# FACULTY OF COMMERCE & MANAGEMENT

Curriculum for Second Year Bachelor of Business Administration (BBA) Program
(Batch 2023-26 | 27)

## Second Year Bachelor of Business Administration Program Semester III: Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | |
|---|---|---|---|---|---|---|---|---|
| | | Th | Pr | Tu | Th | Pr | Tu | Total Credits |
| U28PC301 | Financial Management | 3 | - | - | 3 | - | - | 3 |
| U28PC302 | Marketing Management | 3 | - | - | 3 | - | - | 3 |
| U28PC303 | Business Research Methods | 3 | - | - | 3 | - | - | 3 |
| U28VS301 | Business Research Methods Lab | - | 4 | - | - | 2 | - | 2 |
| UXXMM0XX | Minor Course II | 3 | - | - | 3 | - | - | 3 |
| U02AE301<br>OR<br>U02AE302 | Foreign Language (German)<br>OR<br>Foreign Language (French) | 2 | - | - | 2 | - | - | 2 |
| UXXOE0XX | Open Elective III | 2 | - | - | 2 | - | - | 2 |
| U04CC0XX | Co-curricular Course III | - | 4 | - | - | 2 | - | 2 |
| U28FP301 | Field Project (Community Engagement Activity based Group Project) | - | 4 | - | - | 2 | - | 2 |
| | **Total** | **16** | **12** | **-** | **16** | **6** | **-** | **22** |

*1 Credit = 25 Marks, Weekly 1 hour (60 min.) for Theory & 2 hours (120 min.) for practical. Th: Theory, Pr: Practical, Tu: Tutorial*

**Open Elective-III offered by Department of Management – U28OE031- Event Management**

## Second Year Bachelor of Business Administration Program Semester III: Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | | Practical/Tutorial Marks | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | Internal Assessment | | | | ESE | Term work /Tutorial | Practical/Oral/ P&OE | |
| | | FET- 1 | FET-2 | FET-3 | Total | | | | |
| U28PC301 | Financial Management | 10 | 10 | 5 | 25 | 50 | - | - | 75 |
| U28PC302 | Marketing Management | 10 | 10 | 5 | 25 | 50 | - | - | 75 |
| U28PC303 | Business Research Methods | 10 | 10 | 5 | 25 | 50 | - | - | 75 |
| U28VS301 | Business Research Methods Lab | - | - | - | - | - | 50 | - | 50 |
| UXXMM0XX | Minor Course II | 10 | 10 | 5 | 25 | 50 | - | - | 75 |
| U02AE301<br>OR<br>U02AE302 | Foreign Language (German)<br>OR<br>Foreign Language (French) | 10 | 5 | - | 15 | 35 | - | - | 50 |
| UXXOE03X | Open Elective III | 10 | 5 | - | 15 | 35 | - | - | 50 |
| U04CC0XX | Co-curricular Course III | - | - | - | - | - | 50 | - | 50 |
| U28FP301 | Field Project (Community Engagement Activity based Group Project) | - | - | - | - | - | 50 | - | 50 |

** Minimum passing is 40% for all courses and evaluation head mentioned above. FET – Faculty Evaluation for Theory (Continuous Assessment Test), Term Work, ESE - End Semester Examination.*

**Open Elective-III offered by Department of Management – U28OE031- Event Management**

# FACULTY OF COMMERCE & MANAGEMENT

## BBA II SEMESTER III

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U28PC301 | Financial Management | 3 | -- | -- | 3 | -- | -- | 3 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U28PC301 | Financial Management | 10 | 10 | 5 | 25 | -- | 40% | -- | 50 | 40% | 75 |

**Course Description:** Financial Management is a comprehensive course designed to equip students with a solid understanding of the principles and practices of managing finances in various organizational contexts. This course explores the fundamental concepts, tools, and techniques used in financial decision-making and analysis.

**Course Prerequisites:** Basic knowledge of accounting.

**Course Objectives:**

1. To understand basic concepts of financial management and their application in investment, financing and dividend decisions.
2. To enhance students financial management skills or individuals interested in gaining a comprehensive understanding of financial decision-making.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Explain**[2] the role and importance of financial management in organizations.

**CO 2** **Apply**[3] financial planning techniques to forecast and allocate financial resources effectively and/or evaluate investment projects using capital budgeting methods.

**CO 3** **Make**[3] optimal financing decisions considering various sources of capital and the cost of capital.

**CO 4** **Analyze**[4] and interpret financial statements to assess the financial health of an organization and/or apply techniques to manage working capital.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Financial Management:** | **9** |
| | 1.1 | Meaning of Business Finance; Meaning, Scope, Importance and Functions of Financial Management | |
| | 1.2 | Financial Management Process | |
| | 1.3 | Financial Objectives and Relationship with Corporate Strategy | |
| | 1.4 | Financial and Other Objectives in Non–profit Organizations | |
| | 1.5 | Short versus Long Term Finance and Its Sources | |
| | 1.6 | Investment, Financing and Dividend Decisions | |
| | 1.7 | Role and Functions of Finance Manager in Organisation | |
| | 1.8 | Ethics and Corporate Governance in Financial Management | |
| | 1.9 | Changing Scenario and Practices of Financial Management in India | |

| | | | |
|---|---|---|---|
| **2.0** | | **Financial Planning and Investment Decision-Making:** | **9** |
| | 2.1 | Financial Planning Process and Its Components | |
| | 2.2 | Budgeting Techniques and Financial Forecasting Methods | |
| | 2.3 | Cash Flow Management and Cash Flow Forecasting | |
| | 2.4 | Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage | |
| | 2.5 | Capital Budgeting – Meaning, Scope and Importance | |
| | 2.6 | Techniques for Evaluating Investment Projects: NPV, IRR, Payback Period, and Profitability Index | |
| | 2.7 | Risk Analysis and Risk-adjusted Discount Rates | |
| | 2.8 | Capital Rationing and Project Selection Criteria | |
| **3.0** | | **Financing and Capital Structure:** | **9** |
| | 3.1 | Sources of capital: equity, debt, and hybrid instruments | |
| | 3.2 | Cost of Capital Estimation: Cost of Equity, Cost of Debt, and Weighted Average Cost of Capital (WACC) | |
| | 3.3 | Capital Structure: Definition and Capital Structure Theories | |
| | 3.4 | Optimal Capital Structure and Its Impact on Organization | |
| | 3.5 | EBIT and EPS Analysis; Dividend – Policies, Forms of Dividends | |
| **4.0** | | **Financial Statement Analysis:** | **9** |
| | 4.1 | Introduction to Financial Statements: Balance Sheet, Income Statement, and Cash Flow Statement | |
| | 4.2 | Types of Ratios | |
| | 4.3 | Ratio Analysis and its Interpretation | |
| | 4.4 | DuPont Analysis and Assessing Profitability | |
| | 4.5 | Assessing Liquidity, Solvency, and Efficiency of an Organization | |
| **5.0** | | **Working Capital Management:** | **9** |
| | 5.1 | Components of Working Capital- Cash, Accounts Receivable, Inventory, and Accounts Payable | |
| | 5.2 | Cash Management Techniques | |
| | 5.3 | Cash Conversion Cycle | |
| | 5.4 | Inventory Management Models: EOQ, JIT and Safety Stock; | |
| | 5.5 | Trade Credit. | |
| *Use relevant cases and applications for discussions. Numerical Problems on All Applicable Topic*<br>*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Banerjee, Bhabatosh. Fundamentals of Financial Management. India, PHI Learning, 2015.
2. Bhat, Sudhindra. Financial Management: Principles and Practice. India, Excel Books, 2008.
3. Brooks, Raymond. Financial Management: Core Concepts. United Kingdom, Pearson, 2013.
4. Chandra, Prasanna. Financial Management. India, McGraw-Hill Education (India) Pvt. Limited, 2011.
5. Pandey, I. M. Cases in Financial Management. N.P., Tata McGraw Hill Education Private Limited, 2000.
6. Pandey, I. M. Essentials of Financial Management. India, Vikas Publishing House, 2015.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U28PC302 | Marketing Management | 3 | -- | -- | 3 | -- | -- | 3 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U28PC302 | Marketing Management | 10 | 10 | 5 | 25 | -- | 40% | -- | 50 | 40% | 75 |

**Course Description:** Marketing Management is a comprehensive course designed to provide students with a solid foundation in marketing principles and practices. It aims to equip students with the knowledge and skills necessary to analyze market opportunities, develop effective marketing strategies, and implement marketing programs that drive customer satisfaction and organizational success.

**Course Prerequisites:** NA.

**Course Objectives:**

1. To equip students with the knowledge and skills necessary to analyze market opportunities.
2. To develop effective marketing strategies, and implement marketing programs that drive customer satisfaction and organizational success .

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Explain**[2] the role and importance of marketing in organizations and its impact on business success.

**CO 2** **Conduct**[3] market research and analysis to identify market opportunities and consumer insights / analyze consumer behavior to understand their needs, preferences, and buying patterns.

**CO 3** **Apply**[3] the marketing mix elements (product, price, place, promotion) to develop comprehensive marketing strategies for a product or service.

**CO 4** **Analyze**[4] emerging marketing trends and the impact of emerging technologies on marketing practices in the Indian context.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Marketing Management:** | **9** |
| | 1.1 | Definition of Market, Marketing and Marketing Management | |
| | 1.2 | Scope, Objectives and Importance of Marketing and Marketing Management | |
| | 1.3 | Evolution of Marketing Concepts | |
| | 1.4 | Core Concepts of Marketing Management and Selling vs. Marketing | |
| | 1.5 | Functions and Process of Marketing | |
| | 1.6 | Marketing Mix Concept | |
| | 1.7 | Marketing Environment – Micro and Macro Environmental Factors | |
| | 1.8 | Marketing Plan; Understanding the Indian Market | |
| | 1.9 | Market Segmentation, Targeting and Positioning; | |

| | | | |
|---|---|---|---|
| **2.0** | | **Marketing Research:** | **9** |
| | 2.1 | Concept, Types and Process of Marketing Research; | |
| | 2.2 | Consumer Market Research-Problem Formulation and Research Design; | |
| | 2.3 | Data Collection Methods and Sampling Techniques; | |
| | 2.4 | Data Analysis and Interpretation Techniques; | |
| | 2.5 | Reporting Research Findings. | |
| | 2.6 | Consumer Behavior in Indian and Global Context-Meaning, Definition, Nature & Importance | |
| | 2.7 | Factors influencing Consumer Behaviour –Cultural, Social, and Psychological Influences | |
| | 2.8 | Buying Behavior and Decision-Making Process | |
| **3.0** | | **Product and Pricing Strategies:** | **9** |
| | 3.1 | Product - Concept; Classification and Attributes of Product | |
| | 3.2 | Product Line and Product Mix | |
| | 3.3 | Product Life Cycle-Stages and Strategies | |
| | 3.4 | New Product Development-Process | |
| | 3.5 | Branding Strategies | |
| | 3.6 | Pricing– Importance, Objectives and Methods of Pricing | |
| | 3.7 | Procedure for Price Determination and Pricing strategies | |
| **4.0** | | **Place and Promotion Strategies:** | **9** |
| | 4.1 | Distribution Channel– Importance, Functions and Types of Channel | |
| | 4.2 | Channel Design and Selection | |
| | 4.3 | Retailing and Distribution Network Management | |
| | 4.4 | Promotion–Meaning, Importance and Objectives of Promotion Activities | |
| | 4.5 | Promotion Mix Elements & Its Techniques – Advertising, Sales Promotion | |
| | 4.6 | Public Relations, Publicity and Direct Marketing | |
| **5.0** | | **Emerging Trends in Marketing:** | **9** |
| | 5.1 | Digital Marketing and Social Media Marketing Strategies and Tools; | |
| | 5.2 | E-commerce and Online Marketplaces Retailing Trends in India; | |
| | 5.3 | Ethical Marketing Practices; | |
| | 5.4 | Sustainable Marketing and Green Initiatives/Marketing; | |
| | 5.5 | Corporate Social Responsibility (CSR) in Marketing; | |
| | 5.6 | Disruptive Marketing Campaigns. | |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Adam, Stewart, Kotler, P., et al. Principles of Marketing. Australia, Pearson Australia, 2017.
2. Arun Kumar, N. Meenakshi. Marketing Management, 2nd Edition. India, Vikas Publishing House, 2011.
3. Keller, Kevin, et al. Marketing Management: 4th European Edition, Pearson Education, 2019.
4. Pillai, R. S. N. Marketing Management. India, S. Chand, 2010.
5. Ramaswamy. Marketing Management: Global Perspective Indian Context. India, Macmillan, 2009.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

4. FET 1 shall be based on first two modules for 10 marks
5. FET 2 shall be based on modules 3 and 4 for 10 marks
6. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U28PC303 | Business Research Methods | 2 | -- | -- | 2 | -- | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U28PC303 | Business Research Methods | 10 | 5 | -- | 15 | -- | 40% | -- | 35 | 40% | 50 |

**Course Description:** This course is relevant to the students who are studying commerce and management, further they can take up research projects. This course introduces students to the business research methods in business mainly centred on statistical aspects. It also provides them with an experience in designing questionnaires and report writing. In order to effectively carry out statistical analysis, the students are required to have experience of computing.

