



**PSGR
Krishnammal College for Women**



**DEPARTMENT OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)**

**CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)**

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)**

2024 – 2027 BATCH



PROGRAMME LEARNING OUTCOMES (PLO's)

At the end of the programme student will be able to:

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

PROGRAMME SPECIFIC OUTCOME

At the end of the programme student will be able to:

PSO1: Classify the retailers based on categories- traditional, merchandise offered ownership, operations and non-store retailing.

PSO2: Evaluate the factors contributing to the growth of Indian retail industry and how it has an impact on the GDP of Indian economy.

PSO3: Design their own strategies for satisfying the retail customers and doing SWOT analysis for retail business plan.

PSO4: Design the retail marketing mix and make decisions on product merchandise, price, supply chain and promotional mix with respect to their retail business.

PSO5: Evaluate the impact of information technology on retail business concerns.



DEPARTMENT OF BUSINESS ADMINISTRATION

**CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOME BASED
CURRICULAR FRAMEWORK (LOCF)**

**SCHEME & SYLLABUS OF EXAMINATION
BBA RETAIL MANAGEMENT - 2024 -27 BATCH
SEMESTER- I - II**

Semest	Part	C o u r s e	Title of the Course	Course Type	Lecture	Tutorial	Duration	Ex a m M a r k s			Credit	
								CIA	ESE	TOT		
I	I	TAM2301A/ FRE2301A/ HIN2301A	Tamil Paper I / Hindi Paper I / French Paper I	L	4	58	2	3	25	75	100	3
I	II	ENG2301A	English Paper I	E	4	58	2	3	25	75	100	3
I	III	IB24C01	Core I: Business Management and Organisational Behaviour	CC	5	73	2	3	25	75	100	3
I	III	BB24C02	Core II: Financial Accounting	CC	5	73	2	3	25	75	100	3
I	III	RM24C03	Core III: Retail Principles and Operations	CC	5	73	2	3	25	75	100	3
I	III	TH24A02	Allied: Mathematics for Management- I	GE	5	73	2	3	25	75	100	4
Non Tamil Students												
I	IV	NME23B1 / NME23A1	Basic Tamil I / Advance Tamil I	AEC	2	28	2	-	100	-	100	2
Students with Tamil as Language												
I	IV	NME23WS	Women Studies	AEC	2	30	-	-	100	-	100	
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course *Online Course 1 *Online Course 2 *Online Course 3	-	-	-	-	-	-	-	-	-
II	I	TAM2302A/	Tamil Paper II / Hindi Paper II /	L	4	58	2	3	25	75	100	3

		HIN2302A/ FRE2302A	French Paper II									
	II	ENG2302A	English Paper II	E	4	58	2	3	25	75	100	3
	III	RM24C04	Mercantile Law	CC	5	73	2	3	25	75	100	3
	III	RM24C05	E- Retailing & Communication	CC	5	73	2	3	25	75	100	3
	III	BB24C06	Human Resource Management	CC	5	73	2	3	25	75	100	3
	III	TH24A10	Mathematics for Management- II	GE	5	73	2	3	25	75	100	4
	IV	NM24UHR	Universal Human Values and Human Rights	AECC	2	30	-	-	100	-	100	2
	IV	*NME23B2/ NME23A2	Basic Tamil II / Advance Tamil II	AEC	-	-	-	-	-	-	-	Gr.
	VI	NM23GAW	General Awareness	AEC	SS	-	-	-	100	-	100	Gr.
	IV	COM15SER	Community Service -30 Hours	GC	-	-	-	-	-	-	-	-
I - V	VI	24BONL1 24BONL2 24BONL3	Online Course 1 Online Course 2 Online Course 3	ACC	-	-	-	-	-	-	-	-

Lang - Language

CC –Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

AECC – Ability Enhancement Compulsory Course

English - English

CA – Continuous Assessment

ESE - End Semester Examination

ACC- Additional Credit Course

* - After Class hours

The following changes in the assessment pattern for 2024-25 batch (I UG)

CA Pattern -Theory-(First 3 Units)

Section A –3x2 =6

Section B – 3 x 5 = 15 (either or – same CLO Level)

Section C – 3 x 8 = 24 (either or – same CLO Level)

Total 45 Marks

ESE Pattern (Theory)

Section A –5x2 =10

Section B – 5 x 5 = 25 (either or – same CLO Level)

Section C – 5 x 8 = 40 (either or – same CLO Level)

Total 75Marks

I Year UG

CIA Test - 5 Conducted for 45 marks after 50 days

Model Exam - 7 Conducted for 75marks (Q.P. Pattern (2,5,8 Marks)
Each Unit 15 Marks)

Sem/Ass/Quiz - 5

Class Participation - 5

Attendance - 3 91%-100% -3 Marks, 81%-90% -2 Marks, 75%-80 %-1 Mark

Total - 25 Marks

Continuous Internal Assessment Pattern for the Foundation Course - Universal Human Values and Human Rights

Quiz after each module of class hours	-50 marks
Assignment after each unit	-25 marks
A project submission at the end of course	-25 marks
Total	- 100 Marks



BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)
CHOICE BASED CREDIT SYSTEM (CBCS)
LEARNING OUTCOME BASED CURRICULAR FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2024-2027 BATCH
SEMESTER –III

Semester	Part	Course Code	Title of the Course	Course Type	Instruction per week	Contact Hours	Tutorial Hours	Duration of the Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
III	I	TAM2303A/ HIN2303A/ FRE2303A	Tamil Paper III Hindi Paper III French Paper III	L	4	58	2	3	25	75	100	3
	II	ENG2403A	English Paper III	E	4	58	2	3	25	75	100	3
	III	BB24C07	Production and Material Management	CC	7	103	2	3	25	75	100	5
	III	BB24C08	*Marketing Management	CC	5	73	2	3	25	75	100	4
	III	RM24A01/ IB24A01	Business Economics / International Economics	GE	5	73	2	3	25	75	100	4
	IV	BB24SBP1	Digital Skills for Managers	SEC	3	41	4	-	100	-	100	3
	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
I-III	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I-V	VI	24BONL 1 24BONL 2 24BONL 3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L : Language

E: English

CC: Core Courses

GE: Generic Elective

AEC: Ability Enhancement Course

ACC: Additional Credit Course

SEC: Skill Enhancement Course

CA: Continuous Assessment

ESE: End Semester Examination

GC: General Courses

* - Internal evaluation through COURSERA for CA only, COURSERA conducted for 100 & converted to 25, ESE evaluation for 75 marks.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB24C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Theory	73	2	-	3

Preamble

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To provide students with the knowledge, skills and abilities to understand Industry 4.0 and its impact on society, business and people.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand various management concepts and the functions at various levels in the organization.	K1
CLO2.	Describe the importance and models of planning and organizing.	K2
CLO3.	Discuss the perceptions, attitudes, and behaviours impact of organizational performance.	K3
CLO4.	Analyse the Industry 4.0 and its implementation in the field of management to facilitate the skills required for Industry 4.0.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	M	S	S
CLO3.	S	M	S	S	S
CLO4.	S	S	S	S	L

S- Strong, M- Medium, L - Low

SYLLABUS

UNIT – I (15 Hours)

Management: Meaning & Definition - Nature - Scope -importance and characteristics – Management process–***Managerial role and skills*** -Functions of management –Early contributors of Management – ***Models and Approaches - Social and Ethical issues in management***- Artificial Intelligence in Management: Enhancing Decision-Making and Efficiency.

UNIT – II (16 Hours)

Planning: Introduction to Planning – Importance - Types of Planning - Strategic Planning Process –Tools and Techniques. Organizing: Importance - process – Controlling: Types of control- factors influencing control effectiveness. Centralization - Decentralization - Formalization - Authority & Responsibility. ***Decision making models***- ***Techniques and processes, Management by objectives (MBO)***-Management by wandering around (MBWA).

