• Develop entrepreneurial skills, including leadership, risk-taking, and decision-making.
	<ul style="list-style-type: none">• Understand the legal, ethical, and operational aspects of running a startup.
Module 1 (Credit 1) Introduction to Entrepreneurship	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand the legal, ethical, and operational aspects of running a startup.
	<ul style="list-style-type: none">• Identify key characteristics and skills of successful entrepreneurs.
	<ul style="list-style-type: none">• Analyze different types of entrepreneurs and business opportunities.
Content Outline	<ul style="list-style-type: none">• Introduction, Concept of Entrepreneur and Entrepreneurship, characteristics of entrepreneur, Factors contributing to Entrepreneurship Development, Importance of an entrepreneurship in economic development.• Modern concept: Intrapreneur and Copreneur, Types of Entrepreneurship.• Women Entrepreneurship: Introduction, Factors inducing women entrepreneurs, problems and various GOVT schemes promoting women entrepreneurs.• Business Models: Different types of startup business models.
Module 2 (Credit 1) Startup Management and Growth Strategies	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Develop a business idea into a startup plan.

	<ul style="list-style-type: none"> Understand the funding options available for startups.
	<ul style="list-style-type: none"> Analyze challenges faced by startups and strategies for scaling a business.
Content Outline	<ul style="list-style-type: none"> Building a Startup: Idea generation and Validation. Steps to launch a startup: Planning, resources, and execution, creating a Minimum Viable Product (MVP). Startup Funding and Growth Strategies: Sources of funding: Bootstrapping, angel investors, venture capital, crowdfunding, Business planning and financial projections, scaling strategies - Marketing, networking, and expansion. Legal and Ethical Considerations: Business registration and legal requirements, Intellectual property rights (patents, copyrights, and trademarks), Ethics and corporate social responsibility in startups. Case Study

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Women Entrepreneurship, Challenges and opportunities in the startup ecosystem.
2	Presentation	Business Idea Pitch - Develop and present a startup idea
3	Research	Role of Technology in Disaster Management
4	Exercise	Create a basic financial plan for a startup.
5	Case Study	Study a successful startup and analyze its growth strategy

External: There will be no external assessment for this course

References

1. Khanka S.S (2007), Entrepreneurial Development, S Chand & Company.
2. Desai Vasant (2014), Entrepreneurial Development, Himalaya Publishing House
3. Gupta C. B and Srinivasan N.P (2000), Entrepreneurial Development, Sultan Chand & Sons, New Delhi
4. Vaz Michael (2010), Entrepreneurship Management, Manan Prakashan, Mumbai.
5. Ravindran.D, Ghosh Moli, Raja. S and Bonde Roshan (2022), Entrepreneurship and Startup Management, Wisdom India Publications

2. CC - Operations Management

Course Title	Operations Management
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the fundamental concepts, principles, and functions of operations management in manufacturing and service industries.
	<ul style="list-style-type: none">• Evaluate and apply key operations management tools and techniques for effective decision-making in production, quality control, and supply chain management.
	<ul style="list-style-type: none">• Design and optimize operational strategies to enhance efficiency, productivity, and sustainability in business processes.
Module 1(Credit 1) Introduction to Operations Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Define the scope, functions, and objectives of operations management.• Differentiate between manufacturing and service operations.• Explain the role of operations managers in organizational success.• Understand the strategic importance of operations management in achieving competitive advantage.
Content Outline	<ul style="list-style-type: none">• Introduction to Operations Management• Key Functions of Operations Management• Differences between Manufacturing and Service Operations• Operations Strategy and its Alignment with Business Strategy• Case Studies on Operational Excellence
Module 2(Credit 1) Operations Planning and Process Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Explain the different types of production systems and process designs.• Apply various forecasting techniques for demand estimation.• Analyze capacity planning and facility layout decisions.• Understand lean manufacturing and Just-in-Time (JIT) concepts.

Content Outline	<ul style="list-style-type: none"> • Types of Production Systems: Job, Batch, Mass, and Continuous Production • Process Design and Selection • Demand Forecasting Techniques (Qualitative and Quantitative) • Capacity Planning and Facility Layout Strategies • Lean Manufacturing and JIT
Module 3(Credit 1) Supply Chain and Inventory Management	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Explain the components and functions of supply chain management (SCM). • Apply different inventory control techniques.
Content Outline	<ul style="list-style-type: none"> • Basics of Supply Chain Management (SCM) • Procurement and Vendor Management • Inventory Control Techniques: EOQ, ABC Analysis, JIT • Warehousing and Distribution Management
Module 4(Credit 1) Project and Maintenance Management	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Apply project management tools such as Gantt Charts, PERT, and CPM. • Differentiate between preventive and breakdown maintenance strategies. • Understand the role of technology and Industry 4.0 in operations management. • Analyze the impact of sustainability and ethical practices in operations.
Content Outline	<ul style="list-style-type: none"> • Basics of Project Management in Operations • Gantt Charts, PERT & CPM Techniques • Maintenance Management: Preventive vs. Breakdown Maintenance • Role of Technology in Operations: Industry 4.0, AI, and Automation, Green Operations and Sustainable Practices, Ethical Issues in Operations Management

