

**ONLINE MBA**

**MASTER OF BUSINESS ADMINISTRATION  
- MARKETING**

## TABLE OF CONTENTS

INTRODUCTION	3
PROGRAMME OUTCOMES	3
PROGRAMME SPECIFIC OUTCOMES	3
SALIENT FEATURES	3
PROGRAMME CODE	4
DURATION OF THE PROGRAMME	4
MEDIUM OF INSTRUCTION/EXAMINATION	4
PROGRAMME STRUCTURE	5
PROGRAMME SCHEME	6-7
SYLLABUS OF PROGRAMME	8-56

## INTRODUCTION

If not the real world, the classes of MBA are simulated as real world, making the learning close to reality. Wide range of emerging specialization areas are on offer.

### Programme Outcomes

Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge and behaviours that students acquire in their matriculation through the program

1. **Decision Making:** Developing responsiveness to contextual social issues and exploring solutions, understanding business ethics and resolving ethical dilemmas
2. **Problem Solving:** Apply analytical decision-making skills and solve problems using cross functional information and research tools
3. **Global Outlook:** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
4. **Domain Knowledge:** Leveraging domain knowledge for organizing information, analysis and exploring business opportunities
5. **Communication:** Exercise effective written and oral communication skills for different business situations
6. **Leadership:** Demonstrate proactive leadership and build effective teams.
7. **Entrepreneurship:** Evaluate and execute ideas for entrepreneurship
8. **ICT usage:** Leverage Technology for organizing information, analysis and research

## PROGRAMME SPECIFIC OUTCOMES

1. **PSO1:** Application of management concepts and research tools to understand ever changing laws, policies and competition in world of business.
2. **PSO2:** Synthesize knowledge of different functional areas to take decisions that provide competitive edge and enable efficient execution of projects.

## SALIENT FEATURES

**Internationally Accredited:** Accredited by Accreditation Council for Business Schools and Program (ACBSP).

**Entrepreneurship:** Entrepreneurship projects are integral part of curriculum and help establish themselves as successful entrepreneurs.

**Professional Enhancement:** In addition to core curricula, course offers subjects like communication, analytical and soft skills to enhance personality and employability.

**Contemporary Curriculum:** Instill advanced knowledge about contemporary area in management such as Green Marketing

**Projects:** Opportunity to work on business projects to enhance managerial skills.

**Community Development Projects:** Opportunity to work on community development project on social issues to cultivate social sensitivity and sense of responsibility.

**Holistic Development:** Participation in technical events, sports and cultural activities help in the holistic development of students

**Case Based Teaching:** Usage of real-life case studies to provide interactive teaching and learning methodology

**PROGRAMMECODE: OL3521**

**DURATION OF THE PROGRAMME:**

**Minimum Duration** 2 years

**Maximum Duration** 4 years

**MEDIUM OF INSTRUCTION/EXAMINATION:**

Medium of instruction and Examination shall be English.

<b>PROGRAMME STRUCTURE</b> <b>ONLINE MBA - MARKETING</b>					
<b>Term</b>	<b>Core Courses</b> <b>(CRI, CRII, CRIIIA, CRIIIB)</b> <b>CRI+II – (8+3)</b> <b>11x4 Credits</b> <b>CRIIIA - 1x4 Credits</b> <b>CRIIIB - 1x6 Credits</b>	<b>Discipline Specific Electives (DSE)</b> <b>6x6 Credits</b>	<b>Ability Enhancement Courses (AECC)</b> <b>1x4 Credits</b>	<b>Generic Electives (GE)</b> <b>2x4 Credits</b>	<b>Credits</b>
<b>I</b>	Discipline Specific Core - I Discipline Specific Core - II Discipline Specific Core - III Discipline Specific Core - IV Discipline Specific Core - V				<b>20</b>
<b>II</b>	Discipline Specific Core - VI Discipline Specific Core - VII Discipline Specific Core - VIII Discipline Specific Core - IX Discipline Specific Core - X		<b>AECC-I</b> Communication for Leaders		<b>24</b>
<b>III</b>	Discipline Specific Core - XI <b>CRIIIA</b> - Seminar on Summer Training OR 1 Course from the GE Basket 1 which is not chosen as Generic Elective (GE)	<b>DSE-I</b> <b>DSE-II</b> <b>DSE-III</b>		<b>GE-I</b> (Professional Enhancement, English, Political Science, Sociology)	<b>30</b>
<b>IV</b>	<b>CRIIIB</b> - Capstone Project	<b>DSE- IV</b> <b>DSE-V</b> <b>DSE-VI</b>		<b>GE-II</b> (Professional Enhancement, English, Political Science, Sociology)	<b>28</b>
<b>Total</b>	<b>54 Credits</b>	<b>36 Credits</b>	<b>4 Credits</b>	<b>8 Credits</b>	<b>102</b>

PROGRAMME SCHEME						
COURSE TYPE	COURSE CODE	COURSE TITLE	Cr.	CA	ETE (Th.)	ETE (Pr.)
	TERM 1					
DSC-I	EACC506	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	4	30	70	0
DSC-II	EECO515	MANAGERIAL ECONOMICS	4	30	70	0
DSC-III	EMGN578	INTERNATIONAL BUSINESS ENVIRONMENT	4	30	70	0
DSC-IV	EMKT503	MARKETING MANAGEMENT	4	30	70	0
DSC-V	EMGN581	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	4	30	70	0
	TERM 2					
DSC-VI	EFIN542	CORPORATE FINANCE	4	30	70	0
DSC-VII	EOPR639	OPERATIONS MANAGEMENT AND RESEARCH	4	30	70	0
DSC-VIII	EMGN801	BUSINESS ANALYTICS	4	30	70	0
DSC-IX	EMGN832	RESEARCH METHODOLOGY	4	30	70	0
DSC-X	EBSL605	LEGAL ASPECTS OF BUSINESS	4	30	70	0
AECC-I	EPEL537	COMMUNICATION FOR LEADERS	4	30	70	0
	TERM 3					
DSE-I	EMKT529	CONSUMER BEHAVIOUR	6	30	70	0
DSE-II	EMKT525	DIGITAL AND SOCIAL MEDIA MARKETING	6	30	70	0
DSE-III	EMKT527	CUSTOMER RELATIONSHIP MANAGEMENT	6	30	70	0
DSC-XI	EMGN571	CORPORATE STRATEGY AND ENTREPRENEURSHIP	4	30	70	0
GE-I		GENERIC ELECTIVE I	4	30	70	0
CR-IIIA	EMGN583	SEMINAR ON SUMMER TRAINING	4	0	0	100
		OR Course from the GE basket 1 which is not chosen as Generic Elective (GE).	4	30	70	0
	TERM4					
DSE-IV	EMKT619	SALES AND DISTRIBUTION MANAGEMENT	6	30	70	0
DSE-V	EMKT518	INTEGRATED MARKETING COMMUNICTAION	6	30	70	0
DSE-VI	ECOM268	SERVICES MARKETING	6	30	70	0
GE-II		GENERIC ELECTIVE II	4	30	70	0
CR-IIIB	EMGN696	CAPSTONE PROJECT	6	0	0	100
	TOTAL CREDITS		102			

GENERIC ELECTIVE (GE) BASKET (PICK ANY ONE AREA)								
S. No.	Course Code	Course Title	Area	Cr.	CA	ETE (Th.)	ETP (Pr.)	Term
1	EPEA515	ANALYTICAL SKILLS-I	Professional Enhancement	4	30	70	0	3
2	EPEA516	ANALYTICAL SKILLS-II	Professional Enhancement	4	30	70	0	4
3	EENG539	ACADEMIC ENGLISH	English Language	4	30	70	0	3
4	EENG514	INTRODUCTION TO THE STUDY OF LANGUAGE	English Language	4	30	70	0	4
5	EENG519	POST-INDEPENDENCE INDIAN LITERATURE	English Literature	4	30	70	0	3
6	EENG527	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	English Literature	4	30	70	0	4
7	EPOL525	POLITICAL INSTITUTIONS IN INDIA	Political Science	4	30	70	0	3
8	EPOL527	PUBLIC POLICY AND GOVERNANCE IN INDIA	Political Science	4	30	70	0	4
9	ESOC515	FUNDAMENTALS OF SOCIOLOGY	Sociology	4	30	70	0	3
10	ESOC506	GLOBALIZATION AND SOCIETY	Sociology	4	30	70	0	4

**Note:**

1. Students can adopt only one area from Generic Elective basket that will be applicable for the Generic Electives I and II.
2. In case of Seminar on Summer Training, student may choose one course against Seminar on Summer Training from the Generic Basket 1 which is not chosen as GE.

<b>Course code</b>	<b>EACC506</b>	<b>Course Title</b>	<b>FINANCIAL REPORTING, STATEMENTS AND ANALYSIS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: associate accounting information for decision making in organizations

CO2: analyse the cash position of an organization by evaluating cash flow from different activities

CO3: identify various cost accounting techniques, cost concepts & techniques of cost control in decision making

CO4: identify the accounting terminology and purpose of accounting framework

CO5: evaluate how activity-based costing can be utilized in the organizations

CO6: interpret the financial statements in accordance with generally accepted accounting principles

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Introduction to Accounting:</b> Introduction, Accounting Equation, Rules of Accounting, Objectives, Advantages and Limitations of Accounting, Accounting Concepts and Conventions, Accounting Terminology, Concept of IFRS and its relevance, Qualitative features of IFRS, Elements of financial statements, Difference between IFRS and GAAP.
<b>Unit 2</b>	<b>Corporate Financial Statements:</b> Features and Importance, Vertical Format of Corporate Financial Statements, Conceptual framework of depreciation and amortization
<b>Unit 3</b>	<b>Ratio Analysis:</b> Liquidity Ratios, Solvency Ratios, Profitability Ratios, Turnover Ratios, Du-Pont Analysis, Importance and Objectives.
<b>Unit 4</b>	<b>Financial Statement Analysis:</b> Objectives of Analysis, Various Stakeholders and their Interests, Techniques of Financial Statement Analysis-Horizontal Analysis, Common Size Analysis
<b>Unit 5</b>	<b>Artificial Intelligence and Analytics:</b> Finance and Accounting transformation by AI
<b>Unit 6</b>	<b>Cash Flow Statement:</b> Meaning and Significance, Construction of Cash Flow Statement, Analysis of Cash Flow Statement
<b>Unit 7</b>	<b>Basic Aspects of Cost Accounting:</b> Preparation of Cost Sheet and Estimated Cost Sheet, Meaning, Cost Concepts and Cost Classification
<b>Unit 8</b>	<b>Budgetary Control:</b> Need and Steps involved in Budgetary Control, Meaning and Types of Budgets, Preparation of Cash Budget, Preparation of Flexible Budget
<b>Unit 9</b>	<b>Inventory Valuation:</b> Methods of pricing material issues, FIFO, LIFO
<b>Unit 10</b>	<b>Marginal Costing and Profit Planning:</b> Meaning and Objectives, CVP Analysis, Break Even Point and Break Even Analysis
<b>Unit 11</b>	<b>Decision involving Alternative Choices:</b> Concept and Steps involved in Decision Making, Profit Planning, Key factor, Determination of Sales Mix, Make or Buy decision, Exploration of New Markets, Continue or Discontinue a Product Line.
<b>Unit 12</b>	<b>Transfer Pricing:</b> Meaning and Importance, Advantages and Limitations, Methods of Calculating Transfer Price
<b>Unit 13</b>	<b>Activity Based Costing:</b> Concept and Pre-requisites, Activity Based Costing versus Traditional Costing, Steps Involved in Activity Based Costing, Cost Drivers, Determination of Cost under ABC, Benefits and Limitations
<b>Unit 14</b>	<b>Responsibility Accounting:</b> Concept and Significance, Elements, Responsibility Centers.



**READINGS:**

1. MANAGEMENT ACCOUNTING by KHAN M.Y AND JAIN P.K, MCGRAW HILL EDUCATION
2. FUNDAMENTALS OF COST ACCOUNTING by WILLIAM N. LANEN, SHANNON W. ANDERSON, MICHAEL W. MAHER, MCGRAW HILL EDUCATION
3. MANAGEMENT ACCOUNTING by SHAH PARESH, OXFORD UNIVERSITY PRESS
4. A TEXTBOOK OF ACCOUNTING FOR MANAGEMENT by MAHESHWARI. S.N, MAHESHWARI SHARAD.K, MAHESHWARI SUNEEL.K, VIKAS PUBLISHING HOUSE
5. ACCOUNTING FOR DECISION MAKING by NEEDLES BELVERD. E, CENGAGE LEARNING
6. FINANCIAL ACCOUNTING FOR MANAGEMENT: AN ANALYTICAL PERSPECTIVE by GUPTA AMBRISH, PEARSON

<b>Course code</b>	<b>EECO515</b>	<b>Course Title</b>	<b>MANAGERIAL ECONOMICS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

#### **Course Outcomes:**

C01: apply economic principles to management decisions.