**Course Prerequisites:** Basic knowledge of statistics and computing.

**Course Objectives:**

1. To equip the students with the basic understanding of the research methodology.
2. To identify the most appropriate research design, sampling technique, and data collection and analysis methods.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Explain**[2] the basic concepts of research and research process.

**CO 2** **Analyse**[4] different types of research and purpose of literature review.

**CO 3** **Identify**[4] an appropriate research problem, sources of information for literature review, data collection methods based on type of research and develop research design.

**CO 4** **Analyze**[4] and interpret the data and write a research report.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Research:** | **6** |
| | 1.1 | Meaning, Purpose, Objectives and Nature of Research | |
| | 1.2 | Scientific Method & Types of Research, Qualitative vs. Quantitative Research | |
| | 1.3 | Conceptualization - Business Problem- Problem Formulation | |
| | 1.4 | Techniques involved in Defining a Research Problem | |
| | 1.5 | Introduction to Research Process- Steps in Research Process | |
| **2.0** | | **Types of Research & Research Process:** | **6** |
| | 2.1 | Types of Research: Fundamental, Applied, Exploratory, Descriptive, Predictive, Analytical and Causal Research. | |
| ‘ | 2.2 | Scope of Business Research | |
| | 2.3 | Review of literature: need, purpose, notes taking | |

| | | | |
|---|---|---|---|
| **3.0** | | **Introduction to Research Design:** | **6** |
| | 3.1 | Meaning, Nature and Components of Good Research Design; | |
| | 3.2 | Steps in developing a research design, Contents of research design | |
| | 3.3 | Identifying Research Gap-Problem Statement, | |
| | 3.4 | Setting of Objectives and Formulation of Hypothesis, | |
| | 3.5 | Sampling techniques- Population, Sampling Frame, Sample, Bias | |
| | 3.6 | Statistical Terms in Sampling: statistic, parameter | |
| | 3.7 | Sampling Distribution, Sampling & Non-Sampling Errors | |
| | 3.8 | Probability & Non-Probability Sampling, Identifying the Variables, Dependent Independent and Intervening Variables | |
| **4.0** | | **Data Collection Methods:** | **6** |
| | 4.1 | Data, Sources of data, Methods of Data Collection | |
| | 4.2 | Tools and Techniques for data collection- Observations, Interview, Surveys, Mail Projective Techniques, Questionnaire, Schedules-Interview Schedule, Interview Guide | |
| | 4.3 | Measurement & Scaling Technique - Scales of Measurement: Nominal, Ordinal, Interval, Ratio and Likert Scaling; General Issues in Scaling | |
| | 4.4 | Questionnaire Designing - Types of questions, rating scale, socio-metry, check list; Question Content, Wording & Placement, Response Format | |
| | 4.5 | Criterion for a good questionnaire Pretesting of tools, pilot study | |
| | 4.6 | Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation | |
| **5.0** | | **Data Analysis and Interpretation:** | **6** |
| | 5.1 | Classification and Tabulation of data - Data Preparation- Data aggregation, Data accuracy, Data structure, Data transformation | |
| | 5.2 | Tools and Techniques of data analysis | |
| | 5.3 | Descriptive Statistics - Univariate analysis, Correlation Inferential Statistics | |
| | 5.4 | Hypothesis Testing Process, Large & Small sample, Parametric and Non Parametric Test | |
| | 5.5 | Types of Report and Elements of Report Writing | |
| | 5.6 | Steps in Drafting the Report; Formatting Documentation | |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Kothari, C. R., Research Methodology- Methods & Techniques, New Age International Publishers, 2016.
2. Gupta, S L & Gupta, H, Business Research Methods, TMHE Pvt. Ltd. 2012.
3. Gupta and Kapoor, Fundamentals of Applied Statistics, Sultan Chand & Sons Publication, 2014.
4. Krishnaswamy K N, Sivakumar A I and Mathirajan,M, Research Methodology, Pearson, 2011.
5. Pannerselvam,R, Research Methodology, PHI Pvt. Ltd., New Delhi, 2016.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first three modules for 10 marks
2. FET 2 shall be based on modules 4 and 5 for 5 marks

The marks of all the two assignments will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U28VS301 | Business Research Methods Lab | -- | 4 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | SEE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U28VS301 | Business Research Methods Lab | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** This lab-based course provides hands-on experience in applying research methods to solve real-world business problems. The course focuses on identifying, defining and to find solutions to identified research problems in contemporary business practices. Students will learn various research techniques, data analysis tools, and report writing skills through practical exercises and projects.

**Course Prerequisites:** Basic knowledge of statistics and computing.

**Course Objectives:**
1. To equip the students with the basic understanding of the research methodology.
2. To identify and apply the most appropriate research design, sampling technique, and data collection and analysis methods.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Apply**[3] the basic concepts of research and identify a research problem.

**CO 2** **Apply**[3] analytics techniques to solve business problems and make data-driven decisions..

**CO 3** **Analyze**[4] and interpret the collected data and present it in tabular & graphical form.

**CO 4** **Prepare**[6] a comprehensive research report and present it.

| Module No. | Prac. No. | Topic/Content | Practical Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Research Methodology:** | **6** |
| | 1.1 | Role of research in business decision-making and research ethics and integrity | |
| | 1.2 | Stages in Scientific Research Process, Different research methods and their applications | |
| | 1.3 | Identification of Research problem, define the title and write the objectives of the study | |
| | 1.4 | Literature Review Writing- Need, Purpose, Notes Taking | |
| | 1.5 | Identify Research Gap-Problem Statement and Issues in Research | |
| | 1.6 | Formulation of Hypothesis and Research Design | |
| **2.0** | | **Data Collection Techniques:** | **6** |
| | 2.1 | Types of Research: Fundamental, Applied, Exploratory, Descriptive, Predictive, Analytical and Causal Research. | |
| ‘ | 2.2 | Observation, Questionnaire Survey, Schedule, Interview | |
| | 2.3 | Designing Surveys & Questionnaires | |
| | 2.4 | Conducting Pilot Study - Interviews, Field Survey, Focus Groups and/or Collecting Data through Observations & Experiments as applicable | |

| | | | |
|---|---|---|---|
| | 2.5 | Conducting Interviews, Field Survey, Focus Groups and/or Collecting Data through Observations & Experiments as applicable | |
| | 2.6 | Data Preparation – Compilation, Editing, Data Coding, Classification, Tabulation as per Questionnaire | |
| **3.0** | | **Data Analysis and Interpretation:** | **6** |
| | 3.1 | Descriptive Statistics: Measures of Central Tendency and Dispersion | |
| | 3.2 | Inferential Statistics: Hypothesis Testing and Correlation Analysis | |
| | 3.3 | Hands on Data Analysis Software (Excel/SPSS) for Data Analysis | |
| | 3.4 | Data Visualization using Excel Charts (Bar charts, Pie charts, Histograms) for Research Data | |
| | 3.5 | Interpreting research findings and drawing conclusions | |
| **4.0** | | **Research Report Writing:** | **6** |
| | 4.1 | Structure and Components of a Research Report | |
| | 4.2 | Drafting clear and concise research report as per planned chapter scheme | |
| | 4.3 | Title, Abstract/Executive Summary including all initial pages | |
| | 4.4 | Main Body i.e. chapters keeping reader perspective in mind | |
| | 4.5 | Presenting research findings using tables, and charts/graphs | |
| | 4.6 | Citation and referencing guidelines | |
| **5.0** | | **Research Project:** | **6** |
| | 5.1 | Compiling a comprehensive research report | |
| | 5.2 | Presenting a comprehensive research report | |
| | 5.3 | Submitting a spiral copy of research report | |
| | 5.4 | Research Report presentations | |
| | 5.5 | Research Report presentations | |

*Use relevant cases and applications for discussions.*
*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it.*

**Reference Books:**

6. Kothari, C. R., Research Methodology- Methods & Techniques, New Age International Publishers, 2016.
7. Gupta, S L & Gupta, H, Business Research Methods, TMHE Pvt. Ltd. 2012.
8. Gupta and Kapoor, Fundamentals of Applied Statistics, Sultan Chand & Sons Publication, 2014.
9. Krishnaswamy K N, Sivakumar A I and Mathirajan,M, Research Methodology, Pearson, 2011.
10. Pannerselvam,R, Research Methodology, PHI Pvt. Ltd., New Delhi, 2016.

**Term Work Evaluation Scheme:**

The 50 marks would be evaluating based on the scheme:

| S.N. | Criteria | Excellent | Very Good | Good | Satisfactory | Developing |
|---|---|---|---|---|---|---|
| 1 | Understanding of Research Methods | 10 | 8 | 6 | 4 | 2 |
| 2 | Data Collection and Analysis Skills | 10 | 8 | 6 | 4 | 2 |
| 3 | Application of Research Skills | 10 | 8 | 6 | 4 | 2 |
| 4 | Research Report Quality & Presentation | 10 | 8 | 6 | 4 | 2 |
| 5 | Attendance | 10 | 8 | 6 | 4 | 2 |

**Criteria Description:**

| Criteria | Description |
|---|---|
| Understanding of Research Methods | Demonstration of understanding of various research methods discussed in the course, including their applications and limitations. |
| Data Collection & Analysis Skills | Proficiency in applying data collection techniques and analyzing research data using appropriate tools and methods. |
| Application of Research Skills | Application of research skills in solving real-world business problems through hands-on projects. |
| Research Report Quality & Presentation | Quality & clarity of research reports produced, including the organization of ideas, presentation of findings, & referencing. |
| Attendance | Regular attendance & active participation in lab sessions, workshops, and discussions throughout the course duration. |

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| UXXMM0XX | Minor Course II | 3 | -- | 1 | 3 | -- | 1 | 4 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| UXXMM0XX | Minor Course II | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

*Student can opt any one Minor discipline from the list offered by the University. This course will be offered by Concern School/Department of the University.*

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02AE301 | Foreign Language (German) | 2 | -- | -- | 2 | -- | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02AE301 | Foreign Language (German) | 10 | 5 | -- | **15** | -- | **40%** | -- | **35** | **40%** | **50** |

**Course Description:** This course is the introductory German course which explores the roles and group affiliations that contribute to the identity of young adults in the German- speaking world. Its goal is to help students develop cultural and linguistic competence that allows them to feel comfortable thinking of themselves as users of German, in listening, reading, writing, and speaking. Upon completion of this course, students can understand and use familiar everyday expressions and very basic phrases. students can introduce themselves and others, ask and answer questions about personal details, such as where they live, people they know, and things they have.

**Course Prerequisites:** NA.

**Course Objectives:**

1. To familiar students with the foreign language like German and its basic vocabulary.
2. To develop cultural and linguistic competence among students which allows them to read, write, listen and speak in German language.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Understand**[2] the vocabulary related to day-to-day activities.

**CO 2** **Use**[3] familiar everyday expressions and very basic phrases in German language.

**CO 3** **Use**[3] language to introduce themselves and others, ask and answer questions about personal details, such as where they live, people they know, and things they have.