Internal: 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Project	Inventory control in a retail chain, Lean management in manufacturing etc
2	Presentation	Six Sigma, Supply Chain Management, Facility Layout, Total Quality Management (TQM) etc.
3	Project report	Industry-oriented study or field visit report,
4	Case Study	Quality management practices in a local business including analysis, findings, and practical recommendations.

External: 50 Marks**References**

1. Heizer, J., Render, B., & Munson, C. (2020). *Operations management: Sustainability and supply chain management* (13th ed.). Pearson.
2. Stevenson, W. J. (2021). *Operations management* (14th ed.). McGraw-Hill Education.
3. Krajewski, L. J., Malhotra, M. K., & Ritzman, L. P. (2019). *Operations management: Processes and supply chains* (12th ed.). Pearson.
4. Chase, R. B., Jacobs, F. R., & Aquilano, N. J. (2019). *Operations and supply chain management* (15th ed.). McGraw-Hill Education.

3. CC - Financial Management

Course Title	Financial Management
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the fundamental principles and scope of financial management.
	<ul style="list-style-type: none"> Analyze different sources of finance and their impact on financial decision-making.
	<ul style="list-style-type: none"> Evaluate the cost of capital and its importance in corporate finance.
	<ul style="list-style-type: none"> Apply capital budgeting techniques for investment decision-making.
	<ul style="list-style-type: none"> Understand the significance of working capital management and its applications.
	<ul style="list-style-type: none"> Develop ethical financial decision-making skills.
Module 1(Credit 1) Introduction to Financial Management & Sources of Finance	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define financial management and its scope. Differentiate between profit maximization and wealth maximization. Identify and classify financial functions. Analyze various sources of finance and their advantages & disadvantages.
Content Outline	<ul style="list-style-type: none"> Introduction to Financial Management Meaning, Scope & Objectives Classification of Finance Functions Financial Goals: Profit Maximization vs. Wealth Maximization Sources of Finance Equity Shares

	<p>Preference Shares</p> <p>Debentures & Bonds</p> <p>Retained Earnings</p> <p>Venture Capital and Private Equity</p>
Module 2(Credit 1) Cost of Capital & Financial Decision-Making	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define and explain the concept of cost of capital. • Differentiate between different types of capital costs. • Calculate cost of capital for different sources of finance. • Evaluate the impact of cost of capital on business decisions.
Content Outline	<ul style="list-style-type: none"> • Cost of Capital <p>Meaning & Concept</p> <p>Importance of Cost of Capital</p> <p>Components of Cost of Capital</p> <p>Simple Problems on Cost of Capital</p> <p>Weighted Average Cost of Capital (WACC)</p> • Capital Structure and Financing Decisions <p>Meaning and Importance of Capital Structure</p> <p>Theories of Capital Structure (Overview)</p> <p>Leverage and its Impact on Decision-Making</p>
Module 3(Credit 1) Capital Budgeting & Investment Decisions	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the concept of capital budgeting and its importance. • Differentiate between various capital budgeting methods. • Apply capital budgeting techniques for investment decision-making.

	<ul style="list-style-type: none"> Analyze investment risks and returns.
Content Outline	<ul style="list-style-type: none"> Introduction & Importance Methods of Capital Budgeting <ul style="list-style-type: none"> Payback Method (theory & sums) Accounting Rate of Return (ARR) (theory) Net Present Value (NPV) (theory) Internal Rate of Return (IRR) (theory) Profitability Index (PI) (theory) Risk Analysis in Capital Budgeting (theory)
Module 4(Credit 1) Working Capital Management & Ethical Practices in Finance	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> Define working capital and its importance. Identify factors influencing working capital management. Analyze working capital requirements using the operating cycle approach. Apply ethical decision-making principles in financial management.
Content Outline	<ul style="list-style-type: none"> Working Capital Management <ul style="list-style-type: none"> Introduction & Importance Factors Affecting Working Capital Operating Cycle & Cash Flow Analysis Simple Problems on Working Capital Requirement Ethical Practices in Financial Management <ul style="list-style-type: none"> Corporate Governance and Financial Ethics Fraud Prevention and Financial Transparency Ethical Issues in Financial Decision-Making