C02: evaluate the managerial decisions making around the theory of the firm with application in a globalized economy

C03: evaluate possible strategies in the event a firm is one of just a few companies in a market

C04:: examine a comprehensive understanding of the current issues influencing economic development of India

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Nature and Scope of Managerial Economics:</b> definition and scope of managerial economics, basic process of decision making in economics, existence of firm and its functions
<b>Unit 2</b>	<b>Demand and supply analysis:</b> determinants of demand and supply, individual and market demand and supply, market equilibrium
<b>Unit 3</b>	<b>Demand Estimation:</b> relevance of demand estimation for a firm, demand forecasting using qualitative forecast and time series analysis
<b>Unit 4</b>	<b>Cost Theory and Estimation:</b> short run cost functions, long run cost curves, economics of scale, learning curves
<b>Unit 5</b>	<b>Production Theory:</b> production function with one and two variables inputs, optimal combination of inputs, returns to scale
<b>Unit 6</b>	<b>Market Structure:</b> introduction to market structure, price and output determination under perfect competition, monopoly and monopolistic competition
<b>Unit 7</b>	<b>Oligopoly:</b> meaning and sources, cartelization and price leadership under oligopoly
<b>Unit 8</b>	<b>Game Theory:</b> meaning and types of games, dominant strategy and Nash equilibrium, prisoner's dilemma, mixed strategy
<b>Unit 9</b>	<b>Indian Economy Since Colonialism:</b> colonialism and development of the Indian economy, trends and composition of national income
<b>Unit 10</b>	<b>Human Development:</b> human development index, characteristics of developing world, state of human development in India
<b>Unit 11</b>	<b>Structure of Indian Economy:</b> introduction to agriculture, industrial sector and service sector, poverty and inequality, emerging energy-economy-environment regulatory framework
<b>Unit 12</b>	<b>Economic Reforms:</b> introduction to reforms, economic reforms for financial sector performance, agriculture, industry and services
<b>Unit 13</b>	<b>Monetary Policy:</b> concept and meaning, objectives, tools of monetary, role of monetary policy after the period of economic reforms, inflation and monetary policy
<b>Unit 14</b>	<b>Fiscal policy:</b> concept and meaning, objectives, tools of fiscal policy, role of fiscal policy after the period of economic reforms, inflation and fiscal policy

#### **READINGS:**

1. Managerial Economics- Principles and Worldwide Applications By Salvatore, Dominick and Rastogi, Siddhartha K., Oxford University Press.
2. Indian Economy By Gaurav Dutt , Ashwani Mahajan, S. Chand Publishing

3. Managerial Economics: An Integrative Approach By Hirshey, Mark, Cengage Learning
4. Indian Economy Performance and Policies, By Uma Kapila, Academic Foundation

<b>Course code</b>	<b>EMGN578</b>	<b>Course Title</b>	<b>INTERNATIONAL BUSINESS ENVIRONMENT</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1: analyze business environment and trends to take decisions with respect to international business operations  
CO2: interpret and apply international trade theories in international business operations  
CO3: identify and critically analyse the role of foreign exchange market and usage of fundamental instruments for currency exchange  
CO4: develop skills on analysing the business data, and problem solving in other functional areas such as marketing, business strategy and human resources  
CO5: develop responsiveness to contextual social issues/ problems and exploring solutions, understanding business ethics and resolving ethical dilemmas  
CO6: identify aspects of the global business and cross-cultural understanding

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Overview of international business environment: Globalization and international Business; introduction to international business, types of international business
<b>Unit 2</b>	Components of international Business environment: social environment, political and legal environment, economic environment, technological environment
<b>Unit 3</b>	The external environment and challenges: assessing risk in international business, Recent world trade and foreign Investment trends, environment Influence on Trade and investment patterns
<b>Unit 4</b>	International Trade theories: theory of absolute advantage, theory of comparative advantage, factor proportion theory, the diamond model of national competitive advantage, factor mobility theory
<b>Unit 5</b>	Protectionism and trading environment: Globalization trends and challenges; environment for foreign trade and investment, governmental influence on trade and investments; tariff and non-tariff barriers
<b>Unit 6</b>	Economic Integration and Co-operation: cross national cooperation and agreements, Role of international organizations: WTO, IMF, Regional Economic Integrations
<b>Unit 7</b>	International financial markets: foreign exchange market mechanism, exchange rate arrangement, determinants of exchange Rates, exchange rate movements and their impact
<b>Unit 8</b>	Global Debt and Equity Markets: Euro Currency market, offshore financial centres, International Banks, Non-Banking Financial service firms; stock markets
<b>Unit 9</b>	Global Competitiveness: Export Management, Technology and global Competition, world economic growth and the environment
<b>Unit 10</b>	Internationalization strategies: Theories of internationalization, Modes of operations in International Business, export and import strategy
<b>Unit 11</b>	Forms and Ownership of Foreign Production: Types of collaborative arrangements; Licensing, joint ventures & consortium approaches, Managing International Collaborations
<b>Unit 12</b>	International business diplomacy: Negotiating an International business, issues in asset protection, Multilateral sentiments
<b>Unit 13</b>	Country evaluation and selection: Opportunity and risk matrix, analysis of Macro and micro indicators, country comparison tools

<b>Unit 14</b>	Globalization and society: globalization with social responsibility, Ethical Dimensions of Labor Conditions, Ethics and the Environment, legislation for anti-competitive and unfair trade practices
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**READINGS:**

1. Daniels, Radebaugh, Sullivan & Salwan, International Business Environments and Operations by Pearson
2. International Business - Competing in the Global marketplace by Charles W Hill, Arun Kumar Jain, McGraw Hill

<b>Course code</b>	<b>EMKT503</b>	<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes

CO1: analyze and respond to environmental and competitive changes, their impact on marketing planning, strategies and practices

CO2: apply the conceptual frameworks, theory and techniques to various marketing contexts

CO3: prepare marketing and sales plan appropriate to the needs of customers and contexts

CO4: determine strategies for developing new products and services that are consistent with evolving market needs

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Introduction:</b> market and marketing, definition, nature and scope of marketing, exchange process, functions of marketing, core marketing concepts
<b>Unit 2</b>	<b>Marketing orientations:</b> evolution of modern marketing concept, holistic marketing concepts, new marketing orientations selling vs. marketing
<b>Unit 3</b>	<b>Marketing mix:</b> 7 P's & 7 C's of Marketing, 4 A's of Marketing, customer quality, value and satisfaction, Michael E. Porters chain analysis model
<b>Unit 4</b>	<b>Marketing environment:</b> Significance of scanning marketing environment; Analysis of macro environment of marketing – economic, demographic, socio-cultural, technological, political legal and ecological; Impact of micro and macro environment on marketing decisions
<b>Unit 5</b>	<b>Consumer behaviour:</b> buyer behaviour, different consumer roles, need for studying buyer behaviour, different buying motives, consumer buying decision process and influences, consumer vs. business buying behaviour, industrial buying process
<b>Unit 6</b>	<b>Segmentation decisions:</b> market segmentation, characteristics of a segment, bases for segmenting a consumer market, levels of market segmentation, factors influencing selection of market segments
<b>Unit 7</b>	<b>Targeting and positioning:</b> Benefits of market segmentation; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process
<b>Unit 8</b>	<b>Product decisions:</b> concept and classification, layers of products, major product decisions, product-mix, new product development stages, packaging and labelling, product life cycle (PLC) – concept and appropriate strategies adopted at different stages
<b>Unit 9</b>	<b>Pricing decisions:</b> pricing – objectives, price sensitivity, factors affecting price of a product, pricing methods and strategies, ethical issues in product and pricing decisions
<b>Unit 10</b>	<b>Distribution planning:</b> channels of distribution – concept and importance, different types of distribution middlemen and their functions, selection, motivation and performance appraisal of distribution middlemen
<b>Unit 11</b>	<b>Distribution decisions:</b> decisions involved in setting up the channel, channel management strategies, distribution logistics – concept, importance and major logistics decisions, channel integration and systems, ethical issues in distribution decisions
<b>Unit 12</b>	<b>Distribution decisions:</b> retailing and wholesaling, types of retail formats,

	retail theories, retailing strategies, non-Store retailing, wholesaling – nature and importance, types of wholesalers, developments in retailing and wholesaling in indian perspective
<b>Unit 13</b>	<b>Promotion decisions:</b> role of promotion in marketing, promotion mix, integrated marketing communication, concept, communication process and promotion, determining promotion mix, factors influencing promotion mix, developing promotion campaigns, sales promotion, direct marketing, public relations, digital and social media
<b>Unit 14</b>	<b>Trends in marketing:</b> service Marketing, e-marketing, green marketing, customer relationship management, rural marketing, other emerging trends, ethical issues in marketing

### READINGS:

1. Kotler, P. & Keller, K. L. (2017). Marketing Management. Pearson
2. McCarthy, E. J., Cannon, J. & Perreault, W. (2014). Basic Marketing. McGraw-Hill Education
3. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). Marketing Concepts and Cases. Tata McGraw Hill

<b>Course Code</b>	<b>EMGN581</b>	<b>Course Title</b>	<b>ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1:** enumerate the concept of management practices and organizational behavior  
**CO2:** develop and sharpen acumen of how different management thoughts can be used to improve organization functioning  
**CO3:** analyze the importance of management practices and important organizational behavior dimensions at different levels of organization  
**CO4:** appraise the dynamics of industrial relations and to manage them as per statutory regulations  
**CO5:** apply human resource management functions to handle emerging issues

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	<b>Organizational behavior:</b> relationship between management and organization behavior, model of OB and contributing disciplines to the OB field <b>Foundations of individual behavior:</b> values, attitude and job satisfaction, theories of learning and behavior modification
<b>Unit-2</b>	<b>Personality:</b> theories of personality and its assessment, transactional analysis and attribution theory of perception <b>Emotions:</b> emotional intelligence and affective events theory of emotion <b>Motivation:</b> early and contemporary theories of motivation
<b>Unit-3</b>	<b>Group dynamics:</b> group dynamics and its significance, types of groups, formation and stages of group development, group performance factors <b>Team development:</b> team formation, its types and difference between group and team
<b>Unit-4</b>	<b>Organizational conflict and negotiations:</b> conflict sources, types and levels of conflict, traditional and modern approaches to conflict, resolution of conflict through negotiation <b>Stress:</b> sources and consequences of stress, stress management techniques
<b>Unit-5</b>	<b>Introduction:</b> External and Internal Forces of environment affecting HRM, Objectives and functions of HRM. <b>Human Resource Planning:</b> HRP process, Barriers and Prerequisites for Successful HRP.
<b>Unit-6</b>	<b>Job Analysis:</b> Methods of Collecting Job Data, Potential Problems with Job Analysis, Job Design and its approaches, Process of Job Analysis
<b>Unit-7</b>	<b>Recruitment &amp; Selection:</b> Meaning, Recruitment process, Recruitment Methods, Challenges in India and Selection Process
<b>Unit-8</b>	<b>Talent Management:</b> talent management, talent retention, talent acquisition and sources of talent acquisition <b>Orientation, induction and placement:</b> process of orientation, induction and placement programme, Evaluation of Orientation Programme
<b>Unit-9</b>	<b>Training and Development:</b> employee training, difference in training and development, methods of training, methods of management development, people capability maturity model
<b>Unit-10</b>	<b>Career planning and management:</b> career management, process of career planning, challenges in career planning



<b>Unit-11</b>	<b>Performance management system:</b> performance management, performance planning, performance appraisal, potential appraisal, feedback and counselling
<b>Unit-12</b>	<b>Compensation management:</b> types and theories of compensation, concept of wages, factors influencing compensation management, incentives and fringe benefits, employee engagement and retention.
<b>Unit-13</b>	<b>Managing industrial relations:</b> major actors and their roles in IR, factors influencing IR, approaches to IR, grievance handling procedure
<b>Unit-14</b>	<b>Industrial Disputes:</b> industrial disputes, methods of settlement of industrial disputes, trade unions and their challenges in India

### READINGS:

1. Organizational Behaviour By Stephen P. Robbins. Timothy A. Judge. Neharika Vohra, Pearson
2. Management by Management By Stephen P. Robbins. Mary Coulter. Neharika Vohra, Pearson
3. Human Resource Management By Dessler, G. And Varkkey, B, Pearson

<b>Course Code</b>	<b>EFIN542</b>	<b>Course Title</b>	<b>CORPORATE FINANCE</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