UNIT – III (15 Hours)

Organisational Behaviour : Nature and importance - Concept and relevance of OB in Modern Management –Framework – Model. Personality: Characteristics – Theories - The Big Five Model–Determinants- –Factors influencing personality. ***Perception: Concept, Types, Perceptual Process - Perceptual Distortions*** - Stereotyping - Halo Effect - selective perception – ***Projection - Impression Management ***.

UNIT – IV (14 Hours)

Meaning and nature of Leader - Leadership styles – Approaches, Management by Exception – Theories. Motivation: Concepts and their application, Need, Content, Theories of Motivation -***Organisational Structure - Organizational Behaviour Models*** – ***Organisational Climate and Culture - Organisational Change and Development***- Organisational effectiveness - Virtual Reality for Leadership Development.

UNIT – V (13 Hours)

Group Development - Stages of Group Development - Conflict Management Techniques.

Industry 4.0 - Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- ***Skills required for Industry 4.0- Advancements in Industry 4.0*** – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0-Opportunities and Challenges.

*** Highlighted text offered in blended mode. (Links Provided)**

Text Books :

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Lussier, R. N	Management Fundamentals	Cengage Learning	2022, 1st Edition
2.	Stephen P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2022, 15 th Edition
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2022, 2nd Edition
4.	Charles W.L. Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2022, 7th Edition

Reference Books:**Blended Learning Topics:**

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2021 1st Edition
2.	David S. Bright, Anastasia H. Cortes	Organisational Behaviour	Open Stax, Rice University	2022 18th Edition
3.	Kaliraj.P and Devi. T	Higher Education for Industry 4.0 and Transformation to education 5.0	1. Introduction to Industry 4.0 and Industrial Internet of Things by Prof. Sudip Mishra, IIT Kharagpur. 2. A Complete Guide to Industry 4.0- Udemy	2022, 1st Edition

S. No	Unit	Topic	Link
1.	I	Managerial role and skills	https://unacademy.com/content/railway-exam/study-material/general-awareness/managerial-skills-leading-to-managerial-excellence/
2.	I	Models and Approaches, Social and Ethical issues in management.	https://uk.indeed.com/career-advice/career-development/ethical-issues-in-business
3.	II	Decision making models	https://www.coursera.org/learn/advanced-models-for-decision-making?action=enroll

4.	II	Techniques and processes, Management by objectives (MBO)	https://www.youtube.com/watch?v=kNs8xbAUklQ
5.	III	Perception : Concept, Perceptual Process - Perceptual Distortions	https://www.youtube.com/watch?v=6wtFypFoUBY
6.	III	Projection - Impression Management	https://www.coursera.org/lecture/communicate-with-impact/4-1-group-influence-and-impression-management-9px0t
7.	IV	Organisational Structure , Organizational Behaviour Models	https://www.coursera.org/learn/designing-organization?action=enroll
8.	IV	Organisational Climate and Culture , Organisational Change and Development	https://www.youtube.com/watch?v=uUHuzSIAk_M&list=PLOzRYVm0a65cWsdYODPNF43wDy5mTqema
9.	V	Industry 4.0 - Introduction to Industry 4.0, Need, Reasons for Adopting Industry 4.0	https://www.youtube.com/watch?v=b9mJrzdIfR8&t=3s
10.	V	Skills required for Industry 4.0, Advancements in Industry 4.0	https://www.youtube.com/watch?v=yKPrJJSv94M

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
BB24C02	FINANCIAL ACCOUNTING	Theory	73	2	-	3

Preamble

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1.	Understand the concepts, principles and the importance of financial accounting.	K1
CLO2.	Recognize the kinds of accounting and use accounting tools through application and implementation.	K2
CLO3.	Associate with the components of final accounts through the application of double-entry book keeping principles	K3
CLO4.	Analyse and perform the accounting operations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	S	S
CLO2	S	S	M	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

S-Strong; M-Medium

SYLLABUS

UNIT– I (15 Hours)

Nature of Accounting - ***GAAP*** - Generally Accepted Accounting Principles – Accounting Concepts and conventions–Accounting Cycle –Accounting Equations - AI in Accounting - ***Kinds of Accounts*** - Journal, Ledger - Self Balancing Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT– II (14 Hours)

Trial Balance-***objectives***and methods of preparing Trial Balance-Rectification of Errors-***types of errors*** - preparation of suspense account - effect of errors on profit– Reasons for Difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement.

UNIT– III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account–Balance Sheet- ***Treatment of adjustments***.

UNIT– IV (15 Hours)

Depreciation – ***Introduction, Need*** - Methods: Straight line and Diminishing balance methods– Bills of Exchange –entries in the books of drawer and acceptor.

UNIT-V (15Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis- comparative, common size statements and trend analysis- ***Ethics in financial reporting***- Introduction to International Accounting standards - Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

Textbooks:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting	S Chand Publications	2023, 1st Edition
2	S.P.Jain, K.L.Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2022, 12 th Edition
3	Gupta MP, Agarwal BM	Financial Accounting	S Chand Publications	2023 1st Edition

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year& Edition of Publication
1	S.N. Maheswari, Suneel K. Maheswari, Sharad K. Maheswari	Financial Accounting for BBA	Vikas Publishing House Private Limited	2018 6th Edition
2	Grewal T.S	Double entry bookkeeping	Sultan hand &Company	2017 2nd Edition

Reference links:

Sl.No.	Units	Topics	Links	No of Hrs
1	Unit – 1,2,3	Financial Accounting	Swayam: https://onlinecourses.swayam2.ac.in/cec19_cm04/preview	12 Weeks
2.	Unit- 4, 5	Financial Accounting	Swayam: https://onlinecourses.nptel.ac.in/noc23_mg80/preview	8 Weeks
3.	Unit-1,2	Introduction to Financial Accounting	Coursera: https://www.coursera.org/learn/wharton-accounting	12hours

Blended Learning Topics:

S.No	Unit	Topics	Blended Learning Links
1	I	Principles	https://archive.nptel.ac.in/courses/110/106/110106147/
2	I	Kinds of Accounts	https://archive.nptel.ac.in/courses/110/106/110106147/
3	II	Objectives, Types of error	https://archive.nptel.ac.in/courses/110/106/110106147/
4	III	Treatment of Adjustments	https://archive.nptel.ac.in/courses/110/101/110101131/
5	IV	Depreciation – Meaning, Need for depreciation	https://archive.nptel.ac.in/courses/110/101/110101131/
6	V	Ethics in financial reporting.	https://www.youtube.com/watch?v=OT5RdoJAKhY

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
RM24C03	RETAIL PRINCIPLES AND OPERATIONS	Theory	73	2	-	3

Preamble

1. To understand the impact of retailing industry on the business world, and on individuals.
2. To explore the techniques and strategies employed in retailing.
3. To enable the students to understand the importance of store location for a retailer.
4. To enlighten the students about the different store operating processes and their significance in running retail operations smoothly.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1.	Identify the types of retail organizations and their basic retail operations.	K1
CLO2.	Describe the business models, site evaluation criteria, store location and store layout.	K2
CLO3.	Discuss the retail industry, concept of trading area and storekeeping and retail technology.	K3
CLO4.	Analyse the strategic planning process in retailing sector to operate in the global retailing environment	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	S	S	S
CLO3.	S	S	M	S	L
CLO4.	S	S	S	S	S

S- Strong, M – Medium, L - Low

SYLLABUS

UNIT – I (14 Hours)

Retail- Meaning – Retailing as a career -***Characteristics of a Retailer*** – Functions of a

retailer – Services provided by a retailer – Theories of Retail Development and Formats– Types of retailers - ***Business models in retail*** -Trends in Retailing-Ethical issues in retailing.

UNIT – II (15 Hours)

Retail industry in India- Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – ***Challenges to retail developments in India***-Multi channel retailing - Global Retailing- Scope - Challenges– Process, Culture, Businesses and International Management - ***Factors affecting global retailing industry*** - Artificial Intelligence(AI) in Retail Industry Transformation.

