



**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Four Year Undergraduate Degree Honours with Research)**

**SCHEME & SYLLABUS**  
**(As per OBE Pattern)**  
**(Effective from Academic Year 2024-25)**



**INSTITUTE OF MANAGEMENT IN KERALA**  
**UNIVERSITY OF KERALA**  
**(Re-accredited by NAAC with A++ Grade)**  
**KARYAVATTOM CAPUS, THIRUVANANTHAPURAM 695581**

**2024**

## About University of Kerala

One of the first 16 Universities in India, University of Kerala was founded as Travancore University in 1937 by Maharaja, Sri Chithira Thirunal Balarama Varma. A lotus with a conch shell and a traditional book stand with palm leaf manuscript adorn the Logo, symbolically heralding enlightenment. University of Kerala came into being in 1956, with state-wide jurisdiction, instituting the 'Mother University' that would engender all future Universities. Crafted by a legacy of excellence and nurtured by illustrious line of alumni, University currently stands tall as a Centre of Excellence in Higher Education and Research, with 43 teaching and research departments, Centre for Distance and Online education, UGC-HRDC, Publications Division, Lexicon, Observatory, several Multidisciplinary research centres, replete with state-of-the-art Laboratories, grand Libraries with mammoth digital repertoire, unique Manuscript Library, sophisticated Computer/Instrumentation Centres, Green Field stadium and sports facilities matching global standards.

Cutting-edge research with an equal emphasis and interdisciplinary thrust in sciences, social sciences, arts, and culture, while seamlessly weaving innovation with technology, help the University occupy a seminal role in India's booming knowledge economy. University seeks to create a transformative impact on society through: Imparting quality education for all irrespective of their caste, creed, gender, race, and religion. One of the largest and oldest Public Universities in the country with a rich biodiversity niche in a sprawling 396.4 acres and massive built-up area (1,93,000 M<sup>2</sup>), the University is all set in its long march towards becoming a Centre of Excellence in a fast changing Global knowledge economy.

The scintillating academic performance of the University includes:

- NAAC 'A++' grade (3.67 out of 4) (2022)
- First Chancellor's Award for Best University (2015)
- Times Ranking 2019 (World-1001+, Asia-301~350)
- QS Ranking, 2020 (Asia 351~400, India-49)
- NIRF - Consistently First in State and among First 30 in India in the last 5 years (24th Rank, 2024)
- Outlook magazine Survey- 18th in India
- Over 3,000 publications, 936 books/book chapters, and 8858 citations
- h-index-33

## About BBA Programme

Bachelor of Business Administration (BBA) one of the most sought after programmes for aspiring professionals aiming to excel in the corporate realm. The programme has been designed to learn about the nitty-gritty of business and management and to provide a comprehensive understanding of various functional areas, including finance and accounting, marketing, human resource, operations, among others. The diverse curriculum with case studies, internship, projects and simulations equip students with a broad skill set, making them adaptable to the ever-changing demands of the corporate landscape.

BBA programme shall have two broad pathways: (i) 3-year BBA, and (ii) 4-year BBA (Honours with Research). The students who choose to exit after 3 years shall be awarded BBA in their respective major discipline after the successful completion of the required minimum of courses of 133 credits and fulfilling other conditions as specified by the University. A four-year BBA Honours with Research in the major discipline shall be awarded to those who complete the required minimum of courses of 177 credits, including 12 credits from a graduate project /dissertation in the major discipline.

### **Duration**

4 Years Full Time (Eight Semesters)

### **Medium of Instruction**

English

### **Eligibility for Admission**

Candidates who have passed the Higher Secondary Examination (HSE) of the Kerala State Board of Higher Secondary examination or any other examination recognised as equivalent there to AND cleared the entrance examination for FYUG conducted by the University.

### **Admission Procedure and Mandatory Reservation**

As per the norms of the government, University, and Credit and Semester System (CSS) and Centre for Under-graduate Studies (CUS) of the University

### **Programme Structure**

The BBA Programme shall include General Foundation Courses, Discipline Specific Major Courses and Minor Courses

**General Foundation Courses:** It is mandatory for all students who enroll in a four year degree programme to acquire 39 credits from general foundation courses, which are classified into four different sub categories: (i) Ability Enhancement Courses (AEC) - 12 Credit; (ii) Skill Enhancement Courses (SEC)-9 Credit; (iii) Value added courses (VACs)-9 Credit; and (iv) Multi-disciplinary Courses (MDC)-9 Credit.

**Discipline Specific Major Courses, Minor Courses and Internship (for Three Year BBA):** The students shall acquire 94 credits from these courses, which are classified into three different sub categories: (i) Major Courses- 68 Credit; (ii) Minor Courses- 24 Credit; and (iii) Internship-2 Credit.

**Discipline Major/Specific Capstone Courses, Online Courses, Minor Courses and Research Project (for Four BBA Honours with Research):** The student who enters the honours programme after successfully acquiring 133 credits is required to earn an additional minimum 44 credits from these categories, which are classified into four different sub categories: (i) Major/Capstone Courses- 16 Credit; (ii) Online Courses-8 Credit; (iii) Minor Courses- 8 Credit; and (iv) Research project- 12 Credit.

**Note:** After completing the requirements of the three-year BBA, the candidate who meets a minimum CGPA of 7.5 shall be allowed to continue studies in the fourth year of the programme to pursue and complete BBA Honours with Research.

## **Programme Educational Objectives**

### **Programme Outcomes**

Upon completing the programme, the student will be able to:

**PO 01:** Analytical Thinking: Develop the ability to critically assess business strategies, financial data, and market trends, integrating theoretical frameworks with practical insights.

**PO 02:** Research Proficiency: Equip students with the skills to design, execute, and analyze research projects in the field of business administration, applying appropriate methodologies to address complex business challenges.

**PO 03:** Self-Directed Learning: Cultivate a mindset of continuous self-improvement and adaptation to evolving business landscapes, leveraging technological advancements and embracing sustainable business practices.

**PO 04:** Effective Communication: Master the art of clear and persuasive communication in both oral and written forms, utilizing appropriate language and terminology relevant to the business domain.

**PO 05:** Ethical Leadership: Demonstrate ethical awareness and integrity in decision-making, fostering inclusive environments that respect diversity and uphold principles of social responsibility, regardless of gender, age, ethnicity, or cultural background.

**PO 06:** Strategic Insight: Develop a scientific approach to problem-solving and decision-making in business contexts, fostering innovation and uncovering new avenues for growth and development.

**PO 07:** Interdisciplinary Perspectives: Foster interdisciplinary thinking to gain holistic insights into business challenges, drawing upon knowledge from diverse fields to devise innovative solutions.

**PO 08:** Professional Integrity: Explore ethical frameworks and values relevant to business practices, fostering a commitment to honesty, fairness, and accountability in professional conduct, while embracing the responsibility of ethical leadership in the business community.

### **Programme Specific Outcomes**

Upon completing the programme, the student will be able to:

**PSO1:** Analyze the theoretical underpinnings, conceptual frameworks, and methodological approaches within the field of business administration, situating them within the broader context of social sciences and interdisciplinary studies.

**PSO2:** Conduct research to dissect complex business phenomena and contemporary challenges using a blend of empirical and exploratory research methodologies, integrating academic theories with practical insights to generate meaningful insights for decision-making.

**PSO3:** Develop proficiency in utilizing statistical tools and software to analyze both qualitative and quantitative data, enabling informed decision-making, optimization strategies, and policy formulation in business contexts.

**PSO4:** Advocate for sustainability in business practices by incorporating economic planning, forward-looking projections, value-driven approaches, and exploration of alternative strategies to promote long-term viability and responsible stewardship of resources.

**PSO5:** Cultivate global competencies to navigate diverse career paths in various institutional settings, including but not limited to business enterprises, financial markets, economic institutions, and international organizations, fostering adaptability and effectiveness in a dynamic global landscape.

### Programme Structure

SEMESTER I			
Course Type	Course Code	Course Name	Credits
AEC		Modern Indian Language	4
		English	4
MDC			3
VAC			3
DSC	UK1DSCDBM101	Fundamentals of Management	4
MINOR		Minor I	4
		<b>Total</b>	<b>22</b>
SEMESTER II			
Course Type	Course Code	Course Name	Credits
AEC		Modern Indian Language	4
		English	4
MDC			3
VAC			3
DSC	UK2DSCDBM102	Financial Accounting	4
MINOR		Minor II	4
		<b>Total</b>	<b>22</b>
SEMESTER III			
Course Type	Course Code	Course Name	Credits
MDC			3
VAC			3
DSC	UK3DSCDBM201	Managerial Economics	4
	UK3DSCDBM202	Environment Management	4
DSE	UK3DSEDBM203	Business Mathematics and Statistics	4
MINOR		Minor III	4
		<b>Total</b>	<b>22</b>

SEMESTER IV			
Course Type	Course Code	Course Name	Credits
SEC			3
DSC	UK4DSCDBM204	E-Commerce and Cyber Law	4
DSE	UK4DSEDBM205	Marketing Management	4
	UK4DSEDBM206	Financial Management	4
MINOR		Minor IV	4
		<b>Total</b>	<b>19</b>
SEMESTER V			
Course Type	Course Code	Course Name	Credits
SEC			3
DSC	UK5DSCDBM301	Financial Markets & Services	4
	UK5DSCDBM302	Cost and Management Accounting	4
DSE	UK5DSEDBM303	Human Resource Management	4
	UK5DSEDBM304	Operations Management	4
MINOR		Minor V	4
		<b>Total</b>	<b>23</b>
SEMESTER VI			
Course Type	Course Code	Course Name	Credits
SEC			3
DSC	UK6DSCDBM305	Entrepreneurship Development and Project Management	4
	UK6DSCDBM306	Legal Framework for Business	4
	UK6DSCDBM307	Research Methodology	4
DSE	UK6DSEDBM308	Data Analytics	4
	UK6DSEDBM309	Business Ethics and Corporate Governance	4
MINOR		Minor VI	4
INTERNSHIP	UK6INTDBM301	Summer Internship	4
		<b>Total</b>	<b>31</b>
SEMESTER VII			
Course Type	Course Code	Course Name	Credits
DSC	UK7DSCDBM401	International Business Management	4
	UK7DSCDBM402	Research Tools and Techniques	4
DSE	UK7DSEDBM403	Information Technology for Business	4
MINOR		Minor VII	4
		Minor VIII	4
		<b>Total</b>	<b>20</b>

SEMESTER VIII			
Course Type	Course Code	Course Name	Credits
DSC	UK8DSCDBM404	Management Information System	4
MINOR		Minor IX	4
MOOC		MOOC 1	4
		MOOC 2	4
DISSERTATION	UK8RPHDBM401	Dissertation	12
		<b>Total</b>	<b>28</b>

MINOR				
TRAVEL AND TOURISM				
Sl.No	Semester	Course Code	Course Name	Credits
1	1	UK1MNTDBM101	Principles and Practices of Tourism	3
2	1	UK1MNTDBM102	Management in Tourism	3
3	2	UK2MNTDBM103	Tourism Marketing	3
4	2	UK2MNTDBM104	Law and Ethics in Tourism	3
5	3	UK3MNTDBM201	Tourism Products of India	3
6	3	UK3MNTDBM202	Tourism Geography	3
7	4	UK4MNTDBM203	Hospitality Management	3
8	4	UK4MNTDBM204	Airport and Cargo Management	3
9	5	UK5MNTDBM301	Travel and Tour Operators Management	3
10	6	UK6MNTDBM302	Event Management	3
11	7	UK7MNTDBM401	International Tourism and Global Practices	3
12	8	UK8MNTDBM402	Environment, Community and Tourism	3
SUPPLY CHAIN AND LOGISTICS				
Sl.No	Semester	Course Code	Course Name	Credits
1	1	UK1MNSDBM101	Introduction to Supply Chain Management	3
2	1	UK1MNSDBM102	Facility Management	3
3	2	UK2MNSDBM103	Forecasting and Inventory Management	3
4	2	UK2MNSDBM104	Transportation Management System	3
5	3	UK3MNSDBM201	Containerization and Multi Model Transportation	3
6	3	UK3MNSDBM202	Information Technology in Supply Chain	3
7	4	UK4MNSDBM203	International Trade Procedures and Documentation	3
8	4	UK4MNSDBM204	Sustainable Supply Chain Practices	3
9	5	UK5MNSDBM301	Port and Airport Management for Logistics	3
10	6	UK6MNSDBM302	Block Chain Technology in Supply Chain	3
11	7	UK7MNSDBM401	Supply Chain Risk Management	3
12	8	UK8MNSDBM402	Logistics Network Design	3

### Attendance Requirement

Every student shall attend 75% of the total number of classroom sessions conducted in each semester during his/her course of study. Any student not complying with this requirement shall not be allowed to appear in the semester examinations.

Note: A student not allowed to appear in the preceding semester examinations due to a shortage of attendance may appear in the courses of the preceding semester along with the courses of the current semester after making up the shortfall in attendance. No remedial/special classes shall be arranged by the faculty for the purpose of making up the attendance shortfall.

### Internal Evaluation

For each course, the break-up of marks shall be as follows:

Mid-Semester Examinations	: 20 marks
Attendance	: 5 marks
Seminar	: 5 marks
Assignment/Other innovative methods	: 10 marks
Total	: 40 marks

### External Evaluation

An external evaluation of 60 marks (for every course) will be conducted by the CSS of the University in all the eight semesters except for the Internship and Dissertation.

### Internship

Guidelines are given as Annexure-I

### Dissertation

Guidelines are given as Annexure-II

### Course -wise Grading

Grading of each course will be done as below:

Letter Grade	Grade Point	Percentage of Marks (Both internal & external put together)
O (outstanding)	10	95 and above
A+ (Excellent)	9	Above 85 and below 95
A (Very good)	8	75 to below 85
B+ (Good)	7	B+
B (Above average)	6	55 to below 65
C (Average)	5	45 to below 55
P (Pass)	4	35% to below 40% aggregate with a minimum of 40% in End Semester Examination
F (Fail)	0	Below 35% or below 40% in the End Semester Examination
Absent	0	

### Programme-wise Grading

Grading of the programme will be done as below:

Letter Grade	Cumulative Grade Point Average (CGPA)
O (outstanding)	Greater than or equal to 9.5
A+ (Excellent)	Greater than or equal to 8.5 and below 9.5
A (Very good)	Greater than or equal to 8 and below 8.5
B+ (Good)	Greater than or equal to 7 and below 8
B (Above average)	Greater than or equal to 6 and below 7
C (Average)	Greater than or equal to 5 and below 6
P (Pass)	Greater than or equal to 4 and below 5
F (Fail)	Less than 4
Ab (Absent)	0

### Transitory Regulations

The span period of the programme is eight years from the date of registration in the programme. A student to be eligible for award of degree has to clear all the papers offered during the four year programme within the span period. Beyond that, the students will have to take up their examinations in equivalent subjects, as per the new syllabus, on the recommendation of the departmental council.

**Note:** Any other regulations not found in this, the broad CSS/CUS Regulations of the University will be applicable.

The image features a white background with two decorative diagonal stripes. One stripe, in a medium gray color, runs from the top-left towards the bottom-right, positioned in the upper right quadrant. Another stripe, in a darker gray color, runs from the bottom-left towards the top-right, positioned in the lower left quadrant. These stripes create a sense of movement and frame the central text.

# **FOUNDATION COURSE**

SEMESTER - I													
MULTI-DISCIPLINARY COURSE: MANAGEMENT LEADERSHIP AND GOVERNANCE													
Course Code		Course Name				Category		Lecture hr	Tutorial hr	Practical hr	Credit		
UK1MDCDBM101		Management Leadership and Governance				MDC		35	5	5	3		
Course Objectives:													
1	To discuss the concept of management, leadership and governance												
2	To explain the functions and functional areas of management												
3	To develop leadership skills												
4	To explain governance, corporate governance and e-governance												
5	To discuss the interrelation between management, leadership and governance												
CO Number		Course Outcome (CO) Statement									Blooms Taxonomy Knowledge Level		
CO1		Understand the concept, functions and functional areas of management									K1		
CO2		Understand and apply the concept of leadership, traits and styles of leadership									K2, K5		
CO3		Understand and create governance, ESG, E-governance and Corporate governance and RTI Act									K3, K6		
CO4		Analyse the interrelation between management, leadership and governance									K4		
Programme Outcomes (POs):													
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	L	M	S	L		M	M	M	M	M
CO2	M	M	L	L	M	M	S		S	S	S	S	S
CO3	S	L	S	L	S	L	M	S	M	M	M	S	S
CO4	S	L	M	L	M	S	S	S		M	M	S	S
S- Strong; L- Low; M-Medium													
Module													
Course Contents													
Hours													
I	Management: Concept- Different approaches of management- Level of Management- Managerial skills at various levels- Functions- Planning - Organization – Staffing-Directing- Decision making- Leadership- Motivation-Functional management: Financial management- Human resource management- Marketing Management - Operations Management										12		
II	Leadership-Concept- Leadership traits- Styles of leadership skills- Obstacles in the workplace - Overcoming obstacles -Ethics in leadership- Styles of leadership in India Inc.										12		
III	Governance-Concept-Good governance and bad governance-Environmental, Social and Governance (ESG)-Three Pillars of ESG- E-Governance: Application of technology in governance-Digital India initiatives- Corporate governance- Ethics and values in Governance- Right to Information (RTI) Act										13		
IV	Management and Leadership and Governance (MLG): Principles of Management and Leadership in an Organisational Context- Managing Equality, Diversity and Inclusion – Managing Conflict- MLG-Strategic and political issues										8		
TOTAL													
45													
Facilitating the Achievement of Course Learning Outcomes:													
Unit No.	Course Learning Outcomes				Teaching & Learning Activity					Assessment Tasks			
I	Understand the concept, functions and functional areas of management				Discuss and analyse the concept of management, and its various functional areas					Assignments, Presentation			

<b>II</b>	Understand and apply the concept of leadership, traits and styles of leadership	Discuss and analyse the concept of leadership and analyse and evaluate the various leadership styles	Class test, Assignments
<b>III</b>	Understand governance, ESG, E-governance and Corporate governance and RTI Act	Discuss and analyse the concept of governance, e-governance, corporate governance and RTI Act	Quiz, Presentations
<b>IV</b>	Understand the interrelation between management, leadership and governance	Discuss the concept of capital budgeting, and calculate and interpret long term proposals using traditional and modern tools through exercise.	Discussion/Simulation

## References

<b>1</b>	Mitchell G. Rothstein, Ronald J. Burke (2010). Self-management and Leadership Development. United Kingdom, Edward Elgar
<b>2</b>	Manser, M., Cumberland, N., Barry, N., Kamp, D. (2018). The Ultimate Management Book: Motivate People, Manage Your Time, Build a Winning Team. United Kingdom: John Murray Press.
<b>3</b>	Bright, D. S., Cortes, A. H., Openstax. (2022). Principles of Management. Ukraine: Open Stax Textbooks.
<b>4</b>	Manikutty, S., Singh, S. (2018). The Essence of Leadership: Explorations from Literature. New Delhi: Bloomsbury Publishing.
<b>5</b>	Vivek Bindra (2018). Everything About Leadership. (n.d.). (n.p.): New Delhi: Diamond Pocket Books Pvt Ltd.
<b>6</b>	Friedman, S. (2014). Total Leadership: Be a Better Leader, Have a Richer Life (With New Preface). United States: Harvard Business Review Press.
<b>7</b>	Adair, J. (1998). Leadership Skills. United Kingdom: Institute of Personnel and Development.
<b>8</b>	Goel, S. L. (2007). Good Governance: An Integral Approach. New Delhi: Deep & Deep Publications.
<b>9</b>	Abhay Prasad Singh & Krishna Murari (2018). Governance: Issues and Challenges. (n.d.). (n.p.). New Delhi: Pearson Education India.
<b>10</b>	Geeta Rani, D. & R K Mishra (2009). Corporate Governance. (2009). New Delhi: Excel Books.

## e-Contents

<b>1</b>	<a href="https://usiu-ke.libguides.com/c.php?g=943303&amp;p=6799456">https://usiu-ke.libguides.com/c.php?g=943303&amp;p=6799456</a>
<b>2</b>	<a href="https://libraryguides.itu.int/Management-and-Leadership-Resource-Guide/e-journals">https://libraryguides.itu.int/Management-and-Leadership-Resource-Guide/e-journals</a>
<b>3</b>	<a href="https://www.ala.org/core/continuing-education/leadership-and-management-competencies">https://www.ala.org/core/continuing-education/leadership-and-management-competencies</a>
<b>4</b>	<a href="https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001407/M022599/ET/1504694333Module-27,Q1.pdf">https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001407/M022599/ET/1504694333Module-27,Q1.pdf</a>
<b>5</b>	<a href="https://www.researchgate.net/publication/373238882_Governance_Leadership_and_Management">https://www.researchgate.net/publication/373238882_Governance_Leadership_and_Management</a>

**SEMESTER - I****VALUE ADDED COURSE - CAREER PLANNING AND DEVELOPMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK1VACDBM101	Career Planning and Development	VAC	30	10	5	3

**Course Objectives:**

- |   |                                                                                    |
|---|------------------------------------------------------------------------------------|
| 1 | To introduce the concept of career planning and its relevance to career management |
| 2 | To discuss career development and its theories                                     |
| 3 | To discuss the importance of counselling for employee development                  |

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the elements of career planning and career guidance	K1, K2
CO2	Develop Career paths, transitions and plateaus	K2, K6
CO3	Conceptualize counselling for employee development	K2, K3
CO4	Understand and analyse the relevance of ethics in career development	K4, K5

**Programme Outcomes (POs):**

COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	M	M	S	S
CO3	S	S	M	S	S	M	M	S	M	L	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Career Planning: Concept, Successful Steps for Career Planning, Career Paths, Transitions and Plateaus-Career options- Career guidance- Fundamentals of career guidance	12
II	Managerial Succession Planning: Dual – Laddering for Career Development-Succession planning practices in India Inc.	10
III	Career Development: Concept, Theories of Career Development, Career Development and Organizational Strategy-Career development practices in India Inc.	10
IV	Counselling for Employee Development: concept of competence, role of competencies, Competency Approach to Development, Relevance of Ethics in Career Development-Career counseling practices in India Inc.	13
<b>TOTAL</b>		<b>45</b>

**Facilitating the Achievement of Course Learning Outcomes:**

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the elements of career planning and career guidance	Learning through discussion	Assignment
II	Develop Career paths, transitions and plateaus	Discussion with case study	Group discussion
III	Conceptualize counselling for employee development	Presentation and discussion using case studies	Discussion, Class test
IV	Understand and analyse the relevance of ethics in career development	Explanation with examples	Presentation, Group assignment

References	
1	Jeffrey H. Greenhaus, Gerard A. Callanan (2009). Career Management Fourth Edition. New Delhi: Sage Publications.
2	Onkar, R.M (2019). Managing Career by Discovering Your Personality. New Delhi: Sultan Chand
3	Gray, D. A., Gault, F. M., Meyers, H. H., & Walther, J. E. (2014). Career planning. In Career stress in changing times (pp. 44-59). UK :Routledge.
4	Arulmani, G., Bakshi, A. J., Leong, F. T., & Watts, A. G. (2014). Handbook of career development. International Perspectives. New York: Springer.
5	Radha R Sharma (2002). 360 Degree Feedback, Competency Mapping and Assessment Centres. New Delhi: Tata Mc Graw Hill
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7	Rothwell, W. J., Jackson, R. D., Ressler, C. L., Jones, M. C., & Brower, M. (2015). Career planning and succession management: Developing your organization's talent—for today and tomorrow. USA: Bloomsbury Publishing.
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10	Steven D. Brown Robert W. Lent (2013). Career Development and Counselling. Hoboken, New Jersey: John Wiley & Sons, Inc.
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1	<a href="http://www.education-portal.com/material_management_training.html">www.education-portal.com/material_management_training.html</a> ,
2	<a href="http://www.businessballs.com/businessballs-site-map.htm">www.businessballs.com/businessballs-site-map.htm</a>
3	<a href="http://www.betterup.com">www.betterup.com</a>
4	<a href="http://www.sk.sagepub.com">www.sk.sagepub.com</a>
5	<a href="http://www.ncda.org">www.ncda.org</a>

**SEMESTER - II****VALUE ADDED COURSE: START-UP ECOSYSTEM**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK2VACDBM101	Start-up Ecosystem	VAC	35	5	5	3

**Course Objectives:**

1	To discuss entrepreneurship fundamentals including entrepreneur features, types, and functions
2	To explain the role of entrepreneurship in economic development and identify constraints hindering its growth
3	To develop entrepreneurial competencies, traits, and strategies for success
4	To explore the start-up environment and business planning processes, including feasibility studies and marketing strategies

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate a nuanced understanding of entrepreneurship concepts, including the features, types, and functions of entrepreneurs, and their significance in economic development	K1, K2
CO2	Apply entrepreneurial competencies and strategies to real-world scenarios, fostering the ability to identify opportunities, overcome challenges, and innovate effectively	K2, K3
CO3	Develop comprehensive business plans incorporating thorough analyses of political, technological, competitive, and socio-demographic factors, ensuring feasibility and strategic market positioning	K3, K6
CO4	Evaluate and utilize institutional financial support mechanisms for small business enterprises, demonstrating proficiency in navigating the regulatory landscape and accessing appropriate funding channels	K4, K5

**Programme Outcomes (POs):**

COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	S	S	S	S	S	S	S	S	S	S	S
CO2	M	M	M	M	M	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S	S	S	S
CO4	L	L	L	L	L	L	L	L	L	L	L	L	L

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Foundations of Start-up: Concept of Entrepreneur - Features - Types - Functions - Entrepreneurship - Characteristics - Social Entrepreneur - Women Entrepreneur - Role of entrepreneurship in economic development - Constraints for the growth of entrepreneurial culture - Start-up success stories.	10
II	Entrepreneurial Strategies and Competencies: Entrepreneurship competencies - qualities of a successful entrepreneur - Entrepreneurial traits - Developing competencies - Tools of assessment - Institutional Framework - Role of SSI Sector in the Economy - Failure, Causes and Preventive Measures - Turnaround Strategies.	12
III	Start-up Environment and Business Plan: Schematic of the New Venture's Environment - Processes of Business Environment Analysis - Political, Governmental, Stakeholder, Technological, Macroeconomic, Socio-demographic, Competitive and Competitor Analysis - Elements of Business plan - Feasibility study - Critiquing the plan - Formalities and procedures in registration of a business - Regulatory norms and legal aspects - Format and presentation of report – Marketing strategies.	11

IV	Institutional Financial Support: Institutions supporting the small business enterprises: Central level institutions, state level institutions, other agencies. District Industries Centres (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organisation (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI) - NBFC's in India	12	
TOTAL		45	
Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand entrepreneurship fundamentals	Lectures, case studies, and discussions on entrepreneur features, types, and functions.	Group Discussion
II	Apply entrepreneurial competencies and strategies	Group projects, simulations, and guest lectures from successful entrepreneurs.	Group Discussion, Presentation
III	Develop comprehensive business plans	Workshops on feasibility studies, market analysis, and business plan development.	Seminars/Workshops
IV	Evaluate institutional financial support mechanisms	Case studies, guest lectures from financial institutions, and field visits to small business support organizations.	Roleplay
References			
1	Anil Diggiwal (2022). Startup Ecosystem - Is it worth?. (2022). (n.p.). New Delhi: Blue Rose Publishers		
2	Gartner, W. B. (Ed.). (2004). Handbook of entrepreneurial dynamics: The process of business creation. New York: Sage		
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5	Feld, B., Hathaway, I. (2020). The Startup Community Way: Evolving an Entrepreneurial Ecosystem. United States: Wiley.		
6	Iyer, R. (2019). Innovation Ecosystem in India: How India is Building a Mature Startup Ecosystem that Will Shape Its Economy and Its Future. Chennai: NOTION Press INC.		
7	Gordana Ćorić, Kakoli Sen, Nayan Mitra, Surekha Routray, Yanire Braña (2023). Diversity and Inclusion in the Start-Up Ecosystem. (2023). Germany: Springer Nature Singapore.		
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9	Neeta Baporikar (2023). Ecosystem Dynamics and Strategies for Startups Scalability. (n.d.). United States: IGI Global.		
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e-Contents			
1	<a href="http://www.entrepreneur.com/">http://www.entrepreneur.com/</a>		
2	<a href="http://hbr.org/topic/entrepreneurship">http://hbr.org/topic/entrepreneurship</a>		
3	<a href="http://www.startupindia.gov.in/">http://www.startupindia.gov.in/</a>		
4	<a href="http://www.udemy.com/">http://www.udemy.com/</a>		
5	<a href="http://www.linkedin.com/learning">http://www.linkedin.com/learning</a>		

SEMESTER – IV													
SKILL-ENHANCEMENT COURSE: E-COMMERCE AND DIGITAL MARKETING													
Course Code		Course Name			Category		Lecture hr	Tutorial hr	Practical hr	Credit			
UK4SECDBM101		E-Commerce and Digital Marketing			SEC		35	5	5	3			
Course Objectives:													
1	To develop a comprehensive understanding of key concepts, theories, and frameworks of digital marketing												
2	To explore various digital marketing tools and platforms, understanding their functionalities and applications												
3	To discuss consumer behavior in digital environments, including decision-making processes, preferences, and interactions												
4	To develop practical skills in designing, implementing, and optimizing digital marketing strategies												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number	Course Outcome (CO) Statement									Blooms Taxonomy Knowledge Level			
CO1	Demonstrate deep understanding of digital marketing principles, strategies, and technologies									K1, K2			
CO2	Gain proficiency in utilizing various digital marketing tools and platforms effectively									K3, K4			
CO3	Gain insights into consumer behavior in digital contexts, enabling targeted marketing initiatives									K2, K3, K4			
CO4	Formulate, implement, and evaluate digital marketing strategies aligned with organizational goals									K4, K5, K6			
Programme Outcomes (POs):													
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	M	M	M	M	M	M	M	M	M	M	M
CO2	S	S	S	S	S	S	S	S	S	S	S	S	S
CO3	M	L	M	S	M	L	M	S	M	S	S	M	L
CO4	M	S	M	M	M	S	M	M	S	M	S	M	M
S- Strong; L- Low; M-Medium													
Course Contents													
Module	Course Contents										Hours		
I	E-Commerce : Concept, Definition - E-Commerce V/S Traditional Commerce - E-Business & E-Commerce - History of E-Commerce - Importance, Features & Benefits of E-Commerce - Impacts, Challenges & Limitations of E-Commerce - E-Commerce Infrastructure.										10		
II	Marketing Strategies & E-Commerce: Website - Components of Website - Concept & Designing Website for E-Commerce - Corporate Website Portal - Search Engine - Internet Advertising – Emergence of the Internet as a Competitive Advertising Media - Models of Internet Advertising - Weakness in Internet Advertising - Mobile Commerce										12		
III	Definition and Scope of Digital Marketing - Evolution and Importance in the Business Landscape - Comparison with Traditional Marketing - Setting Marketing Objectives and Goals - Target Audience Identification and Segmentation - Developing a Comprehensive Digital Marketing Plan										12		

IV	Introduction to Key Digital Marketing Tools:(Google Analytics, Adwords, Social Media Management Tools) - Emerging Technologies In Digital Marketing - Hands-On Exercises And Case Studies.		11
TOTAL			45
Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Demonstrate deep understanding of digital marketing principles, strategies, and technologies	Hands-on workshops focusing on the development of digital marketing strategies aligned with organizational objectives.	Presentation, Class test
II	Gain proficiency in utilizing various digital marketing tools and platforms effectively	Case studies and group discussions analyzing consumer behavior data from digital channels.	Presentation, Case study
III	Gain insights into consumer behavior in digital contexts, enabling targeted marketing initiatives	Interactive tutorials on utilizing social media platforms effectively for digital marketing campaigns.	Seminar, Presentation
IV	Formulate, implement, and evaluate digital marketing strategies aligned with organizational goals	Data analysis projects emphasizing the role of data-driven decision-making in digital marketing optimization.	Presentation, Quiz
References			
1	Parkin, G. (2016). Digital marketing: Strategies for online success. Fox Chapel Publishing: Pennsylvania		
2	Laudon, K. C., & Traver, C. G. (2020). E-commerce 2019: Business, technology, society. Pearson: New Delhi		
3	Deitel, H. M. (2011). e-Business & e-Commerce for Managers. Pearson Education India.		
4	Korper, S., & Ellis, J. (2000). The E-commerce Book: Building the E-empire. Elsevier: Netherland		
5	Charlesworth, A. (2020). Absolute essentials of digital marketing. Routledge: UK		
6	Frost, R., & Strauss, J. (2016). E-marketing. Routledge: UK		
7	Mankad, D. (2018).Understanding digital marketing strategies for online success. BPB Publications: New Delhi		
8	Kingsnorth, S. (2022). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers: London		
9	Joseph, P. T. (2023). E-commerce: An Indian perspective. PHI Learning Pvt. Ltd : New Delhi		
10	Khosrow-Pour, D. B. A. (Ed.). (2018). Advanced methodologies and technologies in digital marketing and entrepreneurship. IGI Global: USA		
e-Contents			
1	<a href="https://beprofit.co/a/blog/difference-between-digital-marketing-and-e-commerce">https://beprofit.co/a/blog/difference-between-digital-marketing-and-e-commerce</a>		
2	<a href="https://www.spiceworks.com/marketing/ecommerce/articles/what-is-ecommerce-marketing/">https://www.spiceworks.com/marketing/ecommerce/articles/what-is-ecommerce-marketing/</a>		
3	<a href="https://digitalcatalyst.in/blog/importance-of-digital-marketing-for-e-commerce-business/">https://digitalcatalyst.in/blog/importance-of-digital-marketing-for-e-commerce-business/</a>		
4	<a href="https://www.maropost.com/ecommerce-digital-marketing-101-everything-you-need-to-know/">https://www.maropost.com/ecommerce-digital-marketing-101-everything-you-need-to-know/</a>		
5	<a href="https://thenicheguru.com/niche-marketing/ecommerce-vs-digital-marketing/">https://thenicheguru.com/niche-marketing/ecommerce-vs-digital-marketing/</a>		

The image features a white background with two decorative diagonal stripes. One stripe, in a medium gray color, runs from the top-left towards the bottom-right. A second, darker gray stripe runs parallel to it, slightly offset towards the top-right and bottom-left corners. Centered in the white space is the text "MAJOR COURSE" in a bold, black, sans-serif font.