**CO 4** **Read**[2] and write German with basic proficiency.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Basics Vocabulary (Grundvokabular):** | **6** |
| | 1.1 | Introduction & Importance of German Language and German Culture | |
| | 1.2 | Alphabets and Numbers: One to Ten | |
| | 1.3 | Time, Days of Week and Months | |
| | 1.4 | Colours Vocabulary | |
| | 1.5 | W-Questions and Self-Introduction | |
| | 1.6 | Greetings and Say Bye | |
| | 1.7 | German Language Words and Similar Words in Other Languages | |
| **2.0** | | **Nouns, Pronouns and Verbs (Substantive, Pronomen und Verben):** | **6** |

| | | | |
|---|---|---|---|
| | 2.1 | Nouns & Adverbs | |
| ‘ | 2.2 | Pronouns – Possessive, Interrogative and Demonstrative | |
| | 2.3 | Pronouns - Nominative Case | |
| | 2.4 | Auxiliary and Accusative Verbs | |
| | 2.5 | Verb Conjugation like Auxiliary Verbs, Regular, Irregular Verbs and Modal Verbs | |
| | 2.6 | Adjectives with “be” verbs and “very/too” | |
| | 2.7 | Verb Position in Sentence | |
| | 2.8 | Separable and Non-separable Verbs | |
| **3.0** | | **Prepositions and Articles (Präpositionen und Artikel):** | **6** |
| | 3.1 | Prepositions – Accusative & Dative | |
| | 3.2 | Changing Prepositions with Accusative and Dative | |
| | 3.3 | Articles - Plural Article | |
| | 3.4 | Articles Rules | |
| | 3.5 | Definite and Indefinite Article with Gender | |
| | 3.6 | Accusative Articles and Possessive Article in Accusative | |
| **4.0** | | **Listening and Speaking (Zuhören und Sprechen):** | **6** |
| | 4.1 | Tenses | |
| | 4.2 | Personal Information | |
| | 4.3 | Listening Audio- Telephone Conversation | |
| | 4.4 | Creating & Talking Simple Sentence like: What do you like, I like dance, I like singing, etc. | |
| | 4.5 | Yes or No Questions | |
| | 4.6 | Day-to-Day Routine Discussions, Talking about Places and Building, Work and Professions, Events, Time-related Conversation etc. | |
| **5.0** | | **Reading and Writing (Lesen und Schreiben):** | **6** |
| | 5.1 | Reading and Writing Short Articles | |
| | 5.2 | Searching Jobs through various media like advertisement, paper, etc. | |
| | 5.3 | Letter Writing | |
| | 5.4 | Application Writing | |
| | 5.5 | Reading and Writing Exercises | |
| | 5.6 | Learning through German Movies/Films | |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. German Grammar for Beginners Textbook + Workbook Included: Supercharge Your German with Essential Lessons and Exercises. N.p., My Daily German, 2021.
2. Graves, Paul G. Learn German the Fast and Fun Way. United States, Barron's, 1997.
3. Lewis, Benny. Language Hacking German (Learn How to Speak German - Right Away): A Conversation Course for Beginners. United Kingdom, John Murray Press, 2016.
4. Maude von Ehrenkrook, Maude. German Level 1 Textbook: English. United States, Brilliant! Foreign Languages, 2016.
5. Swick, Edward. The Everything Essential German Book: All You Need to Learn German in No Time!. United States, Adams Media, 2013.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first three modules for 10 marks
2. FET 2 shall be based on modules 4 and 5 for 5 marks

The marks of all the two assignments will be considered for final Internal Assessment.

# FACULTY OF COMMERCE & MANAGEMENT

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02AE302 | Foreign Language (French) | 2 | -- | -- | 2 | -- | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02AE302 | Foreign Language (French) | 10 | 5 | -- | **15** | -- | **40%** | -- | **35** | **40%** | **50** |

**Course Description:** This course is the introductory French course which explores the roles and group affiliations that contribute to the identity of young adults in the French- speaking world. Its goal is to help students develop cultural and linguistic competence that allows them to feel comfortable thinking of themselves as users of French, in listening, reading, writing, and speaking. Upon completion of this course, students can understand and use familiar everyday expressions and very basic phrases.

**Course Prerequisites:** NA.

**Course Objectives:**

1. To familiar students with the foreign language like French and its basic vocabulary.
2. To develop cultural and linguistic competence among students which allows them to read, write, listen and speak in French language.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Understand**[2] the vocabulary related to day-to-day activities.

**CO 2** **Use**[3] familiar everyday expressions and very basic phrases in French language.

**CO 3** **Use**[3] language to introduce themselves and others, ask and answer questions about personal details, such as where they live, people they know, and things they have.

**CO 4** **Read**[2] and write German with basic proficiency.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Basics Vocabulary (Vocabulaire de base):** | **6** |
| | 1.1 | Introduction & Importance of French Language and French Culture | |
| | 1.2 | Alphabets and Numbers: One to Ten | |
| | 1.3 | Time, Days of Week and Months | |
| | 1.4 | Colours Vocabulary | |
| | 1.5 | W-Questions and Self-Introduction | |
| | 1.6 | Greetings and Say Bye | |
| | 1.7 | French Language Words and Similar Words in Other Languages | |
| **2.0** | | **Nouns, Pronouns and Verbs (Noms, Pronoms et Verbes):** | **6** |
| | 2.1 | Nouns & Adverbs | |
| | 2.2 | Pronouns – Possessive, Interrogative and Demonstrative | |
| | 2.3 | Pronouns - Nominative Case | |

| | | | |
|---|---|---|---|
| | 2.4 | Auxiliary and Accusative Verbs | |
| | 2.5 | Verb Conjugation like Auxiliary Verbs, Regular, Irregular Verbs and Modal Verbs | |
| | 2.6 | Adjectives with “be” verbs and “very/too” | |
| | 2.7 | Verb Position in Sentence | |
| | 2.8 | Separable and Non-separable Verbs | |
| **3.0** | | **Prepositions and Articles (Prépositions et Articles):** | **6** |
| | 3.1 | Prepositions – Accusative & Dative | |
| | 3.2 | Changing Prepositions with Accusative and Dative | |
| | 3.3 | Articles - Plural Article | |
| | 3.4 | Articles Rules | |
| | 3.5 | Definite and Indefinite Article with Gender | |
| | 3.6 | Accusative Articles and Possessive Article in Accusative | |
| **4.0** | | **Listening and Speaking (Écouter et Parler):** | **6** |
| | 4.1 | Tenses – Past, Present and Future | |
| | 4.2 | Personal Information | |
| | 4.3 | Listening Audio- Telephone Conversation | |
| | 4.4 | Creating & Talking Simple Sentence like: What do you like, I like dance, I like singing, etc. | |
| | 4.5 | Yes or No Questions | |
| | 4.6 | Day-to-Day Routine Discussions, Talking about Places and Building, Work and Professions, Events, Time-related Conversation etc. | |
| **5.0** | | **Reading and Writing (Lire et Écrire):** | **6** |
| | 5.1 | Reading and Writing Short Articles | |
| | 5.2 | Searching Jobs through various media like advertisement, paper, etc. | |
| | 5.3 | Letter Writing | |
| | 5.4 | Application Writing | |
| | 5.5 | Reading and Writing Exercises | |
| | 5.6 | Learning through French Movies/Films | |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Collins Very First French Words. HarperCollins Publishers Limited, 2012.
2. Kendris, Christopher, and Kendris, Theodore. French Grammar. Barrons Educational Services, 2019.
3. Kurbegov, Eliane. Practice Makes Perfect French Sentence Builder. McGraw Hill LLC, 2009.
4. Language Lessons, Excel. French Language Learning for Beginner's - Vocabulary Book: French Grammar Lessons Containing Over 1000 Different Common Words and Practice Sentences. N.p., Independently Published, 2020.
5. Rochester, Myrna Bell. Easy French Step-by-Step. McGraw Hill LLC, 2008.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first three modules for 10 marks
2. FET 2 shall be based on modules 4 and 5 for 5 marks

The marks of all the two assignments will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| UXXOE0XX | Open Elective III | 2 | -- | -- | 2 | -- | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| UXXOE0XX | Open Elective III | 10 | 5 | -- | **15** | -- | **40%** | -- | **35** | **40%** | **50** |

*Student can opt any one open elective course from the list offered by the University.*
*This course will be offered by Concern School/Department of the University.*

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U28OE031 | Event Management | 2 | -- | -- | 2 | -- | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U28OE031 | Event Management | 10 | 5 | -- | 15 | -- | 40% | -- | 35 | 40% | 50 |

**Course Description:** This course is designed to well-equip students to lead successful events and campaigns in dynamic environments with a blend of creative and organizational skills. Upon completion of this course, students can find diverse career opportunities in event planning, coordination, and management across sectors like corporate events, weddings, entertainment, and sports.

**Course Prerequisites:** NA.

**Course Objectives:**

1. To acquire an understanding of the role and purpose(s) of special events in the organizations.
2. To understand the techniques and strategies required to plan successful special events.
3. To acquire the knowledge and competencies required to plan, promote, implement and conduct events.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Explain**[2] the role and purpose(s) of events in the organizations and/or personal life.

**CO 2** **Apply**[3] the appropriate techniques and strategies to plan an event.

**CO 3** **Design**[5] the promotional strategies to attract the audiences for an event.

**CO 4** **Organise**[5] a planned event using the concepts and practices of event management.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Event Management:** | **6** |
| | 1.1 | Concept, Importance and Types of Event – Corporate, Sports, Cultural, Mega, Public, etc. | |
| | 1.2 | Meetings, Incentives, Conferences and Exhibitions (MICE) | |
| | 1.3 | Types of Meeting, Trade Shows, Conventions, Exhibitions | |
| | 1.4 | Structure, Size and Scope of Event Industry / Market | |
| | 1.5 | Opportunities and Challenge of Event Management | |
| | 1.6 | The Role and Responsibilities of Event Manager | |
| | 1.7 | Event Management as a Profession | |
| | 1.8 | Code of Ethics in Event Management | |
| **2.0** | | **Event Planning:** | **6** |
| | 2.1 | Understanding Event as Projects, Event Design as an Experience | |
| | 2.2 | Current Views of Event Design, Stakeholders Requirements and Needs | |

| | | | |
|---|---|---|---|
| | 2.3 | Designing Concept and Theme- Event Objective and Content Development | |
| | 2.4 | Event Conceptualizing – Host, Sponsor, Media, Guest, Crew, Participants, Spectators, etc. | |
| | 2.5 | Pre Event Preparation - Event Proposal and Budgeting-Common Methods of Budgeting and Formats | |
| | 2.6 | Event Related Documentations- Timing, Contracts and Agreements, Insurance, Regulation, License and Permits | |
| | 2.7 | Event Committee Formation, Role and Responsibilities Allocation | |
| **3.0** | | **Event Marketing and Publicity Management:** | **6** |
| | 3.1 | Marketing Communication Elements, Methods & Budget | |
| | 3.2 | Event Marketing Plan and Event Sponsorship | |
| | 3.3 | Modes of Publicity, Role of Internet in Event Publicity | |
| | 3.4 | Role of the Media in Event Management | |
| | 3.5 | Impact of Media Coverage on Event | |
| | 3.6 | Pre and Post Event Publicity | |
| **4.0** | | **Event Organisation:** | **6** |
| | 4.1 | Venue Selection: Indoor & Outdoor, Stage, Audio-Visual Lighting, Performers | |
| | 4.2 | Decors, Caterer, Photography & Videography, etc. | |
| | 4.3 | Guest Demography & List, Invitation, Media, Food & Beverage, Entertainment | |
| | 4.4 | Handing children at event safety perspective, | |
| | 4.5 | Event Logistics Management, Sanitary Facilities | |
| | 4.6 | Event related Legislations, Specific Event Risks – Assessment & Management | |
| | 4.7 | Event Health and Safety - Structural Safety, Occupational Safety and Food Safety, Fire Prevention, Vehicle traffic, Waste Management | |
| **5.0** | | **Event Impact, Sustainability and Legacy:** | **6** |
| | 5.1 | Event Evaluation Process- Event Impact | |
| | 5.2 | Measuring Impacts - Service Quality, Customer Satisfaction, etc. | |
| | 5.3 | Comparing Actual and Budgeted Performance | |
| | 5.4 | Event Sustainability | |
| | 5.5 | Event Legacies | |
| | 5.6 | Event Report Writing – Format and Record Keeping Procedure | |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for FET to achieve course learning outcome(s) and execute it*. | | | |

**Reference Books:**

1. Bowdin, G. A. J. Events Management. Germany, Butterworth-Heinemann, 2010.
2. Chaturvedi, Ashutosh. Event Management: A Professional & Development Approach. India, Global India Publications Pvt. Limited, 2009.
3. Simplified Events Management: A Text Book to Event Planning, Fundraising and Safety Management. N.p., OrangeBooks Publication, 2020.
4. Bladen, Charles, et al. Events Management: An Introduction. United Kingdom, Taylor & Francis, 2012.
5. Dowson, Ruth, and Bassett, David. Event Planning and Management: Principles, Planning and Practice. United Kingdom, Kogan Page, 2018.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first three modules for 10 marks
2. FET 2 shall be based on modules 4 and 5 for 5 marks

The marks of all the two assignments will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will be of 35 marks comprise of 5 questions, each carrying 7 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| **U04CC0XX** | **Co-curricular Course III** | -- | 4 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| **U04CC0XX** | **Co-curricular Course III** | -- | -- | -- | -- | **50** | **40%** | -- | -- | **40%** | **50** |

*Student can opt any one Co-curricular course from the list offered by the University.*
*This course will be offered by Concern School/Department of the University.*

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U04CC001 | National Cadet Corps (NCC) | -- | 4 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U04CC001 | National Cadet Corps (NCC) | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** This course provides exposure to the cadets in a wide range of activities. With a distinct emphasis on Social Services, Discipline and Adventure Training.