**CO1:** understanding finance function with respect to its evolution and growth

**CO2:** understanding the concept of Time Value of Money and interpreting the results based on calculations.

**CO3:** analyzing financing needs of the businesses and designing an optimum capital structure

**CO4:** understanding the retention and distribution of profits and impact on business valuation.

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	<b>Financial Management:</b> An Overview, evolution of finance, the basic goal: creating shareholder value, agency issues, business ethics and social responsibility
<b>Unit-2</b>	<b>Sources of Finance:</b> Long term and Short-term sources of finance- Ordinary shares, Preferences shares, redeemable irredeemable debentures, Debt vs. Equity.
<b>Unit-3</b>	<b>Money Market Instruments:</b> Treasury Bills, Commercial Papers, Certificate of Deposits, Treasury Management and Treasury Operations in corporate. External Commercial Borrowings, Financing for MSMEs
<b>Unit-4</b>	<b>Time Value of Money concept:</b> Compounding and discounting, Future value and Present value, Annuities, Effective interest rates
<b>Unit-5</b>	<b>Investment Decisions:</b> Capital Budgeting Decisions, Rationale of Capital Budgeting, Non-Discounting Capital Budgeting Techniques - Payback period, Profitability Index, Accounting Rate of Return
<b>Unit-6</b>	<b>Investment Decisions:</b> Discounting Techniques of Capital Budgeting - NPV, IRR, Discounting Payback Period Method, Estimation of Cash Flows, NPV v/s IRR, Risk analysis in Capital Budgeting - Sensitivity Analysis, Certainty Equivalent Approach
<b>Unit-7</b>	<b>Cost of Capital:</b> Meaning and Concept, Cost of Debt, Cost of Equity, Cost of Retained Earnings, Calculation of WACC, International Dimensions in Cost of Capital
<b>Unit-8</b>	<b>Financing Decisions:</b> Capital Structure, Theories and Value of the firm - Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani Miller Model, Determining the optimal Capital Structure, Checklist for Capital Structure Decisions, Costs of Bankruptcy and Financial Distress.
<b>Unit-9</b>	<b>EBIT-EPS Analysis:</b> Concept of Leverage, Types of Leverage: Operating Leverage, Financial Leverage, Combined Leverage.
<b>Unit-10</b>	<b>Dividend Decisions:</b> Factors determining Dividend Policy, Theories of Dividend Gordon Model, Walter Model, MM Hypothesis
<b>Unit-11</b>	<b>Forms of Dividend:</b> Cash Dividend, Bonus Shares, Stock Split, Stock Repurchase, Dividend Policies in practice.
<b>Unit-12</b>	<b>Working Capital Management:</b> Working Capital Policies, Risk-Return trade-off, Cash management, Receivables management
<b>Unit-13</b>	<b>Corporate Governance:</b> Value-based Corporate culture, Disclosures, transparency and accountability, Corporate Governance and Human Resource Management, Evaluation of performance of board of directors, Succession planning, Public sector undertakings and corporate governance, Insider trading, Lessons from corporate failure
<b>Unit-14</b>	<b>Economic outlook and Business Valuation:</b> Impact of changing business environment on corporate valuation, climate change and corporate valuation, Business sustainability and corporate valuation, Role of environmental, social, and governance (ESG) factors in corporate valuation

**READINGS:**

1. FUNDAMENTALS OF CORPORATE FINANCE by JONATHAN BERK, PETER DeMARZO & JARRED HARDFORD, PEARSON
2. CORPORATE FINANCE by STEPHEN A. ROSS, RANDOLPH W. WESTERFIELD & JEFFREY JAFFE, MCGRAW HILL

<b>Course Code</b>	<b>EOPR639</b>	<b>Course Title</b>	<b>OPERATIONS MANAGEMENT AND RESEARCH</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: analyze how to optimally utilize the resources.

CO2: apply the concepts in solving real life problems.

CO3: adapt different opinions and make correct judgment.

CO4: apply mathematical models to a given problem.

CO5: analyze the various decision-making environments and the tools applicable to them

<b>Unit No.</b>	<b>Contents</b>
<b>Unit- 1</b>	<b>Introduction to Operations Management and Research:</b> introduction and scope of operation management, emerging issues in operations management, history of operations research, definitions and features of operations research approach, models and modelling in operations research, applications of operations research
<b>Unit- 2</b>	<b>Forecasting:</b> introduction, features and elements of forecasting, forecast based on judgment and opinion, forecast based on time-series data, associative forecasting techniques, concept of forecasting errors
<b>Unit- 3</b>	<b>Design and layout:</b> production of goods versus delivery of services, product-process matrix, design process, product design, service design, process types, product and service profiling, automation, facility layout, line balancing
<b>Unit- 4</b>	<b>Location planning and analysis:</b> need and nature of location decisions, factors that affect location decisions, evaluating location alternatives
<b>Unit- 5</b>	<b>Management of quality:</b> defining quality-dimensions of quality, determinants of quality, the cost of quality, quality tools, total quality management, inspection, control charts for variables (mean and range chart), control charts for attributes (p-chart, c-chart), run test
<b>Unit- 6</b>	<b>Planning:</b> Aggregate Production Planning; Master Production Schedule and MRP, MRP-II, ERP
<b>Unit- 7</b>	<b>Inventory management:</b> nature and importance of inventories, inventory counting systems and inventory costs, economic production quantity, quantity discounts, EOQ model
<b>Unit- 8</b>	<b>Supply chain management:</b> need, elements, and benefit of effective SCM, logistics and reverse logistics, requirements, and steps for creating an effective supply chain, lean vs. agile supply chains
<b>Unit- 9</b>	<b>JIT and lean operations:</b> goals and building blocks of lean systems
<b>Unit- 10</b>	<b>Linear Programming:</b> general mathematical model of linear programming, linear programming formulation, graphical solution, simplex method, Big M method, special cases
<b>Unit- 11</b>	<b>Assignment and transportation problem:</b> Hungarian Assignment Model (HAM), special cases in assignment problem, Initial Basic Feasible Solution (IBFS) i.e. NWCM, LCM and VAM Method, optimization using stepping stone and MODI, special cases including concept of degeneracy
<b>Unit- 12</b>	<b>Project Management and Queuing Theory:</b> difference between PERT and CPM, PERT problem with three time estimates and concept of probability, basic concepts and parameters of a queuing model, m/m/1 model characteristics
<b>Unit- 13</b>	<b>Game Theory:</b> basics, saddle point, mixed strategies including odds, dominance, sub games and graphical method
<b>Unit- 14</b>	<b>Decision Theory:</b> basics including decision making environments, decision making under risk, expected value of perfect information, decision making under uncertainty, concept of

	decision trees, decision tree analysis
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**READINGS:**

1. OPERATIONS MANAGEMENT by WILLIAM J STEVENSON, MCGRAW HILL EDUCATION
2. OPERATIONS MANAGEMENT by NORMAN GAITHER, GREGORY FRAZIER, CENGAGE LEARNING

<b>Course code</b>	<b>EMGN801</b>	<b>Course Title</b>	<b>BUSINESS ANALYTICS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: apply quantitative modelling and data analysis techniques to problems of real world.

CO2: employ best practices in data visualization to develop charts, maps, tables, and other visual representations techniques to communicate findings to diverse audiences.

CO3: identify and describe complex business problems in terms of analytical models

CO4: apply appropriate analytical methods to find solutions to business problems that achieve stated objective

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Business analytics and summarizing business data-</b> overview of business analytics: scope, application, R-studio environment for business analytics, basics of R: packages, vectors, datatypes and data structures
<b>Unit 2</b>	<b>Summarizing business data-</b> one variable and two variables statistics, concept of pipes operator, functions to summarize variables: select, filter, mutate, arrange, summarize and group by
<b>Unit 3</b>	<b>Business data visualization-</b> basic graphs: bar-graph, line-chart, histogram, box and scatterplot, advanced data visualization: graphics for correlation, deviation, ranking, distribution and composition
<b>Unit 4</b>	<b>Business forecasting using time series-</b> time series modelling, exploration of time series data using R, ARIMA, GARCH, VAR methodologies for time series analysis
<b>Unit 5</b>	<b>Business prediction using generalised linear models-</b> logistic regression and statistical inference with application, survival analysis and its application
<b>Unit 6</b>	<b>Machine learning for business-</b> supervised models: K-NN and decision trees, unsupervised models: K-means and hierarchical clustering, classification and prediction accuracy
<b>Unit 7</b>	<b>Text analytics for business-</b> creating and refining text data, inferences through graphs, topic modelling and TDM analysis, sentiment analysis
<b>Unit 8</b>	<b>Business intelligence-</b> introduction to business intelligence, role of data and data base management, role of data mining in business strategy
<b>Unit 9</b>	<b>Data visualization-</b> role of visualization in business intelligence, introduction to charts, graphs and maps
<b>Unit 10</b>	<b>Data environment and preparation-</b> managing metadata, extracts and live data, cross database joints and union
<b>Unit 11</b>	<b>Data blending-</b> data prep with text and excel files, understating data types, extracting data from various file formats
<b>Unit 12</b>	<b>Design fundamentals and visual analytics-</b> filters, sorting, groups and sets, interactive filters, forecasting, use of tooltip, reference line, parameter, drill down and hierarchies
<b>Unit 13</b>	<b>Decision analytics and calculations-</b> types of calculations, logic calculations (including if comment, nested if command etc.), data calculations, string calculations
<b>Unit 14</b>	<b>Mapping-</b> role of maps in business intelligence and visualization, editing unrecognized locations

### READINGS:

1. R FOR EVERYONE: ADVANCED ANALYTICS AND GRAPHICS by JARED P. LANDER, PEARSON
2. VISUAL DATA STORYTELLING WITH TABLEAU by LINDY RYAN, PEARSON
3. TEXT MINING WITH R: A TIDY APPROACH by JULIA SILGE AND DAVID ROBINS, SHROFF PUBLISHERS & DISTRIBUTORS PVT. LTD
4. MASTERING TABLEAU by DAVID BALDWIN AND MARLEEN MEIER, PACKT PUBLISHING

<b>Course code</b>	<b>EMGN832</b>	<b>Course Title</b>	<b>RESEARCH METHODOLOGY</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

CO1: identify critical thinking and scientific approaches to formulate research problems

CO2: describe research design approaches, methods and conceptual differences to apply across different research contexts

CO3: generalize familiarity with a phenomenon or to achieve new insights into it.

CO4: interpret results generated from data analysis and report the findings.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Background of research-</b> Developing research proposals, research paradigms-contributions of research to theory and practice and research ethics
<b>Unit 2</b>	<b>An introduction to research-</b> Meaning, process, defining, research problem: selection, understanding and necessity of defined problem, research design, need and types of Research Design.
<b>Unit 3</b>	<b>Reviewing Literature-</b> Identifying, accessing and managing sources of information and scholarly literature, academic writing and referencing and steps in literature review development
<b>Unit 4</b>	<b>Types of data in research-</b> Primary and secondary data and sources, nature of qualitative and quantitative research, data and variables used in qualitative and quantitative methods, writing up qualitative research
<b>Unit 5</b>	<b>Sampling design-</b> Sampling design process, characteristics of good sample, types of sampling design, sampling techniques- random and non-random
<b>Unit 6</b>	<b>Measurement and scaling technique:</b> Tools of sound measurement, techniques of developing measurement tools, scaling meaning and important scaling techniques, statistical properties of different scales
<b>Unit 7</b>	<b>Data collection methods-</b> Observation, experimentation and survey methods, questionnaire: introduction, design process and coding the questionnaire
<b>Unit 8</b>	<b>Descriptive statistics and time series-</b> Measures for central tendency-ungrouped and ungrouped data, dispersion and distribution, index number and time series analysis
<b>Unit 9</b>	<b>Hypothesis testing-</b> Hypothesis definition and process, types and hypothesis testing procedure for t and z tests differences for single, two populations and paired sample.
<b>Unit 10</b>	<b>Test of association-</b> Correlation coefficient- Spearman rank and Karl's Pearson and test of association between nominal data- Chi-square test
<b>Unit 11</b>	<b>Analysis of Variance (ANOVA) and prediction techniques-</b> Analysis of variance for mean difference, reliability and validity, bivariate regression and multiple regression analysis
<b>Unit 12</b>	<b>Multivariate analysis-</b> Classification, important methods of factor analysis, factor analysis procedure, rotation in factor analysis, overview of cluster analysis, discriminant analysis, multi-dimensional scaling and conjoint analysis.
<b>Unit 13</b>	<b>Reporting a quantitative study-</b> Technique and precaution of interpretation, significance of report writing, layout and types of report.
<b>Unit 14</b>	<b>Writing research proposal-</b> Purpose, nature and evaluation-Content and format-Practical considerations-timelines, budgets, supervision management-Presentation and defense of proposals.