UNIT – III (15 Hours)

Retail Store Location- Meaning-Store Location- Importance of location to a retailer -Types of location – ***Location and Site Evaluation*** - Characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - ***Floor space management***- Trading Area Analysis- - Size and shape of Trading Areas- Methods of Evaluating Retail Trade Area- Types of retailing outlet- Factors in evaluating retail trading area.

UNIT- IV (15 Hours)

Retail Operations & Inventory Management - Operational Dimensions - Operations Blueprint-Store maintenance - Store security – Insurance - Credit management- Computerisation – Outsourcing - ***Evaluating a retail operation- Store Operating parameters*** – Using the Strategic resources model in retailing- Retail Inventory -Inventory Planning - Return on inventory investments and stock turnover - Retail method of inventory valuation-Store keeping– Duties and Responsibilities of a storekeeper – Factors underlying successful storekeeping – Stores ledger – Bin card.

UNIT- V (14 Hours)

Retail Technology- ***Emerging trends in e- Retailing***- Retail Analytics -***Mall Management***- Emergence of Malls in India, Customer Perception of Malls, Facilities Management in Malls-Franchising in Retailing, Retail Disruption- Technological forces in retail environment- AR and VR integration.

*** Highlighted text offered in blended mode. (Links Provided)**

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
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1.	Swapna Pradhan	Retailing Management- Text & cases	Tata McGraw-Hill Education Private Limited	2021, 6 th Edition
2.	Barry Berman and Joel R Evans	Retail Management, A strategic Approach	Prentice Hall of India	2020, 12 th Edition

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year & Edition of Publication
1	Gibson G Vedamani	Retail Management – Functional Principles and Practice	Jaico Publishing House,	2020, 4 th Edition
2	Michael Levy, Barton a Weitz, Ajay Pandit	Retail Management	The McGraw- Hill companies	2020, 9 th Edition
3	James R Ogden and Denise Togden	Integrated Retail Management	Biztantra	2021, 1 st Edition

Blended Learning Topics:

S.NO	Unit	Topics	Link
1.	I	Characteristics of a Retailer	https://onlinecourses.swayam2.ac.in/imb19_mg02/preview
2.	I	Business models in retail	https://onlinecourses.swayam2.ac.in/imb19_mg02/preview
3.	II	Challenges to retail developments in India	https://onlinecourses.nptel.ac.in/noc23_mg100/preview
4.	II	Factors affecting global retailing industry.	https://onlinecourses.nptel.ac.in/noc23_mg100/preview
5.	III	Floor space management	https://onlinecourses.nptel.ac.in/noc23_mg42/preview
6.	III	Location and Site Evaluation	https://www.youtube.com/watch?v=YGlGdydRaHk
7.	IV	Retail Operations & Inventory Management	https://onlinecourses.nptel.ac.in/noc22_mg51/preview
8.	IV	Evaluating a retail operation	https://onlinecourses.swayam2.ac.in/cec23_mg07/preview
9.	V	Emerging trends in e- Retailing	https://www.coursera.org/lecture/mafash/retail-trends-and-formats-DNj3l
10.	V	Mall management	https://onlinecourses.swayam2.ac.in/cec20_mg01/preview

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
RM24C04	MERCANTILE LAW	THEORY	73	2	-	3

Preamble

1. To have an overview of Indian Laws governing the business environment, certain corporate bodies, and related matters.
2. To understand the principles and concepts of law dealing with business.
3. To facilitate legal thinking and encourage them to be on the right side of the law.
4. To understand the applications of these laws to practical commercial situations.

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Basic knowledge and understanding of the principle laws governing the business organization.	K1
CLO2	Understand the key concepts of business law relating to contract formation, sale of goods, companies act, consumer protection and right to information.	K2
CLO3	Future Managers and Entrepreneurs learn to minimize legal risks in business and safeguard their rights.	K3
CLO4	Ability to analyze legal issues faced by the company with the knowledge gained and upgrading the legal interpretation with the advancement of AI and ML.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1.	S	S	S	S	S
CLO2.	S	S	M	S	S
CLO3.	S	S	S	S	M
CLO4.	S	M	S	L	S

S-Strong; M-Medium; L-Low

SYLLABUS

UNIT- I (14 Hours)

Law of contract – Contracts – Essentials of contract – Nature of contract – ***Application of Block chain Technology in Creating Smart Contracts*** - Offer – Acceptance –Consideration – Capacities of parties - Free consent – ***Coercion – Undue influence*** – Misrepresentation – Fraud – Mistake of law and Mistake of fact - Void and voidable contracts- Principles of Indian Trade and Commerce in Ancient Times

UNIT - II (15 Hours)

Discharge of Contracts – ***Breach of Contract*** – Remedies of Breach of Contract – Quasi Contract – E-Contracts and digital signature - Contracts of Bailment: Essentials of Bailment, ***Duties of Bailor and Bailee***, Rights of Bailor and Bailee - Finders of lost goods.

UNIT- III (15 Hours)

Sale of Goods Act 1930 – Contracts of Sale – Essentials – Duties of Buyer and Sellers – ***Conditions and Warranties*** – Transfer of Property– Rights of an unpaid seller - Online marketplaces and consumer rights. Negotiable Instruments Act 1881 – Meaning of negotiable instruments – type of negotiable instruments – ***Parties to negotiable instruments*** - ***Promissory note*** – bill of exchange – cheque.

UNIT- IV (15 Hours)

The Limited Liability Partnership Act, 2008: Introduction- covering nature and scope, ***Essential features***, characteristics of LLP, Incorporation and differences with other forms of organizations- Public & Private Ltd difference –functions.

The Companies Act 2013 – Meaning and types – Incorporation, Memorandum & Articles of Association– Prospectus – Issue of shares and bonus shares, – rights issue, sweat equity – ***Role of directors*** – share qualification – company meetings and resolutions – winding up.

UNIT- V (14 Hours)

Consumer Protection Act 2019 – Objectives – Rights of Consumers – Consumer Protection Council – Consumer Redressal agencies – Complaint Procedure – Remedies to consumers. ***Role of Online Dispute Resolution (ODR) for Commercial Disputes*-* International commercial arbitration***. The Right to Information Act 2019 – Salient features and coverage of the act – definition of terms information – right, record, public authority – obligations of public authorities – Refusal of Information – Rights of Third Party- ***Role of AI and ML to Interpret Commercial Law***.

***Highlighted Text offered in blended mode**

Text book:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication & Edition
1.	M.C. Kuchhal and Vivek Kuchhal	Business Law	Vikas Publishing House Edition	2024 & 9th Edition
2.	N.D. Kapoor	Elements of Mercantile Law	Sultan Chand & Sons, New Delhi	2023 & 40 th Edition
3.	Akhileshwar Pathak	Business Law	McGraw Hill Education	2023 & 5 th Edition

Reference Books:

S. No.	Author(s)	Title of the Book	Publisher	Year of Publication & Edition
1.	R S N Pillai and Bagavathi	Business Laws	S. Chand Publishing	2022 & 4 th Edition
2.	Dr. G. K. Kapoor & Sanjay Dhamija	Company Law and Practice	Taxmann Publications	2021 & 8 th Edition
3.	R.S.N. Pillai	Business Laws and Corporate Laws	S. Chand Publishing	2021 & 2nd Edition

Blended Learning Links:

S. No	Unit	Topics	Links
1	I	Application of Blockchain Technology in Creating Smart Contracts	https://www.investopedia.com/terms/s/smart-contracts.asp
2	I	Coercion – Undue influence	https://www.youtube.com/watch?v=nNFbI-feRxM
3	I	Principles of Indian Trade and Commerce in Ancient Times	https://youtu.be/StlX2FvCGnI?feature=shared
4	II	Breach of Contract	https://www.miga.org/product/breach-contract
5	II	Duties of Bailor and Bailee	https://www.youtube.com/watch?v=fHqmWCctn6c
6	III	Conditions and Warranties	https://www.youtube.com/watch?v=TCVa_Sj23mk
7	III	Promissory Note	https://www.youtube.com/watch?v=5k79PntBDNk