**Course Prerequisites:**
- To study this course, a student must be medically fit.
- It is open for all.

**Course Objectives:**
1. Practicing the students and informing them about the legendary drills
2. Students motivate a good citizen of India.
3. Students awareness of National Unity and Integration
4. Understand the importance of a weapon its detailed safety precautions necessary for prevention of accidents.

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Practice**[1] togetherness in all walks of their life.

**CO 2** **Perform**[2] foot drill and follow the different word of command.

**CO 3** **Think**[1] critically about different life related issues.

### List of Activities

- Introduction and General information about NCC
- National Integration & Awareness
- Drill
- Weapon Training (WT)
- Personality Development and Leadership.
- Disaster Management
- Social Awareness and Community Development
- Health & Hygiene
- Adventure Training
- Environment Awareness and Conservation

### Text Books

1. Maliwal, B. N., (2015) Practical Military Science, Bareli, Prakash Book Depo.
2. Chauhan, Rajeev,Kumar, (2021) NCC National Cadet Corps, Gwalior, Aakruti Publication.
3. NCC Directorate MP, CG, (2018) Cadet Hand book, Itawa, NCC Directorate MP, CG.
4. Mitra, Barun, K., (2020) Personality Development and soft skills, Oxford University Press India.
5. Goyal, Hariom, (2016) Personality Development, Kalpana Publication.

**References**

1. Popil, Harvinder, and Sharma, Nirmal, (2018) Emergency First Aid Safety oriented, CRS Publishers.
2. Jain, N.C., and Sookshi, (2015) First Aid and Emergency case, AITBS Publishers.

**Evaluation Scheme:**

| Sr. No. | Activity | Marks |
|---|---|---|
| 1 | Attendance Mark | 40 |
| 2 | Social activity | 10 |
| | **Total** | 50 |

5. A cadet should be awarded 40 marks if he attends 100% of the parades. Marks should be awarded on the basis of following formula for awarding attendance marks.

$$\frac{\text{Parades Actually Attended x Total Attendance Points}}{\text{Total number of parades}} = \text{Attendance Marks}$$

$$Example: \frac{30 \times 40}{30} = 40$$

6. Participation in social work ex. For participation in social activity/ work as per instructions of Company Commanding Officer besides cleanliness of college premises, plantation of trees, traffic control, blood donation participation of cadet should be given marks out of 10.
7. Final Marking is to be done out of 50 Marks.
   (Attendance Marks (40) + Social Work Marks (10) = 50 Total Marks).
8. The Duration of One Practical Period will be 02.00 clock Hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U04CC002 | National Service Scheme (NSS) | -- | 04 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U04CC002 | National Service Scheme (NSS) | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** This course provides an extension dimension to the higher education system to orient the student youth to community service while they are studying in educational institutions.

**Course Prerequisites:**
- To study this course, a student must be medically fit.
- It is open for all.

**Course Objectives:**
1. Develop among them a sense of social and civic responsibility.
2. Utilize their knowledge in finding practical solutions to individual and community problems.
3. Develop competence required for group-living and sharing of responsibilities.

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Identify**[1] and solve the major social and environmental issues/challenges and equip the classroom learning to face those challenges.

**CO 2** **Develop**[2] teacher competence, sensitivity and teacher motivation.

**CO 3** **Perform**[1] NSS regular activities

### List of Activities

- Introduction to National Service Scheme
- Introduction to National Integration
- Special Programme
  - Legal awareness
  - Health awareness
  - First-aid
  - Career guidance
  - Leadership training - cum - Cultural Programme
  - Globalization and its Economic Social Political and Cultural impacts.
- Special Camping programme
  - Nature and its objectives
  - Selection of camp site and physical arrangement
  - Organization of N.S.S. camp through various committees and discipline in the camp.
  - Activities to be undertaken during the N.S.S. camp.
  - Use of the mass media in the N.S.S. activities.

- N.S.S. Regular Activities
  - Traffic regulation
  - Working with Police Commissioner's Office
  - Working with Corporation of Chennai
  - Working with Health Department
  - Blind assistance
  - Garments collection
  - Non-formal education
  - 'Environmental Education, Awareness and Training (EEAT)9
  - Blood donation

**Text Books**

1. Nirmalya Kumar Sinha and Dr. Surajit Majumder , Text Book of National Service Scheme (Volume 3I), Vidya Kutir Publications 2021.
2. 2. Nirmalya Kumar Sinha and Dr. Surajit Majumder , Text Book of National Service Scheme (Volume 3II), Vidya Kutir Publications 2021.

**References**

1. Gurmeet Hans, Case material as Training Aid for field workers.
2. Kapil K Krishna, Social service opportunities in Hospitals.
3. Ram Ahuja, Social Problems in India.
4. Government of India, National Service Scheme Manual.
5. TISS Training Programme on National Programme scheme.
6. TISS, Orientation Courses for N.S.S. Programme officers.

**Evaluation Scheme:**

- Participation in Regular Activities 40 Marks out of 50.

$$\frac{\text{Number of Activites Attended x Total Attendance Points}}{\text{Total number of Activities}} = \text{Attendance Marks}$$

$$Example: \frac{5 \times 40}{5} = 40$$

6. Participation in various Activities 10 Marks out of 50.
7. Participation in RD, SRD, NIC or any National Level Camp -10 Marks out of 10.
8. Participation in State Level Camp (Avhan, Utkartsh, Prearana Etc.) 08 marks out of 10.
9. Participation in Regional, University, district Level Camp/ Workshop 07 Marks out of 10.
10. Participation in Annual Special camp 06 Marks out of 10.

# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U04CC003 | Yoga and Meditation | -- | 04 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U04CC003 | Yoga and Meditation | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** This course provides a form of exercise that uses specific body postures to achieve physical and mental health benefits, while meditation is a practice that can be done with or without movement in order to focus and calm the mind.

**Course Prerequisites:** NA

**Course Objectives:**
1. Stilling the mind and gaining insight, resting in detached awareness, and liberation (Moksha) from saṃsāra and duḥkha
2. Sense of calm, peace and balance.

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Demonstrate**[2] basic skills associated with yoga activities including strength and flexibility, balance and coordination.

**CO 2** **Demonstrate**[2] the ability to perform yoga movements in various combination and forms.

**CO 3** **Identify**[1] a new perspective on stressful situations NSS regular activities

### Suggestive List of Activities

- Suryanamaskar
- Standing Asanas
  - Tadasana
  - Trikonasan
  - Padhamasan
  - Ardhachakrasan
  - Vrukashsan
- Sitting Asanas
  - Bhadrasan
  - Vajrasan
  - Utanmandukasan
  - Vakrasana
- Supine Asanas
  - Pawanmuktasan
  - Setubandhasana
  - Ardhahalasan
  - Shavasan
- Prone Asanas

- Navakasana
- Bhujangasan
- Dhanurasana
- Makrasana
- Shalbhasana

- Pranayama
  - Bhastrika
  - Kapal Bharti
  - Ujjai
  - Anulom-Vilom
  - Sheetali
  - Bhramari
- Meditation

**Text Books**

1. Iyengar,B.K.(2008).Light on Yoga.Orient Long man Pvt.Ltd. Mumbai.
2. Iyengar,B.K.(2008).Light on Pranayama. Orient Long Man Pvt. Ltd. Mumbai.
3. Iyengar,B.K.(2008).Light on Astanga Yoga.Alchemy Publishers. New Delhi.

**References**

1. Iyengar, B.K. (2008). Yoga the Path to Holistic Health. Dorling Kinders ley. London.
2. Gharote, M. L. (2013). Guidelines for Yogic Practices. The Lonavla Yoga Institute. India.

**Evaluation Scheme:**

5. The 50 marks would be evaluate based on the scheme:

| Sr. No. | Activity | Marks |
|---|---|---|
| 1. | Practice and Performance | 10 |
| 2. | Regularity | 10 |
| 3. | Discipline | 05 |
| 4. | Suryanamskar : **Compulsory** | 05 |
| 5. | Standing & Siting asanas: **Any two** | 05 |
| 6. | Supine & Prone asanas : **Any two** | 05 |
| 7. | Pranayama :**Any two** | 05 |
| 8. | Mediation | 05 |
| | **Total** | **50** |

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# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U04CC004 | Physical Fitness | -- | 04 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U04CC004 | Physical Fitness | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** This course provides a execute daily activities with optimal performance, endurance, and strength with the management of disease, fatigue, and stress and reduced sedentary behaviour.

**Course Prerequisites:** NA

**Course Objectives:** The main objectives of physical education are to: develop motor abilities like strength, speed, endurance, coordination, flexibility, agility and balance, as they are important aspects for good performance in different games and sports.

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Reduce**[1] your risk of a heart attacks.

**CO 2** **Manage**[1] your weight better

**CO 3** **Manage**[1] a lower blood cholesterol level and lower the risk of type 2 diabetes and some cancers.

### Suggestive List of Activities

- Endurance
  - 5 Minute run
  - 12Min.RunWalk
- Speed
  - 40 Metre Sprint Test
  - Shuttle Run Test
  - Flying 30 Metre Test
  - Rope Skipping
- Agility
  - Zig-Zag Run
  - 8T9 Drill Test
  - Burpee Test
- Strength
  - Sit-ups
  - Push-up Makrasana
  - Standing Long
  - Jump Test
  - Bench Press Test
- Flexibility
  - Sit & rich

- Modified Sit & Reach Test
- Static Flexibility Test 3 Shoulder

**Text Books**

1. Kansal, D. K. Textbook of Applied Measurement Evaluation & Sports Selection, Sports and Spiritual Science Publication, New Delhi 2008.
2. Lipman, H. A., Measurement and Evaluation in Physical Education, Friends Publication, New Delhi 2009.
3. Miller,T. NSCA9s Guide to Test and Assessment, Human Kinetics, USA 2012

**References**

1. Morrow, J., Jackson, A., Disch, J., & Mood, D. Measurement and Evaluation In human Performance, Human Kinetics. USA 2005.
2. Scott, M. G. & French, E. (2009). Measurement and Evaluation in Physical Education, Sports Educational Technologies, New Delhi 2009.
3. Yobu, A., Test Measurement and Evaluation in Physical Education and Sports. Friends Publication. New Delhi 2010.

**Evaluation Scheme:**

The 50 marks would be evaluate based on the scheme:

| Sr. No. | Activity | Marks |
|---|---|---|
| 1. | Practice and Performance | 10 |
| 2. | Regularity | 10 |
| 3. | Discipline | 05 |
| 4. | Endurance :**Any one activity** | 05 |
| 5. | Speed : **Any two activity** | 05 |
| 6. | Agility :**Any two activity** | 05 |
| 7. | Strength :**Any two activity** | 05 |
| 8. | Flexibility :**Any two activity** | 05 |
| | **Total** | **50** |

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# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U04CC005 | Performing Arts-Music | -- | 04 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U04CC005 | Performing Arts-Music | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** This course is designed to develop musical skills that will lead to a thorough understanding of musical Instruments. Students are prepared to take the Music Theory Final when they have completed the course.

**Course Prerequisites:** NA

**Course Objectives:** This is a generic course and provides an opportunity to the students of other disciplines to have an introduction to the nuances of music and its appreciation. Basic voice culture, learning simple compositions in the prescribed ragas and will understand the basics of Guitar and Keyboard.

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Demonstrate**[3] a grounding in musical instrument studies.

**CO 2** **Apply**[3] theoretical concepts and approaches derived from considering musical instruments from varied perspectives

**CO 3** **Understand**[2] and learn using the Notes and Octave

**CO 4** **Demonstrate**[3] to perform on the notes.

### Suggestive List of Activities

- Understanding of Music 3 Guitar and Keyboard.
- Differentiating blowing, String, lite, String Instruments
- Holding of Guitar, Care of Guitar. Holding of Keyboard, Care of Keyboard.
- Pick and Its Holding.
- Tuning of 6 strings of guitar.
- Playing on all notes on Keyboard.
- Playing of odd notes on Keyboard.
- Playing of even notes on Keyboard.
- Up down strokes of Guitar.
- Spiral up down strokes on guitar on 12 frets.
- C scale form 5th string. (Ascending, Descending)
- Playing of L no. 1 (Birthday Song)
- Playing of L no. 2(Jana Gana Mana)

### Text Books

1. Berlin, Boris, et al. Keys to Music Rudiments: Textbook. United States, Gordon V. Thompson, 2006.
2. Schmidt-Jones, Catherine. Understanding Basic Music Theory. United States, 12th Media Services, 2018.

