



**MES Garware College of Commerce, Pune, India
(Autonomous)**

**Affiliated to
Savitribai Phule Pune University, Pune**

AUTONOMY HANDBOOK

**Choice Based Credit System - CBCS
(2021 Pattern)
With effect from Academic Year 2022-23**

**Degree Programme of
Bachelor of Business Administration (BBA)**

Course Contents

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Course Contents

Course Code: B2-21/401	Subject / Course: Entrepreneurship and Start-up Management	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept and process of Entrepreneurship. 2. To Acquire Entrepreneurial spirit and resourcefulness. 3. To get acquainted with the concept of Small Business Management. 4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation. 		
Course Outcome: After completing the course, the student shall be able to CO1: Learn & understand the concept of Entrepreneur and process of Entrepreneurship. CO2: Understand Environmental Scanning for identification of Business opportunities & Learning various tools and techniques of opportunity search and its appropriate selection CO3: Understand the concept of MSME and its challenges CO4: Understand key factors for success & failure		

Unit	Unit Title	Contents	No. of Lectures
I	Entrepreneurial Perspective	1.1 Concept of Entrepreneur, Manager, Intrapreneur 1.2 Entrepreneur and Entrepreneurship, Meaning, Definition. 1.3 Types of Entrepreneurs, Qualities and Functions of Entrepreneur. 1.4 Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors. 1.5 Role of Entrepreneur in growth and development of the small business.	12

Unit	Unit Title	Contents	No. of Lectures
II	Business Opportunity Identification	2.1 Definition of business, industry & commerce and their interrelationship in today's environment. 2.2 Opportunity Search 2.3 Tools and Techniques: Environmental scanning for business opportunity Identification. 2.4 Opportunity Selection 2.5 Objectives, Tools and Techniques of Market Survey	12
III	Management of MSMEs and Sick Enterprises	3.1 Meaning, Objectives and Functions of MSMEs, Contribution of MSME to the Economy, Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. 3.2 Financial Assistance for Small Enterprise: 3.2.1 Bank Loan 3.2.2 Angel Funding 3.2.3 Venture Funding 3.2.4 Self Employment Schemes of Government of Maharashtra. 3.3 Other Schemes under MSME	14
IV	New Edge Start-ups in India	4.1 Study of New Edge Companies in India- Business Model, Future Growth Potential, Market Requirements, Disruptive Innovations. 4.2 Government Schemes and subsidies for New Edge Start-ups.	10
Total No of Lectures			48 (48 min)
Total No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology (Pedagogy for Course Delivery): -

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Entrepreneurial Perspective	Group Discussion, Presentation.	Interactive Sessions followed by feedback, Role Play for various types of entrepreneurs	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.	<ul style="list-style-type: none"> ➤ Disciplinary knowledge ➤ Reflective Thinking ➤ Self-directed Learning 	25%
2	Business Opportunity Identification	Lecture, Group Discussion, Case Studies.	Group Discussion and Brain Storming sessions for generation of innovative ideas. Theory lectures for conceptual understanding.	Development of interest and positive approach towards entrepreneurship and new start-ups.	<ul style="list-style-type: none"> ➤ Critical thinking ➤ Problem Solving 	30%
3	Management of MSMEs and Sick Enterprises :	Lecture, Group Discussion, Case Studies.	Use of PPT for better understanding of various Schemes of MSME	Ability to collect relevant data and its analysis	<ul style="list-style-type: none"> ➤ Analytical Reasoning ➤ Scientific Reasoning ➤ Reflective Thinking 	25%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
				and interpretation.		
4	New Edge Start-ups in India	Discussion, Case Studies.	Arranging Sessions of experts from service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.	<ul style="list-style-type: none"> ➤ Self-directed Learning ➤ Professional Skills ➤ Application Skills 	20%

Evaluation Method:

Unit	Internal Evaluation	External Evaluation
I	Evaluation of the students on the basis of various criteria of assessment as prescribed by college	60 Marks Final Examination.
II		
III		
IV		
Total =4	40 Marks	60 Marks

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Delhi
2	Management of Small-Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

Suggested Web / E learning Resources:

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
1	Entrepreneurial Perspective	Certificate course on Entrepreneurship by IIT Madras https://onlinecourses.nptel.ac.in/noc21_mg70/preview	--	Journal of Business Perspective https://www.businessperspectives.org/
2	Business Opportunity Identification	Entrepreneurship Development by National Institute of Technical Teachers Training and Research, Chandigarh. https://onlinecourses.swayam2.ac.in/ntr21_ed08/preview	--	--
3	Management of MSMEs and Sick Enterprises	MSME Rehabilitation by Indian Institute of Banking & Finance https://www.youtube.com/watch?v=UR-n2ZB-yqw	--	--
4	New Edge Start-ups in India	Understanding Incubation and Entrepreneurship by IIT Bombay https://onlinecourses.nptel.ac.in/noc22_de08/preview	--	--

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Course Code: B2-21/402	Subject / Course: Supply Chain Management	Marks: 100 Credits: 3
Course Objectives : <ol style="list-style-type: none"> 1. To understand the basic concepts of Supply Chain Management 2. To acquaint the students with the various elements of a Supply Chain 3. To make the students aware of the concepts of Physical Distribution, Logistics and the integrative philosophy of Supply Chain Management. 4. To explore & study the key operational aspects of a Supply Chain. 		
Course Outcome : After completing the course, the student shall be able to <p>CO1: Understand the basic concepts of Supply Chain Management</p> <p>CO2: Know the various elements of a Supply Chain.</p> <p>CO3: Explain the concepts of Physical Distribution, Logistics and the integrative philosophy of Supply Chain Management.</p> <p>CO4: Understand the key operational aspects of a Supply Chain.</p>		

Unit	Unit Title	Contents
I	Introduction to Supply Chain Management (SCM)	1.1 Concept, Objectives and Functions of Supply Chain Management, 1.2 Supply Chain Strategy, 1.3 Global Supply Chain Management, 1.4 Value Chain and Value Delivery Systems for SCM, 1.5 Bull-Whip Effect. 1.6 Concept, Importance and Objectives of Green Supply Chain Management.
II	Elements of a Supply Chain	2.1 Procurement 2.2 Warehousing 2.3 Transportation 2.4 Order Processing 2.5 Materials Handling 2.6 Facility 2.7 Customer Service, 2.8 Information System 2.9 Reverse Logistics.

Unit	Unit Title	Contents
III	Logistics Management and IT in Supply Chain Management	3.1 Concepts & objectives of Logistics Management, 3.2 Integrated Logistics Management, Logistics Planning and Strategy, 3.3 Inventory Management and its Role in Customer Service. 3.4 Information and Communication Technology in SCM, Role of IT in SCM, 3.5 Current IT Trends in SCM, RFID, Bar Coding. Retail SCM, Problems and Prospects. (System Integration Concept) 3.6 WMS and TMS.
IV	Key Operation Aspects in Supply Chain	4.1 Supply Chain Network Design, Distribution Network in Supply Chains, 4.2 Channel Design, 4.3 Factors Influencing Design, 4.4 Role and Importance of Distributors in SCM, 4.5 Demand Forecasting 4.5.1 Role of Human Resources in SCM. 4.5.2 Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, 4.6 Linkage between HRM and SCM.
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Supply Chain Management (SCM)	PPT, Discussion, Case study	-	Students will understand the basic concepts of	➤ Conceptual understanding, reflective skills	25%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
				Supply Chain Management		
2	Elements of a Supply Chain	PPT, Discussion, Video clips	-	Students will be able to understand the elements of SC.	➤ Conceptual skills, functions of each element, reflective learning	25%
3	Logistics Management and IT in Supply Chain Management	PPT, Video clips, Discussion, Case study	-	Students will be able to decipher the integrative philosophy of SC	➤ Conceptual skills, , critical thinking, analytical skills, reflective learning	25%
4	Key Operation Aspects in Supply Chain	PPT, Diagrammatic representation, Discussion	-	Students will be able to analyze the operational aspects of SC.	➤ Conceptual skills, critical thinking, analytical skills, reflective learning	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) (50 marks)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (50)	
I	Quiz	-			
II	Case Study	-			
III	Home Assignments	20			
IV	Descriptive Paper	-	20	60	

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Supply Chain Management	Shridhar Bhat	Himalaya		Mumbai
2.	Supply Chain Management	Chopra, Meindl and Kalra	Pearson		UK
3.	Supply Chain Management	V. Sople	Pearson		UK
4.	Logistics Management	Shridhar Bhat	Himalaya		Mumbai
5.	Designing and Managing the Supply Chain	David Simchi, Levi	Tata McGraw Hill		Mumbai
6.	Supply Chain Management for Global Competitiveness	B.S. Sahay	McMillan India		New Delhi