**READINGS**

1. BUSINESS RESEARCH METHODS by NAVAL BAJPAI, PEARSON
2. MARKETING RESEARCH by NARESH K MALHOTRA, PEARSON
3. MARKETING RESEARCH: TEXT AND CASES by NARGUNDKAR, R., MCGRAW HILL EDUCATION

<b>Course code</b>	<b>EBSL605</b>	<b>Course Title</b>	<b>LEGAL ASPECTS OF BUSINESS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1: apply the statutory provisions related to Contract Act and Sales of Goods Act in business organizations.
- CO2: use legal rights and remedies by applying the provisions related to Consumer and Intellectual Property Rights.
- CO3: analyze the legal issues related to Negotiable Instruments
- CO4: interpret the legal implications of FEMA and Competition Act in designing various business policies and strategies.
- CO5: develop the understanding of Company form of business organization from its incorporation to winding up

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Indian Contract Act, 1872:</b> essentials of contract, kinds of contract, free consent, discharge of contract, breach of contract
<b>Unit 2</b>	<b>Sale of Goods Act, 1930:</b> contract of sale, conditions and warranties, rights of unpaid seller
<b>Unit 3</b>	<b>Consumer Protection Act 2019:</b> introduction and objectives, rights of consumers, redressal machinery
<b>Unit 4</b>	<b>Intellectual Property Rights:</b> patents, copyrights and trademarks, trade secret, geographical indications, traditional knowledge digital library, intellectual property infringement
<b>Unit 5</b>	<b>Negotiable Instruments Act, 1881:</b> characteristics and kinds of Negotiable Instruments, comparison between promissory note, bill of exchange and cheque
<b>Unit 6</b>	<b>FEMA Act, 1999:</b> introduction, definitions, regulation and management of Foreign Exchange
<b>Unit 7</b>	<b>Competition Act, 2002:</b> definitions, anti-competitive agreements, abuse of dominant position, Combinations
<b>Unit 8</b>	<b>Companies Act, 2013 (preliminary):</b> company and its characteristics, kinds of companies, limited liability partnership, formation of a company
<b>Unit 9</b>	<b>Company Documents:</b> Memorandum of Association, Articles of Association, Doctrine of constructive Notice, Doctrine of Indoor management
<b>Unit 10</b>	<b>Prospectus:</b> types of prospectus, legal consequences of mis-statement in prospectus
<b>Unit 11</b>	<b>Raising of Capital:</b> Share and share capital, Alteration of share capital, Borrowing powers and charges
<b>Unit 12</b>	<b>Company Management:</b> appointment and removal of directors
<b>Unit 13</b>	<b>Company Meetings:</b> essentials of a valid meeting and types of meeting
<b>Unit 14</b>	<b>Company winding up:</b> modes of winding up under IBC Act and compulsory winding up under Companies Act, 2013

**READINGS:**

1. ELEMENTS OF BUSINESS LAW by N.D KAPOOR, SULTAN CHAND & SONS (P) LTD.

**References:**

1. A TEXTBOOK OF COMPANY LAW by P P S GOGNA, S Chand Publishing

2. A HANDBOOK ON CORPORATE AND OTHER LAWS by CA CS MUNISH BHANDARI, Bestword Publications Pvt. Ltd.
3. LEGAL ASPECTS OF BUSINESS: CONCEPTS AND APPLICATIONS by PARUL GUPTA, VIKAS PUBLISHING HOUSE

<b>Course code</b>	<b>EPEL537</b>	<b>Course Title</b>	<b>Communication for Leaders</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

CO1::develop critical thinking skills employed in small groups and public speaking

CO2::compose business communication documents with structural precision and verbal accuracy

CO3::formulate business queries and respond to any reason related to business situation

CO4::use semantic and syntactic structure as per the advanced level of Common European Framework

CO5::employ their reading speed and comprehension of business articles

CO6::demonstrate consistent and appropriate language use in extended conversations and discussions

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Listening- understanding vocabulary and context:</b> matching phrases and words with definitions, taking notes and completing them, understanding phrases and expressions in context
<b>Unit 2</b>	<b>Listening for Details:</b> filling missing details, interpreting listening tracks, identifying key and supporting ideas, taking detailed notes on information
<b>Unit 3</b>	<b>Tenses, Clauses and transitional words or phrases:</b> usage of defining and non-defining relative clauses, pronoun problems, usage of as or like, future time clauses, usage of tenses, infinitives, reference devices, position of adverbs, transitional markers,
<b>Unit 4</b>	<b>Sentences:</b> cleft sentences, synthesis of sentences, complex sentences, conditional sentences, alternatives to if
<b>Unit 5</b>	<b>Vocabulary:</b> one word substitution for a definition, abbreviations, antonyms, synonyms, connotative and denotative meanings, contextual use of words and phrases, substitution, collocation, concession words and phrases
<b>Unit 6</b>	<b>Idioms and Proverbs:</b> phrasal verbs, meaning and usage of idioms and proverbs, formal and informal usage of language
<b>Unit 7</b>	<b>Reading Skills:</b> types of texts – narrative, descriptive, extrapolative, essential skills for reading comprehension – decoding, fluency, vocabulary, reasoning and background knowledge, reading techniques
<b>Unit 8</b>	<b>Comprehension Skills:</b> identifying errors and superfluous words, identifying correlation of sentences and paragraphs, finding supporting ideas, identifying purpose, different strategies of comprehension, reading texts of different genres and of varying length, reading and interpreting non-linguistic texts, reading and understanding incomplete texts
<b>Unit 9</b>	<b>Group Discussion:</b> brainstorming ideas, taking stance, working in groups and enacting roles, showing agreement and disagreements, discussing possible scenarios, discussing various business possibilities, argument building for persuasion
<b>Unit 10</b>	<b>Presentation Skills:</b> do's and don'ts of presentation skills, presenting information and business proposals, making a short talk
<b>Unit 11</b>	<b>Role Play and debate:</b> useful vocabulary and phrases, assuming and reacting in different business scenarios, interviewing a partner, debate, group-forecasting,

	negotiation skills, debating pros and cons of a business decision
<b>Unit 12</b>	<b>Writing Techniques and Strategies:</b> types of writing, cohesion and coherence, expansion of ideas, thesis sentence, expansion of given sentence, reorganizing jumbled sentences into a coherent paragraphing, writing style and techniques
<b>Unit 13</b>	<b>Writing:</b> summarizing, explanation of points, paragraph writing, précis writing, essay writing
<b>Unit 14</b>	<b>Business Correspondence:</b> formats of business correspondence, writing and replying to memo, notice, note, letter, report, and proposal

### Readings:

1. BUSINESS BENCHMARK- ADVANCED by GUY BROOK- HART, CAMBRIDGE PUBLICATIONS
2. ADVANCED ENGLISH GRAMMAR by MARTIN HEWINGS, CAMBRIDGE UNIVERSITY PRESS
3. THE MCGRAW-HILL HANDBOOK OF ENGLISH GRAMMAR AND USAGE by MARK LESTER, LARRY BEASON, MC GRAW HILL

<b>Course code</b>	<b>EMGN571</b>	<b>Course Title</b>	<b>CORPORATE STRATEGY AND ENTREPRENEURSHIP</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes

- CO1: integrate understanding of functional aspects of management and explore their contribution to strategic management within organizations
- CO2: appraise the importance of environmental and industry analysis in formulating strategy
- CO3: analyze the role of marketing, accounting, finance, operations management and human resource management in strategy formulation
- CO4: evaluate the role of leadership, organizational structure and organizational culture in strategy-implementation
- CO5: analyse the business environment and identify the opportunities for starting up a venture.
- CO6: develop marketing plan, operations plan, HR plan and financial plan for new business ventures

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Strategic management:</b> strategic decisions, strategic management process <b>Strategic intent:</b> mission, vision, goals and objective
<b>Unit 2</b>	<b>External analysis:</b> remote environment, industry environment, EFE Matrix, CPM Matrix <b>Internal analysis:</b> SWOT analysis, IFE Matrix, Value chain analysis, resource-based view of the firm, benchmarking
<b>Unit 3</b>	<b>Corporate level strategies:</b> growth strategy, integration strategy, diversification strategy, turnaround strategy, defensive strategy
<b>Unit 4</b>	<b>International strategy:</b> globalization of firms, global strategic planning, competitive strategies for firms in foreign markets, strategies for emerging markets
<b>Unit 5</b>	<b>Business level strategy:</b> cost leadership, differentiation, focus
<b>Unit 6</b>	<b>Multi-business strategy:</b> portfolio approach, BCG growth-share matrix, IE matrix, synergy approach, parenting framework, patching approach Strategy implementation: nature of strategy Implementation, matching structure with strategy, creating a strategy supportive culture
<b>Unit 7</b>	<b>Evaluation and control:</b> nature of strategy evaluation, strategy evaluation framework, strategic control, balanced scorecard Contemporary Issues: corporate governance, business ethics, social responsibility, environmental sustainability
<b>Unit 8</b>	<b>Strategic management and Entrepreneurship:</b> strategic management for start-ups, strategies for growing and maturing businesses, strategies for technology-oriented businesses
<b>Unit 9</b>	<b>Latest Trends in entrepreneurship:</b> social entrepreneurship, women entrepreneurship, intrapreneurship, challenges and strategic solutions for problems faced by entrepreneurs in India.
<b>Unit 10</b>	<b>Overview of business plan:</b> components of a business plan, business ideas, business ideas selection, feasibility study, legalities involved for business plan, forms of ownership, SWOT Analysis
<b>Unit 11</b>	<b>Strategic Marketing plan:</b> segmentation, targeting, positioning, marketing mix (7P), product mix, promotions mix, Pricing strategies
<b>Unit 12</b>	<b>Strategic Operations plan:</b> people and suppliers, manufacturing or outsourcing, plant size, location decision, inventory management

<b>Unit 13</b>	<b>Strategic Human resources plan:</b> manpower planning, organization structure, recruitment, selection, training and development, motivational techniques, performance appraisal
<b>Unit 14</b>	<b>Strategic Financial plan:</b> capital requirement, sources of funds, break even analysis, balance sheet, cash flows, payback period, ROI (return on investment)

#### **READINGS:**

1. STRATEGIC MANAGEMENT by JOHN PEARCE II, RICHARD B ROBINSON, AMITA MITAL, MCGRAW HILL EDUCATION
2. STRATEGIC MANAGEMENT by HITT, IRELAND, HOSKISSON, MANIKUTTY, CENGAGE LEARNING

<b>Course code</b>	<b>EMKT529</b>	<b>Course Title</b>	<b>CONSUMER BEHAVIOR</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

- CO1: Understand the implications of consumer behavior concepts & theories for businesses and wider society.
- CO2: Discern how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
- CO3: Analyze the dynamic interplay of internal and external factors influencing consumer behavior and accordingly develop a marketing strategy.
- CO4: Articulate practical and comprehensive managerial understanding of consumer behavior.
- CO5: Develop the understanding of marketing regulation, consumer protection act and contemporary issues in consumer behaviour.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Consumer Behavior and Marketing strategy:</b> consumer behaviour, market strategy and applications of consumer behavior.
<b>Unit 2</b>	<b>UNIT-II Market Analysis and Consumer Decisions:</b> market analysis components, segmentation strategy and consumer decisions and consumer behavior models.
<b>Unit 3</b>	<b>Unit-III Culture and Group influence:</b> cultural and group influence on consumer behavior, concept of culture, cross cultural marketing strategy, the household life cycle and marketing strategy.
<b>Unit 4</b>	<b>UNIT-IV Groups, Reference Group and Diffusion of Innovation:</b> groups, types of groups, reference group influence on consumption process & marketing strategies and diffusion of innovation.
<b>Unit 5</b>	<b>UNIT-V Perception:</b> perception, exposure, attention and interpretation, perception and marketing strategy.
<b>Unit 6</b>	<b>Learning and Personality:</b> memory's role in learning, learning theories, brand image and product positioning, brand equity and brand leverage motivation, personality and emotion.
<b>Unit 7</b>	<b>Motivation and Emotion:</b> motivation theory and marketing strategy use of personality in marketing practice, emotions and marketing strategy.
<b>Unit 8</b>	<b>Attitude and Market Segmentation:</b> attitude, influencing attitude, attitude components and change strategies, market segmentation and product development strategies based on attitudes.
<b>Unit 9</b>	<b>Self-Concept and Consumer Decisions:</b> nature of lifestyle, the VALS system consumer decision process and types of consumer decisions.
<b>Unit 10</b>	<b>Consumer Decision Making Process :</b> process of problem recognition and uncontrollable determinants of problem recognition, marketing strategy and problem recognition, marketing strategies based on information search.
<b>Unit 11</b>	<b>Alternative Evaluation:</b> alternative evaluation and selection, types and sources of information, consumer decision making and evaluation criteria.
<b>Unit 12</b>	<b>Decision Rules and Attributes of consumers:</b> decision rules for attitude based choices, attributes affecting retail outlet selection, consumer characteristics and outlet choice, in-store and online influence on brand choice and evaluation criteria.
<b>Unit 13</b>	<b>Post purchase Processes and Dissonance:</b> post purchase processes, post purchase dissonance, product use and non-use, disposition.