**References**

1. Benward, Bruce, and Saker, Marilyn. Workbook T/a Music in Theory and Practice, Volume I. United Kingdom, McGraw-Hill Education, 2014.
2. Cashman, David, and Garrido, Waldo. Performing Popular Music: The Art of Creating Memorable and Successful Performances. United Kingdom, Routledge, 2019.

**Evaluation Scheme:**

The 50 marks would be evaluate based on the scheme:

| Sr. No. | Activity | Marks |
|---|---|---|
| 1. | Practice and Performance | 10 |
| 2. | Regularity | 10 |
| 3. | Discipline | 10 |
| 4. | Playing on all notes on Keyboard. | 10 |
| 5. | Playing on all notes on Guitar. | 10 |
| | **Total** | **50** |

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# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| **U04CC006** | **Fine Arts** | -- | 04 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| **U04CC006** | **Fine Arts** | -- | -- | -- | -- | **50** | **40%** | -- | -- | **40%** | **50** |

**Course Description:** This course aims at providing students with basic understanding of fine arts skills and knowledge. The main purpose of the subject is to help the students in understanding the basic concept of Art, origin, history, drawing & painting, etc. and how creativity if fostered professionally can result in beautiful designs for today's scenario.

**Course Prerequisites:** Basic Drawing & Colouring

**Course Objectives:**

- The knowledge gained with this course will help students to foster creativity and self-expression (basic understanding of colour concept and application in relation to different use cases)
- Techniques studied from Visual arts should be used by the students in their respective field to make a more impactful presentation overall. Students will learn to appreciate art in a more critically artistic way.

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Appreciate**[1] Traditional Indian Art.
**CO 2** **Understand**[1] fundamentals of Visual Arts.
**CO 3** **Implement**[2] creative skills in Drawing & Painting.
**CO 4** **Create**[3] Various day to day articles in a creative format.

### List of Activities

- Performing Secondary Research on Indian Art forms
- Performing Secondary Research on Traditional Painting Techniques of India
- Assignment on Elements of Design
- Assignment on Principles of Design
- Assignment on Basics of Drawing
- Assignment on Basics of Painting
- Prepare Commercial Art article

### Text Books

1. NCERT, An Introduction to Indian Fine Arts Part-1, National Council of Education Research and Training, 2019.
2. NCERT, An Introduction to Indian Fine Arts Part-2, National Council of Education Research and Training, 2021.

### References

1. Dasgupta, S.N.: Fundamentals of Indian Art
2. Dr. Kurt Herbert, Artists Technique

**Evaluation Scheme:**

The 50 marks would be evaluate based on the scheme:

| Sr.No | Developing Skills at Grade Level | Excellent | Very Good | Good | Satisfactory | Developing |
|---|---|---|---|---|---|---|
| 1. | Understanding of Art | 10 | 8 | 6 | 4 | 2 |
| 2. | Creativity | 10 | 8 | 6 | 4 | 2 |
| 3. | Understanding of Elements | 10 | 8 | 6 | 4 | 2 |
| 4. | Understanding of Principles | 10 | 8 | 6 | 4 | 2 |
| 5. | The Hand | 10 | 8 | 6 | 4 | 2 |

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# FACULTY OF COMMERCE & MANAGEMENT

## Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U28FP301 | Field Project I | -- | 04 | -- | -- | 2 | -- | 2 |

## Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U28FP301 | Field Project I | -- | -- | -- | -- | 50 | 40% | -- | -- | 40% | 50 |

**Course Description:** Field project integrates theory and practice by providing students with an opportunity to work on real-world challenges. This course is designed to improve student's skills such as problem solving, critical thinking and time management. Project-based learning not only provides opportunities for students to collaborate or drive their own learning, but also develops the student's ability to work with his or her peers, building teamwork and group skills.

**Course Prerequisites:** NA.

**Course Objectives:**

- To develop the ability to carry out research activities in the field of management using research methods and develop a project.
- To develop the problem-solving abilities towards the identified problems in real world context.
- To develop the ability to work with peers, building teamwork and group skills

**Course Outcomes:** After the successful completion of the course students will able to:

**CO 1** **Identify**[2] the real world problem to provide the solution.

**CO 2** **Analyse**[4] the identified real-world problems to propose alternative solution(s).

**CO 3** **Recommend**[6] solution(s) to the identified real-world problems.

**CO 4** **Prepare**[6] a comprehensive project report based on the experiential learning.

It is expected that the supervisor/guiding teacher should undertake the counselling sessions and create the awareness among the learners about the methodology of formulation, preparation, and evaluation pattern of the field project work.

### List of Activities

- Identify the real-world problem related to any selected brand or corporate. However, it is not mandatory for a student to work on a real-life project.
- Design the study title/topic and in consultation of supervisor and get the approval from Project Committee chaired by Head of Department (HoD) and two other faculty members from the department appointed by the Director. If it is felt necessary, the project committee can assign a co-guide to a student, depending upon specific disciplinary needs.
- Study the literature review if applicable on the approved topic.
- Submit the copy of synopsis proposal to the supervisor for approval within the given time frame by the Department. **Approval of the project proposal is mandatory.** If approved, the student can commence working on it, and complete it.
- Performing Secondary and/or Primary Research on the approved topic to understand the problem in detail to provide alternative solution(s).

- Collect the entire field data for fact-finding.
- Analyse the data and interpret it.
- Prepare applicable appendices to be placed in support with the project report documentation.
- Write the findings and Conclusion
- Propose the alternative solution(s).
- Work effectively as an individual or as a team member to produce correct, efficient, well-organized and documented project report in a reasonable time.
- Prepare and evaluate a comprehensive project report with scientific approach to the solution of the problem that the students have sought to address as per the provided format and present it to the supervisor for approval. The project report should be prepared in order to solve the problem in a methodical and professional manner, making due references to appropriate techniques/procedures, concepts/theories and professional standards.
- The student should also include the from, in which they will record the progress details of their project throughout the course in the **project diary**. The project report should contain enough details to enable examiners to evaluate the work.
- With approval of Supervisor and HoD submit the final Spiral Copy of the Project Report to the Project Coordinator for final viva-voce with the given deadline by the Department.

**Text Books**

1. NCERT, An Introduction to Indian Fine Arts Part-1, National Council of Education Research and Training, 2019.
2. NCERT, An Introduction to Indian Fine Arts Part-2, National Council of Education Research and Training, 2021.

**References**

1. Dasgupta, S.N.: Fundamentals of Indian Art
2. Dr. Kurt Herbert, Artists Technique

**Evaluation Scheme:**

The 50 marks would be evaluating based on the scheme:

The Final presentation will be evaluated by the same project evaluation committee and submit the final marks out of 25 and supervisor will assess the assigned student group for 25 marks. The criteria for evaluation will be same for both as follows:

| S.N. | Parameters for Grade | Excellent | Very Good | Good | Satisfactory | Developing |
|---|---|---|---|---|---|---|
| 1 | Problem Identification & Definition | 5 | 4 | 3 | 2 | 1 |
| 2 | Research and Analysis | 5 | 4 | 3 | 2 | 1 |
| 3 | Solution Proposal | 5 | 4 | 3 | 2 | 1 |
| 4 | Impact and Effectiveness | 5 | 4 | 3 | 2 | 1 |
| 5 | Project Report Preparation, Presentation & Communication | 5 | 4 | 3 | 2 | 1 |

The marks given by the three members of the evaluation committee will be averaged in each head and the total marks decided by totalling the averages under the three heads.

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# FACULTY OF COMMERCE & MANAGEMENT

**Minor Course Offered by Faculty of Commerce and Management under Track I to V**

## Track – I: Marketing Management

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM012 | Product and Brand Management | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM012 | Product and Brand Management | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course provides students with an understanding of the principles and practices of product and brand management in the context of modern business environments. It covers topics related to product development, branding strategies, brand equity, and consumer behaviour.

**Course Prerequisites:** NA.

**Course Objectives:**

1. To provide students with a comprehensive understanding of product and brand management theories and practices.
2. To equip students with the knowledge and essential skills to apply it to practical scenarios in product and brand management.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Explain**[2] the role and importance of marketing in organizations and its impact on business success.

**CO 2** **Conduct**[3] market research and analysis to identify market opportunities and consumer insights / analyze consumer behavior to understand their needs, preferences, and buying patterns.

**CO 3** **Apply**[3] the marketing mix elements (product, price, place, promotion) to develop comprehensive marketing strategies for a product or service.

**CO 4** **Analyze**[4] emerging marketing trends and the impact of emerging technologies on marketing practices in the Indian context.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Product and Brand Management:** | **6** |
| | 1.1 | Product – Concept, Definition, Scope Classification, Attributes of Product and Product Continuum, Product Line and Product Mix. | |
| | 1.2 | Meaning, Definition & Scope of Brand and Brand Management | |
| | 1.3 | Key Concepts & Terminology of Product and Brand Management | |

| | | | |
|---|---|---|---|
| | 1.4 | Importance of Branding in Marketing | |
| | 1.5 | Evolution of Product and Brand Management Theories | |
| **Tutorial** | | Suggestive tasks/assignments: Working in teams to develop product and brand management plans for hypothetical or existing brands. | 3 |
| **2.0** | | **Product Development and Innovation:** | **6** |
| | 2.1 | Product life cycle stages and strategies | |
| | 2.2 | New Product Development Process | |
| | 2.3 | Product Positioning and Differentiation | |
| | 2.4 | Managing Product Portfolios | |
| **Tutorial** | | Suggestive tasks/assignments: Analysing real-world product development or product positioning cases and developing strategic recommendations. | 3 |
| **3.0** | | **Branding Strategy:** | **6** |
| | 3.1 | Building brand identity and personality | |
| | 3.2 | Brand positioning and differentiation | |
| | 3.3 | Brand extension and brand architecture | |
| | 3.4 | Branding in the digital age | |
| **Tutorial** | | Suggestive tasks/assignments: Suggestive tasks/assignments: Analysing real-world brand management cases and developing strategic recommendations. | 3 |
| **4.0** | | **Brand Equity and Consumer Behaviour:** | **6** |
| | 4.1 | Brand Equity- Concept and Its Components | |
| | 4.2 | Brand Equity Measurement Techniques | |
| | 4.3 | Brand Audit and Brand Valuation Methods | |
| | 4.4 | Managing and enhancing brand equity | |
| | 4.5 | Consumer Behaviour – Concept, Definition & Factors influencing Consumer Behaviour | |
| | 4.6 | Consumer Decision-Making Process | |
| | 4.7 | Perception and Branding | |
| | 4.8 | Customer-Based Brand Equity Model | |
| **Tutorial** | | Suggestive tasks/assignments: Conducting a brand audit for a chosen brand, assessing its strengths, weaknesses, opportunities, and threats. | 3 |
| **5.0** | | **Brand Communication and Promotion:** | **6** |
| | 5.1 | Integrated marketing communication (IMC) – Concept, Elements & Strategies | |
| | 5.2 | Advertising and Branding | |
| | 5.3 | Digital Marketing and Social Media Branding | |
| | 5.4 | Brand Activation and Experiential Marketing | |
| | 5.5 | Global Branding Challenges and Opportunities | |
| | 5.6 | Brand Crises and Reputation Management | |
| | 5.7 | Ethical and Legal Considerations in Brand Management | |
| | 5.8 | Sustainability and Corporate Social Responsibility (CSR) in Branding | |
| **Tutorial** | | Suggestive tasks/assignments: Developing a brand positioning statement and strategy for a given product or service. | 3 |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Kevin Land Keller, Strategic Brand Management, Pearson 4th edition, 2013.
2. Kepferer J.N., Strategic Brand Management,4th edition Kogen press, 2008
3. Moorthi YLR, Brand Management, Vikas Publishing, 2001
4. Aker and David, Building Strong Brand, 1995.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments and term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Track – II: Business Analytics

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM022 | R Programming | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM022 | R Programming | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course provides an introduction to R programming language tailored for business managers. It covers essential concepts and practical applications of R for data analysis, visualization, and decision-making in various business contexts.

**Course Prerequisites:** Basic knowledge of the programming and statistics.

**Course Objectives:**

1. To provide students the basic concepts and syntax of R programming, including data types, data structures, control structures, functions, and packages.
2. To equip students with the knowledge and essential skills to manipulate and transform data using R programming, including importing and exporting data, sub setting data, merging data sets, and cleaning data.
3. To create visualizations using R programming, including basic and advanced plots, graphs, and charts.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Develop**[3] an R script and execute it.