8	III	Parties to negotiable instruments	https://www.youtube.com/watch?v=1TZpIBlkJQg
9	IV	Essential Features of Limited Liability Partnership	https://www.investopedia.com/articles/investing/090214/limited-liability-partnership-llp-basics.asp
10	IV	Role of Directors	https://www.youtube.com/watch?v=tbHGmRuyIf0
11	V	Role of Online Dispute Resolution (ODR) for Commercial Disputes	https://www.ddlegal.co/online-dispute-resolution-odr/
12	V	Role of AI and ML to Interpret Commercial Law	https://venturebeat.com/ai/the-advantages-and-disadvantages-of-ai-in-law-firms/
13	V	International commercial arbitration	https://www.youtube.com/watch?v=9dUi_phYXrY

Pedagogy

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
RM24C05	E - RETAILING AND COMMUNICATION	THEORY	73	2	-	3

Preamble

1. To enable students to understand the concept of e-retailing from both technological and managerial perspectives.
2. To understand an in-depth understanding of e-retailing frameworks, and technological foundations.
3. To examine basic concepts such as strategic formulation for e-retailing enterprises, management of their retail structures, and marketing an online store.
4. To impart knowledge on the emerging electronic retailing changes and retail communication

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the basic concept of E- retailing, Demographics and Targeting, Cross Selling, Customer Service, Types of Retail Communication, and Maintaining Customer Trust.	K1
CLO2	Identify the reasons for the emergence of E- retailing, Click and mortar, Branding on the Web, Vendor Development, Social Media Marketing and Floor Plans and Customer Flow.	K2
CLO3	Discuss the importance of Multi-Channel Retailing, Promotional Strategies, CRM Implementation, Customer Communication and Crisis Communication Strategies	K3
CLO4	Analyse E-Store Design, Cyber Intermediaries, Market Place Model, Website Communication and AI in retail communication	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	S	S
CLO2	M	S	S	S	S
CLO3	S	S	M	S	S
CLO4	S	S	S	M	S

S-Strong; M-Medium;

SYLLABUS

UNIT – I (14 Hours)

Introduction to E- retailing: Concept – Significance - Comparison with Convention Retailing - Demographics and Targeting - ***Advantages of E-Retailing*** - Shortcomings of E-Retailing - Click & Mortar - Pure E-Retailing - ***Multi-Channel Retailing***. E-Store Design: Web Atmospherics – Navigability –Interactivity - Retail Information. **Community-Based Trade Practices.**

UNIT – II (15 Hours)

Marketing Strategies for E-stores: Marketing Mix in E-Retailing - Roles of Cyber Intermediaries in E-Retailing - ***Promotional Strategies of E-Retail Business*** - Branding on the Web - Cross Selling - Referral Services - Permission Marketing - E-Malls - ***Future of E-Retailing***. **Traditional Marketing Wisdom and Modern Online Business Strategies.**

UNIT – III (15 Hours)

Customer Relation Management in E-retailing: Building Customer Loyalty - ***CRM Implementation*** - Customer Service - Gift Reminder Services - Contests & Promotions - Online Communities - Loyalty Programs - ***Personalization*** - Market Place Model - Vendor Development - Business Expansion and Legal Implications. **Legal Implications of AI in E-Retailing**

UNIT – IV (15 Hours)

Retail Communication: Role of Communication in Retail - Types of Retail Communication - Trends - ***Effective Customer Communication*** - Social Media Marketing - E-Commerce and Website Communication - Internal Communication in Retail- ***Emerging Trends in Retail Communication***. **Machine Learning in Retail Communication**

UNIT – V (14 Hours)

In-Store Communication: In-Store Signage and Labels - Floor Plans and Customer Flow - ***Point-of-Sale Communication***. Retail Crisis Communication: Handling Crises and Emergencies - Crisis Communication Strategies - Maintaining Customer Trust- ***Role of AI in Retail Communication***. **Technologies in Crisis Communication**

***Highlighted Text offered in blended mode**

Text Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication & Edition
1	Aleksej Heinze, Gordon Fletcher	Digital and Social Media Marketing: A Results-Driven Approach	Routledge	2024 & 3 rd Edition
2	Mark Billinghamurst	Augmented and Virtual Reality in Retail: Enhancing Customer Experience	Mark Billinghamurst	2024 , & 1 st Edition
3	Kenneth C. Laudon, Carol Guercio Traver	E-Commerce 2023: Business, Technology, Society	Pearson	2023 & 19 th Edition
4	Robert Evans	Retail Marketing and E-Commerce: A New Era of Digital Transformation	Kogan Page	2023 & 1 st Edition

Reference Books:

S.No	Authors(s)	Title of the Book	Publisher	Year of Publication & Edition
1	Sarah Lacy	Retail Revolution: How AI is Transforming Retail Marketing and E-Commerce	Wiley	2023 & 1 st Edition
2	Paul D. Berger	E-Commerce Retailing: Business Models, Strategies, and Trends	Cengage Learning	2023 & 2 nd Edition

Blended Learning Links:

S.No	Unit	Topic	Blended Learning Links
1	I	Advantages of E-Retailing	https://www.youtube.com/watch?v=kC9oCO3gIXs
2	I	Multi-Channel Retailing	https://www.coursera.org/lecture/marketing-mix/why-are-marketing-channels-so-important-B0AD7
3	II	Promotional Strategies of E-Retail Business	https://www.coursera.org/lecture/marketing-mix/what-is-price-0twO4
4	II	Future of E-Retailing	https://www.youtube.com/watch?v=4CSjbv-FeGI
5		Traditional Marketing	https://youtu.be/ZVOWEFVCaVg?feature=shared
6	III	CRM Implementation	https://www.youtube.com/watch?v=6CTuO-iis5Q
7	III	Personalization	https://www.youtube.com/watch?v=2JhVHYc7yf0
8	IV	Effective Customer Communication	https://www.coursera.org/lecture/identifying-attracting-and-growing-your-digital-audience/defining-your-digital-audience-1VEU0
9	IV	Emerging Trends in Retail Communication.	https://www.coursera.org/lecture/channel-management/global-growth-opportunities-where-is-retail-heading-EUI61

10	V	Point-of-Sale Communication	https://www.youtube.com/watch?v=2Ktk8WMRFpE
11	V	Role of AI in Retail Communication.	https://www.youtube.com/watch?v=GQjuEygcS3A

Pedagogy

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
BB24C06	HUMAN RESOURCE MANAGEMENT	Theory	73	2	-	3

Preamble

1. To provide the students with knowledge in Human Resource Management concepts, theories, scope at national and global level.
2. To develop skills for writing a Job Description, Job Specification, and Job Design.
3. Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
4. Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system.
5. To understand the importance of HR Analytics, HR Audit and metrics

Course Learning Outcomes

On the successful completion of the course, students will be able to:

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamentals and practices of human resource management	K1
CLO2	Recognize the competencies to recruit, induct, learn, train and appraise the performance of employees for better career and succession planning.	K2
CLO3	Apply the concepts of HRM, learning and training, performance appraisal, compensation, career & succession planning towards employee welfare and social security	K3
CLO4	Apply the strategies, latest trends & developments in HR and retain the best talents in the organization.	K3

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	S	S	S
CLO2	S	L	S	S	S
CLO3	S	L	S	M	S
CLO4	S	S	S	S	S

S-Strong; M-Medium; L-Low

Syllabus

UNIT – I (15 Hours)

Human Resource Management - Meaning, Definition, ***Objectives and Nature of HRM – Evolution of HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager***, Ancient Wisdom for Modern HR: Valmiki's Perspectives - Corporate Objective - Human Resource Planning – Concept –objective –Need and Importance –process –levels – Problems - ***HRM in changing environment - Challenges in HRM***. HR Structure, Strategy and Concept of People Management in a Systems Perspective

UNIT – II (15 Hours)

Job Analysis: Job Description - Job Specification – Objectives - Concept – Approaches- Methods. Job Design - ***Recruitment: Definition and Objectives of Recruitment***– Recruitment Policy - Recruitment Philosophy from IKS (Insights from Arthashastra & Tirukkural) – Sources of Recruitment and Methods of Recruitment – Online recruitment, RPA in Recruitment Process. ***Selection: Definition and Purpose of Selection*** – Process – testing and Competency mapping - Recruitment and selection in Indian Scenario

UNIT – III (15 Hours)

Induction and Socialization - objectives, process, and stages - ***Training and development of Employees – Training Objectives – Need for Training*** – The Role of Practical Learning in Training: Insights from the Gurukul System - Training Methods - on the job training -off the job training - choosing optimum method - Advantages of Training – Evaluation of training. Types of instructors led training and learning - coaching, mentoring, job shadowing, online learning, and Blended learning. HR Virtual Assistants.