Suggested Web / E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Introduction to Supply Chain Management	https://www.youtube.com/watch?v=MilQBxVjZAw	-	https://www.pm.lth.se/fileadmin/_migrated/content_uploads/ch_3.1_01.pdf
2.	Elements of a Supply Chain	https://www.youtube.com/watch?v=Nrl0CtS1m8Y	-	
3.	Logistics Management and IT in Supply Chain Management	http://www.nitttrc.edu.in/nptel/courses/video/110105095/L44.html	-	
4.	Key Operation Aspects in Supply Chain	https://www.digimat.in/nptel/courses/video/110106045/L01.html	-	

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Course Code: B2-21/403	Subject / Course: Fundamentals of Business Analytics	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To identifying opportunities for creating values using business analytics. 2. To understanding the basic concept of data management. 3. To developing a thought process to think like a data scientist or business analyst. 4. To understand the application of business analysis in various domain. 		
Course Outcome: After completing the Course, the student shall be able to: <p>CO1: Describe and analyze the basic concepts in business analytics.</p> <p>CO2: Understand data management and handling of its quality.</p> <p>CO3: Develop a thought process to think like a data scientist or business analyst.</p> <p>CO4: Explain the application of business analytics in multiple business domains and scenarios.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Business Analytics	1.1 Introduction to Analytics. 1.2 Principles of Business Analytics. 1.3 Skills required for Business Analytics. 1.4 Historical Overview of data analysis. 1.5 Data Scientist vs. Data Engineer vs. Business Analyst	10
II	Data	2.1 Classification of Data. 2.2 Sources of Organizational Data. 2.3 Importance of Data Quality. 2.4 Dealing with Missing or Incomplete Data.	12
III	Data Driven Decision Making	3.1 Introduction to Data Driven Decision Making Model. 3.2 Cultural and Cross-Functional Barriers in Decision Making. 3.3 Decision Making under Uncertainty. 3.4 Types of Problems: Inventory Management, Capital Investment Analysis, Market Share Estimation, Sensitivity Analysis. 3.5 Use of Data to Solve Business Problems: Marketing	13

Unit	Unit Title	Contents	No. of Lectures
		Mix, Capital Budgeting, Portfolio Optimization	
IV	Application of Business Analysis	4.1 Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Web & Social Media Analytics, Supply Chain Analytics. 4.2 Role of Business Analytics. 4.3 Future of Business Analytics.	13
Total No of Lectures for Teaching			48
Total No. of Lectures for Evaluation			09
Total			57

Teaching Methodology:

Unit	Unit Title	Suggestive teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				CO	LO	
I	Introduction to Business Analytics	Lecture - Demonstration Method & Group Discussion.	NA	To identifying opportunities for creating values using business analytics.	Reflective Thinking, Self-directed Learning	20%
II	Data	Lecture - Demonstration Method, Peer Learning.	NA	To understanding the basic concept of data management.	Problem Solving, Critical thinking, Scientific Reasoning, Professional Skills, Lifelong learning	20%
III	Data Driven Decision Making	Peer Learning & Group Discussion.	NA	To developing a thought process to think like a data scientist or business analyst.	Problem Solving, Analytical Reasoning, Scientific Reasoning,	30%

Unit	Unit Title	Suggestive teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				CO	LO	
					Employability, Application Skills	
IV	Application of Business Analysis	Group Discussion, PPT & Videos.	NA	To understand the application of business analysis in various domain.	Research related skills, Reflective Thinking, Problem Solving	30%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Test on Introduction to Business Analytics.	Test	Assignment		NA
2	Test on Data.	Test	Assignment		NA
3	Test on Measure of Dispersion.	Test	Assignment		NA
4	Test on Data Driven Decision Making.	Test	Assignment		NA
5	Test on Application of Business Analysis.	Test	Assignment		NA

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	An Introduction to Business Analytics	Ger Koole	Lulu.com	2019	New Delhi
2.	Essentials of Business Analytics: An Introduction to the methodology and its application	Bhimasankaram Pochiraju, Sridhar Seshadri	Springer	Latest	New Delhi