**CO 2** **Examine** and manipulate data using R, including importing and exporting data, sub-setting data, merging data sets, and cleaning data.

**CO 3** **Build**[3] visualizations using R, including basic and advanced plots, graphs, and charts.

**CO 4** **Alnalyze**[4] data with the help of statistical analysis using R

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to R Programming:** | **6** |
| | 1.1 | Introducing & Need of R, R as a programming Language & R's Working Directory | |
| | 1.2 | R programming language and its applications in business | |
| | 1.3 | Installation and setup of R Studio | |
| | 1.4 | Basic R Syntax, Data Types and Data Structures | |
| | 1.5 | Working with R packages and Libraries | |
| | 1.6 | R Programming Fundamentals: Variables, Functions, & Loops | |
| **Tutorial** | | Suggestive tasks/assignments: Installation of R and Studio; Program to assign value to variable; Program to Add Two Vectors; Find Sum and Mean of Vector in R; Program | 3 |

| | | | |
|---|---|---|---|
| | | to check if a number is Odd or Even/ display multiplication table / find Factorial of a Number/ check Prime Number / find Armstrong Number. | |
| **2.0** | | **Data Import and Management:** | **6** |
| | 2.1 | Importing Data into R from Different Sources - CSV, Excel, databases | |
| | 2.2 | Exploration and Transformation Activities, Basics of Web Scraping | |
| | 2.3 | Data Manipulation and Transformation using dplyr Package | |
| | 2.4 | Handling Missing Values and Outliers | |
| | 2.5 | Merging and Reshaping Datasets | |
| **Tutorial** | | Suggestive tasks/assignments: Analysing real-world product development or product positioning cases and developing strategic recommendations. | 3 |
| **3.0** | | **Data Preparation and Data Visualization:** | **6** |
| | 3.1 | Concept of Data Visualization & Popular Data Visualization tools | |
| | 3.2 | Exploratory Data Analysis(EDA), Data Cleaning, Data Inspection | |
| | 3.3 | Uses of the functions like grepl(), grep(), sub(), summarize(), llist(), etc. | |
| | 3.4 | Using Graphical Functions in R for Data Visualization, Line Plots, Bar Plots, Bar Plots for Population, Pie Chart, Table plot, Histogram, etc. | |
| | 3.5 | Plotting with base graphics, Plotting with Lattice graphics, Plotting and Colouring in R. | |
| | 3.6 | Customizing Graphical Parameters to improvise plots | |
| **Tutorial** | | Suggestive tasks/assignments: Data visualization projects using ggplot2 and plotly packages, etc. | 3 |
| **4.0** | | **Statistical Analysis with R:** | **6** |
| | 4.1 | Descriptive statistics: summary statistics, frequency tables | |
| | 4.2 | Inferential statistics: hypothesis testing, confidence intervals | |
| | 4.3 | Correlation and regression analysis | |
| | 4.4 | ANOVA and chi-square tests | |
| **Tutorial** | | Suggestive tasks/assignments: Statistical analysis and hypothesis testing using real business data | 3 |
| **5.0** | | **Time Series Analysis:** | **6** |
| | 5.1 | Introduction to time series data | |
| | 5.2 | Time series visualization and decomposition | |
| | 5.3 | Forecasting techniques: ARIMA models, exponential smoothing | |
| | 5.4 | Evaluating forecast accuracy | |
| **Tutorial** | | Suggestive tasks/assignments: Time series analysis projects with forecasting applications. | 3 |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Sandip Rakshit, R Programming for Beginners, McGraw Hill Education (India), 2010.
2. Seema Acharya, Data Analytics using R, McGraw-Hill Education (India), 2010.
3. Tutorials Point (I) simply easy learning, Online Tutorial Library (2018), R Programming, Retrieved from https://www.tutorialspoint.com/r/r_tutorial.pdf.
4. Andrie de Vries, Joris Meys, R for Dummies A Wiley Brand, 2nd Edition, John Wiley and Sons, Inc, 2015.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments and term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Track – III: Entrepreneurship and Innovation

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM032 | Business Planning | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM032 | Business Planning | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course provides students with the knowledge and skills necessary to develop comprehensive business plans for entrepreneurial ventures. It covers essential concepts, strategies, and tools for strategic planning, market analysis, financial forecasting, and implementation of business plans.

**Course Prerequisites:** Basic knowledge of management concepts.

**Course Objectives:**

1. To analyze market dynamics and conduct comprehensive market research to identify viable business opportunities.
2. To create and present a professional business plan that effectively communicates the value proposition, market strategy, financial projections, and implementation roadmap.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Describe**[2] fundamental concepts and components of Business Plan.

**CO 2** **Identify**[4] market trends, customer needs, and competitive landscapes relevant to a business venture.

**CO 3** **Develop**[3] a comprehensive business plan for a hypothetical or real-world entrepreneurial venture.

**CO 4** **Alnalyze**[4] and evaluate the feasibility & viability of business opportunities by assessing market potential, competitive advantages and financial risks.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Business Planning and Market Research:** | 6 |
| | 1.1 | Introducing, Meaning, Importance and Purpose of Business Planning | |
| | 1.2 | Business Planning Process | |
| | 1.3 | Key Components of a Business Plan | |
| | 1.4 | Entrepreneurial Mind-set and Opportunity Identification | |
| | 1.5 | Meaning, Importance and Purpose Market Research and Analysis | |
| | 1.6 | Identifying Target Markets and Customer Segments | |
| | 1.7 | Industry Trends, Competition and Market Dynamics | |
| | 1.8 | Market Demand and Opportunity Gaps | |
| **Tutorial** | | Suggestive tasks/assignments: Conducting market research and analysing industry trends. | 3 |
| **2.0** | | **Business Model Development:** | 6 |

| | | | |
|---|---|---|---|
| | 2.1 | Meaning, Importance and Different Types of Business Models- B2B, B2C, D2C, SaaS, etc. | |
| | 2.2 | Meaning & Different Types of Value Propositions & Revenue Models | |
| | 2.3 | Customer Acquisition & Retention Strategies | |
| | 2.4 | Key Resources, Activities, Partnerships and Its Mapping | |
| **Tutorial** | | Suggestive tasks/assignments: Developing a business model canvas for a start-up idea, etc. | 3 |
| **3.0** | | **Financial Planning and Forecasting:** | 6 |
| | 3.1 | Financial Statement Analysis- Income Statement, Balance Sheet, Cash Flow Statement for Financial Planning and Forecasting | |
| | 3.2 | Different Types of Financial Forecasting Techniques- Sales Forecasting, Expense Forecasting, etc. | |
| | 3.3 | Estimation of Start-up Costs and Capital Requirements | |
| | 3.4 | Pro Forma Financial Statements & Projections Preparation | |
| **Tutorial** | | Suggestive tasks/assignments: Creating financial projections and budgets for a business plan, etc. | 3 |
| **4.0** | | **Marketing Strategy and Operation Management:** | 6 |
| | 4.1 | Marketing Strategies and Promotional Tactics | |
| | 4.2 | Pricing Strategies and Positioning in the Market | |
| | 4.3 | Distribution Channels and Sales Strategies | |
| | 4.4 | Branding and Customer Relationship Management | |
| | 4.5 | Organizational Structure & Team Roles | |
| | 4.6 | Operational Planning & Process Design | |
| | 4.7 | Supply Chain Management & Logistics | |
| | 4.8 | Risk Management & Contingency Planning | |
| **Tutorial** | | Suggestive tasks/assignments: Designing a marketing and sales strategy for a new product or service, etc. | 3 |
| **5.0** | | **Execution and Business Pitching:** | 6 |
| | 5.1 | Develop an Execution Plan and Timeline | |
| | 5.2 | Preparation of Performance Metrics | |
| | 5.3 | Monitoring and Controlling Progress | |
| | 5.4 | Feedback and Market Conditions – Adapt and Pivot | |
| | 5.5 | Essential Aspects for Effective Business Pitch | |
| | 5.6 | Presentation Techniques, Visual Aids, Slide Decks and Storytelling | |
| | 5.7 | Handling Questions & Objections from Investors | |
| **Tutorial** | | Suggestive tasks/assignments: Crafting an implementation plan and timeline for a business venture; Business Plan Pitching, etc. | 3 |

*Use relevant cases and applications for discussions.*
*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.*

**Reference Books:**

1. Blank, S., & Dorf, B. The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. Wiley, 2012.
2. Covello, Joseph, and Hazelgren, Brian. The Complete Book of Business Plans: Simple Steps to Writing Powerful Business Plans. United States, Sourcebooks, 2006.
3. Davies, Paul J., and Davies, Paul. New Business in India: The 21st Century Opportunity. Singapore, World Scientific, 2008.
4. Friend, Graham, and Zehle, Stefan. Guide to Business Planning. United Kingdom, Wiley, 2009.
5. Valentin, E.K. Business Planning and Market Strategy. United States, SAGE Publications, 2014.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments & term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Track – IV: E-Commerce and Digital Business

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM042 | Digital Marketing | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM042 | Digital Marketing | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course provides students with the knowledge and skills necessary to develop comprehensive business plans for entrepreneurial ventures. It covers essential concepts, strategies, and tools for strategic planning, market analysis, financial forecasting, and implementation of business plans.

**Course Prerequisites:** Basic knowledge of management concepts.

**Course Objectives:**

3. To analyze market dynamics and conduct comprehensive market research to identify viable business opportunities.
4. To create and present a professional business plan that effectively communicates the value proposition, market strategy, financial projections, and implementation roadmap.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Describe**[2] fundamental concepts and components of Business Plan.

**CO 2** **Identify**[4] market trends, customer needs, and competitive landscapes relevant to a business venture.

**CO 3** **Develop**[3] a comprehensive business plan for a hypothetical or real-world entrepreneurial venture.

**CO 4** **Alnalyze**[4] and evaluate the feasibility & viability of business opportunities by assessing market potential, competitive advantages and financial risks.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Digital Marketing:** | 6 |
| | 1.1 | Meaning, Importance and 7P's of Marketing | |
| | 1.2 | Traditional Marketing- Forms, Advantages & Disadvantages | |
| | 1.3 | E-marketing, Digital Marketing and Traditional Vs. Digital Marketing | |
| | 1.4 | Scope & Importance of Digital Marketing | |
| | 1.5 | Advantages and Disadvantages of Digital Marketing | |
| | 1.6 | Opportunities and Challenges of Digital Marketing | |
| | 1.7 | Digital Penetration in Indian Market and Digital Marketing Landscape | |
| **Tutorial** | | Suggestive tasks/assignments: | 3 |
| **2.0** | | **Digital Marketing Mix and STP:** | 6 |
| | 2.1 | Digital Marketing Mix – 7Ps | |
| | 2.2 | Segmentation, Targeting and Positioning in Digital Marketing | |

| | | | |
|---|---|---|---|
| | 2.3 | Differentiation in Virtual World | |
| | 2.4 | Digital Consumers – Concept, Motivation, Expectation, Fears and Phobias | |
| | 2.5 | Online Buying Process of Digital Consumers | |
| | 2.6 | E-CRM – Meaning, Objectives & Importance | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on digital marketing mix and STP, etc. | 3 |
| **3.0** | | **Digital Experience and Traffic Building:** | 6 |
| | 3.1 | Introduction to Web Design and Importance & Types of Website for Business | |
| | 3.2 | Website Development, Domain Name Branding – Categories, Creating Domain Name-Essentials Elements and Registering a Domain Name | |
| | 3.3 | Web Hosting, Web Analytics – Data Sources | |
| | 3.4 | Traffic Building, Types of Traffic | |
| | 3.5 | Search Engine Optimization (SEO)– Functions, Stages & SEO Tactics to improve Ranking | |
| | 3.6 | Online Traffic Building – Objectives, Advantages & Techniques | |
| **Tutorial** | | Suggestive tasks/assignments: Developing a website for business, build online traffic for created ad campaign, etc. | 3 |
| **4.0** | | **Online Advertisement and Direct Marketing:** | 6 |
| | 4.1 | Concept, Types and Formats of Online Advertising | |
| | 4.2 | Online Public Relation Management – Traditional vs. Online PR, Stages of Online PR Campaign, Tools of Online PR | |
| | 4.3 | Concept, Features, Scope, Importance and Reason for Growth of Direct Marketing | |
| | 4.4 | Concept, Types, Advantages and Disadvantages of Email Marketing | |
| | 4.5 | Stages involved in Email Marketing and Email Marketing Strategies | |
| | 4.6 | Metrics to Measure Impact of Email Marketing Campaign | |
| | 4.7 | Viral Marketing – Meaning, Types, Methods, Advantages and Disadvantages | |
| **Tutorial** | | Suggestive tasks/assignments: Designing a online advertisement, using metrics to measure success of email marketing, etc. | 3 |
| **5.0** | | **Interactive Marketing and Ethical Issues in Digital Marketing:** | 6 |
| | 5.1 | Social Media Marketing (SMM) – Concept, Advantages, Disadvantages & Tools | |
| | 5.2 | Online Communities & Social Networks, Social Media Analytics | |
| | 5.3 | Blog Marketing – Role, Types, Advantages and Disadvantages | |
| | 5.4 | Video & Mobile Marketing – Techniques and Tools | |
| | 5.5 | Pay Per Click (PPC) – Meaning, Steps involved in PPC Advertising, Metrics to Track ROI for PPC Marketing | |
| | 5.6 | Ethical Issues and Privacy Policy, Important Issues in Privacy Policy | |
| | 5.7 | Legal & Regulatory Framework in India – Consumer Protection Council, Consumer Courts, District Forum, State & National Commission | |
| **Tutorial** | | Suggestive tasks/assignments: Crafting Social media/blog/video/mobile marketing ads | 3 |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Ahuja, Vandana. Digital Marketing. India, Oxford University Press, 2015.
2. Das, Abhishek. Application of Digital Marketing for Life Success in Business. India, BPB Publications, 2018.
3. Kundu, Shakti. Digital Marketing Trends and Prospects: Develop an effective Digital Marketing strategy with SEO, SEM, PPC, Digital Display Ads & Email Marketing techniques. (English Edition). India, BPB PUBN, 2021.