UNIT – IV (14 Hours)

Performance Appraisal- Concept – Objective –importance –process –problems – essential Methods of Performance Appraisal – 360-degree appraisal techniques- ***Compensation –meaning, Essential, types***, Components of compensation (direct and indirect) - Moonlighting in HRM - Reasons, types and its effects. HRM Tech Trends - Data-driven DEIB. ***Career Planning*** and Succession Planning- Objectives, Process and Career Counselling – Advantages and Limitation – Career Development Stages

UNIT – V (14 Hours)

Promotion, Transfer and Demotion - Employee engagement and retention - ***Employee Health, Safety & Welfare***, Grievances & Discipline, Tech-Enabled Employee Self-Service, Social Security - Recent developments in HRM -Use of technology in hiring, HRIS - HR Analytics – Definition, importance, role, and key metrics -HR Software development - HR Audit - Ethics in HRM

*** Topics offered in blended mode.**

Text Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	K. Aswathappa & Sadhna Dash	Human Resource Management, Text & Cases	Mcgraw Hill,	2023 & 10 th edition
2.	Gary Dessler & Biju Varkey	Human Resource Management	Pearson Publishers	2023 & 16 th edition

Reference Books:

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dr. Shikha Kapoor	Human Resource Management	Taxmann	2023 & 2 nd edition
2.	IIBF	Human Resource Management	Macmillan	2023 & 1 st edition
3.	Rahul Kumar Das	Human Resource Management	Notion Press	2022 & 1 st edition

Blended Learning links

S. No.	Units	Topics	Links
1	Unit –I	Objectives and Nature of HRM – Evolution of HRM - Functions & Importance of HRM – Qualities, and Role of HR Manager	https://archive.nptel.ac.in/courses/122/105/122105020/
		HRM in changing environment - Challenges in HRM	https://www.youtube.com/watch?v=awUPBxAetIU
2.	Unit –II	Recruitment: Definition and Objectives of Recruitment – Recruitment Policy	https://archive.nptel.ac.in/courses/122/105/122105020/
		Selection: Definition and Purpose of Selection	https://archive.nptel.ac.in/courses/122/105/122105020/
3.	Unit –III	Training and development of Employees – Training Objectives – Need for Training	https://archive.nptel.ac.in/courses/122/105/122105020/
4.	Unit –IV	Compensation –meaning, Essential, types	https://www.youtube.com/watch?v=c75U2xofWEM
		Career Planning	https://www.youtube.com/watch?v=-3gpquAjjios
5.	Unit - V	Employee Health, Safety & Welfare, Grievances & Discipline, Social Security	https://www.youtube.com/watch?v=KRjsEQXeBvo https://www.youtube.com/watch?v=KoDiuL6NggQ&t=1s

Pedagogy

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar, case study.

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
BB24C07	PRODUCTION AND MATERIAL MANAGEMENT	Theory	103	2	-	5

Preamble

1. To make the students understand the roles/functions of production management in the context of business enterprise;
2. To introduce the basic concept of Production Planning and Control, Quality and Materials Management and familiarize its applications in production;
3. To understand the quality principles, frameworks, tools, and techniques for effective real-life applications in manufacturing.
4. To acquaint with TQM, JIT, Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management.

Course Learning Outcome

On the successful completion of the course students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand about Production, PPC, Quality Control, Materials Management, Supply Chain Management, AI, AR and VR.	K1
CLO2	Recognize how Plant location, Master Production Schedules, Material Requirements Plan, Inspection and Material Handling Equipments are used in production.	K2
CLO3	Apply advanced production techniques like KANBAN, JIT, Lean, World Class Manufacturing, Six Sigma and Robotic Process Automation	K3
CLO4	Analyse how Plant Layout, Work Study, TQM, ERP, Vendor Rating and Evaluation can be used towards value creation of products..	K4

Mapping with Program Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	L	S	S	S	S
CLO2	S	S	M	S	M
CLO3	S	M	S	L	S
CLO4	S	S	M	S	S

S-Strong; M-Medium; L-Low

UNIT– I

21 Hrs

Production Management: Meaning - Nature, Importance and Scope – ***Basic Functions of Production Management– Productivity, Efficiency and Effectiveness*** – Plant Location- Importance – Problems, Advantages and Disadvantages of Urban, Suburban, Rural locations – Factors. ***Plant Layout – Principles - Types and Hybrid layouts*** – Pros and Cons. Circular Economy in Production

UNIT– II

21 Hrs

Production Planning and Control – Functions – ***Master Production Schedule (MPS) – Material Requirement Planning (MRP)*** – Bill of Materials – Maintenance: Meaning, Objectives and Types of maintenance – ***Work study: Method study, Time study*** – Importance – Procedure – Types.

UNIT– III

20 Hrs

Quality Control: Definition, Concepts, Objectives - Importance and Advantages of Quality Control System, ***Inspection: Meaning and Kinds of Inspection, Control Charts*** - Types. ***Total Quality Management:** Core Concepts & Elements of TQM, - **Steps in implementing TQM***.

UNIT – IV

21 Hrs

Materials Management: Meaning, Objectives, and Importance, Purchasing principles – Purchase procedure – ***Vendor Rating and Vendor Evaluation, Inventory Control*** – Types of inventories – EOQ- Safety Stock - Re-order Point – ***KANBAN – JIT– Outsourcing.** Material Planning, **Material Handling***: Meaning – Principles - Categories of Material Handling Equipment.

UNIT– V

20 Hrs

Recent Trends: An Introduction to ERP–***Total Productive Maintenance (TPM)*** - Six Sigma – concept, benefits, usage – ***Types and Roles of Six Sigma Belts***, ISO 9000 Systems – ***Lean, World Class Manufacturing***, Robotic Process Automation. ***AI, Virtual and Augmented Reality Applications in Production***, Introduction to Cyber-Physical Production Systems (CPPS).

*** Highlighted text offered in blended mode. (Links Provided)**

Case study (Internal valuation only)

Text Books

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dr. F.C. Sharma	Production & Materials Management	Mahavir Publication	2024, 1 st Edn
2	Tony K. Arnold, Steve Chapman, Lloyd M. Clive, Ann K. Gatewood	Introduction to Materials Management	Pearson	2022, 9 th Edn
3	K.Aswathappa	Essentials of Production Management	Himalaya Publishing House	2021, 3 rd Edn

Reference Books

S. No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dr.K. Vidyakala, Dr.N. Kathiravan, Dr.K. Nithyakala	Production and Materials Management	Bonfring Publishers	2018, 1 st Edn
2	Chunawalla & Patel	Production and Operations Management	Himalaya Publishing House.	2022, 9 th Edn
3	Marc Helmold & Brain Terry	Operations and Supply Management 4.0 Industry Insights, Case Studies and Best Practices	Springer Cham	2021, 1 st Edn
4	Ankita Agrawal	Production and Materials Management	Horizon Press	2022, 1 st Edn