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Capital Budgeting & Investment Decisions
2	Presentation	Financial Decisions and Risk, Capital Structure of Indian Companies etc.
3	Project / Financial Report	Company balance sheet/profit & loss analysis, Budgeting for a startup/business idea, Ratio analysis (liquidity, solvency, profitability) etc
4	Quiz	Working Capital Management, Dividend Decisions, Ratio Analysis etc
5	Practical	Numerical Problem Solving

External: 50 Marks**References**

1. Chandra, P. (2019). *Financial management: Theory and practice* (10th ed.). McGraw Hill India.
2. Ross, S. A., Westerfield, R. W., & Jaffe, J. (2018). *Corporate finance* (12th ed.). McGraw Hill.
3. Brigham, E. F., & Houston, J. F. (2019). *Fundamentals of financial management* (15th ed.). Cengage Learning.
4. Rustagi, R. P. (2019). *Financial management: Theory and practice* (13th ed.). Taxmann Publications.

4. CC - Business Research Methodology

Course Title	Business Research Methodology
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the fundamental concepts and significance of business research.
	<ul style="list-style-type: none"> Formulate a research problem and develop hypotheses.
	<ul style="list-style-type: none"> Identify appropriate research designs and data collection methods.
	<ul style="list-style-type: none"> Analyze and interpret qualitative and quantitative data.
	<ul style="list-style-type: none"> Apply statistical tools and techniques for data analysis.
	<ul style="list-style-type: none"> Prepare a structured research report with ethical considerations.
Module 1(Credit 1) Introduction to Business Research	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define business research and its importance. Differentiate between various types of research. Identify research problems and formulate objectives. Develop a research hypothesis and understand its significance.
Content Outline	Introduction to Business Research <ul style="list-style-type: none"> Meaning, Nature, and Scope Objectives and Importance of Research Types of Research: Exploratory, Descriptive, and Causal Research
	Research Problem & Hypothesis Formulation <ul style="list-style-type: none"> Identifying a Research Problem Characteristics of a Good Research Problem Formulating Hypotheses and Research Questions
Module 2(Credit 1) Research Design & Data Collection Methods	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Explain the different types of research designs. Identify appropriate sampling techniques for business research. Differentiate between primary and secondary data sources.

	<ul style="list-style-type: none"> • Apply data collection methods for different research needs.
Content Outline	<p>Research Design</p> <ul style="list-style-type: none"> • Definition & Importance • Types of Research Designs (Experimental, Longitudinal, Cross-Sectional, etc.) <p>Sampling Techniques</p> <ul style="list-style-type: none"> • Probability vs. Non-Probability Sampling • Sample Size Determination <p>Data Collection Methods</p> <ul style="list-style-type: none"> • Primary Data Collection: Surveys, Interviews, Focus Groups, Observations • Secondary Data Sources: Internal & External Sources
Module 3(Credit 1) Data Processing & Analysis	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the process of data preparation and cleaning. • Apply basic and advanced statistical tools in research. • Interpret and analyze research data effectively. • Use software tools for data analysis (Excel, SPSS, etc.).
Content Outline	<p>Data Processing</p> <ul style="list-style-type: none"> • Data Editing, Coding, and Classification • Handling Missing Data and Outliers <p>Data Analysis Techniques</p> <ul style="list-style-type: none"> • Descriptive Statistics: Measures of Central Tendency & Dispersion • Inferential Statistics: Hypothesis Testing, Correlation & Regression Analysis • Factor Analysis, ANOVA, and Chi-Square Test (Introduction) <p>Use of Software in Research</p> <ul style="list-style-type: none"> • Introduction to Excel & SPSS for Data Analysis
Module 4(Credit 1) Research Report Writing & Ethical Considerations	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Structure a research report effectively. • Follow referencing and citation styles. • Understand ethical concerns in research. • Present research findings in a clear and professional manner.

Content Outline	Report Writing <ul style="list-style-type: none"> • Components of a Research Report • Formatting, Referencing (APA, MLA, Harvard) • Plagiarism and Research Ethics Presentation of Research Findings <ul style="list-style-type: none"> • Preparing Research Papers and Articles • Effective Use of Graphs, Charts, and Tables Ethical Considerations in Research <ul style="list-style-type: none"> • Confidentiality, Data Integrity, and Ethical Approval • Role of Institutional Review Boards (IRBs)
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Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Case Study Analysis	Analyze a real-life business research case and provide insights using research methodologies.
2	Research Review Report	A critical review of an existing research paper or business study related to finance, marketing, HR, or operations.
3	Presentation on Research Topic	Present a chosen research topic, covering problem identification, methodology, and expected outcomes.
4	Research Proposal Assignment	Drafting a structured research proposal with objectives, methodology, and expected findings.
5	Data Collection & Analysis Report	Practical exercise where students collect primary/secondary data and analyze it using statistical tools (Excel/SPSS).
6	Final Research Report Submission	A structured research report including problem statement, literature review, methodology, data analysis, and conclusions.
7	Viva/Oral Examination	Evaluation based on understanding of concepts, application in real-world scenarios, and research project discussion.