4. Mathur, Vibha, Arora, Saloni. Digital Marketing. N.P., PHI Learning Pvt. Ltd., 2020.
5. Romi Sainy, and Rajendra Nargundkar. Digital Marketing: Cases from India. N.P., Notion Press, 2018.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments & term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Track – I: Marketing Management

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM013 | Integrated Marketing Communication | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | ET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM013 | Integrated Marketing Communication | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme

**Course Prerequisites:** Basic knowledge of marketing management.

**Course Objectives:**

1. To help students understand the principles and practices of marketing communications.
2. To familiarize the students with concepts and practices in marketing communications

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Explain**[2] concepts and various elements of integrated marketing communication.

**CO 2** **Select**[3] appropriate advertisement tool for promotion of product or services.

**CO 3** **Measure**[4] sales promotion & direct marketing technique/strategy of selected product and its impact on sale.

**CO 4** **Formulate**[5] public relation & publicity strategies to improve the customers loyalty

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Integrated Marketing Communication:** | 6 |
| | 1.1 | Meaning, Evolution & Features of Integrated Marketing Communication | |
| | 1.2 | Reasons for Growth of Marketing Communication and Role of Marketing Communication in Marketing | |
| | 1.3 | Objectives and Budgeting for Promotional Programmes DAGMAR. | |
| | 1.4 | Elements of Integrated Marketing Communication Mix - Advertising, Sales Promotion, Personal Selling, Direct Marketing, Publicity, Public Relations, Event Sponsorship, Email, and Social Media Marketing; | |
| | 1.5 | Consumer Driven Communication Strategy, | |

| | | | |
|---|---|---|---|
| | 1.6 | Types of Communication Sources, Personified Promotion. | |
| **Tutorial** | | Suggestive tasks/assignments: Working in teams to study the IMC mix elements of selected brands/ Discuss cases on IMC mix elements, etc. | 3 |
| **2.0** | | **Introduction to Advertisement:** | 6 |
| | 2.1 | Meaning and Different Types of Advertisement; | |
| | 2.2 | Source, Message Development, Channel Factors and Communication Response Hierarchy- AIDA model; | |
| | 2.3 | Objective, Principles and Function of Advertisement | |
| | 2.4 | Setting Advertisement Objective | |
| | 2.5 | Advertisement Agency- Types, Selection and Remuneration | |
| | 2.6 | Advertisement Campaigns | |
| **Tutorial** | | Suggestive tasks/assignments: Analysing different types of Advertisement of real-world product or discuss cases on advertisement campaigns. | 3 |
| **3.0** | | **Advertisement Media:** | 6 |
| | 3.1 | Media Selection & Media Plan, Media Planning Process, Type and Choice | |
| | 3.2 | Reach and Frequency of Advertisement and Cost of Advertisement | |
| | 3.3 | Advertisement Production – Print, Radio, Television | |
| | 3.4 | Measuring the Impact of Advertisement | |
| | 3.5 | Digital Media, Convergence of Digital Media, E-Commerce and Digital Media | |
| | 3.6 | Advertising on Digital Media -Web Advertisement, Social Media & Mobile Advertising | |
| | 3.7 | Ethics and Legal Regulatory Framework in India for Advertising, Ethical & Legal Issues in Advertising | |
| **Tutorial** | | Suggestive tasks/assignments: Suggestive tasks/assignments: Discuss ethical & legal issues in advertising cases. | 3 |
| **4.0** | | **Sales Promotion and Direct Marketing:** | 6 |
| | 4.1 | Sales Promotion – Meaning, Importance & Objectives of Sales Promotion | |
| | 4.2 | Techniques & Strategies of Sales Promotion | |
| | 4.3 | Developing Sales Promotion Campaigns | |
| | 4.4 | Direct Marketing- Importance, Objectives & Direct Marketing Process | |
| | 4.5 | Common Channels for Direct Marketing | |
| **Tutorial** | | Suggestive tasks/assignments: Conducting a field survey for a chosen brand to assess sales promotion/direct marketing strategies and its impact. | 3 |
| **5.0** | | **Public Relations and Publicity:** | 6 |
| | 5.1 | Public Relations (PR)- Objectives Scope and Types of Public Relation | |
| | 5.2 | Process of Maintaining Public Relation, E- Public Relation | |
| | 5.3 | PR Models - Press Agentry, Public Information, Two-way Asymmetrical, & Two-Way Symmetrical | |
| | 5.4 | Publicity- Meaning, Objective, Importance and Types of Publicity | |
| | 5.5 | Public Relation vs. Publicity | |
| | 5.6 | Public Relation and Publicity Tools | |
| **Tutorial** | | Suggestive tasks/assignments: Developing a brand positioning statement and strategy for a given product or service. | 3 |

*Use relevant cases and applications for discussions.*
*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.*

**Reference Books:**

1. Belch, G. E., Belch, G. E., Belch, M. A. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill/Irwin, 2004.

2. Gorge Belch and Michel Belch, Advertising and Promotion, Tata McGraw Hills, 2010.
3. Kenneth Clow, Integrated Advertisement Promotion and Marketing Communication, Prentice Hall, 2003.
4. Kruti Shah and Alan D'Souza: Advertising & Promotions: An IMC perspective, Tata McGraw Hill.
5. S.H. Kazmi and Satish Batra , Advertising and Sales Promotion, New Delhi, 2001
6. Wells, Moriarty, and Burnett, Advertising Principles and Practices, Pearson, 2007.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments and term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

# FACULTY OF COMMERCE & MANAGEMENT

## Track – II: Business Analytics

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM023 | Big Data Analytics | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM023 | Big Data Analytics | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course introduces students to the fundamentals of Big Data Analytics within the context of business operations. Through theoretical concepts and practical applications, students will learn how to collect, process, analyze, and interpret large datasets to extract meaningful insights for strategic decision-making in various business settings.

**Course Prerequisites:** NA.

**Course Objectives:**

1. To provide students a comprehensive understanding of the basic concepts and practices of data analytics and its use in organizations.
2. To develop essential analytical skills and competencies to lead organizations, make informed decisions, and achieve organizational goals.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Analyze**[4] the significance of big data in business operations, employing appropriate techniques for data collection and pre-processing.

**CO 2** **Apply**[3] various data analytics tools and techniques to extract actionable insights from large datasets for optimizing business performance.

**CO 3** **Evaluate**[5] the ethical implications and challenges associated with big data analytics, and propose responsible strategies for data management and privacy protection.

**CO 4** **Develop**[6] data-driven business strategies by integrating big data analytics with traditional business intelligence methods to gain a competitive advantage in the marketplace.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Big Data Analytics:** | 6 |
| | 1.1 | Meaning, Importance & Application of Big Data in Business Analytics | |
| | 1.2 | Characteristics & Challenges of Big Data - Volume, Velocity, Variety, Veracity & Value | |
| | 1.3 | Tools & Technologies for Big Data Analytics - Hadoop, Spark, and NoSQL Databases | |
| | 1.4 | Data Preprocessing Techniques-Cleaning, Integration, Transformation & | |

| | | | |
|---|---|---|---|
| | | Reduction. | |
| | 1.5 | Data Visualization & Exploratory Data Analysis | |
| | 1.6 | Ethical Considerations in Big Data Analytics- Privacy, Security & Transparency. | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies demonstrating the application of Big Data Analytics in real-world business scenarios. | 3 |
| **2.0** | | **Data Mining and Machine Learning:** | 6 |
| | 2.1 | Data Mining Techniques - Classification, Clustering, Association Rule Mining, And Anomaly Detection. | |
| | 2.2 | Supervised And Unsupervised Learning Algorithms - Decision Trees, K-Nearest Neighbors, K-Means Clustering, & Association Rule Learning. | |
| | 2.3 | Feature Selection & Dimensionality Reduction Techniques. | |
| | 2.4 | Evaluation Metrics For Assessing The Performance Of Predictive Models. | |
| | 2.5 | Machine Learning Frameworks - Scikit-Learn, Tensorflow, And Pytorch. | |
| | 2.6 | Application of Data Mining & Machine Learning Techniques in Business Forecasting & Customer Segmentation | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss sase studies on predictive modelling and pattern recognition using machine learning algorithms. | 3 |
| **3.0** | | **Text and Social Media Analytics:** | 6 |
| | 3.1 | Meaning, Importance and Use of Text Mining & Natural Language Processing (NLP) | |
| | 3.2 | Pre-processing Text Data- Tokenization, Stemming & Stop-Word Removal | |
| | 3.3 | Sentiment Analysis & Opinion Mining from Textual Data | |
| | 3.4 | Social Network Analysis- Centrality Measures, Community Detection, & Influence Analysis | |
| | 3.5 | Extracting Insights from Social Media Data - Twitter, Facebook, & LinkedIn. | |
| | 3.6 | Ethical Considerations in Text & Social Media Analytics- Bias, Misinformation, & Data Privacy | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on sentiment analysis and social media monitoring for brand management. | 3 |
| **4.0** | | **Business Intelligence:** | 6 |
| | 4.1 | Concepts & Architecture of Business Intelligence (BI) | |
| | 4.2 | Data Warehousing Techniques | |
| | 4.3 | Online Analytical Processing (OLAP) Techniques | |
| | 4.4 | Data Visualization Tools & Dashboards for Executive Decision-making | |
| **Tutorial** | | Suggestive tasks/assignments: Hands-on assignments on data visualization tools & dashboards for executive decision-making. | 3 |
| **5.0** | | **Decision Support Systems:** | 6 |
| | 5.1 | Prescriptive Analytics- Optimization & Simulation Techniques | |
| | 5.2 | Integration of BI with Big Data Analytics for Strategic Decision Support. | |
| | 5.3 | Ethical Considerations in BI and Decision Support Systems | |
| | 5.4 | Data Governance & Regulatory Compliance | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on the implementation of BI systems in diverse industry sectors | 3 |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Agarwal, P. K., Agarwal, S. K. Business Analytics: Integrating Business Process, Big Data, and Advanced Analytics. CRC Press. 2017.
2. Das, D., Mohanty, S. P. Business Analytics: Concepts, Methodologies, Tools, and Applications. CRC Press. 2021.
3. Gupta, S., & Gupta, A. Big Data Analytics. McGraw-Hill Education. 2018.
4. Jain, L. C., Kadam, P. V. (Eds.). Big Data Analytics for Business Intelligence. Springer. 2019.
5. Khandelwal, R. K. Big Data Analytics: Tools and Techniques. Pearson Education India. 2019.
6. Vaidya, K. Business Analytics: The Science of Data-Driven Decision Making. Wiley. 2020.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

4. FET 1 shall be based on first two modules for 10 marks
5. FET 2 shall be based on modules 3 and 4 for 10 marks
6. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments and term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

## Track – III: Entrepreneurship and Innovation

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM033 | New Venture Management | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM033 | New Venture Management | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course provides students with the knowledge and skills necessary to effectively manage new ventures and entrepreneurial enterprises. It covers essential concepts, strategies, and tools for launching, growing, and sustaining successful businesses.