# **MAJOR COURSE**

SEMESTER - I FUNDAMENTALS OF MANAGEMENT													
Course Code		Course Name			Category		Lecture hr	Tutorial hr	Practical hr	Credit			
UK1DSCDBM101		Fundamentals of Management			DSC		40	10	10	4			
Course Objectives:													
1	To provide valuable insights into the functions of modern-day managers												
2	To trace the historical evolution of management through the basic concepts, principles, and management theories.												
3	To orient the basic skill sets required for the present-day managers												
4	To discuss the general environment of business organizations												
5	To provide the tools and techniques to be used in performing the managerial job												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number	Course Outcome (CO) Statement										Blooms Taxonomy Knowledge Level		
CO1	Understand the concept and evolution of management										K1, K2		
CO2	Understand planning function and decision making in organizations										K2		
CO3	Understand and analyse the concept of organizing and delegation of authority										K3, K4		
CO4	Understand and analyse the importance of staffing in organizations										K2, K4		
CO5	Understand and implement the techniques of controlling										K5, K6		
Programme Outcomes (POs):													
COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	M	M	S	S
CO3	S	S	M	S	S	M	M	S	M	L	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S	S	S	S
S- Strong; L- Low; M-Medium													
Module	Course Contents										Hours		
I	Introduction to Management: Functions of Management - Principles of Management - Definitions of Management - Nature of Management - Evolution of Management Thought: Classical Approach and Modern Approaches.										12		
II	Planning: Introduction-Nature of Planning - Importance of Planning - Types of Plans - Steps in Planning Process - Objectives and Process of Planning – Strategies - Policies and Planning - Decision Making: Introduction to decision making and Significance of decision making.										10		
III	Organising: Benefits of Organising - Span of Management - Process of Organising - Authority Delegation and Decentralization: Difference between Authority - Power Coordination: Introduction - Principles of Coordination - Types of Coordination.										13		
IV	Staffing: Selection - Recruitment, Training - Performance appraisal and Career strategy, Basics of motivation- Theories of motivation - Leadership Theories - Leadership Styles - Qualities of effective leaders										10		
V	Communication - Basic perception process- Kinds of communication - improving communication, Controlling Standards - Innovation and Learning perspective of control- Challenges in control-Importance of information- Characteristics of useful information- Protecting information - Management by Exception- Audit- Budgetary and Cost control.										15		
TOTAL										60			

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the concept and essence of management, basics of management functions, role and characteristics of a manager.	Presentation on different aspects of principles of management and discussion on evolution of management thoughts.	Presentation, Assignment, Quiz
II	Understand planning function, types of plans, MBO and decision making.	Exercise on decision making; role plays to understand the concepts of teams, groups and decision making	Assignment, Quiz
III	Understand organizing function, delegation of authority and power and politics in organization.	Case on organization structure and design with the help of presentation and discussion.	Assignment, Class test
IV	Understand concept of human resource management.	Case on recruitment and selection with the help of presentation and discussion.	Assignment, Presentation
V	Understand importance and techniques in controlling, Learn about leadership and its styles, communication in the organizational setup and management control system in the organization.	Trait, behavioural and contingency models of leadership with the help of presentation and discussion of case and situation analysis.	Presentation, Class test
References			
1	Rao, V. S. P., & Krishna, V. H. (2009). Management: Text and cases. New Delhi: Excel Books India.		
2	Bhattacharya, D. (2012). Principles of management: Text and cases. New Delhi: Pearson Education.		
3	Satya Raju, R., & Parthasarathy, A. (2018). Management: Text and Cases. New Delhi: PHI Learning Pvt. Ltd.		
4	Pardeep Kumar & Amanjot Sachdeva (2012). Fundamentals of Management. (n.d.). New Delhi: S. Chand Publishing.		
5	Geisler, E., & Wickramasinghe, N. (2015). Principles of knowledge management: Theory, practice, and cases. UK: Routledge.		
6	Durai, P. (2015). Principles of Management: Text and Cases. New Delhi: Pearson Education.		
7	Hill, C. W., & McShane, S. L. (2008). Principles of management (pp. 404-20). New York: McGraw-Hill/Irwin.		
8	Morden, T. (2017). Principles of management. UK: Routledge.		
9	Bose, D. C. (2012). Principles of management and administration. New Delhi: PHI Learning Pvt. Ltd.		
10	Deresky, H. (2000). International management: Managing across borders and cultures. New Delhi: Pearson Education		
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1	<a href="https://mrcet.com/downloads/MBA/Management%20and%20Organisational%20Behaviour.pdf">https://mrcet.com/downloads/MBA/Management%20and%20Organisational%20Behaviour.pdf</a>		
2	<a href="https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf">https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf</a>		
3	<a href="https://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf">https://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf</a>		
4	<a href="https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/s16-01-principles-of-management-and-o.html">https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/s16-01-principles-of-management-and-o.html</a>		
5	<a href="https://guides.monmouth.edu/principles_management">https://guides.monmouth.edu/principles_management</a>		

**SEMESTER – II**  
**FINANCIAL ACCOUNTING**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK2DSCDBM102	Financial Accounting	DSC	43	8	9	4

**Course Objectives:**

1	To discuss the fundamental principles of financial accounting and its role as an information system
2	To develop proficiency in preparing and analyzing final accounts for sole trading concerns, incorporating necessary adjustments
3	To discuss the financial statements of joint-stock companies, prepare profit & loss account, balance sheet, and analyze corporate annual reports
4	To develop skills in financial statement analysis techniques such as horizontal, vertical, and ratio analysis
5	To discuss the concepts of Indian Accounting Standards (Ind AS) and International Financial Reporting Standards (IFRS), including their procedural aspects, benefits, and challenges in convergence

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand financial accounting as an information system and apply GAAP principles for accurate recording of transactions.	K1
CO2	Create proficiency in preparing final accounts for sole trading concerns, including adjustments for various items.	K6
CO3	Interpret financial statements for joint-stock companies, prepare profit & loss accounts, balance sheets, and analyze corporate annual reports.	K3, K4
CO4	Acquire skills in financial statement analysis using horizontal, vertical, and ratio analysis techniques.	K2, K5
CO5	Comprehend and implement Indian Accounting Standards (Ind AS) and International Financial Reporting Standards (IFRS), including their procedural aspects, benefits, and obstacles in convergence.	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	L	S	S	L	M	S	M	S	S
CO2	M	M	S	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	M	M	M	M	M	M	M	M	M	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Financial Accounting: Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles – Accounting Equation – Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal – Recording Transactions in three-column Cash Book. An overview of Subsidiary books –Opening and Closing Entries. Preparation of Ledger Accounts	12
II	Preparation of Final Accounts of a Sole Trading Concern – Adjustments –Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount	12

	on Debtors, Interest on Capital and Drawings.	
<b>III</b>	Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013- Preparing Profit & Loss Account and Balance Sheet for a company-Understanding the contents of a Corporate Annual Report	<b>12</b>
<b>IV</b>	Analyzing Financial Statements: Objectives of Financial Statement Analysis; Sources of Information; Standards of Comparison; Techniques of Financial Statement Analysis - Horizontal Analysis, Vertical Analysis. Ratio Analysis- Meaning, uses, types-liquidity ratios-solvency ratios-turnover ratios-profitability ratios	<b>12</b>
<b>V</b>	Indian Accounting Standards: Concept, benefit, procedure for issuing Indian accounting Standard in India, Salient features of Indian AS issued by ICAI. International financial reporting standards (IFRS): Features, uses and objective of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in convergence	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand financial accounting as an information system and apply GAAP principles for accurate recording of transactions.	Lectures on accounting principles, supplemented with real-world examples and case studies.	Quiz
<b>II</b>	Create proficiency in preparing final accounts for sole trading concerns, including adjustments for various items.	Practical exercises and tutorials focusing on preparing and analyzing financial statements.	Assignment, Class test
<b>III</b>	Interpret financial statements for joint-stock companies, prepare profit & loss accounts, balance sheets, and analyze corporate annual reports.	Group discussions and presentations on financial statement analysis techniques.	Presentation
<b>IV</b>	Acquire skills in financial statement analysis using horizontal, vertical, and ratio analysis techniques.	Workshops and seminars on Indian Accounting Standards (Ind AS) and International Financial Reporting Standards (IFRS).	Presentation, Quiz
<b>V</b>	Comprehend Indian Accounting Standards (Ind AS) and International Financial Reporting Standards (IFRS), including their procedural aspects, benefits, and obstacles in convergence.	Role-playing activities simulating decision-making scenarios based on financial information.	Case studies

#### References

<b>1</b>	Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2021). Intermediate accounting (17th ed.). USA: Wiley.
<b>2</b>	Brigham, E. F., & Ehrhardt, M. C. (2021). Financial management: Theory & practice (16th ed.). New Delhi: Cengage Learning.
<b>3</b>	Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. R. (2020). Introduction to financial accounting (12th ed.). New Delhi: Pearson.
<b>4</b>	Stickney, C. P., Weil, R. L., Schipper, K., & Francis, J. (2019). Financial accounting: An introduction to concepts, methods, and uses (15th ed.). New Delhi: Cengage Learning.
<b>5</b>	Libby, R., Libby, P. A., & Short, D. G. (2020). Financial accounting (10th ed.). New Delhi: McGraw-Hill Education.
<b>6</b>	Wahlen, J. M., Jones, J. P., & Pagach, D. (2021). Intermediate accounting: Reporting and analysis (3rd ed.). New Delhi: Cengage Learning.
<b>7</b>	Warren, C. S., Reeve, J. M., & Duchac, J. (2021). Financial & managerial accounting (15th ed.). New Delhi: Cengage Learning.

8	White, G. I., Sondhi, A. C., & Fried, D. (2020). The analysis and use of financial statements (3rd ed.). USA: Wiley.
9	Spiceland, J. D., Thomas, W. G., & Herrmann, D. (2021). Financial accounting (5th ed.). New Delhi: McGraw-Hill Education.
10	Penman, S. H. (2020). Financial statement analysis and security valuation (6th ed.). New Delhi: McGraw-Hill Education.
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1	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-04/M-01,08)">http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-04/M-01,08)</a>
2	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-04/M-18)">http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-04/M-18)</a>
3	<a href="http://nptel.ac.in/courses/110101004/downloads/Lecture%20Notes/module6/lec2.pdf">http://nptel.ac.in/courses/110101004/downloads/Lecture%20Notes/module6/lec2.pdf</a>
4	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-06/M-27)">http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-06/M-27)</a>
5	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-04/M-10)">http://epgp.inflibnet.ac.in/ahl.php?csrno=6(Commerce:P-04/M-10)</a>

**SEMESTER – III**  
**MANAGERIAL ECONOMICS**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK3DSCDBM201	Managerial Economics	DSC	40	9	11	4

**Course Objectives:**

1	To familiarize with the concepts of managerial economics and the relevant concepts of economics in current business scenarios
2	To discuss the applications and implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving
3	To explain the optimal point of cost analysis and production factors of the firm
4	To discuss the pricing methods and strategies that are consistent with evolving marketing needs
5	To provide insights into the various market structures of an economy

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Analyse and apply the various managerial economic concepts in individual & business decisions.	K3, K4
CO2	Understand and apply demand concepts, underlying theories and identify demand forecasting techniques	K1, K2, K3
CO3	Employ production concepts and analysis for business decision making	K2, K3
CO4	Conduct cost and supply analysis for business decision making	K4
CO5	Identify and evaluate pricing strategies, market structures under competitive scenarios	K2, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	L	S	S	S
CO3	S	S	M	S	S	M	S	M	L	S	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction: Definition of economics – Important concepts of economics –Relationship between micro, macro and managerial economics – Nature-Scope – Objectives of firm.	12
II	Demand Analysis: Theory of consumer behaviour –Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.	15
III	Production Analysis: Production – Factors of production – Production function – Concept – Law of variable proportion – Law of return to scale-Economics of scale.	10
IV	Cost Analysis: Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	10
V	Pricing Methods and strategies: Objectives – Factors –General consideration of pricing – Methods of pricing –Dual pricing – Price discrimination. Market Classification: Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly.	13
<b>TOTAL</b>		<b>60</b>

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Strengthening the foundations of the analytical approach to managerial decision-making	Presentation on different approaches to managerial economics	Presentation, Assignment
II	Understand demand analysis and consumer behaviour	Discussion on-demand analysis with examples	Presentation, Class test
III	Understand the production problem and how managers make input purchase decisions	Presentation on production analysis with the case study	Case analysis
IV	Understand Production concepts, laws, and their analysis	Discussion on cost analysis using case study	Presentation, Class test
V	Understand Cost concepts, supply, and analysis, various market structures and how supply is determined in each	Discussing price methods and strategies with the case study	Case study, Presentation
References			
1	Dwivedi, D. N. (2002). Microeconomics: Theory And Applications. New Delhi: Pearson Education.		
2	Salvatore, D. (2012). Managerial Economics: Principles and Worldwide Applications. United Kingdom: Oxford University Press.		
3	Mithani, D.M. (2016). Managerial Economics. Mumbai: Himalaya Publishing House.		
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1	<a href="https://www.intelligenteconomist.com/profit-maximization-rule/">https://www.intelligenteconomist.com/profit-maximization-rule/</a>		
2	<a href="https://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134#google_vignette">https://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134#google_vignette</a>		
3	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>		
4	<a href="https://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">https://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>		
5	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics">http://www.simplynotes.in/e-notes/mbabba/managerial-economics</a>		

**SEMESTER - III**  
**ENVIRONMENTAL MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK3DSCDBM202	Environmental Management	DSC	43	8	9	4

**Course Objectives:**

1	To introduce the foundational principles and concepts of environmental studies, including the definition, scope, and importance of the field.
2	To provide an understanding of the significance of natural resources, both renewable and non-renewable, and their sustainable management for the well-being of ecosystems and human societies.
3	To discuss the structure, functions, and biodiversity of ecosystems and foster an appreciation for their conservation and sustainable use.
4	To discuss the causes, effects, and mitigation strategies of environmental pollution and disasters, emphasizing the importance of proactive measures for environmental protection.
5	To equip with the knowledge and skills necessary for integrated environmental management, encompassing urban and rural contexts, and understanding the ethical, legal, and institutional frameworks for environmental protection.

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the fundamental principles and concepts of environmental studies, including the definition, scope, and importance, through lectures, readings, and discussions.	K1, K2
CO2	Recognize the significance of natural resources, renewable and non-renewable, and their management for sustainable development, through case studies and field visits.	K5
CO3	Analyze the structure, functions, and biodiversity of ecosystems and understand their conservation strategies through laboratory experiments and research projects.	K3, K4
CO4	Evaluate the causes, effects, and mitigation measures of environmental pollution and disasters through simulations, role plays, and problem-solving exercises.	K2, K5
CO5	Apply principles of integrated environmental management to urban and rural settings through case studies and real-world projects.	K3, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	M	S	S	S	S	S	S	S	S	S
CO2	M	M	S	S	M	S	M	S	M	S	M	S	M
CO3	S	M	S	M	S	L	S	M	L	S	S	L	S
CO4	L	S	M	M	S	S	L	S	S	M	S	M	L
CO5	M	S	S	S	S	M	M	S	M	M	M	M	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Environmental Studies- Meaning- Definition- Scope- Importance- Need. Natural Resources Renewable and Non-Renewable Resources- Environment and its Components – Ecology – Forest – Wildlife – Biotic and a Biotic Environment – Agricultural – Fisheries – Cycling of Materials in the Ecosystem – Eco-Friendly Farming – Lithosphere – Atmosphere – Hydrosphere – Stratosphere – Food Chain – Climate Change – Carbon Credit.	13

<b>II</b>	Ecosystem- Concept- Structure- Functions- Biodiversity and its Conservation- Introduction- Definition- Generic-Species- and Ecosystem Diversity- Value of Biodiversity- Consumptive Value- Productive Value- Social-Ethical- Aesthetic and Option Values- at Different Levels- At Global- National and Local- India as a Mega Diversity Nation- Hot Spots- Threats- Endangered and Endemic Species of India- Conservation of Biodiversity	<b>12</b>
<b>III</b>	Environmental Pollution – Definition- Causes- Effects- Prevention and Control Measures of Air water, Soil, Marine- Noise-Thermal and Nuclear Hazards- Solid Waste Management- Disaster Management- Flood-Earthquake-Cyclone- Tsunami-Landslides- E-Waste Management -Role of an Individual in Prevention of Pollution- Case Studies	<b>10</b>
<b>IV</b>	Integrated Environmental Management – Managing the Urban Environment – Managing the Rural Environment – Environmental Management Systems – Environmental Audit. Social Issues and the Environment- From Unsustainable to Sustainable Development- Urban Problems Related to Energy – Urban Planning (Concepts) - Water Conservation-Rain Water Harvesting- Watershed Management-Resettlement and Rehabilitation of People- Problems and Concerns- Case Studies.	<b>13</b>
<b>V</b>	Environmental Ethics- Issues and Possible Solutions- Climate Change- Global Warming- Acid Rain -Ozone Layer Depletion- Nuclear Accidents and Holocaust –Environment Legislation and Environment Protection Act – Air (Prevention and Control of Pollution Act) - Water (Prevention and Control of Pollution Act) - Wild Life Protection Act- Forest Conservation Act- Issues Involved in Enforcement of Environment Legislation-Public Awareness-ESG	<b>12</b>
<b>Total</b>		<b>60</b>

#### **Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Understand the principles and concepts of environmental studies, including the definition, scope, and importance.	Interactive lectures, readings, case studies, and class discussions will be utilised to understand foundational environmental concepts and issues.	Group discussion
<b>II</b>	Recognise the significance of natural resources, renewable and non-renewable, and their management for sustainable development.	Field visits to ecosystems, industries, and resource management sites, combined with case study analysis and group discussions, will highlight the significance of natural resources and their management for sustainable development.	Group discussion, Presentation, Class test
<b>III</b>	Analyse ecosystems' structure, functions, and biodiversity and understand their conservation strategies.	Laboratory experiments, research projects, and workshops will focus on ecosystem dynamics, biodiversity assessment, and conservation techniques to analyse ecosystems' structure, functions, and biodiversity.	Seminar, Quiz
<b>IV</b>	Evaluate the causes, effects, and mitigation measures of environmental pollution and disasters.	Simulations, role plays, and problem-solving exercises will address environmental pollution scenarios, disaster management simulations, and case studies to evaluate causes, effects, and mitigation measures of environmental pollution and disasters.	Role play
<b>V</b>	Apply principles of integrated environmental management to urban and rural settings, and environmental ethics	Case studies, site visits, and project-based learning will concentrate on integrated environmental management in urban and rural contexts, applying principles to real-world scenarios and environmental ethics	Case study, Class test

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1	Lehmann, J., & Joseph, S. (Eds.). (2015). Biochar for environmental management: science, technology and implementation. UK: Routledge.
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1	<a href="https://eric.ed.gov/">https://eric.ed.gov/</a>
2	<a href="http://www.whatishumanresource.com">www.whatishumanresource.com</a>
3	<a href="http://www.managementstudyguide.com">www.managementstudyguide.com</a>
4	<a href="http://www.humanresources.about.com">www.humanresources.about.com</a>
5	<a href="https://www.jstor.org/">https://www.jstor.org/</a>

**SEMESTER -III**  
**BUSINESS MATHEMATICS AND STATISTICS**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK3DSEDBM203	Business Mathematics and Statistics	DSE	43	8	9	4

**Course Objectives:**

1	To discuss the fundamental concepts of matrix algebra, including types of matrices, matrix operations, determinants, inverses, and solutions to simultaneous linear equations.
2	To explain the methods of depreciation, partial year depreciation and changes in estimates, accelerated depreciation methods
3	To discuss permutations and combinations theory, probability distributions, and their applications in business contexts.
4	To develop skills in statistical analysis including data presentation, measurement, central tendency measures, and their relevance in business decision-making.
5	To discuss correlation analysis techniques such as scatter diagrams, Pearson's coefficient, and Spearman's rank correlation, and understand their significance in establishing relationships and causation

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate proficiency in performing various matrix operations and solving simultaneous linear equations, facilitating problem-solving in mathematical and engineering applications.	K1, K2
CO2	Apply principles of interest and time value to financial scenarios, enabling effective decision-making in investment and loan contexts.	K2, K3
CO3	Utilize permutations, combinations, and probability distributions to analyze and solve real-world problems in diverse fields such as finance, economics, and engineering.	K3
CO4	Analyse and interpret data using statistical methods, enhancing the ability to extract valuable insights and make informed business decisions.	K4, K6
CO5	Understand and evaluate correlation to identify and understand relationships between variables, enabling better understanding of cause-effect dynamics in various domains.	K2, K5

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	S	S	S	S	S	S	S	S	S	S	S
CO2	M	M	M	M	M	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S	S	S	S
CO4	L	L	L	L	L	L	L	L	L	L	L	L	L
CO5	M	M	M	M	M	M	M	M	M	M	M	M	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Matrix Algebra: Introduction - Definition - Types of Matrix - Matrix Operations - Addition and Subtraction -Determinants of a Square Matrix.	11
II	Mathematical Application in Business: -Depreciation- methods of depreciation, partial year depreciation and changes in estimates, accelerated depreciation methods. - Mathematics for Financial Analysis: - Present and Future Value- Calculating the time value of Money-value of annuity and Present value of an annuity	11

III	Permutations and Combinations : Theory of Probability, Concept of Random Experiment: Outcomes, Sample Space, Events Disjoint Events, A Priori or Mathematical Probability Definitions Probability (Classical, Frequency and Axiomatic)- Probability Distributions – Binomial - Success and Failure - Poisson - Normal Distribution -Applications in Business	13
IV	Introduction to Statistics: Statistics, Meaning, Data Presentation Using Tables and Charts, Measurement and Scaling, Collection of Data, Presentation of Data, Measures of Central Tendency – Mean, Median, Mode - Measures of dispersion- Range, Quartile Deviation, Mean Deviation, Standard Deviation– Application in Business Decisions	13
V	Correlation Analysis: Meaning and Significance - Correlation and Causation, Types of Correlation, Methods of Studying Simple Correlation - Scatter Diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation Co-Efficient - Regression Analysis- Time Series Analysis	12
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Demonstrate proficiency in performing matrix operations and solving simultaneous linear equations.	Lectures on matrix algebra, supplemented with examples and interactive problem-solving sessions.	Class test, Assignments
II	Apply principles of interest and time value to financial scenarios for effective decision-making.	Case studies and simulations to illustrate the application of interest and time value principles in financial contexts.	Case analysis
III	Utilize permutations, combinations, and probability distributions to analyze and solve real-world problems.	Group exercises and projects involving real-world problems requiring the use of permutations, combinations, and probability distributions.	Role play/ Group presentation
IV	Analyse and interpret data using statistical methods to extract valuable insights.	Hands-on sessions on data presentation techniques, statistical analysis software, and interpretation of results.	Presentations Quiz
V	Employ correlation analysis techniques to identify relationships between variables.	Practical demonstrations and exercises on correlation analysis using real datasets.	Discussion

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1	Bradley, T. (2013). Essential mathematics for economics and business. UK: John Wiley & Sons.
2	Werner, F., & Sotskov, Y. N. (2006). Mathematics of economics and business. UK: Taylor & Francis.
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1	Descriptive Statistics: <a href="http://epgp.inflibnet.ac.in/view-f.php?Category=1419">http://epgp.inflibnet.ac.in/view-f.php?Category=1419</a>
2	Probability Theory: <a href="http://epgp.inflibnet.ac.in/view-f.php?Category=1420">http://epgp.inflibnet.ac.in/view-f.php?Category=1420</a>
3	Regression Analysis: <a href="http://epgp.inflibnet.ac.in/view-f.php?Category=1421">http://epgp.inflibnet.ac.in/view-f.php?Category=1421</a>
4	Time Series Analysis: <a href="http://epgp.inflibnet.ac.in/view-f.php?Category=1422">http://epgp.inflibnet.ac.in/view-f.php?Category=1422</a>
5	Sampling Techniques: <a href="http://epgp.inflibnet.ac.in/view-f.php?Category=1424">http://epgp.inflibnet.ac.in/view-f.php?Category=1424</a>



**SEMESTER - IV**  
**E-COMMERCE AND CYBER LAW**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK4DSCDBM204	E-Commerce and Cyber Law	DSC	45	5	10	4

**Course Objectives:**

- |   |                                                               |
|---|---------------------------------------------------------------|
| 1 | To discuss how e-commerce works and its importance            |
| 2 | To discuss the different e-business models                    |
| 3 | To present the benefits and challenges of online transactions |
| 4 | To impart skills in using e-commerce tools                    |
| 5 | To impart data security and privacy in e-commerce             |

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the fundamental concepts and principles of electronic commerce	K1, K2
CO2	Identify the various types and components of e-business models and architectures	K2, K6
CO3	Learn publishing technology, Multimedia applications and Contents	K2
CO4	Understand the benefits and challenges of conducting business transactions online	K2, K3
CO5	Develop strategies for enhancing security and privacy in e-commerce environments	K4, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	L	S	M	L	S	M	S	S	S	M	S
CO2	M	L	M	S	S	S	L	M	M	M	L	M	M
CO3	S	S	S	M	L	L	M	M	L	S	S	L	S
CO4	S	S	M	S	M	M	L	S	S	S	S	M	S
CO5	M	M	L	L	S	S	M	L	M	M	L	M	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to E-Commerce: Benefits of Electronic Commerce - Impact of Electronic Commerce - Classification of Electronic Commerce - Applications of Electronic Commerce Technologies - Business Models - Architectural Framework	10
II	Network Infrastructure: Local Area Networks - Wide Area Network - Intranet, Extranet, and Internet - TCP/IP Reference Model - Domain Name Systems - Internet Industry Structure - Information Distribution and Messaging - File Transfer Protocol Applications - Electronic Mail - World Wide Web Server - HTTP - Web servers Implementations	12
III	Information Publishing Technology: Information publishing - Web browsers - Common Gateway Interface - Multimedia Content - Other Multimedia Objects - Virtual Reality Modelling Language	10
IV	Securing the Business on Internet: Security policy, Procedures, and practices - Site security - Protecting the Network - Firewalls - Securing the Web service - Securing Network Transactions - Transaction Security - Cryptology - Public Key Algorithm - Authentication Protocols - Digital Signatures - Electronic Mail Security - Security Protocols for Web Commerce	13
V	Cyber World Introduction: Cyber Law Introduction - Cyber law in E-Commerce - Contract Aspects - Electronic Governance Cyberspace - Cybercrimes - Types: - Cyber stalking - Forgery and fraud - Crime related to IPR - Copyright issues in cyberspace - Trademark issues	15

	in cyberspace - Software patenting issues - Cyber terrorism - Computer vandalism - Cyber Regulations - Cyber Law Overview - Scope of Cyber Laws - Issues relating to investigation - Cyber Forensic - Relevant provisions under IT Act 2000		
TOTAL		60	
Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the fundamentals of E-Commerce	Lectures on the fundamentals of electronic commerce - Interactive discussions on the impact and benefits of e-commerce	Quiz, Class test, Presentation
II	Identify and develop Network Infrastructure	Practical labs on configuring local and wide area networks - Group projects on designing network architectures	Presentation, Discussion
III	Understand and use Web Technologies	Hands-on sessions on web development tools and languages - Workshops on creating multimedia content for the web	Assignment, Presentation
IV	Understand Cybersecurity Fundamentals	Guest lectures on cybersecurity policies and practices - Simulated exercises on implementing security measures	Presentation, Quiz
V	Understand and apply Cyber Law and Ethics	Debates on ethical dilemmas in cyberspace - Legal case studies on cybercrimes and regulations	Presentation, Class test
References			
1	Murphy, E., & Quinn, P. (2022). The law of e-commerce. UK: Oxford University Press.		
2	Oh, H., & Park, C. S. (2018). E-commerce and consumer protection. UK: Routledge.		
3	Kala, R. L. (2021). The law of e-commerce. New Delhi: Universal Law Publishing Co. Pvt. Ltd.		
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1	<a href="https://www.coursera.org/learn/ecommerce">https://www.coursera.org/learn/ecommerce</a>		
2	<a href="https://www.edx.org/course/cybersecurity-fundamentals">https://www.edx.org/course/cybersecurity-fundamentals</a>		
3	<a href="https://nptel.ac.in/courses/108/106/108106130/">https://nptel.ac.in/courses/108/106/108106130/</a>		
4	<a href="https://blog.ipleaders.in/an-overview-on-e-commerce/">https://blog.ipleaders.in/an-overview-on-e-commerce/</a>		
5	<a href="https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf">https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf</a>		

**SEMESTER - IV**  
**MARKETING MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK4DSEDBM205	Marketing Management	DSE	43	7	10	4

**Course Objectives:**

1	To discuss the various concepts of marketing management and marketing mix
2	To explain the concept of product, branding, and new product development
3	To explain the concept of pricing policies and pricing mix strategies
4	To discuss the marketing channel and its cooperation
5	To discuss the concept of promotion and its tools

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of exchange and its significance in marketing transactions.	K1, K2, K3
CO2	Grasp the dynamics of markets, including their components and trends, for effective strategic planning.	K2, K3, K4
CO3	Explore the pivotal role of marketing in achieving organisational goals and objectives.	K3, K4
CO4	Comprehend consumer needs and want to tailor marketing strategies for optimal effectiveness.	K4, K5
CO5	Evaluate various marketing approaches to determine their suitability and effectiveness in different contexts.	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	M	S	M	M	S	M	S	S
CO2	S	M	M	S	M	M	S	M	M	S	M	L	M
CO3	M	S	L	M	S	S	L	S	S	M	S	M	S
CO4	M	M	S	M	L	M	M	M	M	M	L	M	L
CO5	M	S	S	M	S	S	M	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction: Nature, Scope, and Importance of Marketing - Evolution of Marketing - Core Marketing Concepts - Production Concept - Product Concept - Marketing Concept - Selling Concept - Marketing Environment: Demographic, Economic, Political, Legal, Socio-Cultural, Technological Environment (Indian context) - Portfolio approach - Boston Consultative Group (BCG) Matrix.	12
II	Buyer Behavior - Consumer and Industrial Goods - Buying Motives - Factors Influencing Buyer Behaviour - Market Segmentation - Levels of Market Segmentation - Basis for Segmenting Consumer Markets - Difference between Segmentation - Targeting and Positioning.	11
III	Product Decisions: Concept of Product Life Cycle (PLC) - PLC Marketing Strategies - Product Classification - Product Line Decision - Product Mix Decision - Branding Decisions - Packaging & Labelling - New Product Development- Pricing Decisions: Determinants of Price - Pricing Methods - Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing) - Analysing Competitors Pricing.	12

<b>IV</b>	Marketing Channels: Channel Functions - Various Marketing Channels - Physical Distribution - Importance - Types - Distribution problems - Types of Retailers - Types of Wholesalers - Sales management- Promotion Mix: Factors Determining Promotion Mix - Promotional Tools - Basics of Advertisement - Sales Promotion - Public Relations & Publicity and Personal Selling.	<b>13</b>
<b>V</b>	Marketing Communication & Services Marketing: Concept - Objective - Importance - Integrated Marketing Communication - Services Marketing - Unique Characteristics of Services - Marketing Strategies for Service Firms. Trends in Marketing: Digital Marketing - Social Media Marketing - Green Marketing - Marketing Analytics.	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Demonstrate the proficiency in applying marketing concepts and theories to real-world scenarios.	Engage students in case studies and simulations to apply marketing concepts in practical situations.	Assignments, Case analysis
<b>II</b>	Develop analytical skills to assess market dynamics, consumer behaviour, and competitive landscapes.	Facilitate group discussions and debates to analyse market trends, consumer behaviour, and competitive strategies.	Presentations, Case analysis
<b>III</b>	Understand the role of marketing in achieving organisational objectives and addressing market needs.	Utilise guest lectures and industry speakers to provide real-world insights into marketing practices and challenges.	Seminars, Class test
<b>IV</b>	Formulate and implement effective marketing strategies tailored to diverse target markets.	Conduct hands-on projects and marketing campaigns to develop students' strategic planning and implementation skills.	Assignments, Case analysis, Class test
<b>V</b>	Exhibit the communication and teamwork skills necessary for successful marketing campaigns.	Encourage participation in team-based activities, role-plays, and presentations to enhance communication and collaboration.	Assignments, Case analysis

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<b>2</b>	Chandrasekar K.S (2010).Marketing Management: Text & Cases. Hyderabad: Tata McGraw Hill.
<b>3</b>	Homburg, C., Kuester, S., & Krohmer, H. (2009). Marketing management. Hyderabad: McGraw-Hill Higher Education.
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<b>5</b>	Deepak, R. K. A., & Jeyakumar, S. (2019). Marketing management. New Delhi: Education Publishing.
<b>6</b>	Philip, K. (2002). Marketing Management. London, Pearson.
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<b>8</b>	Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). Marketing management: an Asian perspective. London: Pearson.
<b>9</b>	Kotabe, M. M., & Helsen, K. (2022). Global marketing management. Germany: John Wiley & Sons.
<b>10</b>	Visconti, L. M., Peñaloza, L., & Toulouse, N. (Eds.). (2020). Marketing management: A cultural perspective. UK: Routledge.