External: 50 Marks**References Books:**

1. Cooper, D. R., & Schindler, P. S. (2019). *Business research methods* (12th ed.). McGraw-Hill, Education.
2. Kothari, C. R. (2019). *Research methodology: Methods and techniques* (7th ed.). New Age International.
3. Malhotra, N. K. (2019). *Marketing research: An applied orientation* (7th ed.). Pearson.
4. Fisher, R. A. (1970). *Statistical methods for research workers* (14th ed.). Oliver & Boyd.

5. VAC - International Business

Course Title	International Business
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of international business and global trade. • Analyze the impact of globalization on business operations. • Evaluate international trade policies, agreements, and market entry strategies. • Identify cultural, economic, and political challenges in global markets. • Develop strategies for managing international business operations effectively.
Module 1 (Credit 1) Fundamentals of International Business	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Define international business and explain its importance. • Understand globalization and its impact on businesses. • Understand international trade policies and agreements
Content Outline	<ul style="list-style-type: none"> • Introduction: Definition, nature, and scope of international business Differences between domestic and international business, Factors driving globalization • International Trade Policies and Agreements: Tariffs, quotas, subsidies, and trade barriers, World Trade Organization (WTO) and trade liberalization, Regional Trade Agreements (NAFTA, EU, ASEAN, SAARC, RCEP) • Foreign Exchange: Foreign exchange markets and exchange rate mechanisms • Balance of payments and its components
Module 2 (Credit 1) Market Entry and Global Business Strategies	
Learning Outcomes	After learning the module, learners will be able to

	<ul style="list-style-type: none"> Evaluate different market entry strategies for global expansion.
	<ul style="list-style-type: none"> Understand the cultural, political, and economic factors affecting international business.
	<ul style="list-style-type: none"> Analyze risk management strategies in international operations.
Content Outline	<ul style="list-style-type: none"> Market Entry Strategies: Exporting, licensing, franchising, joint ventures, and FDI, Entry barriers and risk assessment. Managing International Business Operations: Cultural and ethical considerations in global business, Political and economic risks in international markets, Global supply chain and logistics management. International Marketing and Branding: Standardization vs. adaptation in global marketing, International product development, pricing, and promotion strategies Digital marketing and e-commerce in international markets

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	International Business and Global business strategies
2	Case Study Analysis	Study an MNC and its international expansion strategy.
3	Research	Research current trends in global business, such as sustainability, digital transformation, or geopolitical risks.
4	Report	Trade policies of two different countries.
5	Practical / Business Plan	Study an MNC and its international expansion strategy.

External: There will be no external assessment for this course

References

1. Charles W. Hill (2020), *International Business: Competing in the Global Marketplace*, McGraw-Hill College; 13th edition.
2. John D. Daniels & Lee H. Radebaugh (2017), *International Business: Environments and Operations*, Pearson; 16th edition.

3. Pankaj Ghemawat (2007), *Redefining Global Strategy: Crossing Borders in a world where differences still matters*, Harvard Business Review Press; First Edition
4. Mike Peng (2015) *Global Business*, CENGAGE Learning Custom Publishing; 4th edition
5. Ricky W. Griffin & Michael W. Pustay (2019) *International Business: A Managerial Perspective*, Pearson; 9th edition.

5. VAC - Public Health and Management

Course Title	Public Health and Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamental concepts of public health and its significance. • Analyze the structure, policies, and epidemiological approaches in public health. • Apply health program planning, environmental health, and financial management concepts. • Evaluate public health interventions and ethical considerations in health management.
Module 1 (Credit 1) Public Health and Policies	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Define public health and explain its importance. • Describe the core functions, history, and evolution of public health. • Analyze the structure of health systems and key public health policies. • Apply basic epidemiological methods and bio statistical tools in public health research.
Content Outline	<p>Introduction to Public Health</p> <ul style="list-style-type: none"> • Definition, scope, and significance • Core functions and essential services • Evolution and history of public health <p>Health Systems</p> <ul style="list-style-type: none"> • Structure of global and national health systems <p>Public Health Policies</p> <ul style="list-style-type: none"> • Public health policies and programs • Role of government and NGOs in public health <p>Epidemiology and Biostatistics</p> <ul style="list-style-type: none"> • Basics of epidemiology: incidence, prevalence, determinants • Study designs and disease surveillance • Introduction to biostatistics in public health
Module 2 (Credit 1) Public Health – Planning and Management	
Learning Outcomes	<p>After learning the module, learners will be able to</p>