**Course Prerequisites:** Basic knowledge of management concepts.

**Course Objectives:**

5. To introduce students to the principles and practices of new venture management.
6. To equip students with the skills to develop and implement effective strategies for launching, marketing, and scaling new ventures in dynamic business environments.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Describe**[2] concepts and factors influencing the success of new ventures, such as market dynamics, competitive landscapes, and industry trends.

**CO 2** **Identify**[4] various sources of funds and Government schemes for new venture fund raising.

**CO 3** **Develop**[3] marketing strategies or positioning strategies for a hypothetical or real-world entrepreneurial venture.

**CO 4** **Alnalyze**[4] and evaluate the survival and exit options for new ventures.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to New Venture Management:** | 6 |
| | 1.1 | Meaning, Importance & Purpose of Entrepreneurship & New Venture Creation | |
| | 1.2 | Characteristics of Successful Entrepreneurs and Types of Entrepreneur | |
| | 1.3 | Sustainability of Entrepreneurship-Dilemmas of an Entrepreneur for Success; | |
| | 1.4 | Factors Influencing the Success of New Ventures – Market Dynamics, Competitive Landscapes, & Industry Trends | |
| | 1.5 | Role of Start-ups/New Ventures in Economic Development | |
| | 1.6 | Key Features of Successful Start-ups/New Ventures | |
| | 1.7 | Identification and Evaluation of Business Opportunities | |

| | | | |
|---|---|---|---|
| | 1.8 | Feasibility Studies & Market Research - Market Demand, Competition & Industry Trends | |
| **Tutorial** | | Suggestive tasks/assignments: Conducting market research and analysing industry trends, identify business opportunity and perform feasibility study. | 3 |
| **2.0** | | **Business Opportunity Identification and Fund Raising:** | 6 |
| | 2.1 | Business Opportunity Identification-Idea Generation Techniques & Screening | |
| | 2.2 | Different Types of Business Models for Start-ups - Lean Start-up, Subscription-based, Freemium, Transactional, Razor & Blade, etc. | |
| | 2.3 | Sources of Financing for New Ventures - Bootstrapping, Angel Investors, Venture Capital, Crowd Funding, etc. | |
| | 2.4 | Govt. Support Schemes - PMEGP, CGTMSE, MPDA, SFURTI. Role of MSDE; Schemes by MSDE: PMKVY, SANKALP, STAR | |
| | 2.5 | Informal capital– Friends & Family | |
| | 2.6 | Financial Assumptions, Forecasting & Resource Requirements for Start-ups | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on financial planning for Strat-ups; Developing a business model canvas for a start-up idea, etc. | 3 |
| **3.0** | | **Marketing and Sales Strategies:** | 6 |
| | 3.1 | Marketing Strategies & Promotional Tactics for New Ventures | |
| | 3.2 | Pricing Techniques and Strategies | |
| | 3.3 | Positioning in the Market | |
| | 3.4 | Brand Awareness & Customer Loyalty Strategies | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on product positioning strategies of new venture, Assignment on creating brand awareness for new venture, etc. | 3 |
| **4.0** | | **Entrepreneurial Leadership and Legal Matters:** | 6 |
| | 4.1 | Employee Management & Leadership in the Workforce - Attracting & Retaining the Right People, Building & Managing the Founder Team | |
| | 4.2 | Board/Governance – Meaning, Role of a Board and Board Members, Board of Advisors | |
| | 4.3 | Different Board Models for Different Ventures | |
| | 4.4 | Organizational Form–Partnership, Sole Proprietorship | |
| | 4.5 | Legal Matters- Approval of New Ventures- Regulations & Licensing Requirements | |
| | 4.6 | Taxes and Duties Payable for New Ventures and Other Legal Expenses | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies for understanding leadership and legal requirements for new ventures, etc. | 3 |
| **5.0** | | **New Venture Survival, Growth and Exit:** | 6 |
| | 5.1 | New Venture/Start-up Survival & Growth Challenges in Initial Stages | |
| | 5.2 | Stages of Growth in a New Venture - Growing with the Market - Growing within the Industry- Venture Life Patterns | |
| | 5.3 | Scaling Ventures – Preparing for Change - Leadership succession. | |
| | 5.4 | Support for Growth & Sustainability of the Venture | |
| | 5.5 | Reasons for New Venture Failures, Dealing with Failure- Bankruptcy | |
| | 5.6 | Exit options for entrepreneurs - IPO, Acquisition, Liquidation, etc. | |
| | 5.7 | Planning for Succession & Business Continuity | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on New Venture/Start-up Survival & Growth Challenges in Initial Stages, Cases of New Venture Failures, etc. | 3 |

*Use relevant cases and applications for discussions.*
*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.*

**Reference Books:**

1. Dr S S Khanka, Dr C B Gupta, Entrepreneurship and Small Business Management. N.p., Sultan Chand & Sons, 2022.
2. Kuratko, Donald F., Hornsby, Jeffrey S. New Venture Management: The Entrepreneur's Roadmap for Development, Management, and Growth. Taylor & Francis, 2020.
3. Prof. (Dr.) Atul Kapdi, Dr. Pankaj Kumar Ambadas Anawade, Vinita Ahire Kale, Start Up and New Venture Management: e-Book for MBA, 2nd Semester, SPPU. N.p., Thakur Publication Private Limited, 2023.
4. Timmons, Jeffry A., Spinelli, Stephen. New Venture Creation: Entrepreneurship for the 21st Century. McGraw-Hill/Irwin, 2007.
5. Van Aardt, Isa, Bezuidenhout, Stefan. Entrepreneurship and New Venture Management. Oxford University Press, 2018.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

7. FET 1 shall be based on first two modules for 10 marks
8. FET 2 shall be based on modules 3 and 4 for 10 marks
9. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments & term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
4. The students need to solve all 5 questions.
5. The duration of end semester examination shall be two hours.

## Track – IV: E-Commerce and Digital Business

### Teaching Scheme

| Course Code | Course Name | Teaching Scheme (Hrs/Week) | | | Credits Assigned | | | Total Credits |
|---|---|---|---|---|---|---|---|---|
| | | Theory | Practical | Tutorial | Theory | Practical | Tutorial | |
| U02MM043 | Neuro-marketing | 3 | -- | 1 | 3 | -- | 1 | 4 |

### Evaluation Scheme

| Course Code | Course Name | Theory Marks | | | | Practical/ Tutorial Marks | | | ESE | Min. Passing % | Total Marks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Continuous Assessment | | | | Term-work /Tutorial | Min. Passing % | Practical/ Oral/ P&OE | | | |
| | | FET-1 | FET-2 | FET-3 | Total | | | | | | |
| U02MM043 | Neuro-marketing | 10 | 10 | 5 | 25 | 25 | 40% | -- | 50 | 40% | 100 |

**Course Description:** This course explores the intersection of neuroscience and marketing, focusing on understanding consumer behaviour, decision-making processes, and effective marketing strategies using insights from cognitive psychology and neuroscience.

**Course Prerequisites:** Basic knowledge of Marketing concepts.

**Course Objectives:**
1. To understand the fundamentals of neuroscience and its relevance to marketing.
2. To equip students with the knowledge and skills to apply neuro-marketing techniques to develop and implement effective marketing strategies.

**Course Outcomes:** Upon completion of this course students will be able to –

**CO 1** **Describe**[2] fundamental concepts of neuroscience and its relevance to marketing.

**CO 2** **Apply**[3] neuro-marketing principles and techniques to analyse consumer behaviour.

**CO 3** **Analyze**[4] the effectiveness of marketing stimuli, such as advertisements, packaging designs, & product presentations, using neuro-marketing tools & methodologies.

**CO 4** **Apply**[3] neuro-marketing techniques to develop and implement effective marketing strategies.

| Module No. | Unit No. | Topic/Content | Teaching Hours |
|---|---|---|---|
| **1.0** | | **Introduction to Digital Marketing:** | 6 |
| | 1.1 | Meaning & Basic Principles of Neuroscience and Cognitive Psychology | |
| | 1.2 | Neuroscience and Its relevance with Marketing | |
| | 1.3 | Meaning, Importance and Scope of Neuro-marketing and Its Evolution | |
| | 1.4 | Traditional Marketing Vs. Neuro-Marketing | |
| | 1.5 | Applications of Neuro-marketing in Business and Marketing | |
| **Tutorial** | | Suggestive tasks/assignments: : Discuss basic case studies on neuro-marketing | 3 |
| **2.0** | | **Consumer Behaviour and Neuroscientific Methods:** | 6 |
| | 2.1 | Meaning, Nature and Importance of Consumer Behaviour and Factors affecting Consumer Buying Behaviour | |
| | 2.2 | Theories of Consumer Behaviour - Rational vs. Emotional Decision-making | |

| | | | |
|---|---|---|---|
| | 2.3 | Consumer Buying Process and Cognitive Processes in Consumer Decision-Making | |
| | 2.4 | Role of Emotions & Motivations in Buying Behaviour | |
| | 2.5 | Brain Imaging Techniques: fMRI, EEG, and fNIRS | |
| | 2.6 | Biometric Measurements: Eye Tracking, Facial Expression Analysis, Galvanic Skin Response (GSR) | |
| | 2.7 | Experimental Designs & Data Analysis in Neuro-marketing Research | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss case studies on emotions & motivations in buying behaviour and brain imaging techniques, Conducting consumer behaviour experiments using biometric measurement tools etc. | 3 |
| **3.0** | | **Sensory Marketing and Neuro-marketing in Advertising:** | 6 |
| | 3.1 | The Influence of Sensory Cues on Consumer Perceptions – Sight, Sound, Touch, Smell, Taste | |
| | 3.2 | Multisensory Brand Experiences & Environments | |
| | 3.3 | Neuro-marketing Insights into Branding Strategies & Brand Positioning | |
| | 3.4 | Attention & Memory in Advertising | |
| | 3.5 | Neuro-aesthetics: Impact of Visual Design Elements on Consumer Response | |
| | 3.6 | Optimizing Ad Content and Placement Using Neuro-marketing Insights | |
| **Tutorial** | | Suggestive tasks/assignments: Develop marketing campaigns and advertisements based on neuro-marketing insights etc. | 3 |
| **4.0** | | **Product Design, Pricing and Consumer Decision-Making:** | 6 |
| | 4.1 | Psychology of Product Design: Form, Function, & Usability | |
| | 4.2 | Packaging Design & Consumer Perception | |
| | 4.3 | Neuro-marketing Applications in Product Testing & Optimization | |
| | 4.4 | Role of Pricing in Consumer Perception & Choice | |
| | 4.5 | Pricing Strategies & Tactics Informed by Neuro-marketing Research | |
| | 4.6 | Neuro-economics- Value Perception & Willingness-to-pay | |
| **Tutorial** | | Suggestive tasks/assignments: Discuss cases on neuro-marketing applications in product testing & optimization, etc. | 3 |
| **5.0** | | **Ethical and Legal Considerations in Neuro-marketing:** | 6 |
| | 5.1 | Ethical Issues and Concerns in Neuro-Marketing Research & Practice | |
| | 5.2 | Consumer Privacy and Data Protection Regulations | |
| | 5.3 | Ethical Practices & Guidelines for Neuro-marketing Research & Applications | |
| **Tutorial** | | Suggestive tasks/assignments: Evaluate marketing stimuli e.g., ads, product designs from a neuro-marketing perspective | 3 |
| *Use relevant cases and applications for discussions.*<br>*Course coordinator should prepare a plan for tutorials and FET to achieve course learning outcome(s) and execute it.* | | | |

**Reference Books:**

1. Genco, S., Pohlmann, A., & Steidlmeier, Neuro marketing and Big Data Analytics for Strategic Consumer Engagement, 2018.
2. Lee, N., & Chamberlain, Neuro marketing: Exploring the Brain of the Consumer, Kogan Page, 2007.
3. Draper, Stuart, and Larson, Jeff. Digital Marketing Essentials. United States, Edify, 2017.
4. Dooley, Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing. Wiley 2014.

**Continuous Assessment / Internal Assessment (FET and/or Term Work):**

1. FET 1 shall be based on first two modules for 10 marks
2. FET 2 shall be based on modules 3 and 4 for 10 marks
3. FET 3 shall be based on module 5 for 5 marks.

The marks of all the three assignments & term work will be considered for final Internal Assessment.

**Semester End Examination (SEE):**

1. Question paper will comprise of 5 questions, each carrying 10 marks.
2. Question No.1 will be compulsory and based on any module of entire syllabus.
3. Remaining question (Q.2 to Q.5) will be selected from all the modules.
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5. The duration of end semester examination shall be two hours.