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
3.	The analytics revolution: how to improve your business by making analytics operational in the big data era	Bill Franks, Hoboken	Wiley	Latest	New Delhi
4.	Fundamentals of Business Analytics	R N Prasad, Seema Acharya	Wiley	2nd Edition	New Delhi
5.	Business Analysis with Microsoft Excel and Power BI	Conrad G. Carlberg	Pearson	5th edition	New Delhi

Suggested Web / E-Learning Resources:

Sr. No.	Topic of the lectures	Lectures (Available on YouTube / Swayam / MOOCS etc)	Films	Journals / Articles / Case Studies
1	Introduction to Business Analytics	https://www.edx.org/ https://in.udacity.com/		College e-library: https://sites.google.com/mespune.in/mesgarwarecollegeofcommerce/lib/s-y-bba?authuser=0
2	Data			
3	Data Driven Decision Making			
4	Application of Business Analysis			

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Course Code: B2-21/404A	Subject / Course: International Business Management	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To know the fundamentals of International Business and International Trade Theories. 2. To understand the role and various aspects of International Corporations and Foreign Investments 3. To acquaint the student with the Foreign Exchange Rate System and the functioning of Global Financial Institutions. 4. To get familiar with the functions and roles of various International Economic Organizations. 5. To know the structure and functions of WTO and analyze various agreements of WTO. 		
Course Outcome: After completing the course, the student shall be able to <ol style="list-style-type: none"> CO1: Understand the fundamentals of International Business and International Trade Theories. CO2: Understand the role and various aspects of International Corporations and Foreign Investments. CO3: Acquaint the Foreign Exchange Rate System and functioning of Global Financial Institutions. CO4: Get familiar with the functions and roles of various International Economic Organizations. CO5: Understand the structure and functions of WTO and analyze various agreements of WTO. 		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to International Business Management	1.1. Meaning, Nature and Scope of International Business 1.2. Globalization – Effects on Economy, Advantages and Challenges 1.3. International Trade Theories and its applications- 1.3.1. Ricardo’s Comparative Cost Advantage Theory	9

Unit	Unit Title	Contents	No. of Lectures
		1.3.2. Heckscher Ohlin Theory, 1.3.3. Michael Porter's Diamond Model	
II	International Business Environment	2.1. Environmental Analysis PESTLE and SWOC 2.2. International Corporation – Meaning, Scope and Nature 2.3. Role and Importance of Multinational Corporations in International Business 2.4. Foreign Investment: FDI and FII – Meaning, Nature and its Role in Economic Development 2.5. Cultural and Demographic Environment – Meaning and Importance in International Business; 2.6. Methods of International Payments - SWIFT	10
III	International Finance	3.1. Meaning of Exchange Rate 3.2. Determination of Exchange Rate – Fixed, flexible and managed float 3.3. Concept of Spot Rate, Forward Rate and Futures 3.4. Balance of Trade and Balance of Payment– Introduction, Concept and Importance 3.5. Financial Techniques and Export Promotion Schemes 3.6. World Bank - Objectives and Functions International Monetary Fund – Objectives and Functions, SDR - Concept	10
IV	International Economic Zones and Foreign Trade	4.1. International Trade Policy – Free and Protectionist 4.2. Trade Barriers: Tariff and Non-Tariff Barriers, 4.3. International Economic Zones European Union, OECD, OPEC, RCEP, BRICS, ASEAN, BIMSTEC, NAFTA 4.4. India and Trade Agreement Asia Pacific Trade Agreements, ASEAN, BIMSTEC, SAFTA 4.5. Composition and Direction of India's Foreign Trade since 2000	10
V	Role of WTO in International Business	5.1. Objectives and Functions of WTO 5.2. Evolution of WTO 5.3. Structure of WTO 5.4. Agreements of WTO: 5.4.1 Trade Facilitation Agreement, 5.4.2 TRIPS 5.4.3 TRIMS	9

Unit	Unit Title	Contents	No. of Lectures
		5.4.4 GATS 5.4.5 Sanitary and Phytosanitary Measures Agreement or SPS	
No of Lectures			48
No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology:

Unit	Unit Title	Teaching Methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	International Business Management	Videos - Films and Documentaries Discussions, Debate	---	Understand the fundamentals of International Business and International Trade Theories.	Disciplinary Knowledge Critical Thinking	20%
2	International Business Environment	Discussion, Group Presentations. Videos, Case studies, Documentaries on role of MNCs, Case Study	---	Understand the role and various aspects of International Corporations and Foreign Investments	Values for life and character building Application skill Interdisciplinary knowledge Moral and ethical awareness	20%
3	International Finance	Case studies, Article review and videos, Case Study	---	Acquaint the Foreign Exchange Rate System and functioning	Problem Solving Application Skills Critical Thinking International	20%