Blended Learning Links

S.No	Unit	Topic	Blended Learning Links
1	I	Basic Concept, Functions of Production Management – Productivity, Efficiency and Effectiveness	NPTEL Video: https://youtu.be/gJDYV2SmFeY Other Youtube Links: https://www.youtube.com/watch?v=EM6OyE1GI2E https://www.youtube.com/watch?v=Brkcj6ie7ic

2		Plant Layout	NPTEL Video: https://www.youtube.com/watch?v=IhGBUcMM-rE Other youtube Links: https://www.youtube.com/watch?v=YR5jjIeIoTg
3		Types and Hybrid layouts	NPTEL Video: https://www.youtube.com/watch?v=swk6Fo-BoSA
4	II	Master Production Schedule (MPS) – Material Requirement Planning (MRP)	NPTEL Video MPS: https://www.youtube.com/watch?v=VjSgga4E6VYMR P: https://www.youtube.com/watch?v=1kU8HG5Y9Kc
5		Work study: Method study, Timestudy	NPTEL Video: WS: https://www.youtube.com/watch?v=KNFZXNWW V no MS: https://www.youtube.com/watch?v=s4ndfNx_Q8g TS: https://www.youtube.com/watch?v=MdtHKf_Y_f0
6	III	Inspection: Meaning and Kinds of Inspection, Control Charts	NPTEL Video: https://youtu.be/AatGnlsOdAY NPTEL Video: https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-me16/
7		Total Quality Management	NPTEL Video: https://www.youtube.com/watch?v=ksR4Xy6tFcM
8		Steps in implementing TQM	NPTEL Video: https://youtu.be/yWIAOFs04go
9	IV	Vendor Rating and Vendor Evaluation, Inventory Control	NPTEL: https://www.youtube.com/watch?v=FAySSHQ0org Inventory Control NPTEL: https://www.youtube.com/watch?v=9tJv5COGkD0
10		KANBAN – JIT Outsourcing. Material Handling	NPTEL Video (KANBAN & JIT): https://www.youtube.com/watch?v=Zjx7zCjLjyw Material Handling: https://www.youtube.com/watch?v=Up1oSSJn6oM
11	V	Total Productive Maintenance (TPM)	NPTEL Video: https://www.youtube.com/watch?v=UOuTBCrW2_kY
12		Types and Roles of Six Sigma Belts	NPTEL Video https://www.youtube.com/watch?v=Xi12Lwmz5dE https://www.youtube.com/watch?v=vmdB14BXkGU
13		Lean Manufacturing and World Class Manufacturing	NPTEL Video Lean Manufacturing: https://www.youtube.com/watch?v=G_0bl6FH0_c NPTEL Video World Class Manufacturing: https://www.youtube.com/watch?v=l_FMr9HfEGk
14		AI, Virtual and Augmented Reality Applications in Production	NPTEL Video: https://www.youtube.com/watch?v=zLMgdYI82IE

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
BB24C08	MARKETING MANAGEMENT	Theory	73	2	-	3

Preamble:

1. To provide fundamentals of marketing and marketing environment in business world.
2. To assess the importance of product and brand perspective
3. To assess the pricing strategies, marketing segmentation and positioning to attain competitive advantage
4. To analyse, select marketing channels and promotion aspects
5. To analyse the latest developments in marketing and its application

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify and recall fundamental marketing concepts, functions, and the micro and macro marketing environment.	K1
CLO2	Explain the role of product management, pricing strategies, distribution channels, branding, packaging, segmentation, and buyer behavior in effectively marketing goods and services.	K2
CLO3	Apply marketing research techniques, digital marketing strategies, and data-driven insights to assess evolving market trends and consumer behavior.	K3
CLO4	Analyze contemporary marketing developments, including AI-driven personalization, ethical marketing, and sustainable practices, to facilitate informed decision-making.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	L	M	M
CLO2	S	S	M	S	M
CLO3	M	S	M	S	S
CLO4	M	S	S	M	S

S-Strong; M-Medium; L-Low

UNIT – I

15 Hrs

Introduction to Marketing: *Overview* - Nature - Objectives - Functions and Factors- ***Marketing Environment*** – Micro and Macro – Application of Marketing Mix & Approaches in Digital Era - Buyer Behaviour- Factors influencing buyer behaviour - Buyer decision-making process and roles -Consumer vs Organisational buyers - Buyer behaviour and ***Marketing strategies***- Future Ready Marketing.

UNIT – II

15 Hrs

Product: Introduction and Product Policy - Product Classification and Levels - Product mix – Product Personalization and Customization - ***New Product Development***- Product Life Cycle - Adoption process -Rate of adoption in new products. ***Branding***, Packaging & Labelling - Definition, Need and Importance

UNIT – III

14 Hrs

Pricing: Introduction – Objectives - Factors – ***Pricing Methods and strategies*** and Price adjustment strategy - Market Segmentation, Targeting and ***Positioning*** - Introduction - Importance – Steps – Elements - Strategies. Sales Promotion Tools - Sales Force Management - Introduction to Customer Lifetime Value.

UNIT – IV

14 Hrs

Channel of Distribution: Introduction – Objectives - ***Functions***- Types and Levels of distribution channels - Selection Factors and Intermediaries- Channel Management decisions – Omnichannel distribution – Distribution Problem. ***Marketing Research***- Objectives- Elements - Marketing Information-Intelligence – Importance and role in informed decision making

UNIT – V

15 Hrs

Contemporary Marketing Trends: ***Introduction and Role of Digital Marketing*** - ***Digital marketing Analytics*** - Search Engine Optimization (SEO) - Search Engine Marketing (SEM) - Email Marketing - Mobile Marketing - Content Marketing - Marketing Metrics- Relationship Marketing. ***AI driven Marketing & personalization*** – Sustainable and Ethical Marketing - Social, Ethical and Legal Aspects of Marketing

*** Highlighted text offered in blended mode. (Links Provided)**

Case study (internal valuation only)

Text books

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Philip Kotler	Marketing Management	Pearson Publishers	2024, 17 th Edn
2	V.S. Ramasamy and S. Nama kumari	Marketing Management: Indian Context Global Perspective	Sage Publications India Pvt Ltd	2024, 8 th Edn
3	Torben Hansen	Marketing Management	Pearson Europe	2024, 5 th Edn

Reference Books

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dr. Ruchi Gupta , Er. Jayakar Sodagiri	Principles of Marketing	Scholar Tech Press	2024, 2 nd Edn
2	Greg Marshall and Mark Johnston	Marketing Management	McGraw-Hill	2023, 4 th Edn

Blended Session Links

S.No	Unit	Topic	Blended Links
1	I	Introduction to Marketing	https://www.coursera.org/learn/wharton-marketing
2		Marketing Environment	https://www.coursera.org/learn/fundamentals-of-marketing-strategy
3		Marketing Strategy Specialization	https://www.coursera.org/specializations/marketing-strategy#courses
2	II	Product and Brand Management	https://www.coursera.org/learn/brand-management#modules
3	III	Pricing Methods and Strategies	https://www.coursera.org/learn/marketing-customers

4		Positioning	https://www.coursera.org/learn/positioning
5	IV	Marketing Channel Functions	https://www.coursera.org/learn/marketingchannelfunctions
6	V	Foundations of Digital Marketing and E commerce	https://www.coursera.org/learn/foundations-of-digital-marketing- and- e-commerce
7		Marketing Analytics	https://www.coursera.org/learn/marketing-analytics?specialization=digital-marketing#modules
8		Digital Media and Marketing Principles	https://www.coursera.org/learn/marketing-channels?specialization=digital-marketing#modules
9		Artificial Intelligence	https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
RM24A01	BUSINESS ECONOMICS	Theory	73	2	-	4