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<b>1</b>	<a href="https://www.projectmanager.com/blog/what-is-marketing-management">https://www.projectmanager.com/blog/what-is-marketing-management</a>
<b>2</b>	<a href="https://www.vedantu.com/commerce/marketing-management">https://www.vedantu.com/commerce/marketing-management</a>
<b>3</b>	<a href="https://www.ama.org/">https://www.ama.org/</a>
<b>4</b>	<a href="https://academy.hubspot.com/">https://academy.hubspot.com/</a>
<b>5</b>	<a href="https://www.marketingsherpa.com/">https://www.marketingsherpa.com/</a>

**SEMESTER - IV**  
**FINANCIAL MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK4DSEDBM206	Financial Management	DSE	46	5	9	4

**Course Objectives:**

1	To discuss the framework of Financial Management in the context of business realities
2	To explain the core functions of finance today
3	To explore financial management practices
4	To explain financial management practices at the Indian and Global levels.
5	To explain the concept of cost of capital and time value of money

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the meaning, nature and objectives of financial management, Time value of money and sources of finance	K1, K2
CO2	Understand the concept of cost of capital and calculate and interpret specific and composite costs	K2
CO3	Analyse and evaluate the financing options available to firms, trade-off between debt and equity, criteria for deciding the optimal capital structure	K4, K5
CO4	Make strategic investment decisions with the help of traditional and modern techniques and calculate and interpret the cost of capital for companies	K3, K4, K6
CO5	Decide how much to reinvest and return to owners as dividends and understand theories of dividends, and understand the concept of working capital and its component.	K2, K4

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	L	M	S	M	M	M	L	S	M	M	M	L
CO2	L	M	S	L	M	L	S	M	M	M	L	S	M
CO3	M	S	L	M	M	M	M	M	M	S	S	M	L
CO4	S	M	L	M	S	S	M	M	M	S	M	S	M
CO5	M	M	L	M	L	M	M	L	L	M	M	L	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Financial Management: Meaning, Nature, Scope and Objectives - Role of Financial Manager - Time Value of Money - Risk-Return Relationship - Sources of Finance - Cost of Capital: Meaning and Concept – Significance - Calculation of Specific Costs and Composite Cost (WACC).	12
II	Financing Decisions: 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.	12
III	Investment Decisions: Capital Budgeting Decisions, Techniques - Payback Period, NPV, IRR, Profitability Index-NPV V/S IRR - Capital Rationing	12
IV	Dividend Decisions: Dividend Policy - Factors Determining Dividend Policy, Theories of Dividend - Gordon Model, Walter Model, MM Hypothesis, Forms of Dividend - Dividend Policies in Practice	12

<b>V</b>	Working Capital Management: Concept of Working Capital- Factors Affecting Working Capital Requirements – Working Capital Policies - Management of Working Capital - Forecasting Working Capital Requirements - Cash Management - Receivables Management - Inventory Management.	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the meaning, nature and objectives of financial management; Time value of money and sources of finance	Discuss the concept of Finance, personal finance and Financial management. Also, discuss and workout time value of money and sources of finance	Case study, Presentation
<b>II</b>	Understand the concept of cost of capital and calculate and interpret specific costs and composite cost	Discuss, calculate and interpret cost of capital	Discussion, Class test
<b>III</b>	Financing options available to firms, Trade-off between debt and equity, Criteria for deciding the optimal capital structure.	Discuss the concept of capital structure, financial structure and its determinants. Also, discuss the theories of capital structure using live examples	Discussion, Presentation
<b>IV</b>	Make strategic investment decisions with the help of traditional and modern techniques. Calculate and interpret the cost of capital for companies	Discuss the concept of capital budgeting, and calculate and interpret long term proposals using traditional and modern tools through exercise	Case study, Class test
<b>V</b>	How do managers decide how much to reinvest and how much to return to owners as dividends? Understand theories of dividend. Understand the concept of working capital and its components.	Discuss the concept of dividend, forms of dividend and dividend policy through exercises, and the concept of working capital and its components.	Case study, Presentation

#### References

<b>1</b>	Khan, M.Y. & P.K.Jain. (2008). Financial Management, Text, problems and cases. New Delhi: Tata Mcgraw - Hill publishing company Limited.
<b>2</b>	Shashi K.Gupta, R.K.Sharma (2006). Financial Management Theory and Practice. New Delhi. Kalyani Publishers.
<b>3</b>	Maheshwari, S.N. (2005). Financial Management Principles and Practice. New Delhi: Sultan Chan & Sons.
<b>4</b>	Damodaran, A. (2004). Corporate Finance: Theory and Practice. Germany: Wiley & Sons.
<b>5</b>	Baker, H. K., Powell, G. (2009). Understanding Financial Management: A Practical Guide. Germany: Wiley.
<b>6</b>	Pandey, I.M.(2006). Financial Management. New Delhi: Vikash Publishing House Pvt Ltd.
<b>7</b>	Paramasivan, C., Subramanian, T. (2009). Financial Management New Delhi: New Age International (P) Limited, Publishers.
<b>8</b>	Petty, J. W., Titman, S., Keown, A. J., Martin, P., Martin, J. D., & Burrow, M. (2015). Financial management: Principles and applications. London: Pearson Higher Education AU.
<b>9</b>	Peterson, P. P., Fabozzi, F. J., Habegger, W. D. (2004). Financial Management and Analysis Workbook: Step-by-Step Exercises and Tests to Help You Master Financial Management and Analysis. Germany: Wiley.
<b>10</b>	Tulsian, P.C (2023). Tulsian's Financial Management: A Self-Study Textbook. New Delhi: S. Chand Publishing.

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<b>1</b>	<a href="https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml">https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml</a>
<b>2</b>	<a href="https://www.wallstreetmojo.com/financial-management/">https://www.wallstreetmojo.com/financial-management/</a>
<b>3</b>	<a href="https://www.managementstudyguide.com/financial-management.htm">https://www.managementstudyguide.com/financial-management.htm</a>
<b>4</b>	<a href="https://www.managementstudyhq.com/financial-management-meaning-objectives-functions.html">https://www.managementstudyhq.com/financial-management-meaning-objectives-functions.html</a>
<b>5</b>	<a href="https://intellipaat.com/blog/scope-of-financial-management/">https://intellipaat.com/blog/scope-of-financial-management/</a>

**SEMESTER - V**  
**FINANCIAL MARKETS AND SERVICES**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK5DSCDBM301	Financial Markets and Services	DSC	45	6	9	4

**Course Objectives**

1	To discuss the financial system and components
2	To discuss money market and capital market and stock exchange
3	To discuss the different players and securities traded in stock exchanges
4	To discuss financial services and kinds of financial services.

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the structure, components and functions of Indian financial system	K1, K2
CO2	Familiarise with capital market, structure, functions and operations	K2, K3, K5
CO3	Understand and practice derivatives and derivative trading	K2, K6
CO4	Understand financial services and evaluate the functions of different service providers	K2, K3, K4, K5
CO5	Understand mutual funds and recommend model portfolios and help in selecting the right funds	K2, K4, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	L	M	M	M	S	L	L	M	M	L	L	S
CO2	L	S	M	L	M	M	M	L	L	M	M	L	M
CO3	M	M	M	S	L	M	L	L	S	S	M	S	M
CO4	M	L	S	L	M	M	M	M	M	M	L	M	M
CO5	M	M	L	M	L	L	S	M	S	M	M	L	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Financial System: Components and functions of Indian Financial System-Financial institutions-Financial markets- Financial instruments-Financial services-growth and development of Indian financial system-Money market-Concept-Significance-Structure-Components-Instruments-Regulation of money market	13
II	Capital Market: Concept of capital market-Functions-Structure-Components-Primary market-secondary market-Instruments-Methods of marketing securities-SEBI guidelines for the issue of securities-Underwriting-Concept-Types-Significance-Role of merchant bankers in underwriting-Stock exchange-Structure-Functions-Listing of securities-Operators and speculators at stock exchanges-BSE and NSE- Stock market indices-Trading securities on a stock exchange-SEBI and stock exchanges-Depository system	13
III	Derivatives Market: Concept of derivatives- Participants-Structure of derivatives- Futures-Options- Swaps-SEBI and Derivative market	8
IV	Financial Services: Characteristics of financial services- Role of Financial Services in economic development - Kinds of financial services based and fee-based services- Marketing of financial services- Financial intermediaries rendering financial services- Merchants banks - Meaning and concept-Functions-Venture capital-factoring and forfeiting- Leasing and hire purchase	13

<b>V</b>	Mutual Funds: Concept of mutual funds-Types of mutual funds- Significance- Structure of Mutual funds- Measuring of risk in mutual funds- Recommending model portfolios and selecting the right funds - SEBI and mutual funds- Credit Rating- Credit Rating Agencies in India- Credit rating methodology and process -Challenges	<b>13</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the structure, components and functions of Indian financial system	Interactive lectures, case studies and classroom discussions	Presentation, Quiz
<b>II</b>	Familiarise with capital market, structure, functions and operations	Classroom lecture, Case study discussion and involve in live trading	Seminar, Assignment
<b>III</b>	Understand and practice derivatives and derivative trading	Presentations and case study discussion	Assignment, Class test
<b>IV</b>	Understand financial services and evaluate the functions of different service providers	Classroom lecture, Case study discussion	Roleplay, Case analysis
<b>V</b>	Understand mutual funds and recommend model portfolios and help in selecting the right funds	Presentations and case study discussion	Quiz, Discussion

#### References

<b>1</b>	Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd Ed.). New Delhi, Tata McGraw Hill
<b>2</b>	Jeff Madura (2008). Financial Institutions and Markets, New Delhi: Cengage Learning EMEA
<b>3</b>	Financial Markets, Institutions and Services - SBPD Publications. (2021). (n.p.): New Delhi SBPD Publications.
<b>4</b>	Gordon, E., Natarajan, K. (2009). Financial Markets and Services. India: Himalaya Publishing house , Delhi
<b>5</b>	Khan M.Y, Indian Financial System, New Delhi: Tata McGraw Hill.
<b>6</b>	Batra, G. (2002). Financial Services and Markets. India: Deep & Deep Publications.
<b>7</b>	Gomez, c. (2008). Financial markets, institutions, and financial services. New Delhi: PHI learning.
<b>8</b>	Shashi K. Gupta, Nisha Aggrarwal & Neeti Gupta (2013). Capital Market and Financial services, New Delhi: Kalyani Publishers
<b>9</b>	Gupta, N. K. (2011). Financial Markets, Institutions & Services. India: New Delhi: Ane Books Pvt Ltd.
<b>10</b>	Pathak, B. V. (2010). The Indian Financial System: Markets, Institutions and Services. London, Pearson.

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<b>2</b>	<a href="https://www.google.co.in/books/edition/Financial_Markets_and_Services">https://www.google.co.in/books/edition/Financial_Markets_and_Services</a>
<b>3</b>	<a href="https://www.google.co.in/books/edition/Financial_Markets_and_Services/WI20zQ">https://www.google.co.in/books/edition/Financial_Markets_and_Services/WI20zQ</a>
<b>4</b>	<a href="https://www.google.co.in/books/edition/Guide_to_Financial_Markets">https://www.google.co.in/books/edition/Guide_to_Financial_Markets</a>
<b>5</b>	<a href="https://www.google.co.in/financialsecuritiesandmarkets/astrategicview">https://www.google.co.in/financialsecuritiesandmarkets/astrategicview</a>

**SEMESTER -V**  
**COST AND MANAGEMENT ACCOUNTING**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK5DSCDBM302	Cost and Management Accounting	DSC	43	8	9	4

**Course Objectives:**

1	To discuss cost and management accounting principles, including their scope, objectives, and significance within organizational contexts
2	To explain cost accounting, management accounting, and financial accounting to grasp their distinct methodologies and roles in facilitating decision-making processes
3	To discuss cost concepts, elements, and the preparation of cost sheets to effectively identify, classify, and allocate costs in organizational settings
4	To explore cost behavior patterns, material cost management techniques, and labour cost considerations to optimize organizational performance and decision-making
5	To discuss marginal costing, break-even analysis, and managerial techniques to enhance decision-making processes related to pricing strategies, production planning, and performance evaluation

**Course Outcomes (COs): On successful completion of the course, the students will be able to**

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate proficiency in applying cost and management accounting principles to analyze and solve complex business problems effectively	K1, K3
CO2	Critically evaluate and compare the roles and methodologies of cost accounting, management accounting, and financial accounting in various organizational contexts	K2, K5
CO3	Develop the ability to accurately identify, classify, and allocate costs using advanced cost accounting concepts and techniques	K2, K6
CO4	Utilize analytical tools and methods to assess cost behavior patterns, optimize material cost management, and improve labor cost efficiency within organizations	K2, K4
CO5	Apply marginal costing, break-even analysis, and managerial techniques to make informed decisions regarding pricing strategies, production planning, and performance evaluation	K3, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	S	S			S		S	S	S
CO2		M					M			M			
CO3			S		L			M				L	L
CO4	L	S					S			S			
CO5		S					S			S			

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Definition - Meaning - Nature - Scope and Objectives - Differences Between Cost Accounting - Management Accounting and Financial Accounting - Cost Concepts - Elements of Cost - Preparation of Cost Sheet	12
II	Material and Labour: Material- Meaning and Types- Computation of Stock Levels- EOQ - Pricing of Issue of Materials - FIFO, LIFO, Simple and Weighted Average Methods- Labour- Computation of Labour Cost - Time Rate and Piece Rate Systems	12
III	Overheads and Preparation of Cost Sheet: Overhead -Meaning and Definition – Concepts of Overhead Allocation, Apportionment and Absorption of Overheads- Preparation of Cost Sheet	12

<b>IV</b>	Methods of Costing: Job Order Costing - Meaning – Features – Preparation of Job Cost Sheet - Process Costing- Meaning – Features- Normal and Abnormal Loss – Preparation of process account.	<b>12</b>
<b>V</b>	Budgetary Control- Budgeting – Meaning and Definition- Uses – Functional Budgets - Master Budget - Preparation of Cash Budget and Flexible Budget - Marginal Costing: Marginal Costing- Concept-Meaning – Contribution – BEP - PV Ratio - Margin of safety - Construction of Break-Even Chart - Profit Planning- Applications of Marginal Costing.	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the fundamental principles and concepts of cost and management accounting.	Lectures, discussions, and readings on core concepts and principles of cost and management accounting.	Quiz, Assignments
<b>II</b>	Differentiate between cost accounting, management accounting, and financial accounting and their respective roles in decision-making.	Case studies and group discussions comparing and contrasting cost accounting, management accounting, and financial accounting.	Presentations
<b>III</b>	Apply cost accounting techniques to analyze and manage costs effectively within organizational settings.	Practical exercises and simulations applying cost accounting techniques to real-world scenarios.	Test, Case study
<b>IV</b>	Evaluate cost behavior, material cost management, and labor cost considerations to optimize organizational performance.	Analytical exercises and problem-solving tasks focusing on cost behavior, material cost management, and labor cost analysis.	Quiz
<b>V</b>	Utilize marginal costing, break-even analysis, and managerial techniques to support strategic decision-making.	Workshops and interactive sessions exploring the application of marginal costing, break-even analysis, and managerial techniques.	Test, Presentations

#### References

<b>1</b>	Drury, C. (2018). Cost and management accounting. Belmont, CA, USA: Cengage Learning.
<b>2</b>	Gill Suveera (2015). Cost and Management Accounting: Fundamentals and its Applications. New Delhi: Vikas Publishing House.
<b>3</b>	Arora, M. N. (2012). A Textbook of Cost and Management Accounting, 10th Edition. India: Vikas Publishing House PVT Limited.
<b>4</b>	Mehta, B.K. (2021). Practical Problems In Cost & Management Accounting - SBPD Publications. New Delhi: SBPD Publications.
<b>5</b>	Gupta, M.P (2019). Cost and Management Accounting II [CBCS CU]. New Delhi: S. Chand Publishing.
<b>6</b>	Yathartha Shashi Rai (2020). Cost & Management Accounting: For CA Inter. New Delhi: Yathartha Shashi Rai.
<b>7</b>	Tulsian, P. C. (2008). Cost Accounting. New Delhi: S. Chand Limited.
<b>8</b>	Pillai, R.S.N, and Bhagavathy, V (2008). Cost Accounting. New Delhi: S. Chand Limited.
<b>9</b>	Surender Singh (2016). Management Accounting. New Delhi: PHI Learning Pvt. Ltd.
<b>10</b>	Drury, C. M. (2013). Management and cost accounting. UK: Springer.

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<b>1</b>	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=6">http://epgp.inflibnet.ac.in/ahl.php?csrno=6</a>
<b>2</b>	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=12">http://epgp.inflibnet.ac.in/ahl.php?csrno=12</a>
<b>3</b>	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=18">http://epgp.inflibnet.ac.in/ahl.php?csrno=18</a>
<b>4</b>	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=24">http://epgp.inflibnet.ac.in/ahl.php?csrno=24</a>
<b>5</b>	<a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=30">http://epgp.inflibnet.ac.in/ahl.php?csrno=30</a>

SEMESTER - V													
HUMAN RESOURCE MANAGEMENT													
Course Code		Course Name				Category		Lecture hr	Tutorial hr	Practical hr	Credit		
UK5DSEDBM303		Human Resource Management				DSE		40	10	10	4		
Course Objectives:													
1	To discuss the various facets of managing people												
2	To explain the basic principles of HRM to develop the qualities and skills to solve personnel problems in business organisations												
3	To familiarise with the various functions of HRM												
4	To highlight the need for well-designed human resource policies to promote employee motivation and performance and achieve organisational objectives												
5	To discuss the basic concepts and techniques of HRM practices in diverse contexts												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number	Course Outcome (CO) Statement										Blooms Taxonomy Knowledge Level		
CO1	Understand the concept of Human Resource Management and its functions										K1, K2		
CO2	Understand job evaluation, its importance, and the concept of HRP										K2		
CO3	Understand and apply recruitment, selection, placement, and induction procedures										K2, K3		
CO4	Acquire the knowledge about training and development and management development programmes										K4, K6		
CO5	Understand and analyse the concept of performance appraisal and wage administration										K2, K5		
Programme Outcomes (POs):													
COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	M	M	S	S
CO3	S	S	M	S	S	M	M	S	M	L	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S	S	S	S
S- Strong; L- Low; M-Medium													
Course Contents													
Module	Course Contents												Hours
I	Meaning, Nature and Scope of HRM: Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions.												12
II	Job Description: Job Evaluation - Job Specification – Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP.												12
III	Recruitment: Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection - Selection Process – Placement – Induction.												12
IV	Training & Development: Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment.												12
V	Performance Appraisal: Need – Importance - Techniques – Benefits - Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Motivation - Wage administration & Wage Policy, Fringe Benefits & Social Security- Trends in human resource management												12
TOTAL												60	

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the concept of Human Resource Management and its functions	Presentation and discussion on the nature and scope of human resource management and its functions.	Case analysis, Quiz
II	Understand job evaluation, its importance, and the concept of HRP	Discussion on job evaluation and the concept of human resource planning with the help of a case study.	Case analysis, Quiz
III	Understand and apply recruitment, selection, placement, and induction procedures	Presentation and discussion of recruitment and selection using cases.	Case analysis
IV	Acquire the knowledge about training and development and management development programmes	Case discussion on methods of training and its importance.	Case study, Class test
V	Understand and analyse the concept of performance appraisal and the importance of career development in organisations, and understand wage and salary administration	Presentation and discussion on the role of performance appraisal and career management.	Case analysis
References			
1	Noe, R., Hollenbeck, J., Gerhart, B., & Wright, P. (2006). Human Resources Management: Gaining a Competitive Advantage, Tenth Global Edition. USA: McGraw-Hill Education.		
2	DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). Fundamentals of human resource management. Germany: John Wiley & Sons.		
3	Marchington, M., Wilkinson, A., Donnelly, R., & Kynighou, A. (2016). Human resource management at work. Noida: Kogan Page Publishers.		
4	Dessler, G. (2004). A framework for human resource management. New Delhi: Pearson Education India.		
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7	Sparrow, P., Brewster, C., & Chung, C. (2016). Globalizing human resource management. UK: Routledge.		
8	Legge, K., & Legge, K. (1995). What is human resource management? (pp. 62-95). UK: Macmillan Education		
9	Bhattacharyya, D. K. (2009). Human resource planning. New Delhi: Excel Books India.		
10	Dhar, R. L. (2008). Strategic human resource management. New Delhi: Excel Books India.		
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1	<a href="http://epgp.inflibnet.ac.in/view">http://epgp.inflibnet.ac.in/view</a>		
2	<a href="http://www.humanresources.org">www.humanresources.org</a>		
3	<a href="http://www.workforce.com">www.workforce.com</a>		
4	<a href="http://www.ihrim.org">www.ihrim.org</a>		
5	<a href="http://www.humanresourcesiq.com">www.humanresourcesiq.com</a>		

**SEMESTER - V**  
**OPERATIONS MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK5DSEDBM304	Operations Management	DSE	40	10	10	4

**Course Objectives:**

1	To discuss the decision areas in operations function in manufacturing and service organisations
2	To explain the tools, techniques and models that facilitates decision-making in operations
3	To discuss world-class operations systems

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the role of operations function in manufacturing and service organisations	K1, K2
CO2	Apply the concepts and tools used for designing the elements such as product, process, layout and job	K3, K4
CO3	Equip to take decisions on key aspects of facility planning like location, capacity planning and aggregate production planning	K4, K5
CO4	Enable the application of control mechanism through quality management and short-term scheduling	K3
CO5	Gain insight into value creation through inventory management and supply chain integration	K4, K5

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	M	S	M	M	S	M	S	S
CO2	S	M	M	S	M	M	S	M	M	S	M	L	M
CO3	M	S	L	M	S	S	L	S	S	M	S	M	S
CO4	M	M	S	M	L	M	M	M	M	M	L	M	L
CO5	M	S	S	M	S	S	M	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Production vs. Operations. Role of Operations Function. Operations in Service Sector - Productivity - Operations Strategy - Decision Areas in Operations.	12
II	Product Design: Generating new products - Process Design - Process types - Process flow charts - Process Reengineering - Layout design: Considerations - Types of Layouts - Office Layout - Retail Layout - Job Design: Work Study - Work Measurement Techniques.	12
III	Location Selection for Manufacturing and Services: Process and Relevant Factors – Methods - Long Term Scheduling - Capacity Planning – Considerations - Aggregate Production Planning Methods.	12
IV	Quality: Dimensions Cost of Quality - Total Quality Management - Quality Management Systems - ISO 9000 - ISO 14000 – BIS - Short Term Scheduling - Production Planning and Control – Six sigma – Agile Manufacturing – Lean Systems - Computer Integrated Manufacturing	12
V	Materials Management: Inventory Control Techniques - Purchase Decision - Quantity and Period of Purchase - Deterministic and Stochastic Models with Numerical Problems - Stores Management - Supply Chain Management: Drivers of Supply Chain Performance.	12
<b>TOTAL</b>		<b>60</b>

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the role of operations function in manufacturing and service organisations	Theory, concepts, and relevant examples would be introduced through lectures and experience sharing.	Case analysis, Class test
II	Apply the concepts and tools used for designing the elements such as product, process, layout and job	Relevant examples and exercises would be introduced to explain production processes and facility layout.	Quiz
III	Equip to take decisions on key aspects of facility planning like location, capacity planning and aggregate production planning	Concepts, location models, real-life examples would be discussed. In addition, cases on facility location would be handled.	Presentation, Class test
IV	Enable the application of control mechanism through quality management and short-term scheduling	Exercises and small cases would be introduced to discuss the concepts and tools of quality with emphasis on Japanese practices.	Case analysis, Class test
V	Gain insight into value creation through inventory management and supply chain integration	Relevant exercises and small cases would be introduced to discuss different types of inventory models	Exercises, Case analysis
References			
1	Russell, R. S., & Taylor-Iii, B. W. (2008). Operations management along the supply chain. Germany: John Wiley & Sons.		
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3	Kachru, U. (2009). Production & operations management. New Delhi: Excel Books India.		
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5	Stevenson, W. J., Hojati, M., Cao, J., Mottaghi, H., & Bakhtiari, B. (2007). Operations management. New Delhi: McGraw-Hill Irwin.		
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7	Moynihan, G. (Ed.). (2018). Contemporary Issues and Research in Operations Management. New Delhi: BoD–Books on Demand.		
8	Held, G. (2002). Ethernet networks: design, implementation, operation, management. Germany: John Wiley & Sons.		
9	Baxendale, T. (1998). Construction operations management. London: Chartridge Books.		
10	Neely, A. (Ed.). (2002). Business performance measurement: Theory and practice. London: Cambridge University Press.		
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1	<a href="https://hbr.org/topic/subject/operations-and-supply-chain-management">https://hbr.org/topic/subject/operations-and-supply-chain-management</a>		
2	<a href="https://youtu.be/XXZNoqmsVMc">https://youtu.be/XXZNoqmsVMc</a>		
3	<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==</a>		
4	<a href="https://www.projectmanager.com/blog/operations-mgmt-functions-roles-skills">https://www.projectmanager.com/blog/operations-mgmt-functions-roles-skills</a>		
5	<a href="https://www.masterclass.com/articles/operations-management">https://www.masterclass.com/articles/operations-management</a>		

**SEMESTER - VI**  
**ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK6DSCDBM305	Entrepreneurship Development and Project Management	DSC	49	6	5	4

**Course Objectives:**

1	To discuss the concept and process of entrepreneurship
2	To impart all the risks and put forth the effort necessary to create a new venture
3	To discuss the steps in the preparation of project reports
4	To impart project management steps and procedures for small businesses
5	To explain the role and contribution of small businesses to economic development

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concepts of entrepreneurship, its need and scope	K1, K2
CO2	Understand the steps in the preparation of Project Report	K2, K3
CO3	Familiarize with the various sources of finance	K1, K4
CO4	Understand and evaluate the project management problems	K2, K5
CO5	Create the basic knowledge about the market and materials management analysis	K2, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	M	M	M	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	M	M	S	S
CO3	S	S	S	M	M	S	S	M	S	S	S	S	M
CO4	S	M	M	S	S	M	M	L	S	S	M	S	M
CO5	S	M	M	S	M	M	M	M	M	S	S	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Entrepreneurship: Meaning and concept – Definition of an Entrepreneur – Characteristics of an Entrepreneur – Entrepreneurial Process – Scope of Entrepreneurship in India – Entrepreneurial motivation – Factors responsible for Emergence of Entrepreneurship – Types of Entrepreneurship – Women Entrepreneurs – Entrepreneurial Development Programmes (EDP) - Barriers to Entrepreneurship	12
II	Project Appraisal: Pre-feasibility Report - Project Report - Comparative Rating of Product ideas - Cash Flow - Financial Analysis and Planning - Stages of Project Feasibility Analysis - Market, Technical, Financial, Social Analysis - Project Implementation Stages	12
III	Financial Analysis: Financing the project - Sources of finance - Venture Capital Sources - Outline for a Venture Capital Proposal - Sources of finance from different banks - Proposal with IDBI etc.	12
IV	Project Management: Steps and procedure for setting up small scale - Role of Banks and Financial Institutions in Development - E-Commerce - E-Business - E-Auction – Project management problems.	12

<b>V</b>	Market and Materials Management Analysis: Vendor development - Vendor selection decision factors - Methods of price determination - Direct and hidden cost in material management - Market development, market feasibility - Activities and decisions in materials management	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the concepts of entrepreneurship, as well as its need and scope.	Interactive lectures, readings, case studies and class discussions will be utilised to understand the concepts of entrepreneurship.	Assignment, Class test
<b>II</b>	Understand the steps in the preparation of the Project Report.	Case study analysis and group discussions to highlight the significance of Project Report preparation	Assignments, Presentations
<b>III</b>	Familiarise with the various sources of finance.	Interactive lectures, readings, case studies and class discussions to understand the different sources of finance	Presentation, Case analysis
<b>IV</b>	Understand and evaluate the Project management problems.	Case Study analysis group discussions to understand the concept of Project Management	Presentation, Class test
<b>V</b>	Create basic knowledge about the market and materials management analysis	Role Plays, Case studies, and Field visits to understand the market and material management analysis.	Role play, Quiz

#### References

<b>1</b>	Madhurima L., Shika S. (2008). Entrepreneurship: New Delhi: Excel Books
<b>2</b>	Venkateswara Rao, T. (1978). Developing Entrepreneurship: A Handbook: New Delhi: Learning Systems.
<b>3</b>	Bhanushali, S. G. (1987). Entrepreneurship Development: An Interdisciplinary Approach. India: New Delhi, Himalaya Publishing House.
<b>4</b>	Poornima, M., Charantimath. (2014). Entrepreneurship Development and Small Business Enterprises: London: Pearson
<b>5</b>	Drucker, P. (2014). Innovation and Entrepreneurship: United Kingdom: Taylor & Francis.
<b>6</b>	Roy, R. (2008). Entrepreneurship Management: India: Oxford University Press.
<b>7</b>	Baringer, B. (2015). Entrepreneurship: London: Pearson
<b>8</b>	Chandra, P. (2015). Projects: Planning, Analysis, Selection, Implementation and Review: New Delhi: Tata McGraw Hill
<b>9</b>	Naidu, N. V. R. (2008). Management and Entrepreneurship: India: IK International
<b>10</b>	Kumar, A. (2012). Entrepreneurship: Creating and leading and entrepreneurial organization: London: Pearson

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<b>1</b>	<a href="https://www.entrepreneur.com/">https://www.entrepreneur.com/</a>
<b>2</b>	<a href="https://msme.gov.in/">https://msme.gov.in/</a>
<b>3</b>	<a href="https://www.ediindia.org/">https://www.ediindia.org/</a>
<b>4</b>	<a href="https://www.inc.com/">https://www.inc.com/</a>
<b>5</b>	<a href="https://www.youtube.com/watch?v=09aSi1CCvf8">https://www.youtube.com/watch?v=09aSi1CCvf8</a>

**SEMESTER - VI**  
**LEGAL FRAMEWORK FOR BUSINESS**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK6DSCDBM306	Legal Framework for Business	DSC	45	5	10	4

**Course Objectives:**

1	To discuss law and its relevance to business operations
2	To identify and differentiate between various types of contracts
3	To discuss the process of contract formation, performance, and resolution of disputes
4	To explore the rights and responsibilities of business relationships, such as principal-agent dynamics
5	To develop practical skills to apply legal knowledge in analyzing and resolving business issues

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of law and its importance in society and business	K1, K2
CO2	Understand the various types of contracts and identify their essential elements	K1, K2
CO3	Analyze the process of contract formation, performance, and discharge, along with remedies for breach	K2, K4
CO4	Examine the legal principles governing agency relationships and the rights and obligations of principals and agents	K2, K3
CO5	Evaluate the application of contract law in resolving practical business issues and disputes and Consumer Protection Laws	K2, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	S	S	L	S	M	S	M	S	M	L	M
CO2	M	S	S	L	S	S	M	L	M	L	S	M	S
CO3	S	S	M	L	M	L	S	M	S	M	M	S	L
CO4	S	M	L	S	M	S	L	S	M	S	M	L	M
CO5	M	L	S	S	S	M	L	S	M	L	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Business Law: Concept of Law - Various Sources of Law - Significance of Law - Business Law - Impact of Law on Society & Business - Economic Aspects of Constitution & its Implications.	12
II	Indian Contract Act 1872: Definition and Essentials of Contract - Types of Contracts - Competent Party - Free Consent - Consideration - Performance of Contract - Discharge of Contract & Rules for Compensation - Contingent Contract & Quasi Contract	13
III	Special Contract - Indemnity & Guarantee - Bailment & Pledge - Law of Agency - Meaning - Modes of Creating Agency - Types of Agents - Personal Liability of an Agent - Termination of Agency - Sale of Goods Act, 1930: Sale & Agreement to Sell - Types of Goods - Conditions & Warranties - Sale by Non-owners - Unpaid Seller - CIF, FOB and Ex-Ship Contracts	13
IV	Companies Act, 2013: Forms of Companies - Characteristics of Company – Formation of a company - Conversion of Private Company into Public Company - Inviting Subscriptions – Companies Act-1956 and Companies Act-2013	12