<b>Unit 14</b>	<b>Purchase Evaluation and Customer Satisfaction:</b> purchase evaluation, customer satisfaction, dissatisfaction responses, repeat purchase and customer commitment.
<b>Unit 15</b>	<b>Consumer Behavior and Marketing Regulation:</b> regulation and marketing to children, regulation and marketing to adults, consumer protection act and contemporary issues in consumer behavior.
<b>Unit 16</b>	<b>Consumer Behaviour and Rural markets:</b> consumer behaviour research in the rural areas, dynamics of the rural consumer, consumer buying process in rural markets, model of rural consumer behavior
<b>Unit 17</b>	<b>Consumer Behaviour and the Retail Sector:</b> Indian retail scenario, Techniques for Understanding Retail Shopper Behaviour, understanding the retail customer.
<b>Unit 18</b>	<b>Consumer Behaviour and Behavioural Data Analysis:</b> implications of consumer behaviour for marketing strategy, opinion leadership, consumer behaviour for non-profit organisations, government agencies or consumer groups, consumer behaviour data analytics.
<b>Unit 19</b>	<b>Emerging trends in Consumer Behaviour:</b> emerging customer expectations, personalized marketing.
<b>Unit 20</b>	<b>Caselets:</b> Caselets in consumer behaviour

#### **Text Books:**

1. CONSUMER BEHAVIOR- BUILDING MARKETING STRATEGY by DEL I HAWKINS, DAVID L MOTHERSBAUGH, & AMIT MOOKERJEE, MCGRAW HILL EDUCATION

#### **References:**

1. CONSUMER BEHAVIOR by KUMAR, S. R. , SCHIFFMAN, L.G. , WISENBLIT J., PEARSON
2. CONSUMER BEHAVIOR by RAJNEESH KRISHNA, OXFORD UNIVERSITY PRESS.
3. SCHIFFMAN, L. G., &KANUK, L. L. CONSUMER BEHAVIOR. NEW DELHI, PRENTICE HALL.

<b>Course code</b>	<b>EMKT525</b>	<b>Course Title</b>	<b>DIGITAL AND SOCIAL MEDIA MARKETING</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

#### **Course Outcomes:**

C01: define social media marketing goal setting necessary to achieve successful online campaigns.

C02: describe the stages of the social media marketing strategy development process.

C03: develop effective social media marketing strategies for various types of industries.

C04: devise an integrated social media marketing strategy using a variety of services, tools and platforms to accomplish marketing objectives.

C05: analyze the progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Evolution of Digital Marketing</b> - The Digital Consumer & Communities Online and Digital Marketing Landscape.
<b>Unit 2</b>	<b>Search Engine Marketing</b> - Pay Per Click (ppc) and Online Advertising, Search Engine Optimization and Search Engine Marketing-1
<b>Unit 3</b>	<b>Social Media and Consumer Engagement</b> - Social Feedback Cycle, Social Web and Engagement, Operations and Marketing Connection.
<b>Unit 4</b>	<b>Customer Engagement</b> - Affiliate Marketing & Strategic Partnerships-email Marketing-content Strategies., Social Media Personas
<b>Unit 5</b>	<b>Social Media Marketing Plan</b> - Social Media Marketing Planning Cycle, Observing Social Media Presence, Conducting a Competitive Analysis, Setting Goals, Determining Strategies, Monitoring
<b>Unit 6</b>	<b>Social Listening</b> - Importance of Social Analytics, Know Your Influencers, Customer Insights
<b>Unit 7</b>	<b>Mobile Marketing</b> - Mobile marketing strategies, Integrating Digital and Social and Media Strategies
<b>Unit 8</b>	<b>Social Media Monitoring</b> - Tracking, Measuring, The Net Promotor Score, Return on Investment, Evaluation, Selecting social media monitoring tools
<b>Unit 9</b>	<b>Mobile Computing and Location Marketing</b> - What is mobile computing?, Marketing with mobile computing, What is a location based social network?, Location-based social networks and gaming, Marketing with location-based social networks
<b>Unit 10</b>	<b>Engagement for Social Media 1</b> - Permission vs. Interruption Marketing, Initial Entry Startegy : Passive vs. Active, Principles of success
<b>Unit 11</b>	<b>Engagement for Social Media 2</b> - Rules of Engagement, Defining Social Media Marketing Ethics, Global Perspective
<b>Unit 12</b>	<b>Marketing With Social Networks</b> - Marketing with Social Networks, White label social networks, The future of Social Networks
<b>Unit 13</b>	<b>Practical Exposure Using Social Media</b> - Practicle exposure using Facebook, Practicle exposure using Instagram, Practicle Exposure using Twitter
<b>Unit 14</b>	<b>Publishing Blogs I</b> - What is a blog?, Everyone is a publisher, Marketing benefits of blogging
<b>Unit 15</b>	<b>Publishing Blogs II</b> - Linking a blog to marketing objectives, Creating a content strategy
<b>Unit 16</b>	<b>Publishing Blogs III</b> - <b>Tips</b> for successful blogging, Monitoring the blogosphere
<b>Unit 17</b>	<b>Publishing Podcast and Webinars (Part 1)</b> - Creating and sharing podcasts, Marketing with podcasting

<b>Unit 18</b>	<b>Publishing Podcasts and Webinar (Part 2)</b> - Hosting webinars, Marketing with Webinars and/or Podcasts
<b>Unit 19</b>	<b>Sharing Videos, Images, Photos (Part 1)</b> - Marketing with photo sharing, Marketing with online videos
<b>Unit 20</b>	<b>Sharing Video, Image, Photos (Part 2)</b> - How to create appealing video content, Sharing online videos, Encouraging user generated content

#### **READINGS:**

1. SOCIAL MEDIA MARKETING by DAVE EVANS AND JAKE MCKEE, WILEY
2. SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH by MELISSA S. BARKER, DONALD I. BARKER, NICHOLAS F. BORMANN, DEBRA ZAHAY, MARY LOU ROBERTS, CENGAGE LEARNING
3. ADVANCED SOCIAL MEDIA MARKETING: HOW TO LEAD, LAUNCH, AND MANAGE A SUCCESSFUL SOCIAL MEDIA PROGRAM by TOM FUNK, APRESS

<b>Course code</b>	<b>EMKT527</b>	<b>Course Title</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1: develop an insight and new learning in the area of customer relationship management.
- CO2: identify and respond to customers' needs, expectations and issues to build productive and rewarding relationships with customers.
- CO3: discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.
- CO4: develop a conceptual understanding and the knowledge pertaining to practical application for building and managing partnering relationships with customers and suppliers.
- CO5: analyse how CRM is being used in consumer and business markets - implementation, management, benefits, problems and solutions.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Introduction to CRM: definition, CRM as a business strategy, elements of CRM
<b>Unit 2</b>	CRM systems-processes, and systems, entrance, applications and success of CRM.
<b>Unit 3</b>	Conceptual foundations-evolution and benefits of CRM; building customer relationship and zero customer defection
<b>Unit 4</b>	Strategy and organization of CRM- customer-supplier relationships, CRM as an integral business strategy and the relationship-oriented organization.
<b>Unit 5</b>	CRM marketing aspects: customer knowledge, communication and multichannel, the individualized customer proposition and the relationship policy.
<b>Unit 6</b>	Analytical CRM: relationship data management, data analyses and data mining, segmentation and selections, retention and cross-sell analyses
<b>Unit 7</b>	Operational CRM: call center management, use of internet, website and applications of direct mail.
<b>Unit 8</b>	CRM systems and their implementation: CRM systems, implementation of CRM systems, and the future aspects.
<b>Unit 9</b>	E CRM: application of e-CRM technologies-emails, websites, chat rooms, forums and other channels.
<b>Unit 10</b>	CRM process: introduction and objectives of a CRM process, an insight into CRM and E CRTA and online CRM.
<b>Unit 11</b>	Developing CRM strategy- role of CRM in business strategy and understanding service quality with regard to CRM
<b>Unit 12</b>	CRM links in e-business-E-Commerce and customer relationships on the internet.
<b>Unit 13</b>	Economics of customer relationship management-market share Vs customer share orientation, customer life time value and customer profitability.
<b>Unit 14</b>	CRM implementation- choosing the right CRM solution and framework for implementing CRM.
<b>Unit 15</b>	CRM application in B2C Market- importance of CRM in B2C market, benefits of B2C CRM and B2C application in banking and hospitality sectors.
<b>Unit 16</b>	CRM application in B2B Market- importance of CRM in B2B, B2B applications in e-commerce and FMCG sectors.
<b>Unit 17</b>	Managing the Personal Selling function- organising personal selling efforts, models for B2B sales force management
<b>Unit 18</b>	Choosing CRM tools- CRM technology software, features and requirements-driven

	technology selection.
<b>Unit 19</b>	Implementation of CRM systems-projects to implement CRM systems, successful implementation
<b>Unit 20</b>	Future of CRM- factors influencing future of CRM, opportunities and challenges in future CRM

#### **READINGS:**

1. CUSTOMER RELATIONSHIP MANAGMENT by ED PEELEN, Pearson Education India
2. THE CRM HANDBOOK- A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT by JILL DYCHE, Pearson Education India.
3. CUSTOMER RELATIONSHIP MANAGEMENT-GETTING IT RIGHT byJUDITH W. KINCAID. Pearson Education India.

<b>Course code</b>	<b>EMKT619</b>	<b>Course Title</b>	<b>SALES AND DISTRIBUTION</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### **Course Outcomes:**

- CO1: explain sales management concepts and develop personal selling skills to solve business problems
- CO2: evaluate the various sales forecasting approaches for managing sales territories and sales force performance
- CO3: propose sales organization structure align with business operations for effective sales Management
- CO4: apply distribution management strategies to get the desired results from the channel partners
- CO5: manage logistics and supply chain in context of domestic and international markets

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Introduction to sales management: levels and importance of sales management, emerging trends in sales management
<b>Unit 2</b>	Personal selling process: selling process, negotiation skills, success factors in selling, effective salesperson
<b>Unit 3</b>	Advanced Negotiation Strategies: Delve deeper into negotiation tactics, win-win solutions, and handling objections in sales conversations.
<b>Unit 4</b>	Sales forecasting and budgeting: forecasting approaches, sales forecasting methods, sales budget and its process
<b>Unit 5</b>	Management of sales territories and quotas: procedure for designing sales territory, assigning salespeople to territories, sales quotas or sales targets, salesforce evaluation
<b>Unit 6</b>	Organizing and staffing the sales force: sales organization structure, sales force size, recruiting and selecting the sales force
<b>Unit 7</b>	Training, motivating, and compensating the sales force: designing and executing sales training programs, motivational theories to salespeople, types of compensation plans
<b>Unit 8</b>	Sales Management & Leadership: Sales team engagement skills, setting SMART goals
<b>Unit 9</b>	Introduction to distribution management: role of distribution, distribution channel strategy, distribution for rural markets
<b>Unit 10</b>	Channel institutions: retailing and retail management strategies, wholesaling, and strategic issues in wholesaling
<b>Unit 11</b>	Channel management: channel conflict, channel policies, and distribution management for services
<b>Unit 12</b>	Channel information systems: channel MIS, elements of channel information systems, channel implementation
<b>Unit 13</b>	International sales and distribution management: nature of international markets, distribution channels in international markets
<b>Unit 14</b>	Logistics and supply chain management: key logistic activities, focus areas of logistics and SCM, technology and performance measurements in logistics and SCM
<b>Unit 15</b>	Social Selling Techniques: Examine the use of social media platforms like LinkedIn for lead generation, relationship building, and content marketing for sales.

<b>Unit 16</b>	E-commerce & Omnichannel Sales: Adapting sales approaches to online channels, integrating online and offline efforts, and providing a seamless customer experience.
<b>Unit 17</b>	Digital Transformation & Emerging Technologies: use of AI for tasks like lead scoring, chatbots for customer interaction, and sales forecasting.
<b>Unit 18</b>	Customer Relationship Management (CRM) Systems for Increasing Sales: leveraging CRM to manage customer data, track interactions, and build stronger client relationships.
<b>Unit 19</b>	Data-driven sales management: use of data analytics to identify trends, optimize sales strategies, and measure campaign effectiveness
<b>Unit 20</b>	Ethical Selling: Explore ethical considerations in sales practices, building trust with customers, and navigating challenging situations.