	<ul style="list-style-type: none"> • Develop and implement health programs effectively. • Assess environmental and occupational health risks. • Evaluate public health interventions using financial and ethical considerations. • Apply community engagement strategies to promote health awareness.
Content Outline	<p>Health Program Planning and Management</p> <ul style="list-style-type: none"> • Principles of health program planning • Implementation, monitoring, and evaluation • Health financing and resource management <p>Environmental and Occupational Health</p> <ul style="list-style-type: none"> • Environmental determinants of health • Workplace safety and occupational health policies • Climate change and public health <p>Public Health Interventions</p> <ul style="list-style-type: none"> • Disease prevention and health promotion strategies • Community engagement and behavior change communication <p>Ethics in Public Health</p> <ul style="list-style-type: none"> • Ethical considerations in public health practice

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Public health and policies
2	Case Study Analysis	Study a public health program and evaluate its success and challenges.
3	Research	Conduct a small survey on a public health issue and analyze the results.
4	Report	Analyze a public health policy and its impact on the population
5	Practical	Identify local environmental health risks and suggest solutions

External: There will be no external assessment for this course

References

1. Lal, S., & Vikas. (2019). Public Health Management: Principles and Practice. CBS Publishers & Distributors Pvt Ltd. - Covers determinants of health, major health problems in India, disease burden, health reforms, and policy development with Indian case studies.

2. Lahariya, C. (2009). A Review of Preventive and Social Medicine. New Delhi: Jaypee Brothers Medical Publishers. - Includes topics on National Rural Health Mission, social medicine, environmental health risks, and qualitative research methods.
3. Srivastava, R. K. (2016). Public Health System in India. DPS Publishing House. - Focuses on India's public health system, including environmental health challenges and solutions.
4. Lal, S., & Vikas. (2019). Public Health Management: Principles and Practice. CBS Publishers & Distributors Pvt Ltd. - Provides insights into public health policy analysis, financial management, risk management strategies, and community diagnosis.
5. Lahariya, C. (2009). A Review of Preventive and Social Medicine. New Delhi: Jaypee Brothers Medical Publishers.- Discusses public health policies like NRHM and behavior change communication for health.
6. Beaglehole, R., Bonita, R., & Kjellstrom, T. (2010). Basic Epidemiology (2nd ed.). World Health Organization.- While not exclusively Indian-focused, this book is widely used for understanding epidemiology and risk management in public health.

Website References:

1. **Ministry of Health and Family Welfare. (2017-2018).** *Master's in Public Health (Model Course Curriculum)*. Retrieved from <https://mohfw.gov.in/sites/default/files/MPH-Model%20Course%20Curriculum.pdf>
2. **Surat Municipal Institute of Medical Education and Research.** *Curriculum and Syllabus for UG Programs*. Retrieved from <https://www.suratmunicipal.gov.in/smimer/Content/documents/Departments/CommunityMedicine/CurriculumAndSyllabus/UG.pdf?ver=7401>
3. **Tata Institute of Social Sciences.** *Master of Health Administration (MHA) Admissions*. Retrieved from <https://admissions.tiss.edu/view/10/admissions/master-of-health-administration-mha/>
4. **CollegeDekho.** *Master of Public Health: Syllabus and Subjects*. Retrieved from <https://www.collegedekho.com/courses/master-of-public-health/syllabus-subjects>
5. **University of Hyderabad.** *Syllabus for Master of Public Health (MPH)*. Retrieved from <http://acad.uohyd.ac.in/downloads/syllabus/PG/MPH.pdf>
6. **Georgia Southern University.** *Public Health Syllabi*. Retrieved from <https://digitalcommons.georgiasouthern.edu/cgi/viewcontent.cgi?article=1054&context=coph-syllabi>

6. SEC - Stock Market Operations

Course Title	Stock Market Operations
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">• Understand the fundamentals of stock markets, trading mechanisms, and regulatory frameworks.
	<ul style="list-style-type: none">• Analyze market trends, investment strategies, and risk management techniques.
	<ul style="list-style-type: none">• Apply technical and fundamental analysis for making informed investment decisions.
Module 1(Credit 1) Introduction to Stock Markets	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Define key stock market terminologies and concepts.• Differentiate between primary and secondary markets.• Explain the role of stock exchanges and regulatory bodies.• Describe the process of Initial Public Offerings (IPOs) and listing.
Content Outline	<ul style="list-style-type: none">• Introduction to Stock Markets and Primary vs. Secondary Markets• Role of SEBI and Other Regulatory Bodies• IPO Process and Listing Requirements• Functions of Stock Exchanges (BSE, NSE)
Module 2(Credit 1) Market Instruments and Indices	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Understand different types of securities and investment instruments.• Analyze stock market indices and their significance.• Explain the concept of risk and return in stock investments.
Content Outline	<ul style="list-style-type: none">• Types of Securities (Equity, Debt, Derivatives)• Stock Market Indices (Sensex, Nifty)• Risk and Return Analysis• Market Capitalization and Liquidity
Module 3(Credit 1) Stock Analysis and Trading	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">• Interpret financial statements and their relevance to stock valuation.