V	Consumer Protection Act, 1986: Consumer & Rights of Consumer - Restrictive and Unfair Trade Practice - Consumer Councils and Redressal Agencies		10
TOTAL			60
Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the concept of law and its importance in society and business	Interactive lectures, case studies, and discussions on fundamental legal concepts and their implications	Group discussion
II	Understand the various types of contracts and identify their essential elements	Lectures, case studies, and group discussions on contract law principles, including the elements of a valid contract	Group discussion/ Presentation, Class test
III	Analyze the process of contract formation, performance, and discharge, along with remedies for breach	Reading and analysis of the Indian Contract Act, discussions on various types of contracts, and their distinguishing features	Seminars/ Workshops
IV	Examine the legal principles governing agency relationships and the rights and obligations of principals and agents and Law relating to sale of goods	Case studies, role plays, and lectures focusing on special contracts like bailment, pledge, the law of agency and Sale of Goods Act	Role play, Class test
V	Evaluate the application of contract law in resolving practical business issues and disputes	Analysis of the Sale of Goods Act, case studies on different types of goods and sale contracts, and group discussions	Case study
References			
1	Agrawal, A. N. (2020). Law of Contract & Specific Relief Act: New Delhi: Taxmann Publications Pvt. Ltd.		
2	Cheeseman, H. R., & Gross, J. M. (2023). Business Law (15th ed.): London: Pearson.		
3	Epstein, R. A., Maines, R. J., & Lemley, M. A. (2022). Entrepreneurship Law (8th ed.): UK: Wolters Kluwer Law & Business.		
4	Fletcher, I. P. (2022). Intellectual Property Law (9th ed.): London: Oxford University Press.		
5	Goyal, S. K. (2021). The Indian Contract Act (with Bare Act): New Delhi, LexisNexis India.		
6	Hansmann, H., Goodell, M., & Maines, R. J. (2022). The Law of Business Organizations: Cases and Materials (10th ed.): New Delhi: Wolters Kluwer Law & Business.		
7	Perkins, J. R. (2021). Antitrust Law: Economic Theory and Public Policy (9th ed.): Noida: Aspen Publishers.		
8	Sinha, P. B. (2022). The Company Law (22nd ed.): New Delhi: LexisNexis India.		
9	Spector, D. I. (2020). Employment Law (12th ed.): Noida: Wolters Kluwer Law & Business.		
10	Whiteman, S. M., & Simko, A. B. (2023). Business Law and the Legal Environment (10th ed.): New Delhi: Cengage Learning.		
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2	<a href="https://www.vedantu.com/commerce/business-law">https://www.vedantu.com/commerce/business-law</a>		
3	<a href="https://www.icsi.edu/media/webmodules/BUSINESS%20ENVIRONMENT%20AND%20LAW.pdf">https://www.icsi.edu/media/webmodules/BUSINESS%20ENVIRONMENT%20AND%20LAW.pdf</a>		
4	<a href="https://www.hzu.edu.in/uploads/2020/10/business-law.pdf">https://www.hzu.edu.in/uploads/2020/10/business-law.pdf</a>		
5	<a href="https://www.icaai.org/post.html?post_id=13827">https://www.icaai.org/post.html?post_id=13827</a>		

**SEMESTER – VI**  
**RESEARCH METHODOLOGY**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK6DSCDBM307	Research Methodology	DSC	45	10	5	4

**Course Objectives:**

1	To provide an understanding of fundamental concepts in research
2	To discuss research tools to conduct research
3	To discuss how to write and present research reports

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the role and importance of research and the basic concepts in search	K1, K2
CO2	Familiarise with research process, problem formulation and selection of appropriate research design	K2, K3
CO3	Equip to decide on data collection methods and tools	K2, K3
CO4	Apply the appropriate sampling method and decide on the sample size	K3, K4
CO5	Develop ability to select and use appropriate statistical tools to analyse data and Creative presentation of the research work and output	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	M	S	M	M	S	M	S	S
CO2	S	M	M	S	M	M	S	M	M	S	M	L	M
CO3	M	S	L	M	S	S	L	S	S	M	S	M	S
CO4	M	M	S	M	L	M	M	M	M	M	L	M	L
CO5	M	S	S	M	S	S	M	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Research: Meaning and significance- Social Science Research- Need of Business Research – Types of Research-Building Blocks in Research	12
II	Research Process: Problem Formulation – Research Questions-Framing Objectives - Literature and Theoretical Reviews-Theoretical Framework - Research Design – Exploratory - Descriptive and Experimental Designs.	12
III	Sampling Design: Population - Sampling Frame - Sampling Unit - Sampling Types-Probability and Non - Probability Methods - Sample Size - Determination of Sample Size.	12
IV	Data Collection: Types of Data - Sources of Primary and Secondary Data - Data Collection Methods - Interview Types – Observation Types - Scaling Techniques - Questionnaire and Interview Schedule	12
V	Data Analysis and Interpretation: Editing, Coding, Tabulation. Data Analysis- Hypothesis Formulation- Descriptive and Inferential Statistics - Research Report: Components, Steps, and Types. Characteristics of Well Written Report- Bibliography and Reference	12
<b>TOTAL</b>		<b>60</b>

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the role and basic concepts in research	Lecturing session on concepts and case analysis to clarify the role and importance of research.	Case analysis
II	Understand the stages in research process. Ability to formulate research problem, undertake review of literature and select appropriate design	Case analysis on problem formulation and selection of research design.	Writing literature review
III	Ability to decide on the types of data, sources of data, data collection methods and tools suitable for a study	Lecturing on concepts and tools with emphasis on examples.	Questionnaire construction
IV	Decision making on sample size and suitable method of sampling	Lecturing session on sample size determination and sampling methods.	Case analysis, Class test
V	Capability for data preparation, selection of appropriate tool to analyse the data	Presentation and discussion on hypotheses formulation, discussion on various Univariate and multivariate techniques.	Questions on hypotheses testing
References			
1	Bhattacharyya, D. K. (2006). Research Methodology: New Delhi: Excel Books India.		
2	Singh, Y. K. (2006). Fundamental of research methodology and statistics: New Delhi: New Age International.		
3	Goddard, W., & Melville, S. (2004). Research methodology: An introduction. New Delhi: Juta and Company Ltd.		
4	Bell, E., Bryman, A., & Harley, B. (2022). Business research methods: London: Oxford University Press.		
5	Dul, J., & Hak, T. (2007). Case study methodology in business research: UK: Routledge.		
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10	Adams, J., Khan, H. T., Raeside, R., & White, D. (2007). Research methods for graduate business and social science students: New Delhi: Response books.		
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2	<a href="https://researchmethod.net/methodology/">https://researchmethod.net/methodology/</a>		
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5	<a href="https://www.analyticsfordecisions.com/sampling-techniques-definition-types-and-examples/">https://www.analyticsfordecisions.com/sampling-techniques-definition-types-and-examples/</a>		

**SEMESTER - VI**  
**DATA ANALYTICS**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK6DSEDBM308	Data Analytics	DSE	45	6	9	4

**Course Objectives:**

1	To discuss how managers use data analytics to formulate and solve business problems and to support managerial decision-making
2	To become familiar with the processes needed to develop, report, and analyse business data
3	To examine complex business problems
4	To discuss and make better management decisions
5	To discuss innovations in the area of data analytics

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the basic concepts of data, information, and information systems	K1, K2
CO2	Understand the application of information systems in modern day business	K2, K3
CO3	Familiarize with the concepts of big data and big data analytics	K2, K4
CO4	Familiarize with the concept of Machine language and to develop the ability to apply the concepts in the real world	K1, K2
CO5	Conduct data analysis independently and evaluate decisions regarding the applications of business analytics at a strategic level	K4, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	S	M	S	M	M	S	S	S	M	M	S
CO2	S	M	S	M	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	M	M	S	S	S	S	S	M
CO4	M	M	S	S	S	S	S	S	S	M	M	S	S
CO5	S	M	S	S	S	S	S	S	S	S	M	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Understanding Data: Types of data – Data cleaning and preparation information – Types of data – Structured and unstructured - Characteristics – Information systems in modern day business – Importance of information processing in Management	13
II	Online Data Storage: Relevance of online data processing – Cloud computing – Cloud based services offered by Amazon, Google, and IBM	12
III	Data Analysis: Introduction to R Programming, SPSS, and MS-Excel – Key data analysis techniques used in creating data sets for business –Types of analysis – Descriptive – diagnostic, -Predictive and prescriptive	10
IV	Big Data Analytics: Big Data- Characteristics and Relevance – Applications of Big Data – Data search algorithms in search engines – Digital advertisements – Recommender systems – Customer Analytics – Compliance analytics – Fraud analytics – Operational analytics.	12
V	Machine Learning: Types of learning algorithms - Machine learning models - Areas of application Business intelligence - Data Gathering - Data storage and knowledge management - - Business Analytics Functional Areas - Financial Analytics, HR analytics,	13

	Operational Analytics, Marketing Analytics-Strategy and BA- Link between strategy and Business Analytics- BA supporting strategy at functional level- Dialogue between strategy and BA, information as strategic resource.		
TOTAL			60
Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the basic concepts of data, information, and information systems	Understand the need of Machine Learning & Statistics for solving various problems.	Class test/ Assignment
II	Understand the application of information systems in modern day business	Understand the basic concepts of Supervised and Unsupervised learning.	Presentation, Quiz
III	Familiarize with the concepts of big data and big data analytics	Design appropriate machine learning and apply on real world problems	Presentation, Case analysis
IV	Familiarize with the concept of Machine language and to develop the ability to apply the concepts in the real world	Help students distinguish between values and skills, and understand the need, basic guidelines, content, and process of value education	Assignment, Presentation
V	Conduct data analysis independently and apply and evaluate decisions regarding the applications of business analytics at a strategic level	Provide basic understanding of the use and deployment of Digital marketing tools and web/social/mobile analytics	Case analysis, Class test
References			
1	Hardon, D. R., Shmueli, G. (2013). Getting Started with Business Analytics: Insightful Decision-Making: United Kingdom: CRC Press.		
2	Rao, p. H. (2013). Business analytics: an application focus: India: PHI learning.		
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5	Jank, W. (2011). Business Analytics for Managers. United States: Springer.		
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3	<a href="https://gameanalytics.com/blog/best-tools-for-mobile-game-developers.html">https://gameanalytics.com/blog/best-tools-for-mobile-game-developers.html</a>		
4	<a href="https://www.jetbrains.com/pycharm/features/scientific_tools.htm">https://www.jetbrains.com/pycharm/features/scientific_tools.htm</a>		
5	<a href="#">Business Analytics-overview  IBM</a>		

**SEMESTER - VI**  
**BUSINESS ETHICS AND CORPORATE GOVERNANCE**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK6DSEDBM309	Business Ethics and Corporate Governance	DSE	46	5	9	4

**Course Objectives:**

1	To discuss the fundamental economic concepts such as the functioning of the economy, industrial policy, and foreign trade policies
2	To discuss the characteristics and classifications of businesses and analyze the business environment, including economic, socio-cultural, political, demographic, and technological factors
3	To explore different forms of commercial organizations, including sole proprietorship, partnership, joint-stock companies, cooperative societies, and multinational corporations
4	To examine the significance of business ethics and corporate social responsibility in contemporary business practices, including their relevance, barriers, and emerging perspectives
5	To describe the process of globalization, its impact on international business, and the strategies and objectives involved in globalizing Indian businesses

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate a comprehensive understanding of fundamental economic concepts, including the functioning of the economy, industrial policies, and foreign trade.	K1, K2, K3
CO2	Analyse the business environment, including economic, socio-cultural, political, demographic, and technological factors, to make informed business decisions.	K2, K4
CO3	Identify and evaluate different forms of commercial organisations and understand their features, merits, and limitations.	K5
CO4	Recognise and analyse the importance of business ethics and corporate social responsibility in contemporary business practices and develop strategies for integrating them into business operations.	K2, K4
CO5	Understand the impact of globalisation on international business, including its reasons, strategies, and implications for Indian businesses, and analyse the functions and structure of global trade organisations like GATT and WTO and comprehend corporate governance's concept and historical evolution	K4, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	S	M	S	S	M	M	S	M	S	S
CO2	M	S	M	S	M	L	M	M	M	S	M	L	M
CO3	S	L	S	M	S	M	L	S	S	M	S	M	S
CO4	M	M	M	S	L	M	L	L	M	M	L	M	M
CO5	S	M	S	M	S	M	S	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Business and its Environment: Meaning and Characteristics of Business - Objectives of Business - Economic and Social Objectives of Business - Maintenance of Business and Environment - Classification - Business Risks - Business Economic Environment - The Socio-Cultural Political Environment - Demographic Environment - Technological Environment - Natural Resources.	12
II	Culture: Meaning - Components of Culture-Organization Culture - Meaning - Characteristics - Steps in building & maintaining Organization Culture - Managing Cultural Diversity in	12

	Organization - Forms of Commercial Organizations: Meaning - Matures - Merits and Limitations - Sole Proprietorship - Partnership - Joint Stock Company - Private and Public - Sector Company - Co-Operative Societies - Multinational Corporations.	
<b>III</b>	Business Ethics: Meaning - Definition - Scope - Benefits - Sources of Ethics – Religion - Philosophical System - Cultural Experience - Legal System - Importance of Ethics - Factors Influencing Business Ethics - Leadership - Corporate Culture - Strategy & Performance - Individual Characteristics and Environment.	<b>12</b>
<b>IV</b>	Ethics & Values - Relevance of Ethics in Business - Corporate Social Responsibility - Importance of Social Responsibility and Growth of the Concept Need of CSR - Barriers to CSR - Emerging Perspectives for CSR Ethical Codes - Managing Ethics - Ethical Activities - Ethical Dilemmas - Whistle Blowing.	<b>12</b>
<b>V</b>	Ethical Practices in Business Management: Application in Marketing - Advertising - Finance - Tax Evasion - Lack of Transparency - Preparing False Financial Statements, - Speculation and Insider Trading - Application in HR Mare alike Compensation - Work Place Harassment of Employees - Making the role of Moral Philosophies in Decision Making - Ethical Organisation, - Ethical Issues that arise for Managers – Corporate governance.	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Develop a thorough understanding of fundamental economic concepts and their implications on business operations.	Conduct lectures, discussions, and case studies to introduce fundamental economic concepts and their relevance to business.	Assignments, Presentations
<b>II</b>	Analyse the various forms of commercial organisations and evaluate their suitability in different contexts.	Facilitate group activities and presentations to explore different forms of commercial organisations and discuss their features and limitations.	Assignments, Case analysis, Class test
<b>III</b>	Demonstrate awareness of business ethics, corporate social responsibility, and their importance in contemporary business environments.	Organise debates, seminars, and invited talk to delve into business ethics, corporate social responsibility, and their practical implications.	Assignments, Group discussions, Class test
<b>IV</b>	Evaluate the impact of globalisation on international business practices and strategies.	Engage students in simulations, role-plays, and discussions to examine the impact of globalisation on business operations and strategies.	Assignments, Presentations
<b>V</b>	Understand the principles and practices of corporate governance and its role in ensuring organisational integrity and accountability.	Utilise case studies, readings, and interactive sessions to explore the principles and practices of corporate governance.	Presentations, Case analysis

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3	<a href="https://plato.stanford.edu/entries/ethics-business/">https://plato.stanford.edu/entries/ethics-business/</a>
4	<a href="https://link.springer.com/article/10.1007/s10551-010-0432-2">https://link.springer.com/article/10.1007/s10551-010-0432-2</a>
5	<a href="https://static.esmt.org/publications/workingpapers/ESMT-11-05_R1.pdf">https://static.esmt.org/publications/workingpapers/ESMT-11-05_R1.pdf</a>

**SEMESTER - VII**  
**INTERNATIONAL BUSINESS MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
<b>UK7DSCDBM401</b>	<b>International Business Management</b>	<b>DSC</b>	<b>50</b>	<b>10</b>		<b>4</b>

**Course Objectives:**

<b>1</b>	To discuss the various stages of expansion overseas that multinational corporations utilize in order to benefit from globalization
<b>2</b>	To describe the international monetary system and the foreign exchange markets
<b>3</b>	To examine the implications for international competition
<b>4</b>	To describe how interest rate risk affects financial decision making in the international business arena
<b>5</b>	To identify the processes and instruments used in the financing of international trade

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
<b>CO1</b>	Understand international business and management	<b>K1, K2</b>
<b>CO2</b>	Analyse investment opportunities in the international environment	<b>K2, K4</b>
<b>CO3</b>	Identify and apply risk relating to exchange rate fluctuations and develop strategies to deal with them	<b>K2, K3</b>
<b>CO4</b>	Identify and evaluate the marketing of international business products	<b>K2, K4</b>
<b>CO5</b>	Develop strategies to deal with other types of country risks associated with foreign operations	<b>K4, K5, K6</b>

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
<b>CO1</b>	S	S	S	M	S	M	M	S	S	S	M	M	S
<b>CO2</b>	S	M	S	M	M	S	S	S	S	M	S	S	S
<b>CO3</b>	S	S	S	M	S	M	M	S	S	S	S	S	M
<b>CO4</b>	M	M	S	S	S	S	S	S	S	M	M	S	S
<b>CO5</b>	S	M	S	S	S	S	S	S	S	S	M	M	S

S- Strong; L- Low; M-Medium

Module	Course Contents	Hours
<b>I</b>	Introduction to International Business: Importance - Nature and Scope of International Business - Modes of Entry into International Business - Internationalization Process and Managerial Implications - Multinational Corporations and their Involvement in International Business - Issues in Foreign Investments - Technology Transfer - Pricing and Regulations - International Collaborative Arrangements and Strategic Alliances.	<b>13</b>
<b>II</b>	International Business Environment: Country Attractiveness - Political, Economic, Socio-Cultural, Legal and Technological Environments in International Business - Protection Vs Liberalization of Global Business Environment -. Framework for analysing the international business environment.	<b>12</b>
<b>III</b>	International Economic Institutions and Agreements: WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements - Regional Economic Groupings in Practice - Levels of Regional Economic Integration - Regionalism vs. Multilateralism - Important Regional Economic Groupings in the World - Challenges for Global Business -	<b>10</b>

<b>IV</b>	International Business Functions: Exporting, Importing, and Countertrade – Global Production, Outsourcing, and Logistics – Global Marketing and R & D – Global Human Resource Management- International HRM models – Pools adaptation of the Harvard model, - the Brewster and Bournois model of International HRM – Accounting and Finance in the International Business- Ethics in International business.	<b>12</b>
<b>V</b>	Foreign Exchange: The Foreign Exchange Market - Organization of the Foreign Exchange Market (Commercial Banks, FEDAI - RBI) - The Spot Market - The Forward Market - Relationship between the Forward Rate and the Future Spot Rate - Participants in Foreign Exchange Market - Exchange Rates – Exchange Rate Systems - Fixed Exchange Rates - Flexible Exchange Rates - Factors which influence the Determination of Exchange Rates – Exchange Control - Global Corporate Restructuring Process: Mergers & Acquisition Strategies.	<b>13</b>
<b>TOTAL</b>		<b>60</b>

**Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Understand international business and management	Engage in a case study analysis to understand the importance, nature, and scope of international business through examining various modes of entry into international markets and the internationalization process, along with its managerial implications.	Case study, Class test
<b>II</b>	Analyse investment opportunities in the international environment	Through interactive simulations and group discussions, learners will explore the complexities of the international business environment, evaluating factors such as country attractiveness and the interplay of political, economic, socio-cultural, legal, and technological environments, while deliberating the balance between protection and liberalization of the global business environment.	Class test, Group discussion
<b>III</b>	Identify and apply risk relating to exchange rate fluctuations and develop strategies to deal with them	Utilizing multimedia resources and guided research, students will investigate the roles and functions of international economic institutions and agreements, including the WTO, IMF, World Bank, UNCTAD, and regional economic groupings, while critically analyzing challenges faced by global businesses in navigating these frameworks.	Presentation, Workshops
<b>IV</b>	Identify and evaluate the marketing of international business products	In a collaborative project, students will analyze the various functions of international business, including exporting, importing, global production, outsourcing, logistics, marketing, R&D, and human resource management, synthesizing different international HRM models and ethical considerations into their strategic recommendations.	Presentation, Seminar, Quiz
<b>V</b>	Develop strategies to deal with other types of country risks associated with foreign operations	Through experiential learning activities and case studies, participants will delve into the intricacies of the foreign exchange market, examining its organization, spot and forward markets, determinants of exchange rates, exchange rate systems, and factors influencing exchange rate determination, fostering an understanding of exchange control mechanisms.	Case study, Class test

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**SEMESTER - VII**  
**RESEARCH TOOLS AND TECHNIQUES**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK7DSCDBM402	Research Tools and Techniques	DSC	46	9	5	4

**Course Objectives:**

1	To discuss the various types of data and methods of data collection, including surveys/questionnaires, interviews, observations, experiments, and secondary data collection
2	To familiarize with data collection techniques and tools, such as sampling methods, questionnaire design, interview protocols, and data recording techniques, ensuring proficiency in collecting high-quality data
3	To explain the concepts of data quality and reliability, equipping them with the skills to minimize bias and errors in the data collection process
4	To provide with a comprehensive understanding of data analysis techniques, including descriptive statistics, inferential statistics, validity, reliability, and scaling techniques
5	To introduce systematic literature review methodologies, bibliometric analysis, and statistical software tools such as SPSS and AMOS, facilitating effective data analysis and interpretation in research endeavors

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the appropriate methods of data collection for different research scenarios and demonstrate proficiency in implementing surveys, interviews, observations, experiments, and secondary data collection techniques.	K1, K2
CO2	Acquire skills in designing and administering data gathering instruments, ensuring accurate and reliable data collection.	K2, K3, K6
CO3	Demonstrate the ability to evaluate data quality and reliability, employing techniques to minimize biases and errors in the data collection process.	K2, K3
CO4	Develop competence in applying various data analysis techniques, including descriptive and inferential statistics, validity and reliability assessments, and scaling techniques, to analyze research data effectively.	K2, K4, K6
CO5	Gain proficiency in conducting systematic literature reviews, performing bibliometric analysis, and utilizing statistical software tools such as SPSS and AMOS to analyze and interpret research data accurately and efficiently and to apply fundamental concepts of hypothesis testing.	K4, K5, K6

**Programme Outcomes (POs):**

COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	L	S	S	M	S	S	M	S	L
CO2	M	S	L	S	M	L	M	S	M	S	S	L	M
CO3	S	L	S	L	S	M	M	S	S	M	S	M	S
CO4	M	S	M	S	L	S	L	L	M	S	L	M	M
CO5	S	M	S	M	S	M	S	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Data Collection: Types of data-Methods of Data Collection-Surveys/questionnaires-Interviews-Observations-Experiments- Secondary data collection-Data Collection Techniques and Tools-Sampling methods -Data gathering instruments -questionnaire design, interview protocols -Data recording and documentation techniques-Data Quality and Reliability	10

<b>II</b>	Data Analysis: Data Analysis Techniques-Descriptive Statistics-Mean-Median-Inferential statistics-Validity and Reliability in Research-Scaling Techniques-nominal, ordinal, interval, ratio-Likert scaling-Thurstone scaling-Guttman scaling-Determinants of Sampling-Population characteristics-Sampling frame-Sampling methods and techniques-Sample size determination	<b>12</b>
<b>III</b>	Systematic Literature Review: Steps in conducting an SLR-Tools and techniques for SLR - Bibliometric Analysis- Citation analysis- Bibliometric software tools- Introduction to Statistical Package for the Social Sciences: Overview of SPSS interface and functionalities - Basics of Structural Equation Modelling- AMOS interface and features-	<b>12</b>
<b>IV</b>	Research Methods: Qualitative Research Methods- Data collection techniques -interviews, focus groups, ethnography-Data analysis methods -thematic analysis, content analysis,- Quantitative Research Methods- Experimental and non-experimental designs -Statistical analysis techniques- Mixed Methods Research- Integrating qualitative and quantitative approaches-Designs and strategies for mixed methods research -Analyzing and interpreting mixed methods data.	<b>13</b>
<b>V</b>	Fundamental Concepts of Hypothesis Testing: Hypotheses - Null and Alternative - Simple and Composite - Problem of Testing of Hypothesis - Critical Region - Two Kinds of Errors - Level of Significance - Parametric tests – features, types, large sample and small sample tests – Z test, t-test, F-test – application of parametric tests - Inferential statistics: Conditions for applying parametric and non-parametric tests, different non-parametric tests - ANOVA	<b>13</b>
<b>TOTAL</b>		<b>60</b>

#### **Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Demonstrate proficiency in selecting appropriate methods of data collection based on research objectives and context.	Interactive lectures and discussions on methods of data collection, data gathering instruments, and techniques for evaluating data quality and reliability.	Quiz, Class test
<b>II</b>	Apply data gathering instruments effectively, ensuring the accuracy and reliability of collected data.	Hands-on workshops and practical exercises demonstrating the implementation of surveys, interviews, observations, and experiments.	Group presentation
<b>III</b>	Evaluate the quality and reliability of data through systematic analysis, minimizing biases and errors.	Case studies and real-world examples illustrating the application of data analysis techniques and statistical software tools.	Assignment, Quiz
<b>IV</b>	Utilize various data analysis techniques, including descriptive and inferential statistics, to interpret research findings accurately.	Guided tutorials and demonstrations on conducting systematic literature reviews and performing bibliometric analysis.	Discussion/ Seminar
<b>V</b>	Conduct systematic literature reviews and bibliometric analysis to inform research inquiries and expand knowledge in the field.	Collaborative group projects requiring students to analyze datasets using SPSS and AMOS, and present their findings to the class.	Assignments, Class test

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**SEMESTER - VII**  
**INFORMATION TECHNOLOGY FOR BUSINESS**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK7DSEDBM403	Information Technology for Business	DSE	40	5	15	4

**Course Objectives:**

1	To discuss the basic concepts of Information Technology, its support and role in Management, for managers
2	To explain the basic concepts of Internet and websites, domains, and security therein
3	To explain the various aspects of IT in business, highlighting electronic transactions, advanced security features
4	To discuss the core concepts of computing and modern systems
5	To examine the upcoming IT technologies

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the fundamentals of information technology	K1, K2
CO2	Acquire detailed information on all the areas of business. Using the collected information helps in maximizing the sales and profit of the business	K2, K6
CO3	Evaluate the organization's computer requirements and recommend upgrades to top executives	K2, K4, K5
CO4	Acquire modern method of teaching and learning process	K1, K2, K6
CO5	Apply the knowledge of analytical research to solve strategically significant issues that are relevant to business	K3, K5

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	S	M	S	M	M	S	S	S	M	M	S
CO2	S	M	S	M	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	M	M	S	S	S	S	S	M
CO4	M	M	S	S	S	S	S	S	S	M	M	S	S
CO5	S	M	S	S	S	S	S	S	S	S	M	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Information Technology: History of Information Technology- Information and Knowledge-Data Base Management Systems- Information systems and its major components- Levels of Information systems- System Hardware- System software- Application Software- Introduction to Software- Components of System software-Scope of IT in Management.	10
II	Computer Based Information Systems (CBIS) - Office Automation System (OAS) - Transaction Processing System (TPS)- Management Information System (MIS) - Decision Support Systems (DSS) -Executive Information System (EIS) - Knowledge-based system-Expert system The Operating systems -Booting- User interface- CPU-File Management- Task Management: Multitasking, Multiprogramming, Timesharing, Multiprocessing, Formatting.	13
III	Applications of Information Technology: IT and Marketing, IT and Finance, IT and Operational Management, IT and Human Resource Management – Major areas of IT Applications in Management- Enterprise Systems- Knowledge Management- IT Development Trends- Concept of Digital Economy and Digital Organization. - IT Resources Open-Source Software - Concept and Applications. Study of Different Operating Systems (Windows / Linux/ DOS)	12

<b>IV</b>	Data Communication, Networks, and Internet Concepts: Data Communication, Networks, and Internet Concepts: Benefits of Networks- Power Apps: Excel, Word, PowerPoint, Outlook, OneNote, One drive, Microsoft Teams - Programming Concepts and Tools: Introduction to Programming, Concepts, and Tools, Five-step programming, Design the program, code the program, test the program, Document, and maintain the program, five generations of programming languages, programming languages used today, Pseudo Code.	<b>13</b>
<b>V</b>	Real Time Systems: Distinction between Real Time and online processing– ERP systems evolution- Types of ERP, Management of ERP- Line and Batch Processing System. Real Time Applications-Railway / Airway / Hotel Reservation System, ATMs, EDI Transactions - advantages, E-Cash, Security requirements for Safe E-Payments Security measures in International and Cross Border financial transaction	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcome

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the fundamentals of information technology	The course focuses on key concepts for understanding modern computer systems.	Class test, Seminar
<b>II</b>	Acquire detailed information on all the areas of business. Using the collected information helps in maximizing the sales and profit of the business	The focus of the course is on how technology is used in and by businesses and organisations.	Assignment, Seminar
<b>III</b>	Evaluate the organization's computer requirements and recommend upgrades to top executives	Learn core concepts of computing and modern systems	Presentation, Quiz
<b>IV</b>	Acquire modern methods of teaching and learning process	Discuss the modern software programs and packages	Case analysis, Presentation, Class test
<b>V</b>	Apply the knowledge of analytical research to solve strategically significant issues that are relevant to business	Learn about upcoming IT technologies	Seminars, Field study

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1	<a href="https://www.google.co.in/books/edition/IT_for_Busines">https://www.google.co.in/books/edition/IT_for_Busines</a>
2	<a href="https://www.google.co.in/books/edition/Managing_Information_Technology_for_Business">https://www.google.co.in/books/edition/Managing_Information_Technology_for_Business</a>
3	<a href="https://www.google.co.in/books/edition/Release_It/Ug9QDwAAQB">https://www.google.co.in/books/edition/Release_It/Ug9QDwAAQB</a>
4	<a href="https://www.google.co.in/books/edition/Design">https://www.google.co.in/books/edition/Design</a>
5	<a href="#">Information Technology For Business Notes, PDF I MBA 2024 (geektonight.com)</a>

**SEMESTER - VII**  
**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK7DSCDBM401	Business Policy and Strategic Management	DSC	45	6	9	4

**Course Objectives:**

1	To discuss the business policy
2	To explain strategic management
3	To differentiate between business policy and strategic management
4	To integrate business policy and strategic management
5	To explain the best practices for successful integration of business policy and strategic management

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Develop a working knowledge of current basic and advanced strategic management concepts and tools and an ability to apply these tools to practical business problems	K1, K2
CO2	Acquire strategic management knowledge and skills help to cope with issues	K2
CO3	Develop an ability to critically evaluate unstructured strategic business issues and decisions and develop innovative and ethical solutions	K2, K5
CO4	Analyse alignment, consistency, and efficiency in an organisation through business policy	K2, K4
CO5	Develop the essence of adaptability, competitiveness, and sustained growth through strategic management practices	K2, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	L	M	M	M	L	M	M	L	M	S	M	M
CO2	M	L	M	S	L	M	M	S	M	S	M	M	M
CO3	L	L	M	M	M	M	L	M	M	L	M	M	L
CO4	S	M	L	M	L	M	M	L	S	M	M	L	S
CO5	M	S	M	M	L	M	M	M	M	M	S	L	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Business Policy: Evolution- Difference between business policy and strategic management- Corporate governance- Concept, issues, models, and significance- Good and bad policy- Importance of strategic Management, Strategy & Competitive Advantage, Strategy Planning & Decisions, strategic Management Process.	12
II	Analysing Business Environment: Analysis of Business environment at 3 levels-Macro external environment analysis-external environment analysis (Industry analysis and competitor analysis) porter's five forces and competitor analysis framework and firm level internal analysis- Strategic intent- Vision, mission, business definition goals and objectives – External audit – micro and macro environment scanning – PESTLE analysis - Five forces model and value chain model – SWOT analysis – TOWS matrix – ETOP – QUEST Analysis	12

<b>III</b>	Strategy alternative: Stability strategy - Growth strategy – Intensification and Diversification - Ansoff matrix – Defensive strategies – types. BCG matrix – GE 10 matrix – Hofer matrix- Role of organisation structure, culture, leadership, and technology - 7 ‘S’ framework - Routes for executing strategy – Start up - Merger and Acquisition - Joint Venture – Strategic Alliances – Consortium	<b>13</b>
<b>IV</b>	Industry and Competitive analysis: Strategy and Competitive advantage - Principles of Competitive Advantage - Identifying value activities- Competitive Scope-Value Chain and Generic Strategies-Mergers & Acquisitions Strategies.	<b>10</b>
<b>V</b>	Strategy Evaluation and Control: Evaluation criteria – Strategic control – Operational control - Balances Scorecard – Characteristics of effective control system – Contingency Planning - Strategic perspectives: Corporate governance and Corporate Social Responsibility – Strategies for Non-Profit Organisations and MSME – Strategy and innovation – Blue Ocean strategy	<b>13</b>
<b>TOTAL</b>		<b>60</b>