**Text Books:**

1. SALES AND DISTRIBUTION MANAGEMENT by KRISHNA K. HAVALDAR, VASANT M. CAVALE, Tata McGraw Hill, India

**References:**

1. SELLING TODAY: PARTNERING TO CREATE VALUE by GERALD MANNING, BARRY REECE, MICHAEL AHEARNE, Pearson Education India

2. SALES AND DISTRIBUTION MANAGEMENT by TAPAN K. PANDA & SUNIL SAHADEV, OXFORD UNIVERSITY PRESS

<b>Course code</b>	<b>EMKT518</b>	<b>Course Title</b>	<b>INTEGRATED MARKETING COMMUNICATION</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

- CO1: explore how different components of the promotional mix contribute to enhancing customer experience within an IMC framework
- CO2: analyze how consumers respond to marketing communications to develop more effective promotional planning
- CO3: formulate creative marketing communication strategies and execution styles tailored to marketing situations
- CO4: develop a cross-media strategy based IMC programme to reach the target audience
- CO5: integrate diverse elements of the promotion mix within the framework of Integrated Marketing Communications
- CO6: evaluate the program effectiveness in line with program objectives and adherence to regulations

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Introduction to IMC: Overview of Integrated Marketing Communication (IMC), Importance and benefits of IMC, Evolution of IMC theories and practices, IMC planning process: Strategy development and implementation, Role of IMC in brand building and management, Customer-centric approach in IMC, Understanding Consumer Behavior
<b>Unit 2</b>	Consumer decision-making process: Factors influencing consumer behavior Segmentation, targeting, and positioning (STP) in IMC, Psychological principles in consumer behaviour, Cultural and social influences on consumer behaviour, Customer journey mapping in IMC, Communication Models and Strategies
<b>Unit 3</b>	Communication process and models: Traditional response hierarchy models (AIDA, DAGMAR, etc.), Alternative response hierarchies in IMC, Effective message development and delivery, Channel selection and integration in IMC, Budgeting and objective setting in IMC campaigns, Creative Strategy Development
<b>Unit 4</b>	Understanding advertising strategy: Creativity in IMC: Process and techniques, Developing creative strategies for different media channels, Execution styles and tactics in advertising, Leveraging digital platforms for creative campaigns, Social media and content marketing strategies, Media Planning and Optimization
<b>Unit 5</b>	Media planning process and principles: Audience analysis and media selection, Traditional and digital media characteristics, Integrated media mix strategies, Optimizing media buying and scheduling, Performance measurement in media campaigns, Sales Promotion and Trade Marketing
<b>Unit 6</b>	Role and objectives of sales promotion in IMC: Consumer-oriented vs. trade-oriented sales promotions, Developing effective sales promotion strategies, Promotional tactics for driving sales and brand engagement, In-store promotions and merchandising, Evaluating the effectiveness of sales promotion campaigns, Direct Marketing Strategies
<b>Unit 7</b>	Overview of direct marketing in IMC: Direct response advertising techniques, Database marketing and customer relationship management (CRM), Personalization and targeting in direct marketing, Integration of direct marketing



	with other IMC channels, Measuring ROI and performance in direct marketing campaigns, Digital Marketing and Interactive Media
<b>Unit 8</b>	Evolution of digital marketing in IMC: Digital advertising platforms and channels, Content marketing and SEO strategies, Paid search advertising (PPC) and display advertising, Social media marketing and community management, Leveraging emerging technologies for interactive marketing, Content Creation and Distribution
<b>Unit 9</b>	Content strategy development: Content formats and storytelling techniques, Content distribution channels and platforms, User-generated content and influencer marketing, Content curation and syndication, Measuring content effectiveness and engagement, Social Media Management
<b>Unit 10</b>	Social media landscape and trends: Social media listening and monitoring tools, Community management and engagement strategies, Paid social advertising and targeting options, Crisis management and reputation management on social media, Social media analytics and performance measurement, Search Engine Optimization (SEO)
<b>Unit 11</b>	Fundamentals of SEO in IMC: On-page and off-page SEO optimization techniques, Keyword research and content optimization, Technical SEO and website performance, Local SEO strategies and optimization, SEO measurement and reporting, Paid Advertising Strategies
<b>Unit 12</b>	Paid search advertising (PPC) fundamentals: Ad copywriting and optimization techniques, Display advertising and programmatic advertising, Remarketing and retargeting strategies, Mobile advertising and app marketing, Bid management and campaign optimization, Email Marketing and Automation
<b>Unit 13</b>	Email marketing strategy development: Email list building and segmentation, Email design and copywriting best practices, Marketing automation tools and workflows, Personalization and dynamic content in email marketing, Email deliverability and performance tracking, Mobile Marketing and App Promotion
<b>Unit 14</b>	Mobile marketing landscape and trends: Mobile advertising formats and targeting options, App store optimization (ASO) techniques, In-app advertising and engagement strategies, Location-based marketing and geofencing, Mobile analytics and performance measurement, Influencer Marketing
<b>Unit 15</b>	Role of influencers in IMC: Types of influencers and their audiences, Influencer selection and partnership strategies, Campaign planning and execution with influencers, Legal and ethical considerations in influencer marketing, Measuring ROI and impact of influencer campaigns, Branding and Brand Management
<b>Unit 16</b>	Brand identity development and positioning: Brand architecture and portfolio management, Brand equity measurement and brand valuation, Brand extension and co-branding strategies, Brand crisis management and reputation repair, Brand advocacy and community building, Customer Relationship Management (CRM)
<b>Unit 17</b>	CRM principles and strategies: Customer lifecycle management, CRM technology and tools, Data-driven marketing and personalization, Loyalty programs and customer retention strategies, CRM integration with other IMC channels, Marketing Analytics and Data Visualization
<b>Unit 18</b>	Importance of data-driven decision making in IMC: Key marketing metrics and KPIs, Data collection and analysis techniques, Data visualization tools and techniques, Predictive analytics and modeling in marketing, Reporting and communicating insights effectively, Ethics and Social Responsibility in IMC
<b>Unit 19</b>	Ethical considerations in advertising and marketing: Regulatory compliance and industry standards, Corporate social responsibility (CSR) initiatives, Green marketing and sustainable practices, Diversity and inclusion in marketing campaigns, Crisis communication and reputation management, Emerging Trends in IMC

<b>Unit 20</b>	Future of IMC: Trends and innovations: AI and machine learning in marketing, Voice search and conversational marketing, Augmented reality (AR) and virtual reality (VR) experiences, Blockchain technology and its implications for marketing, The role of IoT and connected devices in IMC
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**Text Books:**

1. ADVERTISING AND PROMOTIONS: AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE by GEORGE E BELCH, MICHAEL A BELCH & KEYOOR PURANI, MC GRAW HILL

**References:**

1. ADVERTISING AND PROMOTIONS AN IMC PERSPECTIVE by KRUTI SHAH, ALAN D'SOUZA, Tata McGraw Hill, India

<b>Course code</b>	<b>ECOM268</b>	<b>Course Title</b>	<b>Services Marketing</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

- CO1: Analyze the service marketing mix and develop effective positioning strategies to achieve a competitive advantage in the marketplace. (Units 1-5)
- CO2: Design and implement new service concepts, considering the service-profit chain and the evolving online environment. (Units 8-12)
- CO3: Develop strategies for pricing services, managing service capacity and demand, and fostering customer co-creation for a positive service experience. (Units 13-18)
- CO4: Implement effective complaint handling and service recovery processes to build customer loyalty and trust. (Unit 19)
- CO5: Evaluate and improve service quality and productivity by applying service leadership principles, human resource management practices, and quality measurement tools.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Introduction to Services Marketing: Nature of services, Service-dominant logic, Service differentiation
<b>Unit 2</b>	The Service Marketing Mix: The 7Ps of service marketing (Product, Price, Place, Promotion, People, Process, Physical Evidence)
<b>Unit 3</b>	Service Attributes and Levels: Core, supplementary, and augmented services. Service quality dimensions (Reliability, Assurance, Responsiveness, Empathy, Tangibles)
<b>Unit 4</b>	Developing Effective Positioning Strategies: Market segmentation, targeting, and positioning. Value proposition development.
<b>Unit 5</b>	Competitive Analysis and Positioning Maps: Identifying competitors, competitive advantage, Porter's Five Forces framework. Using positioning maps to visualize competitive strategies.
<b>Unit 6</b>	Changing Competitive Positioning: Strategies for responding to market changes and competitor actions. Repositioning a service.
<b>Unit 7</b>	The Three-Stage Model of Service Consumption: Pre-consumption, service encounter, and post-consumption stages. Managing customer expectations across all stages.
<b>Unit 8</b>	The Service-Profit Chain: Understanding the link between satisfied employees, satisfied customers, and profitability.
<b>Unit 9</b>	The Flower of Service: Core service, facilitating service, supporting service, and the external environment.
<b>Unit 10</b>	New Service Development (NSD) Process: Idea generation, screening, concept development, testing, and launch.
<b>Unit 11</b>	Service Branding and Product Design: Creating a strong service brand identity. Planning and branding service elements.
<b>Unit 12</b>	Delivering Services in Cyberspace: E-service strategies, challenges, and opportunities.
<b>Unit 13</b>	Distributing Services Internationally: Cultural considerations, globalization, and international service channels.
<b>Unit 14</b>	Pricing Strategies for Services: Cost-plus pricing, value-based pricing, competition-

	based pricing, and yield management.
<b>Unit 15</b>	Designing Service Processes and Blueprints: Customer journey mapping. Service process design principles.
<b>Unit 16</b>	The Service Environment: Consumer responses to service environments, Dimensions of service environment
<b>Unit 17</b>	Managing Service Capacity and Demand: Forecasting demand, queueing systems, managing waiting lines, capacity planning strategies.
<b>Unit 18</b>	The Role of Customers in Service Production: Customer co-creation, self-service technologies, and empowering customers, Importance of service recovery, strategies for handling complaints effectively.
<b>Unit 19</b>	Managing People for Service Quality and Productivity: The service leadership role, human resource practices in service organizations. The SERVQUAL model of service quality. Measuring and improving service quality
<b>Unit 20</b>	Addressing Challenges with Service Employees: Managing employee turnover and retention in service industries, Motivating and engaging service employees, Diversity and inclusivity in service workforce management.

**Text Books:**

1. ESSENTIALS OF SERVICES MARKETING by JOCHEN WIRTZ CHRISTOPHER LOVELOCK JAYANTA CHATTERJEE GOPAL DAS, Pearson Education India

**References:**

1. SERVICES MARKETING by VALARIE A. ZEITHAML, MARY JO BITNER, DWAYNE D. GREMLER, AJAY PANDIT, Tata McGraw Hill, India

Course code	EPEA515	Course Title	ANALYTICAL SKILLS-I	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

### Course Outcomes:

CO1: observe the basic concepts of reasoning and quantitative aptitude

CO2: apply the learned concepts to solve the company specific reasoning and quantitative aptitude tests

CO3: analyze the problem and use logic to interpret and handle different situations

CO4: understand the concepts to solve the problems in given time

CO5: reproduce the concepts and use it to solve the applications

CO6: evaluate the knowledge by cracking online tests

Unit No.	Content
Unit 1	<b>Number system:</b> classification of numbers, rules of divisibility, multiplication and squaring of numbers, HCF & LCM of numbers, cyclicity of unit digit, remainder theorem
Unit 2	<b>Average:</b> average of numbers, arithmetic mean, weighted average
Unit 3	<b>Mathematical operations:</b> BODMAS rule, calculation based problem, conversion of symbols into signs
Unit 4	<b>Percentage:</b> commodity price increase/decrease, comparison based questions, population based examples, successive percent changes, budget based problems
Unit 5	<b>Profit and loss:</b> cost price, selling price, profit and loss, calculation of profit/loss percent, false weight, discount, successive discount, marked price
Unit 6	<b>Direction sense test:</b> understanding of directions, different types of practice problems
Unit 7	<b>Blood relation:</b> cracking jumbled up descriptions, relation puzzle, coded relations
Unit 8	<b>Number, ranking and time sequence:</b> number test, ranking test, time sequence test
Unit 9	<b>Ratio and proportion:</b> ratio and its types, proportion and its types, direct and indirect variations, partnership
Unit 10	<b>Alligation or mixture:</b> concept and rules of alligation, problem based on mixing of liquids/items
Unit 11	<b>Problem on ages and numbers:</b> problems on ages, problem on numbers
Unit 12	<b>Permutation and combination:</b> factorial, difference between permutation & combinations, circular permutation, arrangement and selection based problems, distribution and division <b>Probability:</b> experiment, sample space, event, probability of occurrence of an event, bayes theorem, odds of an event, selection based problems, binomial distribution
Unit 13	<b>Logical venn diagram and set theory:</b> venn diagram based problems, concept of set theory <b>Syllogism:</b> all, some and none relations, related statements with venn diagram
Unit 14	<b>Data interpretation:</b> basics of data interpretation, average and percentage, tabulation, bar graphs, pie charts, line graphs