	<ul style="list-style-type: none"> • Conduct fundamental and technical analysis of stocks. • Utilize trading platforms and execute trades.
Content Outline	<ul style="list-style-type: none"> • Fundamental Analysis: Financial Statements, Ratios, Valuation • Technical Analysis: Charts, Indicators, Trends • Trading Platforms and Execution of Trades • Brokerage and Settlement Process
Module 4(Credit 1) Investment Strategies and Risk Management	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Evaluate different investment strategies. • Assess the impact of economic and corporate events on stock prices. • Apply risk management techniques in stock trading.
Content Outline	<ul style="list-style-type: none"> • Investment Strategies: Long-term vs. Short-term • Impact of Economic and Corporate Events on Stock Prices • Risk Management in Stock Trading • Behavioral Finance and Market Psychology

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Types of market and IPO process
2	Case Study Analysis	Company / Sectoral Analysis Presentation
4	Report	Focus on financials, stock trends, news impacts, and future outlook
5	Practical	Virtual Trading / Simulation Exercise

External: 50 Marks

References

1. Bhalla, V. K. (2008) *Investment Management*. S. Chand & Co.
2. Bodie, Z., Kane, A., & Marcus, A. J. (2019) *Investments*. McGraw-Hill.
3. Fisher, P., & Lynch, P. (2000), *One Up on Wall Street*. Simon & Schuster.
4. Shveta Singh & P K Jain (2016), *Equity Markets in India*
5. Hardeep Kaur, *Equity and Debt Markets : Return, Risk and Price Multiples*, Springer Verlag, Singapore
6. David Dasey (2002) *An Introduction to Equity Markets*, Securities Institute Ltd; 2nd edition

6. SEC - Quality Management

Course Title	Quality Management
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the basic concepts of Quality Management
	<ul style="list-style-type: none"> know and recognize the role of employee involvement in quality management
	<ul style="list-style-type: none"> Assimilate benchmarking and control charts for quality management
	<ul style="list-style-type: none"> Apply Quality Management methodologies and promote ethical practices in quality management
Module 1(Credit 1) Introduction to Quality Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define and differentiate the primary concepts of Quality Management
	<ul style="list-style-type: none"> Distinguish between Quality control and Quality assurance
Content Outline	<ul style="list-style-type: none"> Definition of quality, Concept of Quality – Quality of Product and services, Juran’s view on Quality Quality Control and Quality Assurance - Difference between Quality Control and Quality Assurance ISO Standards Total Quality Management: Definition, Key Principles, Benefits, Implementation, PDCA Cycle
Module 2(Credit 1) Employee Involvement	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Identify and understand the role of employee involvement in Quality Management
	<ul style="list-style-type: none"> Explore Techniques and Tools Used for Employee Involvement
	<ul style="list-style-type: none"> Recognize the Barriers to Effective Employee Involvement
Content Outline	<ul style="list-style-type: none"> Meaning and Concept of Quality Circle, Structure and Features of Quality Circle, Execution of Quality Circle and Benefits of Quality Circle Techniques and Tools for Employee Involvement: Meaning and Structure of Suggestion Scheme, Difference between Quality Circle and Suggestion Schemes Barriers to Effective Employee Involvement Management's Role in Promoting Employee Involvement
Module 3(Credit 1) Benchmarking	
Learning	After learning the module, learners will be able to

Outcomes	<ul style="list-style-type: none"> Analyse the significance of benchmarking in the assessment of quality.
	<ul style="list-style-type: none"> Understand the use of control chart in the organization
Content Outline	<ul style="list-style-type: none"> Defining benchmarking, understanding its need and the process of benchmarking Identifying the critical factors to success, Studying and analysing the results, Understanding limitations Malcolm Baldrige National Quality Award (MBNQA) IT & BPO Services –Capacity Measuring Models (CMM) Control Chart: Types, Numericals in Control Chart
Module 4(Credit 1) Quality Management Practices	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Apply quality management practices and methodologies in quality management Follow ethical practices
Content Outline	<ul style="list-style-type: none"> Various approaches: Check sheets, Histogram, Pareto Chart, Scatter diagram, Fishbone diagram Kaizen: Elements, Functions, Implementation, Importance Six Sigma: Steps, Six Sigma belts, champions and executives, DMAIC Roadmap, Application of Six Sigma in Manufacturing and Services Ethical Practices related to Quality Management: Causes of Unethical Practices in Quality Management, Ethics Training