Unit	Unit Title	Teaching Methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
				of Global Financial Institutions.	awareness	
4	International Economic Zones and Foreign Trade	Case studies, Quiz, Discussion on trade policies, Debates, Case Study	---	Get familiar with the functions and role of various International Economic Organizations	Cooperation and Teamwork Application Skills Reflective Skills	20%
5	WTO and International Business	Case studies, Documentaries, Debates, Discussions, Quiz	---	Understand the structure and functions of WTO and analyze various agreements of WTO.	International awareness Critical thinking Research related skills Analytical ability	20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQs / Quiz	10	-	Descriptive Paper	NA
II	Home Assignment	10	-		NA
III	Caselet Solutions / Discussions	-	10		NA
IV	Home Assignment	-	10		NA
V	Presentations / Group Discussion	-	-		NA

Suggested Readings:

Sr. No.	Title of the book	Author	Publication
1.	International Economics	Salvatore D. L.	Wiley Publications, USA
2.	International Economics	D. M. Mathani	Macmillan Press Ltd. 1981, New Delhi
3.	International Economics	Paul Crugman	McGraw hill Companies, New Delhi
4.	International Economics	M. L. Jhingan	Vrinda Publications, New Delhi
5.	International Business	John Danial, Lee Rodebaugh, Danial Sullivan, Prashant Salwan	Pearson
6.	International Business	Fransis Cherunilam	McGraw hill, New Delhi
7.	Fundamentals of International Business	Czinkota, Ronkanen, Moffeatt	John Wiley & Sons Australia Ltd., Australia
8.	International Business Text and Cases	P. Subba Rao	Himalaya Publishing House, New Delhi
9.	International Business	K. Aswarhappa	McGraw Hill Companies, New Delhi

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Introduction to International Business	<p>IIT Roorkee lecture https://youtu.be/wFd8EgVNIJE</p> <p>Certificate Course by IIT Roorkee: https://youtube.com/playlist?list=PLLy_2iUCG87AV6gOQl5-GtZJlfLoCBGHb</p> <p>International Business Course by Swayam:</p>	--	—

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
		https://youtu.be/dqH9SwPcXaY		
2.	International Business Environment	International Business Course by Swayam: https://youtu.be/dqH9SwPcXaY	--	—
3.	International Finance	IIT Roorkee lecture https://youtu.be/SenBNkcnx2w	--	—
4	International Economic Zones and Foreign Trade	IIT Roorkee lecture https://youtu.be/hVVobXyNliE	--	—
5	WTO and International Business	Export and Import Policies in India and WTO Implications https://youtu.be/fc_H2FQ6g68	Movie: Rise of the WTO https://youtu.be/1Xp75Egtvi8 Movie: The deceptive promise of free trade https://youtu.be/DnW9ZQtI1_E	WTO Agreements https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm1_e.htm

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Course Code: B2-21/404B	Subject / Course : Consumer Affairs	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. 2. To provide an understanding of the Malpractices in trade and the importance of Trademarking. 3. To understand the role of Consumer bodies in consumer protection, procedure for redressal of consumer complaints, and the role of different agencies in establishing product and service standards. 4. To understand the role of commercial and non-commercial organizations in Consumer protection affairs. 		
Course Outcome: After completing the course, the student shall be able to <p>CO1: Understand the concept of Consumer protection acts and legal framework of consumer rights</p> <p>CO2: Understand the importance of Trademarking and Unfair Trade Practices.</p> <p>CO3: Understand the role of Consumer Councils and Consumer Grievance Procedure.</p> <p>CO4: Understand the role of Industry and Non-Government organizations in Consumer Protection.</p>		

Unit	Unit Title	Contents
I	Consumer Protection Act and Market Structure.	1.1 Consumer Protection Act: 1986 and 2019: Features and Aim of Consumer Protection Act. 1.2 Consumer rights and UN Guidelines on consumer protection. 1.3 Recent developments in Consumer Protection in India and across the Globe and their role in consumer protection. 1.4 Concept of Consumer and Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets. 1.5 Misleading Advertisements and sustainable consumption, National Consumer Helpline, Sustainable consumption.