Preamble

1. To introduce foundational concepts of Economics and its relevance to business decision-making.
2. To develop understanding of demand, supply, production, cost, revenue, and market mechanisms for managerial applications using both traditional and AI-driven methods.
3. To explore pricing and distribution theories, including the latest applications like AR/VR and the digitalization of pricing strategies.
4. To analyze factors of production, wages, rent, interest, profit, and unemployment using both classical and modern theories.
5. To enable learners to comprehend national income, inflation, trade cycles, and ancient Indian economic thought, integrating modern analytics and historical frameworks.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Remember concepts of Demand, Supply, Cost, Revenue, National Income and Inflation.	K1
CLO2	Explain economic principles like elasticity, laws of returns, market types, factor pricing theories, and inflation.	K2
CLO3	Apply economic tools to measure demand elasticity, cost and revenue, price mechanisms, and national income through traditional and modern methods.	K3
CLO4	Analyze market behaviour, pricing under various markets, unemployment, inflation trends, data - driven economic decisions.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	L	S	S
CLO2	S	L	S	M	M
CLO3	M	S	S	M	S
CLO4	M	M	S	S	L

S- Strong; M-Medium L - Low

UNIT- I	15 Hrs
Meaning and Definition of Economics - Nature - Scope - Firm- Industry- Objectives of firm - Profit Maximization-Social responsibilities of firm - relationship between micro, macro and managerial economics - *Demand - Meaning - Types* - Law of demand- Elasticity of Demand - Measurement of Elasticity of Demand – Types and Methods - AI driven demand forecasting.	
UNIT - II	15 Hrs
Production - Importance - Factors - functions - *Least cost combination - Types of Utility - Law of Returns* - Law of Variable Proportions- Returns to scale - Economies of Scale - *Law of Supply* - Elasticity of Supply - Cost and Revenue - Concepts and curves.	
UNIT - III	16 Hrs
Market - Meaning - Types - Equilibrium of the firm - Industry - *Fundamentals of Pricing - Pricing under perfect competitions* - Monopoly - Price Discrimination - Pricing under Monopolistic Competition - *Pricing under Oligopoly – Pricing under Duopoly* - The Four Step Process - Price Ceilings and Price Floors - Application of AR and VR in pricing strategies.	
UNIT – IV	16 Hrs
Distribution - Factor Pricing - Marginal Productivity theory - Wages - Determination of wages - *Causes for wage difference - Trade Union and wages * - Rent - Ricardian theory rent - Quasi – Rent-Modern theory of rent - Interest - Profit – *Theories of Profit -Unemployment* - Compute Unemployment Rate - Patterns of Unemployment - Changes in Unemployment over the Short Run - Changes in Unemployment over the Long Run.	
UNIT - V	11 Hrs
National Income - Concepts- measurement – *Problems- Uses – Leveraging Big Data Analytics and Machine Learning Techniques to measure National Income - Inflation - Types* - Causes and Control – Tracking Inflation- Measuring Changes in the Cost of Living- Current Trends of Inflation in India- *Trade Cycle – Stages of trade cycle - Balance of Payments* - Ancient Indian Practices on governance, economics, and trade- (Kautilya's Arthashastra)	

*** Highlighted text offered in blended mode. (Links Provided)**

Text book

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	N. Gregory Mankiw	Principles of Economics	Cengage Learning	2024, 10 th Edn

Reference Books

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1.	H.L Ahuja	Business Economics	Sultan Chand & Sons	2022, 15 th Edn
2.	Dr. S.Sankaran	Business Economics	Margham Publication	2022, 3 rd Edn
3.	Kaveri, SudhaNayak, Girija & Meenakshi	Business Economics	Sultan Chand & Sons	2020, 6 th Edn

Blended Learning Topics

S. No	Unit	Topic	Blended Learning Links
1	I	Demand- Meaning- Types	https://onlinecourses.swayam2.ac.in/cec20_hs26/preview
2	II	Least cost combination- Types of utility-Law of Returns-	https://archive.nptel.ac.in/courses/110/101/110101149/
3		Law of Supply	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
4	III	Fundamentals of pricing- Pricing under perfect competitions	https://onlinecourses.swayam2.ac.in/imb22_mg04/preview
5		Pricing under Oligopoly – Pricing under Duopoly	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview
6	IV	Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent	https://onlinecourses.nptel.ac.in/noc22_mg103/preview
7		Theories of Profit- Unemployment Compute	https://onlinecourses.swayam2.ac.in/cec20_hs43/preview
8	V	Problems- Uses- Inflation- Types-	https://onlinecourses.swayam2.ac.in/cec22_hs49/preview

9		Trade Cycle- Stages of trade cycle – Balance of Payments	https://onlinecourses.swayam2.ac.in/cec22_hs49/preview
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Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

COURSE NUMBER	COURSE TITLE	CATEGORY	L	T	P	CREDIT
IB24A01	INTERNATIONAL ECONOMICS	Theory	73	2	-	4

Preamble

1. To understand the concepts of international trade patterns, trade policies and address topical issues of international economics.
2. To acquire the analytical methods needed and understanding of how and when to apply different models and approaches to events in the world economy.
3. To offer explanations of the international pattern of trade and specialization and of the reasons why similar economies often trade more with each other than with dissimilar ones.
4. To provide an understanding of the intellectual and practical problems that arises from the economic interaction between countries.

Course Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand major recent developments in the world trading system and analyze their effects on countries' economies and on the wider international community.	K1
CLO2	Explain how international economic theory has been shaped by real world events and economic reasoning to the analysis of a wide range of policy issues.	K2
CLO3	Describe the economic effects of policy interventions including tariffs, quotas, export subsidies, anti- dumping duties, countervailing duties and the creation of preferential trading agreements.	K3
CLO4	Apply a specific framework to illustrate the connection between a variety of models and approaches.	K4

Mapping with programme outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	M	S	L
CLO3	S	L	S	S	S
CLO4	M	S	M	S	M

S- Strong; M-Medium, L-Low

UNIT - I **14 Hrs**

Introduction to International Economics – Nature – Scope - Factors Influencing International Economics – ***The production possibility curve***- Demand - Law of Demand- Types of Demand - Supply- Law of Supply- Equilibrium - the community indifference curve – ***The offer curve*** – Mill’s theory of reciprocal demand- Kautilya’s Arthashastra on Economic Policies

UNIT - II **15 Hrs**

Haberler’s theory of opportunity cost – Kravis’s theory of availability – ***Linder’s theory of trade and demand*** – Posner’s imitation or technological gap theory – Vernon’s product cycle theory – ***Kenon’s theory of Human capital*** – Emmanuel’s theory of unequal exchange.

UNIT - III **15 Hrs**

Pricing and Pricing Decisions - Pricing and Output decisions – Domestic market structure and performance in Global markets – Changes in the Global Market Structure - ***Methods of pricing - differential pricing*** - Government intervention and pricing – International Price discrimination and dumping- Role of Indigenous Guilds (Shrenis) in Regulating Prices - Application of AR and VR in global pricing strategies.

UNIT - IV **15 Hrs**

Imperfect Competition and trade-- Externalities and protectionism- Welfare comparisons across countries - FDI and Investment Decisions - Risk and Uncertainty in Managerial Decision making in Domestic and International Market- Trade, Growth, Development, Inequality and Poverty Relationships

UNIT - V **14 Hrs**

International Fiscal Policies - Business Cycle Stages - Inflation and Deflation- Anti Money laundering - Balance of Payments – Developments in the pattern of trade – ***Exchange Values and Currency devaluation***- Defining Balance of Trade and Balance of Payment. - Equilibrium and disequilibrium in BOP -Measures to correct BOP disequilibrium. - BOP in India– Trade Blocs and Monetary units.