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Quality Management and Benchmarking
2	Case Study Analysis	Evolution of TQM in service industries
4	Presentation	Six Sigma, Benchmarking
5	Project	Conducting a quality audit of a local store or service provider, Survey on customer satisfaction and feedback

External: 50 Marks

References

- Juran, J. M. (1998). *Juran's Quality Control Handbook* (5th ed.). McGraw-Hill.
- K. Aswathappa, K. Shridhara Bhat, (2014) *Production and Operations Management*, Himalaya Publishing House,.

- Prof.LC.Jhamb, (2007) Production (Operation) Management- Everest Publication House, 12th edition
- Besterfield, D. H., Besterfield-Michna, C., Besterfield, G. H., Besterfield-Sacre, M., Urdhwareshe, H., & Urdhwareshe, R. (2012). Total quality management (*3rd ed.*). Dorling Kindersley (India) Pvt. Ltd., Licensees of Pearson Education in South Asia.
- Goetsch, D. L., & Davis, S. (2014). Quality management for organizational excellence: Introduction to total quality (7th ed.). Pearson Education Limited.
- Sunil Luthra, Dixit Garg, Ashish Agarwal and Sachin K,Mangle, (2021) Total Quality Management (TQM) Principles, Methods and Applications (1st edition) , CRC Press, Taylor & Francis group, LLC
- S.Anil Kummar, N Suresh, (2008) Production and Operations management (With Skill Development , Caselets and Cases) (2nd edition) New Age Internatinal (P) Limited Publishers
- Mitra, A. (2016). Fundamentals of quality control and improvement (4th ed.). Wiley.
- Zhao, L. (2012). Analysis of software capability maturity model (CMM). *In* Proceedings of the National Conference on Information Technology and Computer Science (CITCS 2012). Henan Quality Polytechnic.
[https://www.researchgate.net/publication/266643480_Analysis_of_Software_Capability_Maturity_Model'CMM']

7. VSC - Leadership Development

Course Title	Leadership Development
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand fundamental leadership concepts, theories, and styles and how they apply in real-world scenarios.
	<ul style="list-style-type: none"> • Analyze different leadership approaches and their effectiveness in various business and social contexts.
	<ul style="list-style-type: none"> • Develop essential leadership skills such as communication, problem-solving, and emotional intelligence.
	<ul style="list-style-type: none"> • Examine leadership challenges and ethical dilemmas through case studies and practical applications.
	<ul style="list-style-type: none"> • Create a personal leadership development plan to enhance leadership capabilities for future managerial roles.
Module 1 (Credit 1) Fundamentals of Leadership & Leadership Styles	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand leadership theories, traits, and characteristics.
	<ul style="list-style-type: none"> • Differentiate between various leadership styles and their impact on organizations.
	<ul style="list-style-type: none"> • Analyze real-world leadership examples to understand effective leadership strategies.
Content Outline	<p>Introduction to Leadership</p> <ul style="list-style-type: none"> • Definition, Meaning, and Importance of Leadership • Difference Between Leadership and Management • Key Characteristics and Traits of Effective Leaders <p>Theories of Leadership</p> <ul style="list-style-type: none"> • Trait Theory • Behavioral Theory • Contingency Theory • Transformational & Transactional Leadership <p>Leadership Styles & Their Applications</p> <ul style="list-style-type: none"> • Autocratic, Democratic, Laissez-Faire Leadership • Situational Leadership & Adaptive Leadership

	<ul style="list-style-type: none"> • Servant Leadership & Ethical Leadership <p>Case Studies on Great Leaders</p> <ul style="list-style-type: none"> • Business Leaders (Steve Jobs, Elon Musk, Ratan Tata) • Political & Social Leaders (Mahatma Gandhi, Nelson Mandela, Indira Nooyi)
Module 2 (Credit 1) Leadership Skills & Practical Applications	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Develop communication, decision-making, and conflict-resolution skills.
	<ul style="list-style-type: none"> • Understand team building, motivation, and emotional intelligence in leadership.
	<ul style="list-style-type: none"> • Learn about self-assessment tools and leadership development plans.
Content Outline	<p>Essential Leadership Skills</p> <p>Effective Communication – Public speaking, active listening, body language, and persuasion.</p> <ul style="list-style-type: none"> • Decision-Making & Problem-Solving – How leaders make informed decisions under uncertainty. • Conflict Resolution & Negotiation Skills – Handling disagreements and difficult conversations. • Time Management & Delegation – Prioritizing tasks and empowering team members. <p>Leadership in Action</p> <ul style="list-style-type: none"> • Building High-Performance Teams – Team dynamics, collaboration, and shared leadership. • Motivation Strategies – Herzberg’s Two-Factor Theory, Maslow’s Hierarchy of Needs in Leadership. • Leading in a Digital World – Virtual leadership, remote teamwork, and technological adaptation. • Ethical Decision-Making – Integrity, accountability, and responsible leadership. <p>Emotional Intelligence & Self-Awareness</p> <ul style="list-style-type: none"> • Emotional Intelligence (EQ) in Leadership – Understanding self and others (Goleman’s EQ Model). • Developing Self-Awareness – Recognizing personal leadership strengths and areas for growth. • Overcoming Leadership Challenges – Dealing with failure, stress, and workplace politics.