#### **Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Develop a working knowledge of current basic and advanced strategic management concepts and tools and an ability to apply these tools to practical business problems	Understand the basic concepts and principles of strategic management	Presentation, Seminar
<b>II</b>	Acquire strategic management knowledge and skills help to cope with issues	Discuss the business environment using different tools	Seminar, Case study
<b>III</b>	Develop an ability to critically evaluate unstructured strategic business issues and decisions and develop innovative and ethical solutions	An opportunity to apply the strategic management tools and concepts to a company of your choice	Assignments Case study
<b>IV</b>	Analyse alignment, consistency, and efficiency in an organisation through business policy	Encourage cross-functional collaboration between departments to ensure policy changes are well-coordinated and harmonised with the broader strategic initiatives	Seminar, Class test
<b>V</b>	Develop the essence of adaptability, competitiveness, and sustained growth through strategic management practices	Lectures and discussions deal with practical applications and current strategic issues faced by companies and managers	Case study Quiz

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<b>e-Contents</b>	
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2	<a href="https://www.google.co.in/books/edition/business_policy_and_strategic_management">https://www.google.co.in/books/edition/business_policy_and_strategic_management</a>
3	<a href="https://link.springer.com/referenceworkentry/10.1057/978-1-137">https://link.springer.com/referenceworkentry/10.1057/978-1-137</a>
4	<a href="https://link.springer.com/article/10.1007/s11575-022-00489-8">https://link.springer.com/article/10.1007/s11575-022-00489-8</a>
5	<a href="https://www.theknowledgeacademy.com/blog/business-policy-and-strategic-management">https://www.theknowledgeacademy.com/blog/business-policy-and-strategic-management</a>

SEMESTER - VIII MANAGEMENT INFORMATION SYSTEM													
Course Code		Course Name				Category	Lecture hr	Tutorial hr	Practical hr	Credit			
UK8DSCDBM404		Management Information System				DSC	50	10		4			
Course Objectives:													
1	To discuss the role and functions of information system in organisations												
2	To explain the appropriate methods for building information system												
3	To examine suitable tools for system security												
4	To introduce innovations in the area of MIS												
5	To discuss the application of MIS in other functional areas of management												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number	Course Outcome (CO) Statement									Blooms Taxonomy Knowledge Level			
CO1	Understand the role of information system in modern day organisations									K1, K2			
CO2	Familiarise with the level wise classification of IS									K1, K2			
CO3	Analyse the role of IS in different functional areas in an organisation									K2, K4			
CO4	Comprehend the various threats to IS and the means to ensure quality of IS									K2, K3			
CO5	Understand and create appropriate method for system building, Evaluate the legal and ethical issues in the management of information technology									K2, K4, K6			
Programme Outcomes (POs):													
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	M	S	M	M	S	M	S	S
CO2	S	M	M	S	M	M	S	M	M	S	M	L	M
CO3	M	S	L	M	S	S	L	S	S	M	S	M	S
CO4	M	M	S	M	L	M	M	M	M	M	L	M	L
CO5	M	S	S	M	S	S	M	S	S	M	S	M	S
S- Strong; L- Low; M-Medium													
Module	Course Contents										Hours		
I	Information Systems: Components – Resources - Management Information System - Concept – strategic role –Limitation - Challenges										12		
II	MIS: Level-wise Classification- Transaction Processing System- Knowledge Management System- Decision Support System - Executive Information System										10		
III	MIS: Function-wise Classification- Marketing IS, Human Resource IS, Operations IS, Financial IS- Structure, Applications										13		
IV	System Building Approaches: System Development Life Cycle – Prototyping - End-user Development - Standard Software Package – Outsourcing - advantages and disadvantages										12		
V	Information Security Management: Hackers and cyber vandalism - Computer crime and Cyber terrorism – Malicious software - Protecting digital firm – Encryption – Firewall - Internet of Things (IoT) - Impact of IT on people - Health and Social Life. - IT and Ethics - IT Act 2000 - Major provisions and implications on business										13		
TOTAL										60			

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Familiarise with the role and importance of information systems in managerial decision-making.	Engage students in interactive presentations to explore the components and resources of Information Systems, discussing their roles and functionalities.	Case presentation
II	Understand the level-wise classification of information system	Analyze case studies highlighting the strategic role of Management Information Systems (MIS), emphasizing their limitations and challenges in real-world scenarios.	Quiz
III	Understand the function-wise classification of information system	Conduct group discussions to classify MIS based on levels (e.g., Transaction Processing System, Decision Support System) and functions (e.g., Marketing IS, Human Resource IS), discussing their structures and applications.	Assignment, Class test
IV	Apply suitable method for information system building	Facilitate workshops on different system building approaches such as System Development Life Cycle (SDLC), Prototyping, and Outsourcing, allowing students to engage in hands-on activities and discussions.	Case analysis
V	Comprehend the cyber threats and use of counter mechanisms and Familiarise with the impact of IT Act 2000.	Utilize simulations to demonstrate Information Security Management techniques, impact of IT on society, IT ethics and its implication.	Quiz, Group discussion
References			
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2	Davis, G. B., & Olson, M. H. (1984). Management information systems: Conceptual foundations, structure, and development. New York: McGraw-Hill, Inc.		
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1	<a href="https://dspace.mit.edu/bitstream/handle/1721.1/47936/frameworkformana00gorr.pdf">https://dspace.mit.edu/bitstream/handle/1721.1/47936/frameworkformana00gorr.pdf</a>		
2	<a href="https://egyankosh.ac.in/bitstream/123456789/25565/1/Unit-5.pdf">https://egyankosh.ac.in/bitstream/123456789/25565/1/Unit-5.pdf</a>		
3	<a href="https://sites.radford.edu/~mhtay/ITEC110/Fundamental_Info_Sys/Lecture/ch01_5e.pdf">https://sites.radford.edu/~mhtay/ITEC110/Fundamental_Info_Sys/Lecture/ch01_5e.pdf</a>		
4	<a href="https://www.javatpoint.com/mis-management-information-systems">https://www.javatpoint.com/mis-management-information-systems</a>		
5	<a href="https://smallbusiness.chron.com/management-information-system-2104.html">https://smallbusiness.chron.com/management-information-system-2104.html</a>		

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# **MINOR COURSE I TRAVEL AND TOURISM**

**SEMESTER - I**  
**TRAVEL AND TOURISM: TOURISM PRINCIPLES AND PRACTICES**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK1MNTDBM101	Tourism Principles and Practices	MN	50	5	5	4

**Course Objectives:**

1	To discuss the fundamental concept, growth and development of tourism
2	To explain the system and elements of tourism
3	To explain the motivational factors of Tourism
4	To discuss the positive and negative impacts of tourism
5	To familiarize with the organizations in the tourism industry

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Familiarize with the fundamental concept, growth and development of tourism	K1, K2
CO2	Understand the system and elements of tourism	K2, K3
CO3	Understand the motivational factors of tourism	K2, K5
CO4	Assess the impacts of tourism	K2, K4, K6
CO5	Understand the organizations in tourism industry	K2, K3

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	S	S	S	S	M	M	S	S
CO2	S	S	M	M	M	M	M	L	M	S	M	S	M
CO3	M	M	M	M	M	L	M	M	S	S	M	S	M
CO4	S	S	M	M	M	L	M	L	M	S	M	S	M
CO5	M	M	M	M	M	L	M	M	S	S	M	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Tourism: Meaning and Definition - Classification of tourism and tourist, visitor, traveller, excursionist, picnic: Definition and differentiation – Interrelationship between tourism, recreation, and leisure – Forms of tourism - Historical development of travel and tourism through ages- Ancient – Romans- 15th century to 20th century (significance with pre- and post-world war).	12
II	6 A's of Tourism: Elements of tourism- Tourism system: Leiper's Model- structure of tourism industry- Accommodation, transportation, tour operators, travel agents and other service providers and intermediaries	12
III	Travel Motivator and Determinants: Push and pull factors -Basic motivations of tourism – Categories of Tourist motivation - Other elements of motivation for tourism- types and determinants of tourism demand- Psychological, political, cultural, Economic and social.	12
IV	Measurement of Tourism: Definitions (for Measurement only)-Significance, methods of Measurement - Type of tourist statistics, general problems of measurement-Positive and negative impacts of tourism: economic, socio-cultural, political, and environmental - Tourism Area Life Cycle (TALC) - Doxey's Irridex - Push and Pull Theory -Stanley Plog's Model of Destination Preferences.	12

<b>V</b>	National and International Organizations Connected to Tourism: UNWTO, WTTC, IATA, ICAO, PATA, UFTAA, IATO, TAAI, FHRAI, IHA, NTO; Ministry of Tourism; Government of India, ITDC, KTDC, DTPC etc.; Schengen agreement	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the fundamental concept, growth and development of tourism.	Interactive lectures, readings, case studies and class discussions will be utilized to understand the concepts, growth and development of tourism	Group discussion/ Class test
<b>II</b>	Acquiring knowledge of the system & elements of tourism	Case study analysis and group discussions to understand the elements of tourism and structure of tourism industry	Group discussion/ Presentation
<b>III</b>	Understand the motivational factors of Tourism	Interactive lectures, readings, case studies and class discussions to understand the motivational factors of tourism	Seminar/ Workshop/ Class test
<b>IV</b>	Identifying the Positive and negative impacts of tourism	Case Study analysis, group discussions and Field Visits to understand the positive and negative impacts of tourism	Case study/ Field visit reports
<b>V</b>	Familiarize with the organizations in tourism industry.	Interactive lectures, readings and class discussions to familiarize with the organizations in tourism industry.	Class test/ Presentation

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<b>1</b>	Bhatia, A.K. (2005). International Tourism Management. New Delhi: Sterling publishers.
<b>2</b>	Bhatia, A.K. (2005). The business of tourism: Concepts and strategies. New Delhi: Sterling publishers.
<b>3</b>	Seth, P. N. (2006). Successful tourism: Volume I: Fundamentals of tourism (Vol. 1). New Delhi, Sterling Publishers Pvt. Ltd.
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<b>1</b>	<a href="https://www.youtube.com/watch?v=MZ83B7zNJeg">https://www.youtube.com/watch?v=MZ83B7zNJeg</a>
<b>2</b>	<a href="https://www.youtube.com/watch?v=Y2mkgrFoTcU">https://www.youtube.com/watch?v=Y2mkgrFoTcU</a>
<b>3</b>	<a href="https://www.youtube.com/watch?v=XVeuzhApG1g">https://www.youtube.com/watch?v=XVeuzhApG1g</a>
<b>4</b>	<a href="https://www.incredibleindia.org/content/incredible-india-v2/en.html">https://www.incredibleindia.org/content/incredible-india-v2/en.html</a>
<b>5</b>	<a href="https://www.fhrai.com/about_us.aspx">https://www.fhrai.com/about_us.aspx</a>

**SEMESTER - I**  
**TRAVEL AND TOURISM: MANAGEMENT IN TOURISM**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK1MNTDBM102	Management in Tourism	MN	40	10	10	4

**Course Objectives:**

- |   |                                                                                        |
|---|----------------------------------------------------------------------------------------|
| 1 | To discuss the basic management concepts tailored for the tourism industry             |
| 2 | To explain the various roles of managers in tourism businesses                         |
| 3 | To develop essential skills like leadership and decision-making for tourism management |
| 4 | To explore how management functions like planning and organizing apply in tourism      |
| 5 | To discuss the social and environmental impacts of tourism management decisions        |

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the fundamentals of tourism management, including its importance, key concepts, and industry overview.	K1, K2
CO2	Identify the roles and responsibilities of managers in the tourism sector and their impact on organizational success.	K1, K2
CO3	Develop essential managerial skills such as communication, leadership, decision-making, and problem-solving.	K2, K3
CO4	Apply management functions such as planning, organizing, staffing, directing, and controlling to tourism businesses.	K2, K3
CO5	Evaluate the social, economic, and environmental implications of tourism management decision	K4, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	S	S	L	S	M	S	M	S	M	L	M
CO2	M	S	S	L	S	S	M	L	M	L	S	M	S
CO3	S	S	M	L	M	L	S	M	S	M	M	S	L
CO4	S	M	L	S	M	S	L	S	M	S	M	L	M
CO5	M	L	S	S	S	M	L	S	M	L	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Tourism Management: Introduction to the Tourism Industry - Overview of Management in Tourism Roles of Managers in Tourism - Key Elements of Managerial Skills in Tourism & Hospitality Industry	12
II	Planning in Tourism Management: Nature and Importance of Planning in Tourism - Forms and Types of Planning in Tourism - Making Planning Effective in Tourism - Decision Making in Tourism Management	12
III	Organizing in Tourism Management: Meaning and Process of Organizing in Tourism - Principles of Organizing in Tourism Management - Organization Structure in Tourism Industry	12
IV	Staffing and Motivation in Tourism Management: Staffing Process in Tourism Management – Recruitment, Selection Training and Development in in Tourism Industry-Motivation-Concept and Theories of Motivation in Tourism	12

<b>V</b>	Controlling in Tourism Management: Controlling-Leadership in Tourism Management: Concept, Types, Theories - Communication in Tourism Management- Control and need for Control in Tourism Industry- Control Process in Tourism Management-Change Management in Tourism-Social Responsibility of Businesses in Tourism Sector	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand tourism management basics.	Interactive lectures and discussions covering foundational concepts and principles of tourism management.	Quiz, Class test
<b>II</b>	Identify managerial roles in tourism.	Engage in case studies examining various managerial roles within the tourism industry, followed by group discussions for deeper understanding.	Group presentation
<b>III</b>	Develop communication and leadership skills.	Participate in workshops and role-playing exercises focused on enhancing communication and leadership abilities within tourism contexts.	Presentation
<b>IV</b>	Apply management functions in tourism contexts.	Utilize simulations and case analyses to apply management functions like planning, organizing, within specific tourism scenarios.	Discussion, Class test
<b>V</b>	Evaluate impacts of tourism management.	Engage in debates and field studies to evaluate various impacts of tourism on destinations, economies, and communities.	Presentation

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<b>8</b>	Weaver, D. (2015). Sustainable tourism management. USA: Routledge.
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<b>2</b>	<a href="https://itmitourtraining.com/">https://itmitourtraining.com/</a>
<b>3</b>	<a href="https://www.tutorialspoint.com/tourism_management/tourism_management_types.htm">https://www.tutorialspoint.com/tourism_management/tourism_management_types.htm</a>
<b>4</b>	<a href="https://nibmehub.com/opac-service/pdf/read/Tourism%20Management%20-%20an%20introduction-%203rd%20edition.pdf">https://nibmehub.com/opac-service/pdf/read/Tourism%20Management%20-%20an%20introduction-%203rd%20edition.pdf</a>
<b>5</b>	<a href="https://www.uou.ac.in/sites/default/files/slm/ETS-102.pdf">https://www.uou.ac.in/sites/default/files/slm/ETS-102.pdf</a>

**SEMESTER - II**  
**TRAVEL AND TOURISM: TOURISM MARKETING**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK2MNTDBM103	Tourism Marketing	MN	46	11	3	4

**Course Objectives:**

1	To provide an overview of the tourism industry, including its key players, stakeholders, and the distinct characteristics of tourism products and services
2	To explore the factors influencing consumer behaviour in tourism and understand the segmentation, targeting, and positioning strategies in tourism marketing
3	To examine destination marketing principles, including branding, marketing strategies, sustainable tourism practices, and crisis management in destination marketing
4	To introduce digital marketing concepts in tourism, including social media marketing, online travel agencies, e-marketing strategies, and the role of digital platforms
5	To discuss tourism product development and innovation, focusing on creating unique experiences, collaborations, and partnerships for product development in the tourism industry

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate a comprehensive understanding of the tourism industry, including its key players, stakeholders, and the role of marketing in driving tourism growth	K1, K2
CO2	Analyse consumer behaviour in tourism, including the impact of culture and demographics on tourist preferences, and effectively apply segmentation, targeting, and positioning strategies	K2, K4
CO3	Develop skills in destination marketing, including destination branding, marketing strategies, sustainable practices, and crisis management techniques	K2, K4, K6
CO4	Gain proficiency in digital marketing in tourism, utilising social media platforms, online travel agencies, and e-marketing strategies to promote tourism businesses effectively	K3, K4
CO5	Explore tourism product development and innovation, identifying opportunities to create unique and attractive tourism experiences through collaborations and partnerships	K4, K5

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	S	M	S	S	M	M	S	M	S	S
CO2	M	S	M	S	M	L	M	M	M	S	M	L	M
CO3	S	L	S	M	S	M	L	S	S	M	S	M	S
CO4	M	M	M	S	L	M	L	L	M	M	L	M	M
CO5	S	M	S	M	S	M	S	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Marketing: Concepts, Needs, Wants, Demands, Markets, Products, Value, Satisfaction, Quality, Exchange, Transaction and Relationship - Marketing Philosophies - Production, Product, Sales, Marketing - Societal Marketing - Economic Importance of Marketing - 7 P's of Marketing- Marketing Mix - Marketing Services and its Special Features.	12

<b>II</b>	Introduction to Tourism Marketing: Understanding the Tourism Industry - Key Players and Stakeholders in Tourism - Distinct Characteristics of Tourism Products and Services - Role and Significance of Marketing in Tourism - Tourism Marketing and its Uniqueness.	<b>12</b>
<b>III</b>	Consumer Behavior in Tourism: Factors Influencing Tourist Behaviour - Decision-Making Process in Tourism - Segmentation, Targeting, and Positioning in Tourism Marketing - Impact of Culture and Demographics on Tourist Preferences.	<b>12</b>
<b>IV</b>	Destination and Digital Marketing in Tourism: Destination Branding and Positioning - Marketing Strategies for Tourist Destinations - Sustainable Tourism Marketing - Crisis Management and Recovery in Destination Marketing - Digital Marketing in Tourism - The Role of Digital Platforms in Tourism Marketing - Social Media Marketing for Tourism - Online Travel Agencies and Booking Platforms - E-Marketing Strategies for Tourism Businesses.	<b>12</b>
<b>V</b>	Tourism Product Development and Innovation: Concept of Tourism Product Development - Creating Unique and Attractive Tourism Experiences - Innovations in Tourism Services and Packages - Collaborations and Partnerships for Product Development - New Product Development in Tourism- Tourism Marketing Strategies	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### **Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Understand the dynamics of the tourism industry, including key players, stakeholders, and the role of marketing in promoting tourism.	Discuss the nuance of the tourism industry and engage with key stakeholders.	Assignments, Presentations.
<b>II</b>	Analyse factors influencing consumer behaviour in tourism and apply segmentation, targeting, and positioning strategies effectively.	Case studies and group discussions to analyse consumer behaviour in tourism and develop segmentation, targeting, and positioning strategies.	Class test, Case analysis.
<b>III</b>	Develop skills in destination marketing, including branding, marketing strategies, and crisis management techniques.	Role-playing exercises and simulations to simulate destination marketing scenarios and practice crisis management techniques.	Assignments Case analysis.
<b>IV</b>	Utilize digital marketing tools and platforms to promote tourism businesses and engage with customers effectively.	Workshops and practical sessions on digital marketing tools and platforms, including social media marketing and e-marketing strategies.	Case analysis, Group discussions.
<b>V</b>	Demonstrate proficiency in tourism product development and innovation, creating unique and appealing tourism experiences.	Collaborative projects and brainstorming sessions to explore tourism product development ideas and foster innovation.	Assignments, Presentations

#### **References**

<b>1</b>	Briggs, S. (2001). Successful tourism marketing: a practical handbook. New Delhi: Kogan Page Publishers.
<b>2</b>	Middleton, V. T., & Clarke, J. R. (2012). Marketing in travel and tourism. USA: Routledge.
<b>3</b>	Fyall, A., & Garrod, B. (2005). Tourism marketing: A collaborative approach (Vol. 18). New Delhi: Channel view publications.
<b>4</b>	McCabe, S. (Ed.). (2014). The Routledge handbook of tourism marketing. USA: Routledge.

<b>5</b>	Tsiotsou, R. H., & Goldsmith, R. E. (Eds.). (2012). Strategic marketing in tourism services. USA: Emerald Group Publishing.
<b>6</b>	Prebensen, N. K., Chen, J. S., & Uysal, M. (Eds.). (2018). Creating experience value in tourism. California: Cabi.
<b>7</b>	Lumsdon, L. (1997). Tourism marketing. International Thomson Business USA: Meta Press.
<b>8</b>	Wong, K. K. F., & Song, H. (2002). Tourism forecasting and marketing (Vol. 13, No. 1-2). USA: Psychology Press.
<b>9</b>	Hall, C. M. (2014). Tourism and social marketing. USA: Routledge.
<b>10</b>	Uysal, M., & Fesenmaier, D. (2012). Communication and channel systems in tourism marketing. USA: Routledge.
<b>e-Contents</b>	
<b>1</b>	<a href="https://www.iti.gov.nt.ca/sites/iti/files/marketing_your_tourism_products.pdf">https://www.iti.gov.nt.ca/sites/iti/files/marketing_your_tourism_products.pdf</a>
<b>2</b>	<a href="https://www.revfine.com/tourism-marketing/">https://www.revfine.com/tourism-marketing/</a>
<b>3</b>	<a href="https://geographicbook.com/concept-of-tourism-marketing/">https://geographicbook.com/concept-of-tourism-marketing/</a>
<b>4</b>	<a href="https://traveltractions.com/marketing-tourism/">https://traveltractions.com/marketing-tourism/</a>
<b>5</b>	<a href="https://tourismnotes.com/tourism-marketing/">https://tourismnotes.com/tourism-marketing/</a>

**SEMESTER - II**  
**TRAVEL AND TOURISM: LAW AND ETHICS IN TOURISM**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK2MNTDBM104	Law and Ethics in Tourism	MN	40	10	10	4

**Course Objectives:**

- |   |                                                                                  |
|---|----------------------------------------------------------------------------------|
| 1 | To discuss ethical issues in tourism                                             |
| 2 | To explain global tourism ethics                                                 |
| 3 | To discuss the regulations in tourism, including environmental and aviation laws |
| 4 | To discuss legal requirements for tourists and operators                         |
| 5 | To create awareness of Indian tourism laws and regulations                       |

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand ethics and principles in tourism, including ethical dilemmas and global codes	K1, K2
CO2	Understand the regulations in tourism, including environmental and aviation laws	K2
CO3	Understand preservation of monuments, heritage, arts, and antiquity, and their legal frameworks	K2, K3
CO4	Understand the regulations for foreigners and Indians in tourism, including visa requirements and adventure tour operator regulations	K2, K4
CO5	Familiarize with tourism laws in India, including monument preservation, wildlife protection, and environmental laws	K2, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	M	M	S	S
CO3	S	S	M	S	S	M	M	S	M	L	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Ethics in Tourism: Introduction to ethics in tourism - Ethical Dilemmas - Global Code of Ethics in Tourism - Business Compulsions and ethical parameters	10
II	Regulations in Tourism: Acts associated with Environment: The Wild Birds and Animals Protection Act, 1912- The Environment Protection Act 1986- Coastal Regulation Zone Act, 1991 - Regulations for Aviation: The Aircraft Act, 1934-The Aircraft Security Rules 2011- Directorate General of Civil Aviation formalities for business and recreational flying in India	13
III	Preservation of Monuments, Heritage, Arts, and Antiquity: The Ancient Monuments Preservation Act, 1904- The Ancient and Historical Monuments and Archaeological Sites and Remains -Declaration of National Importance Act 1951- The Antiquities and Art Treasures (AAT) Act of 1972	12
IV	Regulations for Foreigners and Indians: International Conventions; Definition of a Foreigner; Foreigners Act- Overseas Citizen of India- Passport Act of India- Types of Passports- Restricted area in India-Visa and Permits-Adventure Tour Operator Regulations- Indian Mountaineering Foundation- Travel Insurance	12

<b>V</b>	Introduction to Tourism Laws in India: The Ancient Monuments Preservation Act 1904; The Ancient Monuments and Archaeological Sites and Remains Act 1958- Antiquities and Art Treasures Act 1972-The Wildlife Protection Act 1980- The Environment Protection Act 1986- Citizenship Act	<b>13</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Gain knowledge of ethics in tourism and business parameters	Engage in interactive lectures, presentations, and discussions exploring ethical dilemmas in tourism and business contexts.	Quiz
<b>II</b>	Understand regulations in tourism and aviation	Participate in workshops, analyze case studies, interact with guest speakers, and go on field trips to understand regulatory frameworks.	Presentation
<b>III</b>	Understand about preservation of monuments and antiquities	Role-play scenarios, analyze data, engage in debates, and conduct field studies to understand preservation efforts.	Discussion, Class test
<b>IV</b>	Understand regulations for foreigners and tourists	Participate in panel discussions, attend lectures, and go on field trips to understand regulations governing foreigners and tourists.	Presentation, Class test
<b>V</b>	Gain knowledge of tourism laws in India	Analyze case studies, visit industry sites, and engage in discussions to understand the intricacies of tourism laws in India.	Case analysis

#### References

<b>1</b>	Kumar, M., & Agarwal, S. (2020). Tourism law in India. Gurgaon: Lexis Nexis Butterworth.
<b>2</b>	Singh, A., & Singh, T. (2019). Tourism ethics and corporate social responsibility in India. California: SAGE Publications India.
<b>3</b>	Ghosh, A. (2021). Legal framework for tourism in India. New Delhi: Wolters Kluwer India Private Limited.
<b>4</b>	Jaiswal, M. (2018). Issues in tourism law. New Delhi: Central Law Publications.
<b>5</b>	Harrison, F. (2022). The Dark Side of Tourism. USA: Edward Elgar Publishing.
<b>6</b>	Mason, P. (2020). Tourism, Economics and Development. USA: Routledge.
<b>7</b>	McCool, S. F., & Moilanen, A. (2016). Protected areas and tourism. California: CABI.
<b>8</b>	Wearing, S., & Neil, J. (2019). Small island tourism: Island fragility and resilience. USA: Routledge.
<b>9</b>	Wightman, P., & Antar, V. (2021). Destination marketing management. California: Pearson Education Limited.
<b>10</b>	Yeoman, G., & Hollinshead, K. (2019). Encyclopedia of adventure tourism. USA: CABI.

#### e-Contents

<b>1</b>	<a href="https://www.unwto.org/">https://www.unwto.org/</a>
<b>2</b>	<a href="https://www.iata.org/">https://www.iata.org/</a>
<b>3</b>	<a href="http://moef.gov.in/">http://moef.gov.in/</a>
<b>4</b>	<a href="http://asi.nic.in/">http://asi.nic.in/</a>
<b>5</b>	<a href="https://tourism.gov.in/">https://tourism.gov.in/</a>

**SEMESTER - III**  
**TRAVEL AND TOURISM: TOURISM PRODUCTS OF INDIA**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK3MNTDBM201	Tourism Products of India	MN	50	5	5	4

**Course Objectives:**

1	To discuss the nature of different tourism products
2	To familiarize with the natural and cultural tourism products of India
3	To discuss emerging tourism products
4	To discuss the major tourism circuits of India
5	To examine the promotional measures initiated by the Ministry of Tourism, Govt. of India

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept to students about the concept of Tourism Product	K1, K2
CO2	Familiarize with the important natural tourism products of India	K2, K3
CO3	Understand knowledge about cultural tourism products of India	K2
CO4	Identify emerging tourism products	K2 K3
CO5	Understand the major tourism circuits of India and promotion initiatives of MoT	K4

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	M	S	M	S	S	S	S	S	S	S	S
CO2	S	S	S	M	M	M	S	S	M	S	M	S	S
CO3	S	S	S	M	M	M	S	S	S	S	M	S	S
CO4	S	M	M	M	M	L	M	M	S	S	M	S	M
CO5	S	M	M	M	M	L	M	M	M	S	M	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Tourism Product: Definition and concept – Components of Tourism – Types of Tourism Products – Elements and Characteristics – Modern Tourism Products – Physiographic features of India – Ayurveda, Yoga & Meditation – Languages and literature – Major Religions of India	12
II	Natural Tourism Products: Climate of India – Flora and Fauna – Biosphere Reserves – Wildlife sanctuaries – National Parks – Botanical gardens and Zoological Parks –Mangroves – Coral Reefs – Deserts – Islands and Beaches - Rivers of India – Major Hill Stations in India – Major Lakes and Lagoons of India – Backwater Tourism	12
III	Cultural Tourism Products: Fairs and Festivals – Classical Dances in India – Folk Dances of India – Dance Festivals in India – Indian Classical Music – Music Festivals – Indian Paintings – Handicrafts and Souvenirs of India – Indian cuisine – Indian Architectural Styles – Monuments – Ancient Temples of India – Forts – Palaces – Museums and Art Galleries – UNESCO World Heritage Sites of India – Buddhist heritage sites of India – Pilgrimage centres	12
IV	Emerging Tourism Products: Eco Tourism – Sustainable Tourism – Sustainable Development and Carrying Capacity – Responsible Tourism – Caravan Tourism - Rural Tourism – Culinary Tourism and Wine Tourism – Disaster Tourism and Dark Tourism – Adventure Tourism – Golf tourism – MICE – Medical Tourism – Rail tourism with special reference to Luxury Trains and Mountain Rail in India	12

<b>V</b>	Major Tourism Circuits of India: Golden Triangle –The Desert circuit – The Himachal Circuit – Nilgiri Circuit – Backwater circuit – Nilgiri Circuit – Wildlife circuit – Buddhist circuit – Eco Circuit - Heritage Circuit – Tribal Circuit - Chota Char Dham Circuit-Tourism promotion and Ministry of Tourism	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the concept of Tourism Product.	Interactive lectures, readings, case studies and class discussions to understand the concepts of Tourism Products	Group discussion, Class test
<b>II</b>	Familiarize the important natural Tourism Products of India.	Case study analysis and group discussions to familiarize the important natural Tourism Products of India.	Group discussion, Presentation, Class test
<b>III</b>	Familiarize the cultural Tourism Products of India.	Interactive lectures, readings, case studies and class discussions to understand the cultural Tourism Products of India.	Group discussion, Presentation
<b>IV</b>	Identify the emerging tourism products.	Case Study analysis, group discussions to identify the emerging tourism products.	Case study, Seminars
<b>V</b>	Understand the major Tourism Circuits of India and promotional measures initiated by the Ministry of Tourism, Govt. of India.	Case studies, Field Visit to understand the major Tourism Circuits of India	Case study, Presentation

#### References

<b>1</b>	Jacob, R., Mahadevan, P., Joseph, S. (2012). Tourism Products of India: A National Perspective. New Delhi: India. Abhijeet Publications.
<b>2</b>	'Basham, A. L. (2004). The Wonder that was India. New Delhi: Pan Macmillan Limited.
<b>3</b>	'Punja, S. (1998). Museums of India. Hong Kong: Local Colour.
<b>4</b>	Basham, A.L. (1997). A Cultural History of India. (1997). New Delhi: OUP India.
<b>5</b>	Jagannathan, S. (1988). India: Plan Your Own Holiday, a Voyage of Discovery Tour Planner and Travel Guide. New Delhi: Nirvana Publications.
<b>6</b>	Kaul, H. K. (1979). Travelers India. UK: Oxford
<b>7</b>	Dixit, M., Sheela, C. (2008). Tourism Products. New Delhi: New Royal Book Company.
<b>8</b>	Jacob, R. (2007). Indian Tourism Products. New Delhi. Abhijeet Publications.
<b>9</b>	Singh, L. K. (2008). Indian Cultural Heritage Perspective For Tourism. New Delhi: Isha Books.
<b>10</b>	Tourism in India. (2014). (n.p.): USA: Zenon Academic Publishing.