### READINGS:

1. QUANTITATIVE APTITUDE FOR COMPETITIVE EXAMINATIONS BY DR. R S AGGARWAL, S CHAND PUBLISHING
2. A MODERN APPROACH TO VERBAL & NON-VERBAL REASONING BY DR. R S AGGARWAL, S CHAND PUBLISHING
3. MAGICAL BOOK ON QUICKER MATHS BY M TYRA, BANKING SERVICE CHRONICLE  
ANALYTICAL REASONING BY M.K. PANDEY, BANKING SERVICE CHRONICLE

Course code	EPEA516	Course Title	ANALYTICAL SKILLS-II	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

#### Course Outcomes:

**CO1:** apply logical reasoning to understand, interpret and handle different situations.

**CO2:** solve efficiently the company specific logical reasoning tests.

**CO3:** apply logical reasoning to prioritize and manage time.

**CO4:** decide to build the logic

**CO5:** examine the problem and handle it

**CO6:** apply the logics

Unit No.	Content
<b>Unit 1</b>	<b>Time and Work:</b> chain rule, computation of work done together, men, women, children-based problems, wages-based work problems, alternate day work
<b>Unit 2</b>	<b>Pipes and Cisterns:</b> inlet-outlet, part of tank filled, time-based problems, alternate work
<b>Unit 3</b>	<b>Time and Distance:</b> concept of time speed and distance, conversion of Units, average speed concept, different types of problems
<b>Unit 4</b>	<b>Problem on trains:</b> relative speed concept, faster and slower train Boats and streams and races: downstream and upstream, linear and circular track
<b>Unit 5</b>	<b>Sequence and series completion:</b> series completion, analogy, classification, arithmetic and geometric progression
<b>Unit 6</b>	<b>Alphabet test and logical sequence of words:</b> alphabetical order of words, letter-word problems, rule detection, alphabetical quibble, word formation by unscrambling letters, word formation using Letters of a given word, alpha-numeric sequence puzzle, logical sequence of words
<b>Unit 7</b>	<b>Coding-Decoding:</b> letter coding, number/symbol coding, substitution, matrix coding, mixed letter coding, mixed number coding
<b>Unit 8</b>	<b>Simple interest:</b> basics of principal, rate and time, rate computation, time computation, amount computation
<b>Unit 9</b>	<b>Compound interest:</b> concept of simple and compound interest, questions based on relation between compound and simple interest
<b>Unit 10</b>	<b>Calendar:</b> calculating odd days, basic concept of calendar, finding the exact day
<b>Unit 11</b>	<b>Clocks:</b> concept of clock, angle computation, facts Insert the missing character: set of figures, set of arrangements, set of matrix
<b>Unit 12</b>	<b>Data sufficiency:</b> check sufficiency of data to answer the given questions, Coding inequalities: basic operations, rules of inequalities, coded relations
<b>Unit 13</b>	<b>Puzzle test:</b> seating/placing arrangements, comparison type questions, sequential order of things, family-based problems
<b>Unit 14</b>	<b>Non-Verbal Reasoning:</b> series of figures, analogy of figures, classification of figures

#### READINGS:

1. QUANTITATIVE APTITUDE FOR COMPETITIVE EXAMINATIONS BY DR. R S AGGARWAL, S CHAND PUBLISHING
2. A MODERN APPROACH TO VERBAL & NON-VERBAL REASONING BY DR. R S AGGARWAL, S CHAND PUBLISHING
3. MAGICAL BOOK ON QUICKER MATHS BY M TYRA, BANKING SERVICE CHRONICLE
4. ANALYTICAL REASONING BY M.K. PANDEY, BANKING SERVICE CHRONICLE

Course code	EENG539	Course Title	ACADEMIC ENGLISH	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

### Course Outcomes:

CO1: differentiate between a range of authentic academic texts

CO2: observe actively to lectures, presentations and interviews to understand key information

CO3: construct a variety of essays and other assignments

CO4: appraise academic grammar

CO5: apply academic English and vocabulary in professional life

Unit No.	Content
<b>Unit 1</b>	<b>Academic writing:</b> introduction, texts and academic texts, ways of writing, balanced versus weighted essays
<b>Unit 2</b>	<b>Academic writing:</b> brainstorming and outlining, gathering information
<b>Unit 3</b>	<b>Writing paragraphs:</b> introduction, types of paragraphs, enumeration
<b>Unit 4</b>	<b>Writing paragraphs:</b> exemplification, complex paragraphs, sequence
<b>Unit 5</b>	<b>Writing paragraphs:</b> comparison of items, cause effect in paragraph writing, visuals in paragraph writing
<b>Unit 6</b>	<b>Basics of reports and research papers:</b> introduction, types of reports, format of a report, assessment reports
<b>Unit 7</b>	<b>Basics of reports and research papers:</b> writing a report, understanding the text, data collection, writing a research paper
<b>Unit 8</b>	<b>Basics of reports and research papers:</b> overview of a research paper, selection of a research paper, plagiarism, citing sources, publication sources
<b>Unit 9</b>	<b>Presenting your ideas:</b> purpose of a presentation, components of a presentation, when to read or speak, preparation
<b>Unit 10</b>	<b>Presenting your ideas:</b> before the talk, on the podium, handling questions, strategic planning
<b>Unit 11</b>	<b>Grammar for editing:</b> basic sentences, verbs, nouns, editing a sentence
<b>Unit 12</b>	<b>Grammar for editing:</b> delayed subjects: it, there and what, the long and winding sentence, short sentences, parallelism
<b>Unit 13</b>	<b>Working with words:</b> misleading words, one word for many, complicated words, avoiding metaphors, redundant words
<b>Unit 14</b>	<b>Working with words:</b> linking words, expressing the degree of certainty, capitalization, sexist language

### READINGS:

1. A COURSE IN ACADEMIC WRITING by RENU GUPTA, ORIENT BLACKSWAN PVT. LTD.
2. ENGLISH GRAMMAR by RAJEEVAN KARAL, OXFORD UNIVERSITY PRESS
3. OXFORD EAP: A COURSE IN ENGLISH FOR ACADEMIC PURPOSES by EDWARD DE CHAZAL AND SAM MCCARTER, OXFORD UNIVERSITY PRESS
4. MLA HANDBOOK by MODERN LANGUAGE ASSOCIATION OF AMERICA, MODERN LANGUAGE ASSOCIATION.

<b>Course code</b>	<b>EENG514</b>	<b>Course Title</b>	<b>INTRODUCTION TO THE STUDY OF LANGUAGE</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

**Course Outcomes:**

CO1: identify vowels and consonants in phonetics

CO2: distinguish between different parts of speech organs, place of articulation and manner of articulation

CO3: describe syllable and stress patterns in relationship with aspects of connected speech in English language

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Language and Phonetics:</b> introduction to first and second language, introduction to phonetics
<b>Unit 2</b>	<b>Language and Phonetics:</b> meaning and importance of phonetics, difference between phonetics and phonology
<b>Unit 3</b>	<b>The Production of Speech Sounds:</b> introduction to the speech organs, articulators above the larynx
<b>Unit 4</b>	<b>The Production of Speech Sounds:</b> vowels and consonants, long vowels and short vowels
<b>Unit 5</b>	<b>Vowels, Diphthongs, and Triphthongs:</b> introduction to vowels, long vowels, short vowels
<b>Unit 6</b>	<b>Vowels, Diphthongs, and Triphthongs:</b> introduction, diphthongs, triphthongs
<b>Unit 7</b>	<b>Voicing and Consonants:</b> the larynx, respiration and voicing, plosives
<b>Unit 8</b>	<b>Voicing and Consonants:</b> place of articulation, manner of articulation, fortis and lenis
<b>Unit 9</b>	<b>The Phoneme and Phonology:</b> the functioning and patterning of sounds, the phoneme
<b>Unit 10</b>	<b>The Phoneme and Phonology:</b> the phonology, symbols and transcription, minimal pairs
<b>Unit 11</b>	<b>The Syllable and Stress:</b> strong and weak syllables, close front and close back vowels
<b>Unit 12</b>	<b>The Syllable and Stress:</b> syllabic consonants, nature of stress
<b>Unit 13</b>	<b>The Syllable and Stress:</b> levels of stress, placement of stress within the word
<b>Unit 14</b>	<b>Aspects of Connected Speech:</b> rhythm, assimilation, elision, linking

**READINGS:**

1. LINGUISTICS by CRYSTAL, DAVID, PENGUIN BOOKS INDIA
2. ENGLISH PRONOUNCING DICTIONARY by JONES, DANIEL, CAMBRIDGE UNIVERSITY PRESS
3. ENGLISH PHONETICS AND PHONOLOGY: A PRACTICAL COURSE by ROACH, PETER, CAMBRIDGE UNIVERSITY PRESS
4. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY, OXFORD UNIVERSITY PRESS
5. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY, OXFORD UNIVERSITY PRESS



<b>Course code</b>	<b>EENG519</b>	<b>Course Title</b>	<b>POST-INDEPENDENCE INDIAN LITERATURE</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: understand the social cultural and political dimensions of Indian Writing in English.

CO2: deduce the historical elements and theoretical orientation of Indian Writing in English.

CO3: analyze the stylistic techniques of Indian Writing in English.

CO4: trace the essential features of Indian Writing in English.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Literary Terms:</b> feminism, patriarchy, sexism
<b>Unit 2</b>	<b>Literary Terms:</b> misogynoir, misandry, LGBTQ
<b>Unit 3</b>	<b>Literary Terms:</b> gender issues, male gaze, womanism
<b>Unit 4</b>	<b>Rupa Bajwa - The Sari Shop:</b> plot and narrative technique
<b>Unit 5</b>	<b>Rupa Bajwa - The Sari Shop:</b> social and political background, character analysis and thematic analysis
<b>Unit 6</b>	<b>Tagore - Leave this chanting and singing:</b> textual, analysis, thematic analysis, symbols and motifs, stylistic features
<b>Unit 7</b>	<b>Tagore - Kamala Das - My Grandmother's House:</b> textual analysis, thematic analysis
<b>Unit 8</b>	<b>Tagore - Kamala Das - My Grandmother's House:</b> symbols and motifs, stylistic features
<b>Unit 9</b>	<b>Difficult Daughters by Manju Kapur:</b> about the author, plot, character analysis
<b>Unit 10</b>	<b>Difficult Daughters by Manju Kapur:</b> thematic analysis and gender issues, critical analysis
<b>Unit 11</b>	<b>Mahesh Dattani - Final Solution:</b> character analysis and thematic analysis
<b>Unit 12</b>	<b>Mahesh Dattani - Final Solution:</b> plot, narrative technique
<b>Unit 13</b>	<b>Girish Karnad - Nagamandala:</b> thematic analysis, narrative technique
<b>Unit 14</b>	<b>Girish Karnad - Nagamandala:</b> plot summary, character analysis

### READINGS:

1. THE VINTAGE BOOK OF MODERN INDIAN LITERATURE by AMIT CHAUDHURI, VINTAGE BOOKS
2. THE SARI SHOP by RUPA BAJWA, PENGUIN BOOKS INDIA
3. NAGAMANDALA by GIRISH KARNAD, OXFORD UNIVERSITY PRESS
4. GITANJALI: RABINDRANATH TAGORE by RABINDRANATH TAGORE, RUPA PUBLICATIONS
5. KAMALA DAS by DR. N. K. SHARMA, Unique Publisher
6. FINAL SOLUTIONS by MAHESH DATTANAI, PENGUIN BOOKS INDIA
7. DIFFICULT DAUGHTERS by MANJU KAPUR, PENGUIN BOOKS INDIA

<b>Course code</b>	<b>EENG527</b>	<b>Course Title</b>	<b>POSTCOLONIAL LITERATURES AND CULTURAL STUDIES</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: identify the impact of colonialism on culture

CO2: estimate the significance of the post-colonial era in the life of its inhabitants

CO3: apply the post-colonial theory of Homi Bhabha and Edward Said in the prescribed texts

CO4: justify new trends in post-colonial discourse through the lens of selected texts