Internal: 50 Marks**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Sr.No	Evaluation	Description
1	Project Report	Fundamentals of Leadership and Leadership styles
2	Case Study Analysis	Grate Business Leaders
3	Presentation	Leadership in Action
4	Project	Developing a Personal Leadership Development Plan – Goal setting for future leadership roles.
5.	Group Activity	Role Plays & Leadership Challenges – Practicing leadership skills in real-time scenarios

External: There will be no external assessment for this course**References**

- Northouse, P. G. (2021). *Leadership: Theory and practice* (9th ed.). Sage Publications.
- Kotter, J. P. (2018). *Leading change* (Rev. ed.). Harvard Business Review Press.
- Goleman, D. (2020). *Emotional intelligence and leadership*. Bantam Books.
- Maxwell, J. C. (2019). *The 21 irrefutable laws of leadership*. HarperCollins.
- Blanchard, K., & Hersey, P. (2022). *Leadership and the one-minute manager: Increasing effectiveness through situational leadership*. Harper Business.

7. VSC - Innovation Management

Course Title	Innovation Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<p>After going through the course, learners will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamentals of innovation and its role in business growth. • Analyze different types of innovation and their impact on organizations. • Apply strategies for managing innovation processes effectively. • Utilize tools and techniques to foster innovation in a business setting. • Evaluate innovation success factors and overcome barriers to implementation.
Module 1 (Credit 1) Fundamentals of Innovation Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define and differentiate between creativity and innovation. • Explain the innovation process from idea generation to commercialization. • Identify different types of innovation and their strategic implications. • Recognize the key factors influencing innovation in organizations.
Content Outline	<p>Introduction to Innovation Management</p> <ul style="list-style-type: none"> • Definition and importance of innovation • Difference between creativity and innovation • Principles and models of innovation management <p>Types and Sources of Innovation</p> <ul style="list-style-type: none"> • Product, process, and business model innovation • Incremental vs. disruptive innovation • Innovation sources: R&D, technology transfer, market-driven innovation <p>Innovation Process</p> <ul style="list-style-type: none"> • Stages: Ideation, development, execution, and commercialization • Barriers and challenges in innovation

	Role of leadership in innovation management
Module 2 (Credit 1) Innovation Strategies	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Develop strategies to foster innovation in organizations. • Analyze frameworks for managing innovation effectively. • Apply design thinking and agile methodologies for innovation. • Evaluate real-world innovation success stories and lessons learned.
Content Outline	<p>Managing Innovation in Organizations</p> <ul style="list-style-type: none"> • Organizational structures for innovation • Open vs. closed innovation • Factors influencing innovation success <p>Innovation Strategies and Frameworks</p> <ul style="list-style-type: none"> • R&D management and technology transfer • Innovation networks and collaboration • Intellectual property and legal aspects of innovation <p>Tools and Techniques for Innovation</p> <ol style="list-style-type: none"> 1. Design Thinking, Lean Innovation, TRIZ 2. Agile methodologies in innovation <p>Case studies of successful and failed innovations</p>

Internal: 50 Marks

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Sr.No	Evaluation	Description
1	Project	Innovation Management
2	Case Study Analysis	Successful innovation strategy
3	Presentation	Tools and Techniques for Innovation
4	Quiz	Innovation concepts and frameworks
5.	Group Activity	Developing an innovation proposal for a business

External: There will be no external assessment for this course

References

1. Trott Paul (2016), Innovation Management and New Product Development, Pearson; 6th edition
2. Kelley (2001) The Art of Innovation, Harper Collins Business

3. Christensen (2013) Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Harvard Business Review Press; Reprint edition
4. Turrin Richard (2019), Innovation Lab Excellence: Digital Transformation from Within , Authority Publishing
5. Kennard Mike (2018), The A to Z of Innovation Management, Essential Guide to 26 Key Innovation Management Theories, Models & Frameworks, MCKASTLE