Unit	Unit Title	Contents
		<p>1.6 An introduction to International Organizations and Agreements.</p> <p>1.7 Globalization and its Consequences on the Market Structure.</p>
II	Unfair Trade Practices and Regulatory Standards	<p>2.1 E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, Local and Domestic taxes, labeling and packaging along with relevant laws.</p> <p>2.2 Product Liabilities Including Tortious Liabilities.</p> <p>2.3 Consumer goods, defect in goods, spurious goods and services, Unfair trade practice, Restrictive trade practices.</p> <p>2.4 Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview</p>
III	Consumer Protection Bodies/ Councils and its Functions	<p>3.1 Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels.</p> <p>3.2 Adjudicatory Bodies: District Forums, State Commissions, National Commission: Composition, Powers, and Jurisdiction (Pecuniary and Territorial),</p> <p>3.3 Grievances Complaints - Consumer Satisfaction/dissatisfaction and Alternatives available to consumer dissatisfaction.</p> <p>3.4 Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Relief/Remedy available; fake complaints; Offences and penalties.</p>
IV	Role of Industry and Non-commercial Organizations in Consumer Protection	<p>4.1 RBI and Banking Ombudsman</p> <p>4.2 IRDA and Insurance Ombudsman</p> <p>4.3 Telecommunication: TRAI</p> <p>4.4 Food Products: FSSAI</p> <p>4.5 Electricity Supply: Electricity Regulatory Commission</p> <p>4.6 Real Estate Regulatory Authority</p> <p>4.7 Medical Negligence and Education</p> <p>4.8 Role of Non-Government Organizations (NGOs) and Voluntary Consumer Organizations (VCOs); Citizens Charter.</p> <p>4.9 International Case Studies:</p>

Unit	Unit Title	Contents
		4.9.1 Volkswagen Automobiles 4.9.2 Nestle Maggi 4.9.3 Johnson and Johnson
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Consumer Protection Act and Market Structure.	Group Discussion & Quiz	What are the activities and Functions of CPA?	Understand the Fundamentals of Consumer movements and protection acts	➤ Awareness towards Rights and Responsibilities of being a consumer. ➤ Understand the market structure and its components	20%
2	Unfair Trade Practices and Regulatory Standards	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Unfair Trade Practices and Importance of Regulatory Standards.	Understand the role of regulatory standards and how unfair trade practices are carried out.	➤ Awareness towards Unfair Trade Practices. ➤ Understand the market structure and regulatory standards.	25%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
3	Consumer Protection Bodies/ Councils and its Functions	Informative lectures, case studies and presentations.	Presentations and Talks on Consumer protection councils and its limitations.	Understand the functions of Consumer Protection Councils.	➤ Awareness towards Consumer Protection Councils and its functions.	30%
4	Role of Industry and Non-commercial Organizations in Consumer Protection	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	Presentations and talks on role of Industry and Non-Commercial organizations in Consumer protection. Develop a Case Study on the role of Industry and Non-Commercial Organizations.	Understand the Applications of Commercial and Non-Commercial Regulators	➤ Awareness towards Industry Regulatory and its functions. ➤ Awareness towards Non-Commercial Organizations and its functions.	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Consumer Protection Act and Market Structure.				NA
II	Presentations on Unfair Trade Practices and Regulatory Standards				NA

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
III	MCQs/ Presentations on Consumer Protection Bodies/ Councils and its Functions				NA
IV	Group Discussion on Role of Industry and Non-commercial Organizations in Consumer Protection.				NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Consumer Affairs	Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor and H.K. Awasthi	Universities Press	2007	New Delhi
2	Consumer Protection Law Provisions and Procedure.	Choudhary, Ram Naresh Prasad	Deep and Deep Publications Pvt Ltd	2005	New Delhi
3	Globalisation and Consumerism: Issues and Challenges	G. Ganesan and M. Sumathy	Regal Publications	2012	New Delhi
4	Consumer Protection in India: Issues and Concerns	Suresh Mishra and Sapna Chadda	IIPA	2012	New Delhi
5	Consumer is King	Rajyalakshmi Rao	Universal Law Company	2012	New Delhi
6	Consumer Right for Everyone	Girimaji, Pushpa	Penguin Books	2002	New Delhi
7	E-books :- www.consumereducation.in				