#### e-Contents

<b>1</b>	<a href="http://www.incredibleindia.org">www.incredibleindia.org</a>
<b>2</b>	<a href="http://www.keralatourism.org">www.keralatourism.org</a>
<b>3</b>	<a href="http://www.lonelyplanet.com/india">www.lonelyplanet.com/india</a>
<b>4</b>	<a href="https://whc.unesco.org/en/statesparties/in">https://whc.unesco.org/en/statesparties/in</a>
<b>5</b>	<a href="https://www.youtube.com/watch?v=2zSI_gbCwvc">https://www.youtube.com/watch?v=2zSI_gbCwvc</a>

**SEMESTER - III**  
**TRAVEL AND TOURISM: TOURISM GEOGRAPHY**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK3MNTDBM202	Tourism Geography	MN	40	10	10	4

**Course Objectives:**

1	To discuss tourism geography
2	To explain aviation geography and travel formalities
3	To discuss destination management and development
4	To examine tourism planning and sustainable development
5	To discuss responsible tourism and stakeholder management

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the popular tourism destinations of the world.	K1, K2
CO2	Analyse the relationship of geography with tourism and travel	K3, K4
CO3	Evaluate the socio-cultural, economic and climatic conditions of the destinations	K2, K5
CO4	Understand strategy development and planning of destinations and tourism products	K2, K4
CO5	Identify and develop tourism destinations and conduct travel fairs and events	K4, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	M	M	S	S
CO3	S	S	M	S	S	M	M	S	M	L	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to World Geography: Physical Geography of Different Continents - World Economic Geography - Major Tourism Activities and Attractions at Destinations	10
II	Aviation Geography and Travel Formalities: IATA Areas, Sub-areas, and Sub-regions - International Date Line and Time Zones - Travel Formalities: Passport, VISA, Health Certificate, Currency Certificate, Insurance, Customs, Credit Card, Traveler's Cheque, Money Transfer	12
III	Destination Development and Management: Definition and Types of Destinations - Characteristics of Destinations - Destination Products and Development Goals - Tourism and Linkage Between Destination and Development - Development of Tourism Activities in Different Climatic Regions	12
IV	Tourism Planning and Sustainable Development: Assessment of Tourism Potential - Coordination and Control of Tourism Development - Policies and Procedures for Tourism Planning and Conservation - Planning for Sustainable Tourism Development - Economic, Social, Cultural, and Environmental Impact Assessment	13

V	Role of Agencies in Responsible Tourism: Public, Private, and Voluntary Sector Roles - Host Community, Media, and Tourists' Roles - Responsible Tourism in Coastal, Rural, Urban, Mountainous, and Island Regions - National Planning Policies, Demonstration Effect, Carrying Capacity, Community Participation, and Stakeholder Management- Travel Fairs and Event Business Players- Benefits	13	
TOTAL		60	
Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the popular tourism destinations of the world.	Lectures, presentations, discussions, interactive maps to explore global geography and socio-political-economic factors.	Quiz
II	Analyse the relationship of geography with tourism and travel	Workshops, case studies, guest speakers, field trips to examine destination concepts and the role of tourism in different contexts.	Presentation, Class test
III	Evaluate the socio-cultural, economic and climatic conditions of the destinations	Role plays, data analysis, debates, field studies to understand destination management practices and the impacts of tourism.	Case analysis
IV	Understand strategy development and planning of destinations and tourism products	Panel discussions, lectures, field trips focusing on responsible tourism practices and their impacts on destinations.	Presentation
V	Identify and develop tourism destinations and conduct travel fairs and events	Case studies, industry visits, discussions to learn about travel fairs and the roles within events management.	Presentation, Class test.
References			
1	Butler, R. W. (2018). The tourism experience: Phenomenology, meaning and ethnography. USA: Routledge.		
2	Larsen, J., & Lundberg, E. (2019). Tourism: A critical introduction. USA: Routledge.		
3	Sharpley, R., & Telfer, D. (2020). Tourism and development: Local, national and global perspectives. USA: Routledge.		
4	Timothy, D. J. (2023). Geopolitics of tourism. USA: Routledge.		
5	Fennell, D. A. (2019). The Routledge handbook of tourism research. USA: Routledge		
6	Singh, A. (2019). Tourism development in India: Issues and perspectives. USA: Routledge		
7	Kumar, A., & Rai, S. K. (2018). Tourism geography of India. New Delhi: PHI Learning Private Limited.		
8	Misra, R. K. (2014). Tourism in India: An introduction. London: Oxford University Press.		
9	Mowforth, S., & Munt, I. (2013). Tourism and sustainability: Development, globalisation and the environment. USA: Routledge.		
10	Adams, W. M., & Adie, H. M. (2017). Social impacts of tourism. USA:Routledge.		
e-Contents			
1	<a href="http://www.geographyalltheway.com">www.geographyalltheway.com</a>		
2	<a href="http://www.grtep.com">www.grtep.com</a>		
3	<a href="http://www.geo.nau.edu">www.geo.nau.edu</a>		
4	<a href="https://www.sciencedirect.com/topics/social-sciences/tourism-geography">https://www.sciencedirect.com/topics/social-sciences/tourism-geography</a>		
5	<a href="https://ugcmoocs.inflibnet.ac.in/assets/uploads/1/147/5095/et/2%20Script200304080803033535.pdf">https://ugcmoocs.inflibnet.ac.in/assets/uploads/1/147/5095/et/2%20Script200304080803033535.pdf</a>		

**SEMESTER – III**  
**TRAVEL AND TOURISM: HOSPITALITY MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK4MNTDBM203	Hospitality Management	MN	50	5	5	4

**Course Objectives:**

1	To discuss the essentials of hospitality industry
2	To explain different departments of Hotel and its various functions
3	To discuss housekeeping activities
4	To discuss food and beverage activities
5	To examine the trends and prospects of hotel industry

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the nuance of hospitality industry	K1, K2
CO2	Understand different departments of hotel and its various functions.	K1, K2
CO3	Analyse important housekeeping activities	K4, K5, K6
CO4	Understand and analyse food and beverage operations	K2, K4, K6
CO5	Familiarize with the marketing of accommodation and facility and the role in AI	K2, K3

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	S	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	M	S	S	S	S	S
CO3	S	S	M	M	M	M	M	L	M	S	M	S	M
CO4	S	S	M	M	M	L	M	L	M	S	M	S	M
CO5	M	M	M	M	M	L	M	M	S	S	M	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Hospitality Industry: Evolution and growth of Hotel Industry – Types of accommodation and classification – Hotel development and forms of Ownership – Relevant rules for accommodation sector – Leading Multi-National Chains operating in India	12
II	Major departments of Hotel and their functions: Structure of a Large Independent Hotel – Structure of a Small Hotel – Revenue generating and non-revenue generating Departments – Front Office – Organization structure and functions – Duties and Responsibilities of Front Office Manager - Role of Reception – Usage of CRS.	12
III	Housekeeping: Organization structure- Important housekeeping activities – Coordination with other departments – Housekeeping control desk – Linen and Uniforms – Job description of Executive Housekeeper.	12
IV	Food and Beverage Operations: Organization structure – Food and beverage outlets – Types of meal plan – Types of restaurants – Menu – Room service – Food production: Kitchen – Organization Structure of a large Kitchen - Other Major Departments: Engineering, Security, Finance and Accounting, Sales and Marketing, Human Resources.	12

<b>V</b>	Accommodation Marketing: Hotel Marketing features – 7 P’s of Marketing in Hospitality Marketing– Domestic and Foreign Market – Sustainable practices in Hotels - Future prospects of Hotel Industry – Success factors – Role of AI in Hospitality Industry	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the nuance of hospitality industry	Interactive lectures, readings, case studies and class discussions to understand the evolution of hospitality industry.	Group discussion, Case study
<b>II</b>	Understand different departments of hotel and its various functions.	Case study analysis, Hotel visit and group discussions to familiarize the different departments of Hotel and its various functions.	Group discussion, Presentation
<b>III</b>	Analyse important housekeeping activities	Interactive lectures, readings, case studies and class discussions to understand the important housekeeping activities	Group discussion, Presentation
<b>IV</b>	Understand and analyse food and beverage operations	Case study analysis, group discussions to understand the food and beverage operations and organization Structure of a large kitchen	Case study, Seminars
<b>V</b>	Familiarize with the marketing of accommodation and facility and the role in AI	Interactive lectures, Case studies and group discussions to understand the marketing of accommodation establishments.	Case study, Group discussion

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<b>1</b>	Sudhir Andrews, (2022). Hotel Front Office Training Manual. New Delhi: Tata McGraw Hill.
<b>2</b>	Malhotra, R.K. Fundamentals of Hotel Management and Operations. New Delhi: Anmol Pub
<b>3</b>	Gray and Ligouri, (2000). Hotel and Motel Management and Operations. New Delhi: PHI.
<b>4</b>	Jag Mohan Negi, Hotels for Tourism Development. New Delhi: Metropolitan Pub.
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<b>6</b>	John R Walker, Introduction to Hospitality Management. New Delhi: Pearson Education India
<b>7</b>	Medlik, S & Ingram H, The business of Hotels. New Delhi: Butterworth Heinemann.
<b>8</b>	Manoher, G. (2009). Hospitality Management. India: New Delhi: Laxmi Publications Pvt Limited.
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<b>10</b>	Sampson, E. (2018). Hospitality Management: An Introduction. United Kingdom: EDTECH.

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<b>4</b>	<a href="https://www.oberoihotels.com/">https://www.oberoihotels.com/</a>
<b>5</b>	<a href="https://www.cghearth.com/casino-hotel">https://www.cghearth.com/casino-hotel</a>

**SEMESTER - IV**  
**TRAVEL AND TOURISM: AIRPORT AND CARGO MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK4MNTDBM204	Airport and Cargo Management	MN	45	6	9	4

**Course Objectives:**

1	To discuss the growth and development of Aviation Industry in the world
2	To describe various principles of airline
3	To demonstrate the airport management procedure
4	To familiarize with airline and airport ground handling procedures
5	To examine the air cargo operations and the future of airports

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the structure and dynamics of airline industry	K1, K2
CO2	Acquire skills in managing airline, airport operations	K2, K3
CO3	Analyse the different formalities in airport and airline terminologies like airport-airline codes, IATA TC areas	K2, K4
CO4	Familiarize with cargo management	K4, K6
CO5	Understand the documentation required in handling cargo and assess the future of airports	K2, K5

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	M	L	S	L	M	L	L	M	M	M	M
CO2	M	M	M	M	L	M	M	M	M	L	S	M	L
CO3	S	M	L	M	M	M	M	M	M	M	M	M	L
CO4	L	M	M	M	M	L	M	S	M	L	M	M	M
CO5	M	M	M	M	M	M	L	M	M	M	S	M	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Aviation Industry: History-Evolution-Bilateral agreements and Multilateral Agreements-Freedoms of Air- International Conventions – Functions and Roles of ICAO, IATA, DGCA, AAI	12
II	Management of Airlines: Types of Aircrafts-Inflight services – Passengers requiring special handling –Aviation Safety – Human Resource in Aviation	10
III	Management of Airports: Structure of an airport – Air side and land side facilities – Privatization and types – Check in formalities at Airport – Baggage handling regulations – Airport operations and service quality-Challenges in airport management	13
IV	Cargo Management: Types of air cargo-domestic and international cargo -Export Cargo and Import Cargo -Types of contracts between Consignor (Shipper) & Consignee-Currency Regulations- Documentation required in handling cargo: AWB concept-Customs rules and applications-Different types of ULDs-Dangerous goods regulations	13

<b>V</b>	Future of Airports: International airline/airport management- International airport management practices-Current challenges and trends – The way forward-Implementation of biometric and digital technology in airline and airport operations	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the structure and dynamics of airline industry	Practical applications of management tools in solving real life problems in airline transportation.	Class test, Seminar
<b>II</b>	Acquire skills in managing airline, airport operations	Interactive Hours using whiteboards, Questioning & Discussion, reading assignments, short quiz.	Case analysis, Presentation
<b>III</b>	Analyse the different formalities in airport and airline terminologies like airport-airline codes, IATA TC areas	Self-learning assignments, Presentation-Cases, Group Learning – Teamwork	Presentation, Class test
<b>IV</b>	Familiarize with cargo management	Visiting airports and various airline offices	Class test, Quiz
<b>V</b>	Understand the documentation required in handling cargo, and understand and assess the future of airports	Discuss the development and growth of Aviation Industry in the world, which shall be the right foundation for a prospective career in Airlines and Airport Management.	Presentation, Field study

#### References

<b>1</b>	Cook, G. N., Billig, B. G. (2017). Airline Operations and Management: A Management Textbook. United Kingdom: Taylor & Francis.
<b>2</b>	Barry, W. (2017). Airline Management: Business Management in Transport 3. United Kingdom: Taylor & Francis.
<b>3</b>	Banfe, C. (1992). Airline Management. United States: Prentice Hall.
<b>4</b>	Dixit, M., Srivastava, S. (2006). Cargo Management: An International Perspective. New Delhi: New Royal Book Company.
<b>5</b>	Cook, G. N., Billig, B. G. (2017). Airline Operations and Management: A Management Textbook. United Kingdom: Taylor & Francis.
<b>6</b>	Prather, C. D. (2015). Airport Management. United States: Aviation Supplies & Academics, Incorporated.
<b>7</b>	Sales, M. (2016). Air Cargo Management: Air Freight and the Global Supply Chain. United Kingdom: Taylor & Francis.
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<b>2</b>	<a href="https://www.google.co.in/books/edition/Airline_Management">https://www.google.co.in/books/edition/Airline_Management</a>
<b>3</b>	<a href="https://www.google.co.in/books/edition/Cargo_Management_An_International_Persp">https://www.google.co.in/books/edition/Cargo_Management_An_International_Persp</a>
<b>4</b>	<a href="https://www.google.co.in/books/edition/Air_Cargo_Management">https://www.google.co.in/books/edition/Air_Cargo_Management</a>
<b>5</b>	<a href="https://www.google.co.in/books/edition/Airport_Management">https://www.google.co.in/books/edition/Airport_Management</a>

**SEMESTER - V**  
**TRAVEL AND TOURISM: TRAVEL AND TOUR OPERATORS MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK5MNTDBM301	Travel and Tour Operators Management	MN	45	10	5	4

**Course Objectives:**

1	To discuss the travel and tourism industry
2	To explore the travel agency functions
3	To discuss tour operator operations
4	To examine itinerary planning, packaging and costing

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Familiarize with travel agency and its formation and recognition	K1, K2
CO2	Understand the operations in a travel agency such as ticketing, VISA	K2, K3
CO3	Understand the products and services of a travel agent	K2, K4
CO4	Evaluate the various operations of a tour operator	K4, K5
CO5	Prepare tour itineraries and to familiarize with tour packaging and tour costing	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	S	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S	M	S	S
CO3	S	S	S	S	M	S	M	M	S	S	S	S	M
CO4	S	S	M	M	S	M	S	L	M	S	S	S	M
CO5	S	M	M	M	M	L	M	L	S	S	M	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Travel Agency Operations: Introduction to travel agencies - Setting up and recognition of travel agencies - Linkages with travel providers - Trends and prospects in travel agency industry	12
II	Travel Agency Functions: Services offered by travel agencies - Travel documentation and procedures - Handling business and MICE tourism	12
III	Group Travel and Incentives: Group travel procedures - Incentives available to travel agencies - Sources of income and online portals for travel agents	12
IV	Tour Operator Operations: Introduction to tour operators - Role and recognition of tour operators - Tour planning and execution processes- Passport, visa, and health certificate procedures - Customs and immigration regulations	12
V	Itinerary Planning and Packaging: Importance and types of itineraries - Tour packaging and costing - Special interest tours and pricing strategies	12
<b>TOTAL</b>		<b>60</b>

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Familiarize with travel agency and its formation and recognition	Conduct quizzes to assess knowledge retention,	Presentation, Class test
II	Understand the operations in a travel agency such as ticketing, VISA	Attend guest lectures, participate in discussions, and analyze case studies	Case analysis, Class test
III	Understand the products and services of a travel agent	Explore different incentives and income sources through field trips, guest lectures, and case studies, analyzing their impact on travel agency operations.	Presentation, Class test
IV	Evaluate the various operations of a tour operator	Engage in workshops, discussions, and practical exercises to understand the responsibilities and strategies involved in tour operations.	Presentation, Class test
V	Prepare tour itineraries and to familiarize with tour packaging and tour costing	Analyze case studies, participate in role plays, and attend guest lectures to master the art of itinerary planning, considering various factors and constraints.	Presentation, Class test
References			
1	Page, S. J. (2009). Tourism management: An introduction (6th ed.). USA: Routledge.		
2	Goeldner, C. R., & Ritchie, J. R. B. (2014). Tourism: Principles, practices, philosophies (11th ed.). USA: John Wiley & Sons.		
3	Walker, J. R., & Walker, J. T. (2012). Tourism: Concepts and practices. New Delhi: Pearson.		
4	Witt, S. F., Lew, A. A., & Hall, C. M. (2009). Managing tourism: Growth and change. USA: Routledge.		
5	Page, S. J., & Connell, J. (2006). Tourism management: Managing for change. USA: Routledge.		
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4	<a href="http://www.uftaa.org/">http://www.uftaa.org/</a>		
5	<a href="https://tourismnotes.com/tour-operators/">https://tourismnotes.com/tour-operators/</a>		

**SEMESTER - VI**  
**TRAVEL AND TOURISM: EVENT MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK6MNTDBM302	Event Management	MN	40	10	10	4

**Course Objectives:**

1	To discuss the fundamentals of events
2	To explain event planning and organizing skills
3	To discuss Meetings, Incentives, Conferences, and Exhibitions (MICE)
4	To learn event marketing strategies

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the essentials of event management	K1, K2
CO2	Understand the dynamics of event management	K2, K3
CO3	Understand the importance of mice tourism	K2, K4
CO4	Develop event marketing equipments and tools	K5, K6
CO5	Develop the basic skills for conducting events and evaluate event performance	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	S	S	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S	M	S	S
CO3	S	S	S	S	M	S	M	M	S	S	S	S	M
CO4	S	S	M	M	S	M	S	L	M	S	S	S	M
CO5	S	M	M	M	M	L	M	L	S	S	M	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Events: History, Scope, and Importance - Types of Events and Their Features - Event Management Practices - Key Steps for Successful Events	12
II	Event Planning and Organizing - Planning Function and its Needs - Types of Planning and Crisis Management - Leadership and Participants Management - Time and Resource Management	12
III	Introduction to MICE: Planning Components of MICE - Characteristics and Significance of Conferences and Conventions - MICE as a Supplement to Tourism - Convention Management Process	12
IV	Event Marketing: Customer Care and Client Management - Marketing Tools and Techniques - Event Promotion and Advertising - Co-ordination and Communication in Events	12
V	Evaluation of Events: Performance Measurement and Critical Evaluation - Measuring Interaction and Audience Engagement - Case Studies of National and International Events	12
<b>TOTAL</b>		<b>60</b>

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand basics of events	Presentation and case study, discussions, and case studies to grasp fundamental concepts of event management, conduct role play	Presentation, Class tests
II	Develop event planning skills	Participate in workshops, role plays, and discussions to enhance event planning abilities.	Roleplay
III	Explore MICE events	Attend guest lectures, analyze case studies to understand Meetings, Incentives, Conferences, and Exhibitions (MICE) events.	Presentation, Class tests
IV	Learn event marketing strategies	Conduct in workshops, role plays, and discussions to explore effective event marketing techniques.	Presentation
V	Evaluate event performance	Analyze case studies and attend lectures to evaluate event performance and identify areas for improvement.	Presentation, Class tests
References			
1	Goldblatt, J. (2020). Special events: The art and science of creating memorable experiences. USA: John Wiley & Sons.		
2	Getz, D. (2017). Event studies: Theory, research and applications. USA: Routledge.		
3	James, P., & Getz, D. (2016). Festival and event management. UK: Routledge.		
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5	Bhattacharya, K. G. (2018). Event management: Text and cases. New Delhi: PHI Learning Private Limited.		
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7	Mittal, V. (2012). Event management: Concepts and practices. UK: Oxford University Press.		
8	Iliffe, J. (2020). The festival and event management handbook. USA: Routledge.		
9	Blazincic, V., & Crask, M. (2018). Event design and experience: Planning, people, and places. USA: Routledge.		
10	Bowen, M., & Choi, S. Y. (2019). Sponsorship in sport, events and tourism. UK: Routledge.		
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5	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>		

**SEMESTER – VII**

**TRAVEL AND TOURISM: INTERNATIONAL TOURISM AND GLOBAL PRACTICES**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
<b>UK7MNIDBM401</b>	<b>International Tourism and Global Practices</b>	<b>MN</b>	<b>40</b>	<b>10</b>	<b>10</b>	<b>4</b>

**Course Objectives:**

<b>1</b>	To discuss international tourism concepts
<b>2</b>	To make aware of India's position in global tourism
<b>3</b>	To discuss the factors influencing tourist movements
<b>4</b>	To explain unique tourist attractions
<b>5</b>	To discuss tourism organizations and economic impacts

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
<b>CO1</b>	Understand the global tourism: past, present and future trends	<b>K1, K2</b>
<b>CO2</b>	Identify the unique International tourism attractions around the globe	<b>K3, K4</b>
<b>CO3</b>	Understand and evaluate national and International organizations connected to tourism	<b>K2, K5</b>
<b>CO4</b>	Evaluate the effect of global tourism on socio-cultural aspects of the host country	<b>K5, K6</b>
<b>CO5</b>	Understand analyse global emerging tourism destinations	<b>K2, K4</b>

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
<b>CO1</b>	S	M	M	S	L	S	L	S	M	M	M	S	S
<b>CO2</b>	S	M	L	S	M	M	L	S	M	M	M	S	S
<b>CO3</b>	S	S	M	S	S	M	M	S	M	L	S	S	S
<b>CO4</b>	S	S	M	S	S	M	M	S	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S	S	M	M	S	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
<b>I</b>	Introduction to International Tourism - Concept and Definitions of International Tourism - Inbound and Outbound Tourism - Global Tourism trends- India's position in Global Tourism - Tourist Arrivals, Receipts & GDP and economy	<b>12</b>
<b>II</b>	Exploring New Global Tourism Spots: Understanding Factors Driving Tourist Movement. Examining Demand, Origin, and Destination Influences. Spotlight on Major Outbound Travel Hubs and the Unique Traits of the Indian Outbound Tourism Market.	<b>12</b>
<b>III</b>	Unique Global Tourist Attractions: Eiffel Tower - Madame Tussauds Wax Museum - London Eye - Euro Tunnel - Statue of Liberty - Grand Canyon - Golden Gate Bridge - Niagara Falls - Pyramids of Giza - Burj Khalifa - Taj Mahal - Great Barrier Reef.	<b>12</b>
<b>IV</b>	Travel Fairs and Event Players: Benefits of Fairs - ITB, WTM, KTM, BTF, TTW, FITUR, IITM, CII-Events, PATA Travel Mart - Travel Players: ICPB, ICCA, Dubai Shopping Festival - Accommodation Sector	<b>12</b>
<b>V</b>	Influence of Organisations on International Travel and Tourism: Objectives and Roles of UNWTO, PATA, UFTAA, IATO, TAAI, FHRAI, IHA, NTO - Ministry of Tourism, Government of India, ITDC- Positive and Negative Effects of International Tourism	<b>12</b>
<b>TOTAL</b>		<b>60</b>

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand key concepts and India's role in tourism	Conduct presentation to cover key concepts, participate in discussions to deepen understanding, and analyze case studies for practical application.	Seminar, Class test
II	Explore factors affecting tourist movements	Conduct workshops to explore various factors, engage in group discussions to analyze data, and conduct data analysis exercises for hands-on learning.	Presentation, Class test
III	Recognize major tourist attractions worldwide	Conduct site visits to major attractions, listen to guest speakers sharing insights, and watch multimedia presentations to understand global tourism hotspots.	Seminar, Class test
IV	Learn about tourism organizations and economic impacts	Conduct in panel discussions with industry experts, attend guest lectures for in-depth knowledge, and visit tourism organizations for practical exposure.	Discussion
V	Understand travel fairs and key players in tourism	Conduct industrial visit industries and observe operations, analyze case studies to understand the roles of key players, and attend networking events to build industry connections.	Seminar, Class test
References			
1	Buhalis, D., & Li, X. (Eds.). (2018). Smart tourism destinations: Ecosystem and applications. California: Butterworth-Heinemann.		
2	Cohen, J. M., Lane, B., & Moscardo, G. (2020). The world tourism industry: Development, impacts, and management (5th ed.). California: Routledge.		
3	Gössling, S. (Ed.). (2015). The Routledge handbook of tourism and the environment. California: Routledge.		
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5	Jenkins, J. M., & Lickorish, L. J. (2017). International tourism and hospitality management (9th ed.). UK: Routledge.		
6	Page, S. J. (2018). Diversity and inclusion in tourism, hospitality, and events. UK: Goodfellow Publishers.		
7	Ateljevic, I., & Morgan, N. (2020). Tourism in a Digital Age: Transformation and Innovation. California,: Routledge.		
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9	Timothy, D. J. (2022). Handbook of Tourism and Development. USA: Edward Elgar Publishing.		
10	Williams, S. W., & Lück, M. (2018). Globalization and Tourism: Mainstreams and Margins. USA: Routledge.		
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**SEMESTER - VIII**  
**TRAVEL AND TOURISM: ENVIRONMENT, COMMUNITY AND TOURISM**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK8MNTDBM402	Environment, Community and Tourism	MN	46	5	9	4

**Course Objectives:**

1	To discuss the environmental issues within the tourism industry and the principles of sustainable tourism development
2	To explore the role of local communities in tourism and the best practices for community engagement and empowerment
3	To examine the principles of ecotourism and the sustainable management of natural resources in tourism
4	To introduce concepts and strategies for sustainable tourism planning and development, including stakeholder involvement and carrying capacity considerations
5	To analyze responsible tourism marketing and communication strategies, including the use of social media and case studies of successful campaigns

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate the knowledge of environmental issues in the tourism industry and understand the importance of sustainable tourism development.	K1, K2
CO2	Evaluate the role of local communities in tourism and identify best practices for community engagement and empowerment.	K2, K4
CO3	Understand ecotourism principles and the ethical considerations involved in wildlife conservation and natural resource management.	K2, K3
CO4	Develop skills in sustainable tourism planning and development, including stakeholder engagement and consideration of tourism carrying capacity.	K2, K3, K6
CO5	Devise responsible tourism marketing strategies and effectively communicate sustainability to tourists.	K2, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	S	M	S	S	M	M	S	M	S	S
CO2	M	S	M	S	M	L	M	M	M	S	M	L	M
CO3	S	L	S	M	S	M	L	S	S	M	S	M	S
CO4	M	M	M	S	L	M	L	L	M	M	L	M	M
CO5	S	M	S	M	S	M	S	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Environmental Sustainability in Tourism: Overview of Environmental Issues in The Tourism Industry - Principles of Sustainable Tourism Development - Importance of Biodiversity Conservation in Tourism - Case Studies on Successful and Unsuccessful Sustainable Tourism Practices	12
II	Community Engagement and Tourism: Understanding the Role of Local Communities in Tourism – Community-Based Tourism Models and Best Practices - Cultural Sensitivity and Respect for Local Traditions - Community Empowerment and Economic Benefits	12

<b>III</b>	Ecotourism and Natural Resource Management: Definition and Principles of Ecotourism - Sustainable Use of Natural Resources in Tourism - Wildlife Conservation and Ethical Considerations - Ecotourism Certifications and Standards	<b>12</b>
<b>IV</b>	Sustainable Tourism Planning and Development: Sustainable Destination Planning Sustainable Infrastructure Development - Stakeholder Involvement in Tourism Planning - Tourism Carrying Capacity and Its Implications- Tools and Techniques for Monitoring Sustainable Tourism Initiatives	<b>12</b>
<b>V</b>	Responsible Tourism Marketing and Communication: Marketing Strategies for Responsible Tourism - Communicating Sustainability to Tourists - Role of social media in Promoting Responsible Tourism - Evaluation of the Social, Economic, and Environmental Impacts of Tourism	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### **Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Understand the environmental issues prevalent in the tourism industry and the principles of sustainable tourism development.	Lectures and presentations introducing environmental issues in tourism and principles of sustainable tourism development, supplemented with case studies.	Presentation, Group discussion, Class test
<b>II</b>	Analyze the significance of community engagement and empowerment in tourism and evaluate various community-based tourism models.	Group discussions and interactive sessions to explore the role of local communities in tourism, with guest speakers sharing community-based tourism experiences.	Class test, Presentation
<b>III</b>	Demonstrate knowledge of ecotourism principles, including the sustainable use of natural resources and wildlife conservation.	Field trips and site visits to ecotourism destinations to observe principles in practice and engage in wildlife conservation activities.	Assignment, Class test, Case analysis
<b>IV</b>	Develop sustainable tourism planning and infrastructure development skills, considering stakeholder involvement and carrying capacity.	Workshops and collaborative projects to develop sustainable tourism plans, incorporating stakeholder feedback and carrying capacity assessments.	Assignment, Presentation
<b>V</b>	Evaluate sustainable tourism initiatives through monitoring and evaluation techniques, assessing their social, economic, and environmental impacts.	Practical exercises and research projects focusing on monitoring and evaluating sustainable tourism initiatives, culminating in presentations or reports.	Class test, Case analysis

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<b>1</b>	Murphy, P. (2013). Tourism: A community approach (RLE Tourism). California: Routledge.
<b>2</b>	Hall, D. R., & Richards, G. (Eds.). (2000). Tourism and sustainable community development (p. 1). London: Routledge.
<b>3</b>	Ashley, C., & Garland, E. B. (1994). Promoting community-based tourism development: Why, what, and how? (Vol. 4). Windhoek, Namibia: Directorate of Environmental Affairs, Ministry of Environment and Tourism.
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<b>5</b>	Suansri, P. (2003). Community-based tourism handbook (pp. 11-14). Bangkok: Responsible Ecological Social Tour-REST.
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7	Sharpley, R. (2009). Tourism development and the environment: Beyond sustainability? USA: Routledge.
8	Mak, J. (2003). Tourism and the Economy. US: University of Hawaii Press.
9	Lohmann, G., & Dredge, D. (2012). Tourism in Brazil: Environment, management and segments. USA: Routledge.
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2	<a href="https://www.solimarinternational.com/what-is-community-based-tourism-and-why-does-it-matter/">https://www.solimarinternational.com/what-is-community-based-tourism-and-why-does-it-matter/</a>
3	<a href="https://connectingnature.eu/potential-community-based-tourism-protect-environment-and-empower-communities">https://connectingnature.eu/potential-community-based-tourism-protect-environment-and-empower-communities</a>
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5	<a href="https://www.annualreviews.org/doi/10.1146/annurev-environ-041210-132637">https://www.annualreviews.org/doi/10.1146/annurev-environ-041210-132637</a>



# **MINOR COURSE II**

## **SUPPLY CHAIN AND LOGISTICS**

**SEMESTER - I**  
**SUPPLY CHAIN AND LOGISTICS - INTRODUCTION TO SUPPLY CHAIN MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK1MNSDBM101	Introduction to Supply Chain Management	MN	43	8	9	4

**Course Objectives:**

1	To explain the basic concepts in supply chain management
2	To make familiar with supply chains of leading industries
3	To explain supply chain strategy to gain competitive advantage
4	To discuss the drivers of supply chain performance
5	To appraise the world-class practices in supply chain management

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the intricacies of supply chain management, students will explore its meaning and its orchestration of goods, information, and finances across interconnected entities	K1, K2
CO2	Identify the objectives of supply chain management, including cost reduction, service enhancement, quality improvement, and innovation facilitation	K2
CO3	Apply decision phases in the supply chain, dissecting design, planning, and operational aspects crucial for strategic and tactical decision-making	K3, K4
CO4	Analyse unique challenges and best practices within leading industries to optimize supply chain performance and adapt to changing market demands	K2, K4
CO5	Evaluate supply chain strategy and coordination, aligning with other functional areas and navigating the efficiency-responsiveness frontier while mitigating risks	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S		M	S		S	S			S		S	S
CO2		M			M			M			M		
CO3			S			L			M				L
CO4	L	S			S			S			S		
CO5		S			S			S			S		

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Supply Chain: Meaning- Objectives -Importance-Decision Phases in the Supply Chain- Design, Planning- Operation-Process Views of the Supply Chain-Cycle View and Push-Pull View-Supply Chains In Leading Industries- FMCG, Petrochemical, Automobile, Pharma, Textile.	12
II	Supply Chain Strategy and Co-Ordination: Linkage of Supply Chain With Other Functional Areas-Competitive Strategy And Supply Chain Strategy- Efficiency Vs. Responsiveness Frontier-Bullwhip Effect- Means To Ensure Co-Ordination in the Supply Chain.	12
III	Drivers of Supply Chain Performance: Facility - Logistical Drivers of Supply Chain Performance – Facility - Inventory - Transportation - Cross - Functional Drivers of Supply Chain Performance – Information - Sourcing and Pricing Plant - Location Decision – Importance - Relevant Factors	12

	- Warehousing - Functions – Types - Cost Elements - Automated Warehousing – Cross - Docking.	
<b>IV</b>	Drivers of Supply Chain Performance: Inventory – Transportation - Information Procurement Management - Make or Buy Decision - Role of Inventory in Supply Chain - Cycle Inventory - Safety Inventory - Seasonal Inventory - Transportation – Modes - Transportation Management System - Omni Channel Distribution - Information and Supply Chain Integration - Supply Chain IT Framework	<b>12</b>
<b>V</b>	World Class Supply Chain Practices: 3 ‘A’s-Agility, Adaptability, Alignment - Supply Chain Analytics – Functions Extended Enterprise - Cold Chains Sustainable Supply Chains - Green SCM - Reverse Logistics - Closed Loop SC- Supply Chain Software	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the intricacies of supply chain management, students will explore its meaning and its orchestration of goods, information, and finances across interconnected entities	Lectures on supply chain management principles, supplemented with case studies and examples from industry experts.	Quiz
<b>II</b>	Identify the objectives of supply chain management, including cost reduction, service enhancement, quality improvement, and innovation facilitation	Group discussions and problem-solving sessions focusing on decision-making in different phases of the supply chain.	Case study, Class test
<b>III</b>	Apply decision phases in the supply chain, dissecting design, planning, and operational aspects crucial for strategic and tactical decision-making	Simulation exercises allowing students to apply supply chain strategies and tactics in realistic scenarios.	Presentation, Class test
<b>IV</b>	Analyse unique challenges and best practices within leading industries to optimize supply chain performance and adapt to changing market demands	Guest lectures from professionals in various industries to provide insights into real-world supply chain challenges and risk management strategies.	Group discussion
<b>V</b>	Evaluate supply chain strategy and coordination, aligning with other functional areas and navigating the efficiency-responsiveness frontier while mitigating risks	Hands-on projects requiring students to analyze supply chain data, identify inefficiencies, and propose improvement strategies.	Seminar, Class test