*** Highlighted text offered in blended mode. (Links Provided)**

Text Books

S.no	Author(s)	Title of the Book	Publisher	Year & Edition
1	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics: Theory and Policy, Global Edition	Pearson publication	2024, 12 th Edn
2	Robert Carbaugh	International Economics	Cengage Learning	2023, 18 th Edn

Reference Books

S.No	Author(s)	Title of the Book	Publisher	Year & Edition
1	Dominick Salvatore	International Economics (An Indian Adaptation)	Wiley	2024, 13 th Edn
2	B. Mahadevan, Vinayak Rajat Bhat, and Nagendra Pavana R.N.	Introduction to Indian Knowledge System: Concepts and Applications	PHI Learning	2022, 1 st Edn
3	M.L.Jingan	International Economics	Vrinda Publishing	2021, 4 th Edn

Blended Session Links

S.No	Unit	Topic	Blended Link
1	I	The production possibility curve	https://www.youtube.com/watch?v=3JLoi7K2vY
2	II	Linder's theory of trade and demand	https://www.youtube.com/watch?v=2OK3lDY6r9U
3		Kenon's theory of Human capital	https://www.khanacademy.org/economics-finance-domain/core-finance/investment-vehicles-tutorial/investment-consumption/v/human-capital
4	III	Methods of pricing	https://study.com/academy/lesson/video/pricing-strategy-in-marketing-definition-types-examples.html
5		Differential pricing	https://www.coursera.org/courses?query=pricing%20strategy
6	IV	Imperfect Competition and trade	https://onlinecourses.nptel.ac.in/noc21_hs46/preview
7	V	Exchange Values and Currency devaluation	https://www.khanacademy.org/economics-finance-domain/ap-macroeconomics/ap-open-economy-international-trade-and-finance/the-foreign-exchange-market/v/currency-exchange-introduction

Pedagogy: Chalk and Talk, Lecture, Seminar, PPT, Group discussion, Activity and Case study

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
BB24SBP1	DIGITAL SKILLS FOR MANAGERS	Practical	-	2	43	3

Preamble

1. Introduce advanced Excel tools for data analysis, including data cleaning, transformation, and modelling for better business decision-making.
2. Explore the use of data analytics tools and project management software to support decision-making and improve team collaboration.
3. Understand how automation and workflow optimization tools enhance business process efficiency.
4. Implement cloud-based tools for data management, real-time collaboration, and backup/recovery strategies in business operations.

Course Learning Outcomes

On the successful completion of the course, students will be able to Mapping with

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify key features and functionalities of Excel and analytics software to enhance business analysis skills.	K1
CLO2	Explore the application of project management tools and data analytics software in business decision-making and collaboration.	K2
CLO3	Analyze how automation tools can optimize business processes and workflow for efficiency.	K3
CLO4	Implement cloud-based tools for effective data management, collaboration, and recovery in real-world business environments.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	M	L
CLO2	S	S	S	M	M
CLO3	S	S	S	M	M
CLO4	S	S	S	L	M

S- Strong; M-Medium; L-Low

UNIT –I**9 Hrs**

Advanced Excel for Business Analysis and Reporting: Importing – Cleaning - Transforming Data from Multiple Sources (Databases, CSV, Web) – Data Models with Power Pivot – Advanced DAX (Data Analysis Expressions) – Sparklines – Slicers.

UNIT – II**8 Hrs**

Data Analytics Software for Decision Making - Google Analytics: Key Metrics and Reports - Analysing Website Traffic - User Engagement - Setting Up and Analysing Website Traffic Data.

UNIT –III**9 Hrs**

Project Management Software - Tools: Asana, Trello, and Monday.com - Reporting and integrating with Google Calendar, Slack tools - Gantt charts - Dependency Tracking.

UNIT – IV**8 Hrs**

Automation and Workflow Optimization - Zapier for Business Process Automation – Trello - Power Automate (Microsoft Flow) - Automating Repetitive Tasks.

UNIT – V**9 Hrs**

Data Management and Cloud Tools – Creating – Organizing - Sharing Cloud Folders - Real-Time Collaboration - File Versioning - Backup Strategies in Cloud data - Recovery in the Cloud.

Text Book

S.No	Author	Book name	Publisher	Year & Edition
1	Jordan Morrow	Be Data Literate: The Data Literacy Skills Everyone Needs to Succeed	Pearson	2024, 1 st Edn

Reference Book

S.No	Author	Book name	Publisher	Year & Edition
1	George Mount	Modern Data Analytics in Excel: Using Power Query, Power Pivot, and DAX	O'Reilly Media	2024, 1 st Edn

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
NM23DTG	DESIGN THINKING	Theory	30	-	-	2

Preamble:

1. To expose the students to the concept of design thinking as a tool for innovation
2. To facilitate them to analyze the design process in decision making
3. To impart the design thinking skills

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO Number	CLO Statement	Knowledge Level
CLO 1	Understand the concepts of Design thinking and its application in varied business settings	K1
CLO 2	Describe the principles, basis of design thinking and its stages	K2
CLO 3	Apply design thinking process in problem solving	K3
CLO 4	Analyze the best practices of design thinking and impart them in business and individual day to day operations.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	S	M	M	S	S
CLO 2	M	S	S	M	M
CLO 3	S	S	S	M	S
CLO 4	S	S	S	S	S

S-Strong; M-Medium

UNIT – 1**6 Hrs**

Design Thinking Overview: Introduction to Design Thinking and Design Research Strategies -Design Thinking Skills.

UNIT – II**6 Hrs**

Design Thinking Mindset: Principles of Design Thinking - Basis for design thinking - Design Thinking Hats - Design thinking team.

UNIT – III**6 Hrs**

Empathize: Definition - Listen & Empathize with the Customers and / or Users - Tools and Techniques.

UNIT – IV**6 Hrs**

Define : Definition – Defining the Problem - Tools and Techniques - Journey mapping and Ideate - definition - Ideation techniques.

UNIT – V**6 Hrs**

Prototype: Definition - Prototype Alternate Solutions - Test the Solutions - Visualization -Story Telling - Cautions and Pitfalls - Best Practices.

Text Books

S.No.	Author(s)	Title of the Book	Publisher	Year & Edition
1.	Christian Mueller-Roterberg	Handbook of Design Thinking Tips & Tools for how to design thinking	Amazon Kindle Version	2018, 1 st Edn
2.	Gavin Ambrose Paul Harris	Design Thinking	AVA Publishing Switzerland	2010, 1 st Edn
3.	Sambhrant Srivastava and Vijay Kumar	A Text Book of DESIGN THINKING	Vayu Education of India	2022, 1 st Edn

Reference Books

S. No.	Author(s)	Title of the Book	Publisher	Year & Edition
1	Maurício Vianna Ysmar Vianna Isabel K. Adler Brenda Lucena Beatriz Russo	Design Thinking - Business Innovation	MJV Press	2011, 2 nd Edn

2	Moritz Gekeler	A practical guide to design thinking	Friedrich- Ebert- Stiftung	2019, 1 st Edn
3	J. Berengueres	The Brown Book of Design Thinking	UAE University College, Al Ain	2014, 1 st Edn

Blended Learning Links

S.No	Unit	Topic	Links
1	I	Introduction to Design Thinking	https://www.digimat.in/nptel/courses/video/109104109/L01.html
2		Design Thinking skills	https://www.youtube.com/watch?v=b-9Id-Jt_PI
3	II	Principles & Basis of Design Thinking	https://youtu.be/6-NRiom8K9Y
4		Design Thinking hats	https://www.youtube.com/watch?v=bc-BvFQDmmk
5	III	Empathize	http://acl.digimat.in/nptel/courses/video/109104109/L02.html http://acl.digimat.in/nptel/courses/video/109104109/L03.html https://youtu.be/ls2mqHs02B0
6	IV	Define	http://acl.digimat.in/nptel/courses/video/109104109/L04.html https://youtu.be/veixQsRnZ_ZU https://youtu.be/6-bDSKZJEAM
7		Ideate	http://acl.digimat.in/nptel/courses/video/109104109/L11.html http://acl.digimat.in/nptel/courses/video/109104109/L12.html http://acl.digimat.in/nptel/courses/video/109104109/L13.html
8	V	Prototype	http://acl.digimat.in/nptel/courses/video/109104109/L15.html
9		Testing	http://acl.digimat.in/nptel/courses/video/109104109/L16.html http://acl.digimat.in/nptel/courses/video/109104109/L17.html http://acl.digimat.in/nptel/courses/video/109104109/L18.html http://acl.digimat.in/nptel/courses/video/109104109/L19.html