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Salman Rushdie: Midnight's Children:</b> Midnight's Children as a post-colonial epic, technique of magic realism of Rushdie
<b>Unit 2</b>	<b>Salman Rushdie: Midnight's Children:</b> discussion of the plot of the novel, epical features of the novel
<b>Unit 3</b>	<b>Salman Rushdie: Midnight's Children:</b> character of Saleem and his importance, the themes of alienation and cultural dislocation
<b>Unit 4</b>	<b>Chinua Achebe: Things Fall Apart:</b> Struggle for dominance and identity crisis, introduction to the African culture
<b>Unit 5</b>	<b>Chinua Achebe: Things Fall Apart:</b> theme of cultural destruction, hybridity and marginalization
<b>Unit 6</b>	<b>Chinua Achebe: Things Fall Apart:</b> theme of gender discrimination in the novel, conflict between tradition and modernity
<b>Unit 7</b>	<b>Bapsi Sidhwa: The American Brat:</b> the life and achievements of the writer, the theme of male domination in society, Feroza's American experience
<b>Unit 8</b>	<b>Bapsi Sidhwa: The American Brat:</b> cultural assimilation of Feroza and the application of Bhabha's theory of hybridity, loss of identity of Feroza in America, cultural conflicts between Parsee culture and American culture, the character of Zareen
<b>Unit 9</b>	<b>Jean Rhys: Wide Sargasso Sea:</b> introduction to the writer, race, relations and prejudice, the theme of oppression of slavery
<b>Unit 10</b>	<b>Jean Rhys: Wide Sargasso Sea:</b> the episodes of magic and incantation in the novel, male domination and patriarchal power structure, discussion on the characters and themes
<b>Unit 11</b>	<b>Derek Walcott: Dream On Monkey Mountain:</b> the significance of the title of the drama, the post-colonial elements in the drama, the theme of the loss of identity
<b>Unit 12</b>	<b>Derek Walcott: Dream On Monkey Mountain:</b> the theme of marginalization and the application of the theory of Homi Bhabha, Makak and his confrontation with the colonial rulers, the significance of the ending of the drama
<b>Unit 13</b>	<b>Margaret Atwood: Surfacing:</b> the life and achievements of the writer, the significance of the title, the theme of alienation and the application of the theory of hybridity of Homi Bhabha
<b>Unit 14</b>	<b>Margaret Atwood: Surfacing:</b> the postcolonial elements in the novel, the theme of feminism in the novel, the role of nature in the novel, the plot structure of the novel

### READINGS:

1. MIDNIGHT'S CHILDREN by SALMAN RUSHDIE, VINTAGE BOOKS
2. THINGS FALL APART by CHINUA ACHEBE, ANCHOR BOOKS
3. SURFACING by MARGARET ATWOOD, ANCHOR BOOKS

4. AMERICAN BRAT by BAPSI SIDHWA, MILKWEED EDITIONS
5. DREAM ON MONKEY MOUNTAIN by DEREK WALCOTT, FARRA, STRAUS
6. WIDE SARGASSO SEA by JEAN RHYS, PENGUIN CLASSICS

Course Code	EPOL525	Course Title	POLITICAL INSTITUTIONS IN INDIA	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

#### Course Outcomes:

- C01:** understand the leading institutions of the Indian political system and the changing nature of these institutions
- C02:** assess the laws pertaining to elections and analyse the electoral system of India
- C03:** enumerate the working of the Indian federalism in the constitutional context
- C04:** distinguish the powers and functions of various organs of the government
- C05:** discuss about various constitutional and statutory bodies of India
- C06:** evaluate the functioning of the local government institutions

Unit No.	Content
<b>Unit-1</b>	<b>Making of the Indian Constitution:</b> Indian national movement to the making of the Indian constitution
<b>Unit-2</b>	<b>Constituent Assembly:</b> composition of constituent assembly, ideological moorings, constitutional debates
<b>Unit-3</b>	<b>Philosophy of the Constitution:</b> preamble, fundamental rights, directive principles of state policy
<b>Unit-4</b>	<b>Constitutionalism in India:</b> democracy, social change, national unity, checks and balances, basic structure debates, constitutional amendments
<b>Unit-5</b>	<b>Union executive:</b> president as the head of the state, prime minister and council of ministers
<b>Unit-6</b>	<b>Union Parliament:</b> structure of the union parliament, role and functioning, parliamentary committees
<b>Unit-7</b>	<b>Judiciary part - I:</b> Supreme Court, high court
<b>Unit-8</b>	<b>Judiciary part - II:</b> judicial review, judicial activism, judicial reform
<b>Unit-9</b>	<b>State executive:</b> Governor, Chief Minister and council of ministers
<b>Unit-10</b>	<b>State Legislature:</b> Legislative council and Legislative assembly
<b>Unit-11</b>	<b>Federalism in India:</b> strong centre framework, asymmetrical federal provisions and adaption, role of intergovernmental coordination mechanisms, inter-state council, emerging trends.
<b>Unit-12</b>	<b>Electoral Process and Election Commission of India:</b> conduct of elections, rules, electoral reforms. functioning and reforms of the local government Institutions
<b>Unit-13</b>	<b>Constitutional and Statutory Bodies Part - I:</b> Comptroller and Auditor General, National Commission for Scheduled Castes, National Commission for Scheduled Tribes
<b>Unit-14</b>	<b>Constitutional and Statutory Bodies Part - II:</b> National Commission for Human Rights, National Commission for Women, National Commission for Minorities

#### READINGS:

1. INDIAN GOVERNMENT AND POLITICS BY BIDYUT CHAKRABARTY, RAJENDRA KUMAR PANDEY, SAGE PUBLICATIONS
2. THE INDIAN CONSTITUTION: CORNERSTONE OF A NATION BY AUSTIN GRANVILLE, OXFORD PAPERBACKS

<b>Course Code</b>	<b>EPOL527</b>	<b>Course Title</b>	<b>PUBLIC POLICY AND GOVERNANCE IN INDIA</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

**Course Outcomes:**

**C01:** understand the nature and scope of public policy and administration in India

**C02:** assess the major problems and complexities in India's governance system

**C03:** appreciate the methodological pluralism and synthesizing nature of knowledge in public policy and administration

**C04:** analyse the changing dimensions and patterns in India's public governance and administrative processes.

**C05:** evaluate the role of non-state actors and civil society in India's public governance system.

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	Public policy and Administration in India: meaning and evolution;
<b>Unit-2</b>	Public and private administration Approaches and its replications in India: System Theory, Decision Making,
<b>Unit-3</b>	Ecological Approach Public administration theories and concepts
<b>Unit-4</b>	Scientific Management Theory, Rational Choice theory, New Public Administration, Development Administration
<b>Unit-5</b>	Comparative Public Administration in India
<b>Unit-6</b>	New Public Management
<b>Unit-7</b>	changing nature of Public Administration: Indian public administration in the era of liberalization and Globalisation
<b>Unit-8</b>	Theories and Principles of Organization and its operations in India: Scientific Management Theory, Bureaucratic Theory, Human Relations Theory
<b>Unit-9</b>	Managing the organization: The case of India: Theories of leadership and motivation.
<b>Unit-10</b>	Organizational Communication: Theories and Principles, functioning in India and its impacts
<b>Unit-11</b>	Chester Bernard Principles of Communication, Information Management in the organization Managing
<b>Unit-12</b>	Conflict in the Organization: Mary Parker Follett Management by Objectives- Peter Drucker
<b>Unit-13</b>	Public Policy and Governance in India
<b>Unit-14</b>	Public policy issues and challenges in India.

**READINGS:**

1. Introduction To The Study Of Public Administration by Shafritz, J.M. and Hyde,
2. Public Administration in India by Sterling Publications, Sterling Publications.

Course Code	ESOC515	Course Title	FUNDAMENTALS OF SOCIOLOGY	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

**Course Outcomes:**

**CO1:** articulate all the methodical concepts to understand the social system and function

**CO2:** collect information regarding various social units in terms of structural and functional analysis

**CO3:** examine structural and functional significance of social institution

**CO4:** innovate ideas to create pathways for the social problems

**CO5:** apply theoretical understanding in the process of social change and mobilization

**CO6:** analyse the process of social exclusion and inclusion in terms of policy making and development program

Unit No.	Content
<b>Unit-1</b>	<b>Introduction to Sociology:</b> Definition, Nature and Importance, Relation of Sociology with other social sciences-Economics, History, Political Science, Psychology and Social Anthropology
<b>Unit-2</b>	<b>Sociology and other Social Studies:</b> Branches of Sociology-Industrial Sociology, Political Sociology, Sociology of Family, Sociology of Education, Medical Sociology, Urban and Rural Sociology
<b>Unit-3</b>	<b>Sociological Imagination:</b> Development of Sociology as a Social Science and Sociological Prospective
<b>Unit-4</b>	<b>Basic Concepts:</b> Society, Community, Association and Institution –Social Groups, Social Structure and function, Role and Status, Social Stratification and Mobility, Social Control, Social process and Social Change.
<b>Unit-5</b>	<b>Sociology of Culture:</b> Culture and Socialization Definition-Features, Elements, Types, Cultural Relativity, Ethnocentrism, Cultural lag, Cultural System & sub-system, cultural change.
<b>Unit-6</b>	<b>Social Institutions:</b> Marriage, Family, Kinship, Religious Institutions, Economic Institution, Educational Institution and Political Institutions
<b>Unit-7</b>	<b>Indian Social Institutions (I):</b> Caste System, Jajmani System, Major religious practices
<b>Unit-8</b>	<b>Indian Social Institutions (II):</b> Indian Agriculture: farmers movements, Primary education, Mid-day meal, privatization of higher education, Research and development
<b>Unit-9</b>	<b>Social Problems (I):</b> Definition, Nature, Cause, Proposals, Legal and Constitutional measures in controlling social problems.
<b>Unit-10</b>	<b>Social Problems (II):</b> Family Disorganisation, Problem of Child Labour, Problem of Aged, Gender issues and Gender problems,
<b>Unit-11</b>	<b>Social Problems (III):</b> Communal Riots, corruption, terrorism, Alcoholism and Drug Addiction, problem of Unemployment, untouchability, population problem, Rural and Urban Problems, Nepotism
<b>Unit-12</b>	<b>Social Change:</b> Meaning Definition, Nature and Importance, Types of Social Change
<b>Unit-13</b>	<b>Social Movement:</b> Peasant movement, Dalit Movement, Backward Classes movement, Social Reform Movement
<b>Unit-14</b>	<b>Social Inclusion and Exclusion:</b> Meaning-Nature-issues and problems of Social Inclusion/Exclusion among Scheduled Caste and Class-Scheduled Tribes, Neo Buddhist movement, Women empowerment

**READINGS:**

1. Sociology: Principles of Sociology with an Introduction to Social Thoughts. Rao C.N. Shankar. S Chand.
2. Fundamentals of Sociology. Vidya Bhushan. Pearson Education.
3. Fundamentals of Sociology Gisbert P. Orient Black Swan. Third edition (2010).
4. Fundamentals of Sociology Rajendra Kumar Sharma. Atlantic.1<sup>st</sup> edition (2013).

<b>Course Code</b>	<b>ESOC506</b>	<b>Course Title</b>	<b>GLOBALIZATION AND SOCIETY</b>
			<b>WEIGHTAGE</b>
			<b>CA      ETE (Th.)</b>
			<b>30          70</b>

**Course Outcomes:**

**CO1:** identify concept of globalization as academic contested

**CO2:** locate the economic dimension of globalization

**CO3:** consider the political dimension of globalization

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	<b>Introduction to globalization:</b> concept, history of globalization
<b>Unit-2</b>	<b>Dimensions of globalization (i):</b> social, cultural, political
<b>Unit-3</b>	<b>Dimensions of globalization (ii):</b> Economic and ecological dimension
<b>Unit-4</b>	Globalization in India
<b>Unit-5</b>	<b>Globalization in society:</b> Family, marriage, relationship
<b>Unit-6</b>	<b>Globalization in Culture:</b> Language and communication, Social Structure
<b>Unit-7</b>	<b>Globalization in education:</b> Learning, Access to education, Technological gap
<b>Unit-8</b>	<b>Globalization in economy:</b> Globalization of Indian banks with WTO regime
<b>Unit-9</b>	<b>Business Process Outsourcing (BPO):</b> an emerging trend in India
<b>Unit-10</b>	<b>Micro finance, Economic liberalization:</b> free market policy
<b>Unit-11</b>	<b>Globalization in environment:</b> Tourism, Pollution, Global warming
<b>Unit-12</b>	<b>Global crises:</b> globalization as an inevitable process, The East Asia crises
<b>Unit-13</b>	Globalization in Indian society
<b>Unit-14</b>	<b>Future of globalization:</b> future of globalization, Broken promises of global institution

**READINGS:**

1. S.K. PRAMANIK, R GANGULY, GLOBALIZATION IN INDIA: NEW FRONTIERS AND EMERGING CHALLENGES, PHI LEARNING PVT LTD
2. BABITA AGARWAL, ANIL AGARWAL, GLOBALIZATION AND INDIAN SOCIETY, AP PUBLISHER
3. MANFRED B. STEGER, GLOBALIZATION: A VERY SHORT INTRODUCTION, OXFORD UNIVERSITY PRESS