#### References

<b>1</b>	Chopra Sunil, Karla Dharam Vir. (2022). Supply Chain Management: Strategy, Planning and Operation (10th Edition) UK: Pearson.
<b>2</b>	Coyle et al. (2022). Supply Chain Management: A Logistics Perspective (10th Edition). Noida: Cengage.
<b>3</b>	Blanchard, D. (2021). Supply chain management best practices. Hoboken, New Jersey, United States. John Wiley & Sons.
<b>4</b>	David Simchi-Levi et.al. (2022). Designing and Managing the Supply Chain: Concepts, Strategies, and Case studies. (4th edition ). New Delhi: McGraw Hill Education (India) Private Limited.
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2	<a href="https://www.google.co.in/books/edition/Global_Logistics_and_Supply_Chain">https://www.google.co.in/books/edition/Global_Logistics_and_Supply_Chain</a>
3	<a href="https://www.google.co.in/books/edition/E_Supply_Chain_Technologies_and_Management">https://www.google.co.in/books/edition/E_Supply_Chain_Technologies_and_Management</a>
4	<a href="https://www.google.co.in/books/edition/Supply_Chain_Management">https://www.google.co.in/books/edition/Supply_Chain_Management</a>
5	<a href="https://ctl.mit.edu/">https://ctl.mit.edu/</a>

**SEMESTER - I**  
**SUPPLY CHAIN AND LOGISTICS - FACILITY MANAGEMENT**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK1MNSDBM102	Facility Management	MN	43	8	9	4

**Course Objectives:**

1	To introduce the fundamental concepts and principles of facility management within the context of supply chain management
2	To discuss the pivotal roles of plants and warehouses in SCM and their significance in facilitating the flow of goods within the supply chain
3	To familiarize students with different types of warehouses and their respective functions in supporting SCM operations
4	To explain the key components of facility decision-making, including location, capacity, and layout, and their impact on supply chain performance
5	To discuss facility-related matrices that influence supply chain performance and understand their implications for effective facility management

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Gain a comprehensive understanding of the principles and concepts underlying facility management and its role in SCM	K1
CO2	Articulate the specific functions and importance of plants and warehouses in supporting the efficient flow of goods in SCM	K2
CO3	Identify and classify different types of warehouses and evaluate their suitability for various SCM requirements	K3, K4
CO4	Demonstrate proficiency in analyzing and making informed decisions regarding facility-related factors such as location, capacity, and layout to optimize supply chain performance	K2, K3
CO5	Assess and interpret facility-related matrices to evaluate their impact on SCM performance and devise strategies for improvement	K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S		M	S		S	S			S		S	S
CO2		M			M			M			M		
CO3			S			L			M				L
CO4	L	S			S			S			S		
CO5		S			S			S			S		

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction of Facility Management: Role of plant and warehouse in SCM-Types of warehouses-Components of facility decision-Location, Capacity, Layout-Facility related matrix that influence supply chain performance.	12
II	Facility Location: Process of location selection-Plant, warehouse-Factors affecting location selection-plant, warehouse -Location selection method- Factor rating, Locational Cost Volume analysis, Centre of Gravity, Load-Distance model-Transportation (with numerical problems) - Use of Geographical Information Systems	12

<b>III</b>	Capacity Planning: Capacity- Design capacity, Effective capacity, Utilization, Efficiency-Challenges in capacity planning-Production, Warehousing-Capacity planning strategies-Lead, Lag and Match-Measuring performance of capacity planning	<b>12</b>
<b>IV</b>	Facility Layout: Plant layout-Process layout, Product layout, Work Cells-Managing bottlenecks in plant and warehouse-Warehouse design- U-shaped, I-Shaped, L-Shaped-Cross docking, Random Stocking, Customising	<b>12</b>
<b>V</b>	Warehousing: Areas of a warehouse-Stages in ware housing-Material handling-Principles, Equipment-Ware house automation-Types, Benefits-Sustainable warehousing-Objectives, Practices	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Gain a comprehensive understanding of the principles and concepts underlying facility management and its role in SCM	Lectures and discussions on fundamental principles and concepts of facility management, supplemented with real-world examples and case studies.	Quiz
<b>II</b>	Articulate the specific functions and importance of plants and warehouses in supporting the efficient flow of goods in SCM	Site visits to plants and warehouses to provide practical insights into their roles and functions within the supply chain.	Case study, Class test
<b>III</b>	Identify and classify different types of warehouses and evaluate their suitability for various SCM requirements	Group exercises and discussions to classify different types of warehouses based on their characteristics and suitability for various supply chain operations.	Presentations
<b>IV</b>	Demonstrate proficiency in analyzing and making informed decisions regarding facility-related factors such as location, capacity, and layout to optimize supply chain performance	Interactive workshops and simulations focusing on decision-making processes related to facility location, capacity planning, and layout design.	Group discussion
<b>V</b>	Assess and interpret facility-related matrices to evaluate their impact on SCM performance and devise strategies for improvement	Analysis of facility-related matrices and performance metrics through collaborative projects and problem-solving activities.	Seminar, Class test

#### References

<b>1</b>	Chopra Sunil, Karla Dharam Vir. (2022). Supply Chain Management: Strategy, Planning and Operation (10th Edition) UK: Pearson.
<b>2</b>	David simchi-Levi et.al. (2022). Designing and Managing the Supply Chain: Concepts, Strategies, and Case studies. (4th edition). New Delhi: McGraw Hill Education (India) Private Limited
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<b>5</b>	Hugos Michael.(2021) Essentials of Supply Chain Management(4th Edition).USA: Wiley.
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4	<a href="https://www.youtube.com/watch?v=a9r-Tndo_-g&amp;list=PLVDO3zzuGz-IFDKG-6dztYnFeShE1Oscl&amp;index=2">https://www.youtube.com/watch?v=a9r-Tndo_-g&amp;list=PLVDO3zzuGz-IFDKG-6dztYnFeShE1Oscl&amp;index=2</a>
5	<a href="https://www.ifma.org/about/what-is-fm/#:~:text=Facility%20Management%20is%20an%20organizational,productivity%20of%20the%20core%20business.">https://www.ifma.org/about/what-is-fm/#:~:text=Facility%20Management%20is%20an%20organizational,productivity%20of%20the%20core%20business.</a>

SEMESTER - II													
SUPPLY CHAIN AND LOGISTICS - FORECASTING AND INVENTORY MANAGEMENT													
Course Code		Course Name			Category		Lecture hr	Tutorial hr	Practical hr	Credit			
UK2MNSDBM103		Forecasting and Inventory Management			MN		50	5	5	4			
Course Objectives:													
1	To develop competencies and knowledge to become forecasting and inventory management professionals												
2	To orient in the field of forecasting and inventory management												
3	To explain the various types of demand forecasting and its importance												
4	To discuss the latest trends in inventory management												
5	To discuss and explore the costs associated with inventories												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number	Course Outcome (CO) Statement										Blooms Taxonomy Knowledge Level		
CO1	Apply the basic knowledge of forecasting and inventory management in the real life situation										K1, K2, K3		
CO2	Enhance their ability and professional skills in inventory management										K2, K3		
CO3	Understand the various types of demand forecasting and its importance										K2, K4		
CO4	Understand the latest trends in inventory management										K2, K4, K5		
CO5	Compute the costs associated with inventories and techniques of inventory control										K2, K4, K6		
Programme Outcomes (POs):													
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	S	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	M	S	S	S	S	S
CO3	S	S	M	M	M	M	M	L	M	S	M	S	M
CO4	S	M	M	S	M	S	S	S	S	M	M	S	S
CO5	M	M	M	M	M	L	M	M	S	S	M	S	M
S- Strong; L- Low; M-Medium													
Module	Course Contents										Hours		
I	Forecasting: Meaning –Need -Types of forecasts –Demand Forecasting- Types of Demand Forecasting--Importance - Demand planning v/s Forecasting - Sources of demand-Supply chain dynamics - Key roles and responsibilities										12		
II	Sales and Operations Planning: Goals and objectives -S&OP meeting activity-Collaborative Planning-Types - Collaborative Forecasting-Collaborative planning, forecasting and replenishment- Cyclic decomposition techniques. Short-term forecasting techniques-Technology Forecasting										12		
III	Methodologies: Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, System Dynamic- Role of Technology Information Forecasting and Assessment Council (TIFAC).										12		
IV	Inventory: Purpose of Inventory-Goods-Types of Goods -General Management of Inventory-Types of Stocks-Multi-Echelon Inventory Systems -Use of Computers in Inventory Management Evaluation of Performance of Materials Function - Criteria and methodology of evaluation–Inventory management techniques										12		
V	Codification: Methodology–Requirement of codes – Coding Structure and Design –Advantages - International Codification – Right Quantity – Economic Ordering Quantity -Costs associated with Inventories - Du Pont model –Turnover & Modeling in logistics										12		
										TOTAL			60

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Apply the basic knowledge of forecasting and inventory management in the real life situation	Interactive lectures, readings, case studies and class discussions to understand the basic knowledge of forecasting and its importance	Group discussion, Case study, Class test
II	Enhance their ability and professional skills in inventory management	Case study analysis, Industrial visit and group discussions to familiarize the sales and operations planning & short-term forecasting techniques	Group discussion/ Presentation/ Industry visit report
III	Understand the various types of demand forecasting and its importance	Interactive lectures, readings, case studies and class discussions to understand the role of Technology Information Forecasting and Assessment Council	Group discussion/ Presentation, Class test
IV	Understand the latest trends in inventory management	Interactive lectures, Case study analysis, group discussions to understand the latest trends in Inventory Management	Case study, Group discussion
V	Familiarize students on the costs associated with inventories	Interactive lectures, Case studies and group discussions to familiarizing students on the costs associated with Inventories	Case study, Group discussion
References			
1	Chopra, S., & Meindl, P. (2007). Supply Chain Management (3rd ed). London: Pearson Education Asia.		
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2	<a href="https://www.youtube.com/watch?v=Eg7m4iTooUE&amp;list=PLRgpit5EZyEx9yKjJ32nFRaLt6-07g9Ph&amp;index=6">https://www.youtube.com/watch?v=Eg7m4iTooUE&amp;list=PLRgpit5EZyEx9yKjJ32nFRaLt6-07g9Ph&amp;index=6</a>		
3	<a href="https://www.youtube.com/watch?v=22nKcTZZ6p0&amp;list=PLRgpit5EZyEx9yKjJ32nFRaLt6-07g9Ph&amp;index=7">https://www.youtube.com/watch?v=22nKcTZZ6p0&amp;list=PLRgpit5EZyEx9yKjJ32nFRaLt6-07g9Ph&amp;index=7</a>		
4	<a href="https://www.youtube.com/watch?v=rPzJN_eovlg">https://www.youtube.com/watch?v=rPzJN_eovlg</a>		
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**SEMESTER - II**  
**SUPPLY CHAIN AND LOGISTICS - TRANSPORTATION MANAGEMENT SYSTEM**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK2MNSDBM104	Transportation Management System	MN	50	5	5	4

**Course Objectives:**

1	To familiarize with the information about transportation considerations for the import, export and domestic trade processes
2	To familiarize with the shipping dangerous goods by ocean
3	To discuss the trucking/highway regulations & documents
4	To familiarize with the rail transportation & moving dangerous goods by rail
5	To explore the advantages of multi module transport document

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand import & export processes	K1, K2
CO2	Create knowledge of import and export documentation requirements	K2, K6
CO3	Understand and analyse the shipping of dangerous goods by ocean	K2, K4
CO4	Understand the trucking/highway regulations & documents	K2, K4
CO5	Understand and analyse the road and rail transportation & moving of dangerous goods by Rail	K2, K4

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	M	S	S	S	S	M	M	S	S
CO2	S	S	M	M	M	L	S	L	M	S	M	S	M
CO3	S	S	M	M	M	M	M	L	M	S	M	S	M
CO4	S	S	M	M	S	L	M	L	M	S	M	S	M
CO5	M	M	M	M	M	L	M	M	S	S	M	S	M

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Transportation Strategy Considerations: An overview of the import process - An overview of the export process - Bonding issues for exporters - Negotiating rates - Insurance and liability - E-Logistics and the internet - UN module regulation - Introduction to carriage of dangerous goods.	12
II	Import and Export Documentation Requirements: An overview of commercial documents - Commercial Invoice - Consular Invoice - Packing list - Certificates of Origin - Permits of Export and Import of Goods - Cargo control documents - Other Commercial Documents - Distribution of Commercial Documents	12
III	Airfreight: Introduction: Documents - The Air Waybill (AWB) - Moving Goods by Air - Export Packaging - Air Cargo Handling, Delivery - The Role of IATA - Shipping Dangerous Goods by Air - Glossary of Airfreight Terminology. Ocean freight: Documents - Containers - FCL/LCL - Handling the LCL - Handling the Ocean Freight Shipment - Shipping Dangerous Goods by Ocean	12
IV	Road and rail Transportation: Introduction to Road Transportation - Trucking/Highway Regulations – Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks - Heavy load haulage multi axle age multi truck - Service Options for Truck Transport - Shipping Dangerous Goods by Truck - LTL/FTL Shipments - Trucking Rates and Tariffs A Checklist of Trucking Considerations - Border Security Issues- Rail Transportation:	12

	Introduction - Shipping Goods by Rail The Railway Bill of Lading - Rail Equipment - Moving Dangerous Goods by Rail - Over Dimensional and Heavy Lift Cargo by Rail.	
V	Intermodal Transport: Introduction - Shipping goods intermodally - Documentary Considerations - Other Considerations - Telematics - Routing – GPRS - Monitoring fuel economy - Driver practice – Indicators - Future prospectus growth of road - Automation - INCOTERMS 2000 - Transfer of Liability - Incorporating INCOTERMS into the Contract of Sale - INCOTERMS Structures - Mode of Transport Relate to INCOTERMS. Advantages of multi module transport document.	12
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand import & export processes	Interactive lectures, readings, case studies and class discussions to understand the import, export and domestic trade processes.	Group discussion/ Class test
II	Create knowledge of import and export documentation requirements	Case study analysis, Hotel visit and group discussions to familiarize the import and export documentation requirements.	Group discussion/ Presentation
III	Understand and analyse the shipping dangerous goods by ocean	Interactive lectures, readings, case studies and class discussions to familiarize the Shipping Dangerous Goods by Ocean	Group discussion/ Presentation
IV	Understand the trucking/highway regulations & documents	Interactive lectures, case study analysis, group discussions to understand the Trucking/Highway Regulations & Documents.	Case study/ Class test
V	Understand and analyse the road and rail transportation & moving dangerous goods by Rail	Interactive lectures, Case studies and group discussions to familiarize students on the Rail transportation & moving dangerous goods by Rail and heavy lift cargo by Rail.	Case study/ Group discussion

#### References

1	Self-Compliance Strategies and the Administrative Monetary Penalty System, a Manual for Importers and Exporters. (Nov 2002). USA: PF Collins Customs Broker Ltd.
2	OAG Air Cargo Guide TM. (May 1997). Published by OAG. A division of Reed, USA: Elsevier Inc.
3	International Air Transport Association (IATA) Dangerous Goods Regulations India
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2	<a href="https://www.oracle.com/scm/logistics/transportation-management/what-is-transportation-management-system/">https://www.oracle.com/scm/logistics/transportation-management/what-is-transportation-management-system/</a>
3	<a href="https://www.ibm.com/topics/transportation-management-systems">https://www.ibm.com/topics/transportation-management-systems</a>
4	<a href="https://www.sap.com/products/scm/transportation-logistics/what-is-a-tms.html">https://www.sap.com/products/scm/transportation-logistics/what-is-a-tms.html</a>
5	<a href="https://www.uberfreight.com/blog/transportation-management-system/">https://www.uberfreight.com/blog/transportation-management-system/</a>

<p align="center"><b>SEMESTER - III</b></p> <p align="center"><b>SUPPLY CHAIN AND LOGISTICS - CONTAINERIZATION AND MULTIMODAL TRANSPORTATION</b></p>	
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Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK3MNSDBM201	Containerization and Multimodal Transportation	MN	46	5	9	4

<b>Course Objectives:</b>
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1	Discuss how containers revolutionize shipping and logistics
2	Explore how containerization shapes global trade and supply chains
3	Explain the advantages and challenges of using containers for transport
4	Discuss how different modes of transport work together for efficient cargo movement
5	Evaluate real-world examples to see multimodal transportation in action

<b>Course Outcomes (COs):</b> On successful completion of the course, the students will be able to
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CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the historical and future trends of global tourism.	K1
CO2	Identify unique international tourism attractions worldwide.	K4
CO3	Recognize national and international organizations in the tourism industry.	K3
CO4	Assess the socio-cultural impacts of global tourism on host countries.	K5, K6
CO5	Identify and assess emerging tourism destinations globally	K2, K4, K6

<b>Programme Outcomes (POs):</b>									
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COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	M	S	L	S	L	S	M	M	M	S	S
CO2	S	M	L	S	M	M	L	S	M	M	M	S	S
CO3	S	S	M	S	S	M	M	S	M	L	S	S	S
CO4	S	S	M	S	S	M	M	S	M	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S	S	S	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Multimodal Transport: Definitions, MTO, MTD, MTC, concepts, benefits, current scenario, challenges, reforms - Overview of Multimodal Transportation: Definition, India	12
II	Containerization: Evolution, Malcolm Mclean, Types, Benefits - Road Transport, Rail Transport, CONCOR, Freight Corridors, Commercial terms, Sea Transport, Air Transport, Incoterms	12
III	Intermodal Transportation: Types of Ships, Custom clearance, CHAs, NVOCCS, Trade Financing, Intermediaries, Laws - Multimodal Transportation Goods Act, International Conventions, Dangerous goods regulations, Motor Vehicles Act, Warsaw Convention	12
IV	Multimodal Transport Legal Framework: Multimodal Transportation Goods Act, 1993, Multimodal transportation of Goods Act, 2000, Legal aspects, Regulations	12
V	Role of Infrastructure: Seaports, Airports, ICDs/CFS, Terminals, Integration, Efficiency, Environmental Sustainability, Financing, Resilience, Disaster Management, Connectivity	12
TOTAL		60

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand multimodal transport concepts and India's role	Engage in lectures, discussions, and case studies to grasp concepts, with a focus on India's role in multimodal transport.	Quiz
II	Explore containerization, modes of transport, and their benefits	Participate in workshops, group discussions, and guest lectures to delve into containerization and transport modes.	Presentation, Class test
III	Learn about legal regulations, infrastructure, and their role	Embark on site visits, listen to guest speakers, and view multimedia presentations to understand legal and infrastructural aspects.	Presentation, Class test
IV	Analyse challenges and future trends in multimodal transportation	Engage in panel discussions, attend guest lectures, and visit industries to analyse challenges and trends.	Presentation, Case study
V	Understand the impact of transportation on development and sustainability	Visit industries, analyse case studies, and attend networking events to grasp the impact of transport on development and sustainability.	Field visit report
References			
1	Gupta, S., & Soni, M. (2019). International Trade Logistics. New Delhi: Gyan Publishing House.		
2	Singh, H., & Kumar, S. (2020). Multimodal Transportation and Logistics. New Delhi: SAGE Publications India.		
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9	Bonturi, P. M. (2018). Intermodal Freight Transport. London: Springer International Publishing.		
10	Coyle, J. J., Langley, C. J., Gibson, B. J., & Murphy, R. A. (2022). Transportation. South-Western Noida: Cengage Learning.		
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2	<a href="https://fiata.org/">https://fiata.org/</a>		
3	<a href="https://www.youtube.com/watch?v=A0g7I4A6GN4">https://www.youtube.com/watch?v=A0g7I4A6GN4</a>		
4	<a href="https://www.indexmundi.com/facts/india/international-tourism">https://www.indexmundi.com/facts/india/international-tourism</a>		
5	<a href="https://egyankosh.ac.in/bitstream/123456789/12134/1/Unit-8.pdf">https://egyankosh.ac.in/bitstream/123456789/12134/1/Unit-8.pdf</a>		

SEMESTER - III														
SUPPLY CHAIN AND LOGISTICS - INFORMATION TECHNOLOGY IN SUPPLY CHAIN														
Course Code		Course Name			Category		Lecture hr	Tutorial hr	Practical hr	Credit				
UK3MNSDBM202		Information Technology in Supply Chain			MN		40	5	15	4				
Course Objectives:														
1	To explain logistics and supply chain management													
2	To compare the concepts of logistics and supply chain													
3	To examine the scope of logistics management													
4	To evaluate supply chain management models and the place of it in the companies													
5	To describe the usage of information technologies in supply chain management													
Course Outcomes (COs): On successful completion of the course, the students will be able to														
CO Number		Course Outcome (CO) Statement								Blooms Taxonomy Knowledge Level				
CO1		Understand the rationale behind and fundamental principles of supply chain management.								K1				
CO2		Assess the supply chain performance								K2, K4				
CO3		Develop the skills critical for today's business professional								K3				
CO4		Develop the use of effective written and oral communications, critical thinking, team building and presentation skills as applied to business problems								K2, K6				
CO5		Recognize the managerial benefits and potential challenges of the supply chain practices.								K2				
Programme Outcomes (POs):														
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1		M	M	L	L	M	M	M	L	M	M	M	M	L
CO2		M	L	M	L	L	M	L	L	L	S	M	L	S
CO3		L	M	M	M	M	M	S	L	M	M	M	M	M
CO4		M	M	M	L	M	M	M	L	M	M	M	L	M
CO5		S	M	M	M	M	M	M	M	S	M	M	M	M
S- Strong; L- Low; M-Medium														
Module		Course Contents										Hours		
I		Information Technology in Supply Chains: Building blocks of a supply chain network- Types of supply chains and examples-Strategic, tactical, and operational decisions in supply chains										12		
II		Supply Chain Performance Measures: Supply chain inventory management- Newsboy, Base-stock, and (Q,r) models, multi-echelon supply chains- Bullwhip effect.										12		
III		Performance Modelling of Supply Chains: Markov chains and queueing networks-Mathematical programming models for supply chain planning- Design and optimization.										12		
IV		Best Practice Supply Chain Solutions: Internet-enabled supply chains- e-marketplaces- e-procurement- e-logistics- e-fulfilment- Customer relationship management-Web services-Rosetta net- ERP and supply chains- Supply chain automation and supply chain integration.										12		
V		Functional Roles of IT in Supply Chain Management: Benefits of IT in supply chain management – Tech solutions for improving SCM- Best practices for implementing IT in supply chain management-Implementation practices of IT in SCM in India Inc.-Challenges and Way forward										12		
TOTAL												60		

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the rationale behind and fundamental principles of supply chain management.	Asses the knowledge of basic supply chain functions through classroom discussions.	Class test, Assignments
II	Assess the supply chain performance	Strengthening the foundational knowledge and apply the understanding to build a seamless logistics and supply chain operation in service sector.	Class test/ Assignment Presentation
III	Develop the skills critical for today’s business professional	Identify and Analyse Business Models, Business Strategies and, corresponding Competitive Advantage	Case analysis Industry/ Field visit
IV	Develop the use of effective written and oral communications, critical thinking, team building and presentation skills as applied to business problems	Formulate and implement Warehouse Best Practices and Strategies	Case analysis Industry/ Field visit
V	Recognize the managerial benefits and potential challenges of the supply chain practices.	To make the student understand the role of logistics infrastructure in transportation and the present logistics infrastructure status.	Case study
References			
1	Pagano, A. M., Liotine, M. (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications. Netherlands: Elsevier Science.		
2	Leeman, J. J. A. (2010). Supply Chain Management: Fast, Flexible Supply Chains in Manufacturing and Retailing. Germany: Institute for Business Process Management.		
3	Stanton, D. (2023). Supply Chain Management for Dummies. Germany: Wiley.		
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7	Pagano, A. M., Liotine, M. (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications. Netherlands: Elsevier Science.		
8	Handbook of Research on Innovative Management Using AI in Industry 5.0. (2021). United States: Business Science Reference.		
9	Davis, B. E. (2001). GIS: A visual approach. Albany. NY: Delmar Thomson Learning.		
10	Olson, D. L. (2014). Supply Chain Information Technology. United Kingdom: Business Expert Press.		
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2	<a href="https://www.google.co.in/books/edition/Global_Logistics_and_Supply_Chain">https://www.google.co.in/books/edition/Global_Logistics_and_Supply_Chain</a>		
3	<a href="https://www.google.co.in/books/edition/Supply_Chain_Management">https://www.google.co.in/books/edition/Supply_Chain_Management</a>		
4	<a href="https://www.google.co.in/books/edition/E_Supply_Chain_Technologies_and_Management">https://www.google.co.in/books/edition/E_Supply_Chain_Technologies_and_Management</a>		
5	<a href="https://www.google.com/search?Q=information+technology">https://www.google.com/search?Q=information+technology</a>		

SEMESTER - IV SUPPLY CHAIN AND LOGISTICS - INTERNATIONAL TRADE PROCEDURES AND DOCUMENTATION													
Course Code		Course Name				Category	Lecture hr	Tutorial hr	Practical hr	Credit			
UK4MNSDBM203		International Trade Procedures and Documentation				MN	40	10	10	4			
Course Objectives:													
1	To discuss international trade procedures and documentation												
2	To explain payment methods and INCO terms in global trade												
3	To explore export-import business strategies												
4	To explore financing options and risk management in international trade												
5	To develop knowledge of customs clearance and logistics in global trade												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number		Course Outcome (CO) Statement								Blooms Taxonomy Knowledge Level			
CO1		Understand the fundamentals of international trade procedures and documentation								K1, K2			
CO2		Analyze methods of payments, INCO terms, and their implications in international trade								K2, K4			
CO3		Create strategies for EXIM business plans, export marketing, and import sourcing.								K2, K6			
CO4		Evaluate methods of financing exporters, business risk management, and customs clearance procedures								K3, K5			
CO5		Demonstrate an understanding of logistics management and modes of transportation in international trade								K2, K4			
Programme Outcomes (POs):													
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S	M	S	S	L	S	M	S	M	S	M	L	M
CO2	M	S	S	L	S	S	M	L	M	L	S	M	S
CO3	S	S	M	L	M	L	S	M	S	M	M	S	L
CO4	S	M	L	S	M	S	L	S	M	S	M	L	M
CO5	M	L	S	S	S	M	L	S	M	L	S	M	S
S- Strong; L- Low; M-Medium													
Course Contents													
Module		Course Contents										Hours	
I		Export Procedures and Documentation: Export Procedures and Documents: The Search for an overseas buyer - Processing an Export Order - Negotiation of Documents - Role of Banks in Export-Import Transactions										12	
II		Methods of Payments and INCO Terms: Methods of Payment in International Trade - Financing Exporters and Importers - Instruments of Payment - INCO Terms and their significance in International Trade										12	
III		Strategies and Export Marketing: EXIM Business Plan and Strategy - Export Strategy Formulation - Export Financing - Import Strategy (Sourcing Strategy) - International Marketing - Export Marketing – Going Global - Different Forms of International Trade										12	
IV		Methods of Financing Exporters and Business Risk Management: Pre-Shipment Finance - Post Shipment Export Advance - Factoring and Insurance in International Trade - Types of Risks in International Trade - Quality and Pre-Shipment Inspection										12	

<b>V</b>	Customs Clearance of Import and Export Cargo: Clearance of Import Cargo - Clearance of Export Cargo - Customs Valuation - The Harmonized System (HS) - Carnets and their importance - New Developments in Custom Clearance Procedure	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the fundamentals of international trade procedures and documentation	Complete assignments and quizzes and actively participate in class discussions.	Assignment, Quiz
<b>II</b>	Analyze methods of payments, INCO terms, and their implications in international trade	Take quizzes and complete assignments covering payment methods and INCO terms.	Class test, Assignment
<b>III</b>	Create strategies for EXIM business plans, export marketing, and import sourcing.	Deliver presentations on export marketing strategies and submit project reports.	Presentation
<b>IV</b>	Evaluate methods of financing exporters, business risk management, and customs clearance procedures	Engage in assignments and quizzes focusing on financing methods and risk management.	Assignment, Class test
<b>V</b>	Demonstrate an understanding of logistics management and modes of transportation in international trade	Participate in quizzes and complete written assessments regarding customs clearance procedures.	Field visit report

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<b>1</b>	Chopra, V. K. (2022). International Trade Procedures & Documentation (8th ed.). New Delhi: Bharat Book Centre.
<b>2</b>	Culpepper, P. D. (2023). International Logistics Management (10th ed.). Noida: Kogan Page.
<b>3</b>	Export-Import Procedures & Documentation (6th ed.). (2023). New Delhi: International Chamber of Commerce.
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<b>5</b>	Goyal, S. K. (2021). International Trade Law & Practice in India (5th ed.). New Delhi: LexisNexis India.
<b>6</b>	International Trade Finance (5th ed.). (2022). UK: Routledge.
<b>7</b>	Janine Weiler & Joseph Butler (2021). International Trade Law (9th ed.). London: Oxford University Press.
<b>8</b>	Malhotra, S. (2020). Export-Import Management (7th ed.). New Delhi, Pearson Education India.
<b>9</b>	Murphy, P. J. (2022). International Trade Law & Policy: The Essentials (4th ed.). UK: Routledge.
<b>10</b>	Stopford, M. (2020). Maritime Economics (4th ed.).UK: Routledge

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<b>1</b>	<a href="https://www.indiafilings.com/learn/documents-required-import-export/">https://www.indiafilings.com/learn/documents-required-import-export/</a>
<b>2</b>	<a href="https://www.shippingsolutions.com/blog/documents-required-for-international-shipping">https://www.shippingsolutions.com/blog/documents-required-for-international-shipping</a>
<b>3</b>	<a href="https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,44">https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,44</a>
<b>4</b>	<a href="https://www.india-briefing.com/news/import-export-procedures-india-19125.html/">https://www.india-briefing.com/news/import-export-procedures-india-19125.html/</a>
<b>5</b>	<a href="https://ebooks.lpude.in/management/mba/term_3/dmgt546_international_trade_procedure_and_documentation.pdf">https://ebooks.lpude.in/management/mba/term_3/dmgt546_international_trade_procedure_and_documentation.pdf</a>

# SEMESTER - IV

## SUPPLY CHAIN AND LOGISTICS - SUSTAINABLE SUPPLY CHAIN PRACTICES

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK4MNSDBM204	Sustainable Supply Chain Practices	MN	45	6	9	4

### Course Objectives:

1	To discuss corporate carbon footprint and identify hot spots in the supply chain
2	To discuss environmental estimations in supply chain and logistics decisions
3	To explain balance and trade-off sustainability strategies with business performance metrics
4	To familiar with the circular supply chain for a company
5	To discuss consumers' preferences and demands into sustainable supply chain strategies

### Course Outcomes (COs): On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Develop corporate procurement and logistics management strategy in line with the corporate strategic objectives.	K1, K2
CO2	Analyse the design, planning, and activities of marketing, production and operations, logistics networks and inventory which support domestic and global supply chain operations and be ability to solve logistical problems.	K2, K2
CO3	Develop a framework for a viable and sustainable supply chain and defend it by identifying and addressing relevant supply chain relationship, risks, disputes, drivers, objectives, and goals	K2, K6
CO4	Apply, promote, protect, and disseminate Islamic ideas, ethics, vision, mission and values in regard to procurement and logistics management.	K3, K4
CO5	Demonstrate critical thinking, modelling, decision making and problem-solving skills in a variety of contexts related to procurement, logistics and the entire supply chain	K2, K3, K6

### Programme Outcomes (POs):

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	M	M	L	M	M	M	L	M	S	M	M	M
CO2	S	L	L	L	M	L	M	M	M	M	M	L	L
CO3	L	M	S	S	M	M	L	S	M	M	M	M	M
CO4	L	M	M	M	M	L	S	M	L	L	M	S	L
CO5	M	M	L	S	M	S	L	M	S	M	L	M	M

S- Strong; L- Low; M-Medium

Module	Course Contents	Hours
I	Introduction to Supply Chain Management: Concept of Supply Chain Management (SCM)- Scope and significance of SCM-Sustainability-Sustainable supply chains-Design for environment- Supply management practices	12
II	Waste Disposal and Waste Reduction: Recycling through lease and service agreements-Facilities - Green building- The political economy of carbon trading	12
III	Sustainable Transportation: Environmental enhancements in road vehicle technologies-Facility location and transportation- “Greening” transportation in the supply chain	12
IV	Renewable Energy: Types and advantages- International energy agency- Building a resilient	12

	and sustainable Supply chain- Green Supply Chain Management: Transparent supply chain- Circular supply chain- best practices for Green SCM- Challenges for going green	
<b>V</b>	Technology and Supply Chain: Artificial Intelligence- Machine learning- Robotics- Block chain- Additive Manufacturing-Challenges of technology application in SCM	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Develop corporate procurement and logistics management strategy in line with the corporate strategic objectives.	Understand the concept of sustainability in the context of supply chain	Class test, Assignment
<b>II</b>	Analyse the design, planning, and activities of marketing, production and operations, logistics networks and inventory which support domestic and global supply chain operations and be able to solve logistical problems.	Explain the perspectives of supply chain sustainability	Role play, Case analysis
<b>III</b>	Develop a framework for a viable and sustainable supply chain and defend it by identifying and addressing relevant supply chain relationship, risks, disputes, drivers, objectives, and goals	Assess the degree of sustainability in your (or any other) organisation from each of these four perspectives, and provide suggestions for improving	Seminar, Quiz
<b>IV</b>	Apply, promote, protect, and disseminate Islamic ideas, ethics, vision, mission and values in regard to procurement and logistics management.	Incorporating sustainability into SCM education requires stimulating in students the skills of critical reflection, decision-making, and problem-solving	Case analysis, Presentation
<b>V</b>	Demonstrate critical thinking, modelling, decision making and problem-solving skills in a variety of contexts related to procurement, logistics and the entire supply chain	Assess the extent of sustainability that is realistic in each situation and identify and explain the constraints to sustainability.	Case analysis, Class test

#### References

<b>1</b>	Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). Supply Chain Logistics Management. (4th ed.). New Delhi: McGraw Hill/Irwin.
<b>2</b>	Coyle, J.J., Jr. Langley, C.J., Novack, R.A., & Gibson, B.J. (2013). Managing Supply Chains: A Logistics Approach. (9th ed.). New Delhi: McGraw-Hill. Edward, F. (2002).
<b>3</b>	Muller, M. (2011). World-Class Warehousing and Material Handling. (International ed.). USA: McGraw-Hill. Essentials of Inventory Management.
<b>4</b>	Handbook of Research on Creating Sustainable Value in the Global Economy (2019). United States: IGI Global.
<b>5</b>	Kreye, M. E. (n.d.). Sustainable Operations and Supply Chain Management. United Kingdom: Taylor & Francis.
<b>6</b>	Emerging Applications in Supply Chains for Sustainable Business Development. (2018). United States: IGI Global.
<b>7</b>	Handbook on the Sustainable Supply Chain. (2019). Germany: Edward Elgar Pub..
<b>8</b>	Sustainable Development Goals and Sustainable Supply Chains in the Post-global Economy (2019). Germany: Springer International Publishing.
<b>9</b>	Belvedere, V., Grando, A. (2017). Sustainable Operations and Supply Chain Management. Germany: Wiley.
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3	<a href="https://www.bing.com/ck/a?!&amp;&amp;p=9db59da351f6375d">https://www.bing.com/ck/a?!&amp;&amp;p=9db59da351f6375d</a>
4	<a href="https://www.netsuite.com/portal/resource/articles/erp/supply-chain-sustainability.shtml">https://www.netsuite.com/portal/resource/articles/erp/supply-chain-sustainability.shtml</a>
5	<a href="https://www.sciencedirect.com/science/article/abs/pii/S0747563215300637">https://www.sciencedirect.com/science/article/abs/pii/S0747563215300637</a>

SEMESTER – V															
SUPPLY CHAIN AND LOGISTICS - PORT AND AIRPORT MANAGEMENT FOR LOGISTICS															
Course Code		Course Name				Category		Lecture hr		Tutorial hr		Practical hr		Credit	
UK5MNSDBM301		Port and Airport Management for Logistics				MN		45		5		10		4	
Course Objectives:															
1		To discuss port structure, functions and operations													
2		To familiarize the phases of port development													
3		To explain the port administration ownership and management port ownership structure													
4		To explain the Acts governing the ports in India													
5		To discuss the airport management for logistics													
Course Outcomes (COs): On successful completion of the course, the students will be able to															
CO Number		Course Outcome (CO) Statement										Blooms Taxonomy Knowledge Level			
CO1		Understand port and airport management for logistics										K1, K2			
CO2		Acquire knowledge of port structure and functions										K2			
CO3		Understand the port operations										K2, K4			
CO4		Understand the phases of port development										K2, K4			
CO5		Familiarize with and practice port administration ownership and management										K2, K3, K6			
Programme Outcomes (POs):															
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4	
CO1		S	M	M	S	M	S	S	S	S	M	M	S	S	
CO2		S	S	M	M	M	L	S	S	M	S	M	S	M	
CO3		S	S	M	M	M	M	M	L	M	S	M	S	M	
CO4		S	S	S	M	S	L	M	L	M	S	M	S	M	
CO5		M	M	M	M	M	L	M	M	S	S	S	S	M	
S- Strong; L- Low; M-Medium															
Module		Course Contents												Hours	
I		Port Structure and Functions: Definition - Types and Layout of the Ports –Organisational structure - Fundamental observations - Main functions and features of ports: Infrastructure and connectivity administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.												12	
II		Port Operations: Berths and Terminals - Berth Facilities and Equipment - Ship Operation – Pre shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal – Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.												12	
III		Port Development: Phases of port development - Growth in world trade - Changes in growth Development in terminal operation. Shipping technology and port: Ship knowledge - Ship development and port development - Port time and ship speed - Other technical development affecting port.												12	

<b>IV</b>	Port Administration Ownership and Management: Port ownership structure- Types of port ownership and administration – Organizations concerning ports - Boards governing the ports - Port management – development - Rise and fall of Ports - information technology in ports.	<b>12</b>
<b>V</b>	Port Ownership in Indian context: Acts governing the Ports in India – Port ownership structure in India. Port reform: Framework for port reform - Evolution of ports in a competitive world Alternative Port Management Structure and Ownership Models.	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Acquiring knowledge of port structure and functions	Interactive lectures, readings, case studies and class discussions to acquire the knowledge of port structure and functions	Group discussion/ Case study, Class test
<b>II</b>	Acquiring knowledge of the port operation	Case study analysis, group discussions and Field visit to acquire knowledge of the port operation	Group discussion/ Presentation
<b>III</b>	Understand the phases of port development	Interactive lectures, readings, case studies and class discussions to understand the phases of port development and other technical development affecting port.	Group discussion/ Presentation
<b>IV</b>	Understand the Port Administration Ownership and Management Port ownership structure	Case study analysis, group discussions to understand the Port Administration Ownership and Management Port ownership structure	Case study/ Seminar, Class test
<b>V</b>	Familiarizing students on the Acts governing the Ports in India	Interactive lectures, Case studies, workshops and group discussions to familiarizing the Acts governing the Ports in India.	Case Study/ Group discussion

#### References

<b>1</b>	Alderton, P., & Saieva, G. (2013). Port management and operations. USA: Taylor & Francis.
<b>2</b>	Port Reform Toolkit. (2003). United Kingdom: World Bank.
<b>3</b>	Burns, M. G. (2018). Port Management and Operations. United States: Taylor & Francis.
<b>4</b>	Branch, A. E. (2007). Elements of shipping. UK: Routledge.
<b>5</b>	Monie, D. (1987). Measuring and evaluating port performance and productivity. UK: UNCTAD.
<b>6</b>	Notteboom, T., Pallis, A., Rodrigue, J. (2022). Port Economics, Management and Policy. United Kingdom: Taylor & Francis.
<b>7</b>	Sales, M. (2013). The Air Logistics Handbook: Air Freight and the Global Supply Chain. United States: Taylor & Francis.
<b>8</b>	Peoples, J., & Bitzan, J. (Eds.). (2017). The Economics of Airport Operations. USA: Emerald Group Publishing.
<b>9</b>	Bichou, K. (2014). Port Operations, Planning and Logistics. United Kingdom: Taylor & Francis.
<b>10</b>	Merkert, R., Walters, J. Air Cargo and Logistics: Classics and Contemporary Practice. United Kingdom: Elsevier Science.

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<b>1</b>	<a href="https://www.youtube.com/watch?v=4-QU7WiVxh8">https://www.youtube.com/watch?v=4-QU7WiVxh8</a>
<b>2</b>	<a href="https://www.maritimegateway.com/ports-news/">https://www.maritimegateway.com/ports-news/</a>
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<b>4</b>	<a href="https://www.maritimeprofessional.com/">https://www.maritimeprofessional.com/</a>
<b>5</b>	<a href="https://www.aviationbusinessnews.com/cargo/">https://www.aviationbusinessnews.com/cargo/</a>

SEMESTER - VI													
SUPPLY CHAIN AND LOGISTICS - BLOCKCHAIN TECHNOLOGY IN SUPPLY CHAIN													
Course Code		Course Name			Category		Lecture hr		Tutorial hr		Practical hr		Credit
UK6MNSDBM302		Blockchain Technology in Supply Chain			MN		43		8		9		4
Course Objectives:													
1	To discuss the fundamental concepts of blockchain technology and its relevance to supply chain management												
2	To explain the challenges and opportunities in traditional supply chain management and evaluate the potential of blockchain technology to address them												
3	To explore various applications of blockchain in supply chain operations, including transparency, traceability, and efficiency enhancement												
4	To explore the skills to assess the feasibility and integration strategies of blockchain solutions in supply chain environments												
5	To examine the ethical, social, and regulatory implications of blockchain adoption in supply chain management												
Course Outcomes (COs): On successful completion of the course, the students will be able to													
CO Number		Course Outcome (CO) Statement										Blooms Taxonomy Knowledge Level	
CO1		Understand the core principles of blockchain technology and its specific applications within the context of supply chain management										K1, K2	
CO2		Identify key challenges in traditional supply chain management and propose blockchain-based solutions to address them										K2, K5	
CO3		Demonstrate the ability to analyze real-world case studies and examples of blockchain implementation in supply chain operations, highlighting its benefits and limitations										K2, K3	
CO4		Develop the skills to evaluate the feasibility of integrating blockchain technology into supply chain processes and devise implementation strategies										K2, K6	
CO5		Understand and analyse the knowledge and critical thinking skills necessary to contribute to discussions and debates surrounding the future trends and innovations in blockchain-enabled supply chains, fostering a forward-thinking mindset in the field of supply chain management										K2, K4	
Programme Outcomes (POs):													
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	S		M	S		S	S			S		S	S
CO2		M			M			M			M		
CO3			S			L			M				L
CO4	L	S			S			S			S		
CO5		S			S			S			S		
S- Strong; L- Low; M-Medium													
Course Contents													
Module		Course Contents										Hours	
I		Introduction to Blockchain Technology and Supply Chain Management: Overview of Blockchain Technology-Evolution of Blockchain Technology in Supply Chain-Importance of Transparency and Traceability in Supply Chain Management-Key Concepts: Distributed Ledger, Smart Contracts, Consensus Mechanisms-Case Studies: Blockchain Adoption in Supply Chain.										12	

<b>II</b>	Fundamentals of Supply Chain Management: Understanding the Supply Chain Ecosystem Components of Supply Chain: Procurement, Production, Distribution, Retail-Challenges in Traditional Supply Chain Management-Importance of Data Integrity and Security in Supply Chain Operations-Role of Information Technology in Supply Chain Management	<b>12</b>
<b>III</b>	Blockchain Applications in Supply Chain: Use Cases of Blockchain Technology in Supply Chain Management-Improving Transparency and Traceability with Blockchain Supply Chain Visibility and Real-time Tracking-Mitigating Counterfeiting and Fraud with Blockchain-Enhancing Efficiency and Cost Reduction in Supply Chain Operations	<b>12</b>
<b>IV</b>	Implementation and Integration of Blockchain in Supply Chain: Factors to Consider Before Implementing Blockchain in Supply Chain-Integration Challenges and Solutions Regulatory and Compliance Considerations-Collaborative Blockchain Platforms for Supply Chain Management-Case Studies: Successful Implementation of Blockchain in Supply Chain	<b>12</b>
<b>V</b>	Ethical and Social Implications of Blockchain in Supply Chain: Environmental Sustainability and Responsible Supply Chain Management-Ethical Considerations in Blockchain-enabled Supply Chains-Addressing Privacy Concerns and Data Protection - Socio-economic Impact of Blockchain on Supply Chain Workers-Corporate Social Responsibility in Blockchain-powered Supply Chains- Future Trends and Innovations in Blockchain	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### Facilitating the Achievement of Course Learning Outcomes:

Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
<b>I</b>	Understand the theoretical foundations of blockchain technology and its applications in supply chain management.	Present foundational concepts of blockchain technology and facilitate discussions on its relevance to supply chain management. Encourage active participation and questions.	Class test, Assignments
<b>II</b>	Analyze real-world supply chain scenarios to identify opportunities and challenges for implementing blockchain solutions.	Analyze real-world case studies and work on group projects to identify practical applications of blockchain in supply chains. Collaborate with peers to explore diverse perspectives.	Case analysis
<b>III</b>	Develop skills to evaluate the feasibility and impact of blockchain adoption on supply chain operations.	Conduct hands-on workshops to explore blockchain platforms and tools used in supply chain applications. Provide guided exercises to enhance technical skills and understanding.	Roleplay, Group presentation
<b>IV</b>	Critically assess the ethical, social, and regulatory implications of integrating blockchain technology into supply chains.	Invite industry experts to share insights and experiences regarding blockchain implementation in supply chain management. Engage in interactive sessions for deeper understanding.	Presentation, Quiz
<b>V</b>	Apply knowledge of blockchain principles to propose innovative solutions for enhancing supply chain transparency, traceability, and efficiency.	Organize debates and role-playing activities to explore ethical and regulatory dilemmas associated with blockchain adoption in supply chains. Foster critical thinking and perspective-taking.	Discussion, Class test

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<b>1</b>	Kshetri, N. (2021). Blockchain and supply chain management. UK: Elsevier.
<b>2</b>	Petersson, E., & Baur, K. (2018). Impacts of blockchain technology on supply chain collaboration: A study on the use of blockchain technology in supply chains and how it influences supply chain collaboration. India

3	Vyas, N., Beije, A., & Krishnamachari, B. (2019). Blockchain and the supply chain: concepts, strategies and practical applications. Noida: Kogan Page Publishers.
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5	Raj, P., Saini, K., & Surianarayanan, C. (Eds.). (2020). Blockchain technology and applications. USA, CRC Press.
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7	Banafa, A. (2022). Blockchain technology and applications. Noida, River Publishers.
8	Najar, T., Najar, Y., & Aloui, A. (Eds.). (2023). Handbook of Research on Blockchain Technology and the Digitalization of the Supply Chain. USA: IGI Global.
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10	Min, H. (2019). Blockchain technology for enhancing supply chain resilience. USA: Business Horizons, Indiana University
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2	<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7522652/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7522652/</a>
3	<a href="https://supplychaindigital.com/digital-supply-chain/blockchain-strengthening-links-in-supply-chain">https://supplychaindigital.com/digital-supply-chain/blockchain-strengthening-links-in-supply-chain</a>
4	<a href="https://archive.org/details/supplychainmanag0000chop_e0w5">https://archive.org/details/supplychainmanag0000chop_e0w5</a>
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SEMESTER - VII															
SUPPLY CHAIN AND LOGISTICS - SUPPLY CHAIN RISK MANAGEMENT															
Course Code		Course Name				Category		Lecture hr		Tutorial hr		Practical hr		Credit	
UK7MNSDBM401		Supply Chain Risk Management				MN		39		9		12		4	
Course Objectives:															
1	To familiarize with the meaning of Supply chain-objectives, efficiency and its role														
2	To identify the dynamic structure of supply chain. Use Any Logistix software														
3	To explore dynamic simulation modelling in risk identification														
4	To develop plan for uncertainty and reduce impact of disturbances in supply chain														
5	To create geopolitics into supply chain optimization														
Course Outcomes (COs): On successful completion of the course, the students will be able to															
CO Number		Course Outcome (CO) Statement										Blooms Taxonomy Knowledge Level			
CO1		Understand the role of supply chain management and its linkage with competitive strategy										K1, K2			
CO2		Identify the measures to improve the supply chain performance										K3			
CO3		Design a world-class supply chain that makes a firm competitive										K4, K5, K6			
CO4		Develop the infrastructural facilities and design the inventory policies and practices										K2, K6			
CO5		Develop the transportation and information infrastructure for the supply chain										K2, K5, K6			
Programme Outcomes (POs):															
COs/POs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4	
CO1		L	M	L	M	M	M	M	M	S	L	M	S	L	
CO2		M	L	M	S	L	M	M	S	M	M	L	M	S	
CO3		M	L	M	S	M	M	S	M	S	M	M	M	S	
CO4		L	S	M	M	S	S	M	M	S	S	M	S	M	
CO5		L	M	M	S	S	S	M	M	M	S	S	S	S	
S- Strong; L- Low; M-Medium															
Course Contents															
Module		Course Contents										Hours			
I		Supply Chain: Objectives- Importance-Process views of supply chain-Strategic role of supply chain management- Efficiency vs. Responsiveness- Supply chain performance- Drivers and challenges.										12			
II		Structural Dynamics and Supply Chains: Supply chain structure dynamics control problem-Dynamic model of supply chain structural dynamics control processes-Uncertainty and risks-Introduction to anyLogic dynamic simulation modelling software-Introduction to analogistic supply chain modelling.										12			
III		Risk Management in Supply Chain: Framework of risk control-Operational risks-Disruption risks-Bullwhip effect.										12			
IV		Supply Chain Resilience; Ripple effect-Mitigation strategies for ripple effect supply chain and operations disruption management framework-Supply chain resilience framework-Modelling ripple effect and its mitigation with AnyLogistix-Models and algorithms of supply chain reconfiguration.										12			
V		Structural Dynamic Methods in Supply Chain Risk Management: Linear and mixed-integer programming optimization-Stochastic programming fuzzy logic and robust optimization-Pricing and game theory application in supply chain risk management-Simulation- Process, agent and dynamic- Supply Chain 4.0 and IT Risks for Supply Chain Management										12			
TOTAL												60			

Facilitating the Achievement of Course Learning Outcomes:			
Unit No.	Course Learning Outcomes	Teaching & Learning Activity	Assessment Tasks
I	Understand the role of supply chain management and its linkage with competitive strategy	Theory and concepts would be introduced through lecture and experience sharing. Supply chain strategy would be discussed through a case.	Case analysis, Class test
II	Identify the measures to improve the supply chain performance	Theory would be presented through lecture and identification of performance indicators on various drivers would be discussed from industry data analysis.	Presentation
III	Design a world-class supply chain that makes a firm competitive	A full-length case would be handled to explain the nuances of supply chain coordination.	Case study
IV	Develop the infrastructural facilities and design the inventory policies and practices	Cases and relevant exercises would be introduced to develop an understanding of the applicability of different inventory models under different contexts.	Class test, Quiz
V	Develop the transportation and information infrastructure for the supply chain	Small real-life exercises would be introduced to explain the context of transportation in supply chain and the trade-offs between inventory costs and transportation costs.	Quiz, Presentation
References			
1	Kenneth Lyson, Brian Farrington (2012). Purchasing and supply chain management. London: Prentice Hall Publishers.		
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3	<a href="https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&amp;maincat=23">https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&amp;maincat=23</a>		
4	<a href="https://new.kuk.ac.in/lms/syllabus?did=NDE=&amp;sid=NDM5NQ==&amp;pn=TS5UZWN0IE11Y2hhbmljYWwgRW5nZy4gSW5kdXN0cmllbCBfIFByb2RlY3Rpb24gRW5nZy4oVUIFVCK=">https://new.kuk.ac.in/lms/syllabus?did=NDE=&amp;sid=NDM5NQ==&amp;pn=TS5UZWN0IE11Y2hhbmljYWwgRW5nZy4gSW5kdXN0cmllbCBfIFByb2RlY3Rpb24gRW5nZy4oVUIFVCK=</a>		
5	<a href="https://www.researchgate.net/publication/270093252_Supply_Chain_Risk_Management">https://www.researchgate.net/publication/270093252_Supply_Chain_Risk_Management</a>		

**SEMESTER - VIII**  
**SUPPLY CHAIN AND LOGISTICS - LOGISTICS NETWORK DESIGN**

Course Code	Course Name	Category	Lecture hr	Tutorial hr	Practical hr	Credit
UK8MNSDBM402	Logistics Network Design	MN	46	5	9	4

**Course Objectives:**

1	To introduce logistics and supply chain management concepts and scope, emphasising their importance in modern business operations
2	To explore the strategic planning process in logistics, including aligning logistics activities with overall business strategies and objectives
3	To familiarise with transportation management principles, modes of transportation, and the decision-making process in selecting transportation modes
4	To provide insights into warehousing and distribution center design, including functions, layout optimisation, and strategies for efficient operations

**Course Outcomes (COs):** On successful completion of the course, the students will be able to

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the fundamental logistics and supply chain management concepts, including their definitions, scope, and significance in enhancing operational efficiency and customer satisfaction	K1, K2
CO2	Analyse strategic planning principles in logistics to align with overall business objectives, considering network design, decision-making processes, and the balance between cost, speed, and flexibility	K2, K4
CO3	Evaluate transportation management strategies, including mode selection, route optimisation, and trade-offs between transportation costs and service levels to enhance supply chain efficiency	K2, K5, K6
CO4	Apply warehouse and distribution centre design principles to optimise space utilization, workflow efficiency, and order fulfilment processes, considering storage, handling, and distribution strategies	K2, K3
CO5	Assess and implement technology in logistics operations, including information systems, performance measurement through key performance indicators (KPIs), and sustainable practices to improve environmental considerations within logistics networks	K4, K5, K6

**Programme Outcomes (POs):**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	M	S	M	S	M	S	S	M	M	S	M	S	S
CO2	M	S	M	S	M	L	M	M	M	S	M	L	M
CO3	S	L	S	M	S	M	L	S	S	M	S	M	S
CO4	M	M	M	S	L	M	L	L	M	M	L	M	M
CO5	S	M	S	M	S	M	S	S	S	M	S	M	S

**S- Strong; L- Low; M-Medium**

Module	Course Contents	Hours
I	Introduction to Logistics and Supply Chain Management: Definition and Scope: Understanding the concepts of logistics and supply chain management. - Importance of Logistics: Exploring the role of logistics in enhancing efficiency and customer satisfaction. - Logistics Network Components: Overview of transportation, warehousing, inventory management, and information systems	12

<b>II</b>	Logistics Network Planning and Strategy: Strategic Planning in Logistics: Aligning logistics with overall business strategy. - Network Design Principles: Considerations in designing an effective logistics network. - Decision-making in Logistics: Balancing cost, speed, and flexibility in logistics operations	<b>12</b>
<b>III</b>	Transportation Management and Mode Selection: Modes of Transportation: Overview of road, rail, air, and sea transportation. - Transportation Planning: Efficient route planning, scheduling, and optimization. - Cost and Service Trade-offs: Analyzing the trade-offs between transportation costs and service levels	<b>12</b>
<b>IV</b>	Warehousing and Distribution Center Design: Warehousing Functions: Storage, handling, and order fulfilment - Warehouse Design and Layout: Optimizing warehouse space and workflow. - Distribution Center Strategies: Implementing efficient distribution center operations	<b>12</b>
<b>V</b>	Technology in Logistics and Performance Measurement: Information Technology in Logistics: Role of technology in tracking, monitoring, and optimizing logistics operations. - Key Performance Indicators (KPIs): Metrics for evaluating the efficiency and effectiveness of logistics networks. - Sustainability in Logistics: Environmental considerations and sustainable practices in logistics operations	<b>12</b>
<b>TOTAL</b>		<b>60</b>

#### **Facilitating the Achievement of Course Learning Outcomes:**

<b>Unit No.</b>	<b>Course Learning Outcomes</b>	<b>Teaching &amp; Learning Activity</b>	<b>Assessment Tasks</b>
<b>I</b>	Understand logistics and supply chain management concepts, including their definitions, scope, and importance in business operations.	Lectures and presentations to introduce fundamental concepts and principles of logistics and supply chain management, supplemented with case studies and real-world examples.	Assignment, Presentation, Class test
<b>II</b>	Analyse strategic planning processes in logistics and align logistics activities with overall business strategies and objectives.	Group discussions and interactive sessions to analyse strategic planning processes in logistics, exploring alignment with overall business strategies and objectives.	Assignments, Group discussion
<b>III</b>	Evaluate transportation management practices to optimise logistics operations, including mode selection, route planning, and cost-service trade-offs.	Workshops and practical exercises to evaluate transportation management practices, including mode selection, route planning, and cost-service trade-offs.	Class test, Case analysis
<b>IV</b>	Design efficient warehousing and distribution centre layouts, considering storage, handling, and order fulfilment requirements.	Hands-on activities and simulations to design efficient warehousing and distribution centre layouts, optimising storage, handling, and order fulfilment processes.	Assignment, Case analysis
<b>V</b>	Assess the role of technology in logistics operations, measure performance using key performance indicators, and explore sustainability considerations in logistics practices.	Technology demonstrations, seminars, and guest lectures to explore the role of technology in logistics operations, measure performance using key performance indicators, and discuss sustainability considerations.	Case analysis, Quiz

#### **References**

<b>1</b>	Liang, Z., Chaovalitwongse, W. A., & Shi, L. (Eds.). (2018). Supply Chain Management and Logistics: Innovative Strategies and Practical Solutions. USA: CRC Press.
<b>2</b>	W. A., & Shi, L. (Eds.). (2018). Supply Chain Management and Logistics: Innovative Strategies and Practical Solutions. USA: CRC Press.

<b>3</b>	Aït-Kadi, D., Chouinard, M., Marcotte, S., & Riopel, D. (2012). Sustainable reverse logistics network: Engineering and management. Germany: John Wiley & Sons.
<b>4</b>	Zijm, H., Klumpp, M., Regattieri, A., & Heragu, S. (Eds.). (2019). Operations, logistics and supply chain management (pp. 1-734). Cham: London: Springer.
<b>5</b>	Kara, B. Y., Sabuncuoglu, I., & Bidanda, B. (Eds.). (2014). Global logistics management. USA: CRC Press.
<b>6</b>	Ismail, R. (2008). Logistics management. New Delhi: Excel Books India.
<b>7</b>	Liu, J. (2011). Supply chain management and transport logistics. London: Routledge.
<b>8</b>	Ghiani, G., Laporte, G., & Musmanno, R. (2004). Introduction to logistics systems planning and control. Germany: John Wiley & Sons.
<b>9</b>	Ismail, R. (2008). Logistics management. New Delhi: Excel Books India.
<b>10</b>	Pfohl, H. C. (1998). Logistics systems. India: The faculty of ILiM, Poznań.
<b>e-Contents</b>	
<b>1</b>	<a href="https://blog.tatanexarc.com/logistics/logistics-network-design/">https://blog.tatanexarc.com/logistics/logistics-network-design/</a>
<b>2</b>	<a href="https://www.anylogistix.com/resources/blog/logistics-network-design-in-a-few-steps-with-example/">https://www.anylogistix.com/resources/blog/logistics-network-design-in-a-few-steps-with-example/</a>
<b>3</b>	<a href="https://www.box-logic.co.uk/services/logistics-network-design/">https://www.box-logic.co.uk/services/logistics-network-design/</a>
<b>4</b>	<a href="https://fulfillment.shiprocket.in/blog/logistics-network/">https://fulfillment.shiprocket.in/blog/logistics-network/</a>
<b>5</b>	<a href="https://www.abivin.com/post/7-steps-to-design-the-logistics-network">https://www.abivin.com/post/7-steps-to-design-the-logistics-network</a>

## **Annexure - I**

### **INTERNSHIP**

Course Code: **UK6INTDBM301** Credit Units: **04**

Internship, in general, is a part of every professional programme, particularly for a BBA Honours with Research. It is a known fact that functional areas of management can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The learning process in an internship focuses attention on many attributes, which are not apparent in normal classroom situations. These attributes are professional judgment and decision-making ability, inter-disciplinary approach, data gathering and analysing skills, ability in written and spoken communication, coherence to work with a team, and a sense of responsibility among others.

To acquire the skill sets, each student will maintain and submit an Internship diary and an Internship Report before the sixth-semester examination.

#### **INTERNSHIP DIARY**

The Internship Diary aims to keep a personal record of the students learning and achievements during the period of internship. The diary will assess the student's analytical skills and ability to present supportive evidence and the activities performed by the intern during the period of internship. Thus, the diary is essentially a comprehensive documentation of how one proceeds while working on the assignment and should be regularly checked by the faculty guide/supervisor, issues discussed with the students, doubts if any clarified and signed as having done so. This will form the basis of continuous evaluation of the Internship Report and will be produced at the time of presentation of the Internship report and viva voce. The diary will include a title page to report the name of the student, name and address of the internship organization, name of the supervisor/guide and his/her designation, date started and completed, and a detailed summary of activities performed during the period of internship.

#### **INTERNSHIP REPORT**

The Internship Report is the research report that the student has to prepare on the project assigned by the organization (In case a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it). The layout of the report should be as per the standard layout prescribed by the organization wherein the student undertakes the Internship. In case, there is no layout prescribed by the organization the following areas should be included in the report:

##### **Title Page**

The title page should contain the Project Title, Programme, Student's Name, Register No., Year and Semester and Name of the Faculty Guide.

##### **Acknowledgements**

Acknowledgement to any advisory or financial assistance received in the course of work may be given.

## **Executive Summary**

The executive summary states the project's main points in a concise, easy-to-understand format. It should not exceed more than 450 words.

## **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

## **Introduction**

The introduction should cover a brief description of the area of the project, and its scope and significance.

## **Methodology**

This section should cover the sample, method of sampling, data source, tools used for data analysis etc.

## **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. Emphasis should be laid on what has been performed and achieved in the course of the work. All the areas here are to be presently systematically using necessary headings and subheadings.

## **Major Findings, Conclusion and Suggestions**

Report here the major findings based on the results and discussion. The conclusion should contain the inference of the student based on his/her findings. The suggestions should be based on the findings only.

## **Appendices**

The appendices contain material which is of interest to the reader but not an integral part of the text/report.

## **References**

References should include papers, books etc. referred to in the body of the report. Follow the APA format for writing the references

## **Layout of the Internship Report**

Paper: A4 size

Font: Times New Roman (12 points)

Line spacing: 1.5

Top and bottom margins: 1.5 Inch (Left) and 1 inch (the other three sides)

## **Evaluation Criteria for Internship**

### ***Internal Evaluation*** (By the Department)

The break-up of marks for the internal evaluation shall be as follows:

Internship diary : 10 marks

Presentation and Viva- Voce : 15

Total : 25 marks

### ***External Evaluation*** (By the CSS of the University)

The break-up of marks for the external evaluation shall be as follows:

Internship Report : 25 marks

Presentation and Viva- Voce : 50

Total : 75 marks

## **Annexure - II**

### **DISSERTATION**

**Course Code: UK8RPHDBM401 Credit: 12**

The dissertation aims to conduct a scholarly inquiry into a problem or issue, using a systematic approach to gathering and analysis of data, leading to the creation of a structured report. The student should ensure that the dissertation is related to your field of specialization.

The dissertation should contain the following areas:

#### **Title Page**

The title page should contain the title of the dissertation, Name of degree, Name of the student, Register No., Name of the faculty guide and designation, and month and year of submission.

#### **Declaration**

The candidate has to declare that the dissertation is original and no part of the work has been submitted earlier for the award of any degree diploma or similar title of recognition

#### **Certificate**

The certificate of the supervisor and head of the department that the dissertation has been carried out by the students independently.

#### **Plagiarism Report**

Plagiarism report using Drill Bit Plagiarism software signed both by the Supervisor and head of the department should be attached here. The similarity should be less than 10%

#### **Acknowledgements**

Acknowledgement to any advisory or financial assistance received in the course of work may be given.

#### **Table of Contents**

The contents of the report are to correspond exactly with those in the text.

#### **List of Tables**

The list is to correspond exactly with the tables in the text.

#### **List of Figures**

The list is to correspond exactly with the figures in the text.

#### **Description of the Report**

The report may include the following:

1. Introduction: Include the background of the study, review of literature, statement of the problem, scope and significance of the study, objectives of the study, methodology (Sample, Data source and tools of analysis), limitations of the study, scheme of presentation and references ( as per APA format for the sources cited in the text)

2. Theoretical Frame Work: Include the theoretical aspect of the study area to be presented using appropriate headings, figures/charts
3. Data Analysis: Include the results and discussion of the study. To be presented in the order of objectives of the study
4. Summary of Findings Conclusion and Suggestions: Include major findings, inference of the study and specific suggestions based on the findings.
5. Bibliography: General references (Follow APA format)
6. Appendices: The appendices contain questionnaires/interview schedules and other materials which are of interest to the reader but not an integral part of the text/report.

### **Test Style and Format**

Number of pages: Limited to 100 pages (one side), exclusive of bibliography and appendices

Paper: A4 size

Font: Times New Roman (12 points)

Line spacing: 1.5

Top and bottom margins: 1.5 Inch (Left) and 1 inch (the other three sides)

### **Evaluation Criteria for Dissertation**

The break-up of marks for the evaluation shall be as follows:

Internship Report : 75 marks

Presentation and Viva- Voce : 25 marks

Total : 100 marks