Sr No	Name of the Book	Author	Publication	Edition	Place
8	E-Books -Empowering Consumers				
9	ebook, www.consumeraffairs.nic.in)				

Suggested Web/E-Learning Resources :

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1	Consumer Protection Act and Market Structure	Courses CPI-101: Consumer Protection Legislation from Swayam Class Central Consumer Buying Behaviour - Course (swayam2.ac.in)		Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2	Unfair Trade Practices and Regulatory Standards	CPI-101: Consumer Protection Legislation from Swayam Class Central Consumer Buying Behaviour - Course (swayam2.ac.in)		Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru
3	Consumer Protection Bodies/ Councils and its Functions	CPI-101: Consumer Protection Legislation from Swayam Class Central Consumer Buying Behaviour - Course (swayam2.ac.in)		Consumer Voice', Published by VOICE Society, New Delhi
4	Role of Industry and Non-commercial Organizations in	CPI-101: Consumer Protection Legislation from Swayam Class Central		

	Consumer Protection	Consumer Buying Behaviour - Course (swayam2.ac.in)		
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Websites:

www.ncdrc.nic.in

www.consumeraffairs.nic.in

www.iso.org

www.bis.org.in

www.consumereducation.in

www.consumervoice.in

www.fssai.gov.in

www.cercindia.org

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Course Code: B2-21/405A	Subject / Course: Advertising and Promotion Management	Marks: 100 Credits: 3+1
Course Objectives : <ol style="list-style-type: none"> 1. To understand the basic and fundamental concept of advertising 2. To understand how to measure the effectiveness of advertising. 3. To understand about advertising management and types of agencies. 4. To make the student aware about promotion techniques and to cultivate the knowledge regarding online advertising and various types. 		
Course Outcome : After completing the Course, the student shall be able to CO1: To develop knowledge and understanding of fundamental concept of advertising. CO2: To understand the effectiveness of advertising techniques CO3: To know about advertising management and types of agencies. CO4: To understand the process of online advertising and its types.		

Unit	Unit Title	Contents
I	Introduction to Advertising and its effectiveness.	1.1 Advertising: Meaning, Features, Functions; Setting of Advertising objectives. Advertising Budget. 1.2 Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action), Advertising Role in the Marketing Process 1.3 Legal Ethical and social Aspects of Advertising. Functions and types of advertising. 1.4 Integrated Marketing communication. Brand management, Brand Image, Brand Equity and Brand Building. Ethics of advertising
II	Elements of Advertising Media	2.1 Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Advertising agency, Brand manager, market research firms, Media, Type of agencies, Structure of an agency and its functions. 2.2 Factors Affecting Media Choice. Media Planning, Budgeting; Evaluation- Methods, Media buying. Emerging medias and trends. The process of developing an Ad. 2.3 Various classifications of Advertising: i) Primary Demand &

Unit	Unit Title	Contents
		Selective Demand ii) Commercial & Non-commercial advertisements iii) Classify & Display advertisements iv) Consumer & Business advertisements v) Cooperative advertisements
III	Advertising and its role in the society.	<p>3.1 Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising, Advertising Appeals, Misleading and Deceptive advertisements.</p> <p>3.2 Advertising & the Indian Economy: Impact of advertising on the Indian Economy. Social benefits of advertising; Impact of advertising on attitudes, behavior, norms, perceptions, and lifestyle.</p> <p>3.3 Advertising Research. Effectiveness of advertising- methods of measurement. Rationale of testing Opinion and Attitude Tests, Recognition, Recall.</p>
IV	Essentials of Advertising.	<p>4.1 The major players in advertising, Formulation of Advertising Campaigns, Placing of Advertising. Reasons For Having Advertising Campaigns.</p> <p>4.2 Organization Pattern, structure, and Functions of Advertising Departments - Its Functions, Budgeting and Planning.</p> <p>4.3 Criterion for selecting media vehicles: Reach, Frequency, GRPS, Cost efficiency, Cost per thousand, Cost per rating, Waste Circulation, Pass-along rate (print).</p> <p>4.4 Assumptions about consumer behavior an advertiser makes. Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies. Production and execution of TVCs and print.</p>
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Advertising and its effectiveness	Group Discussion & Quiz	Study on Creative Advertisements and its impact.	Understand the Advertising elements and its effectiveness.	➤ Understand about the Advertising elements and its impact.	20%
2	Elements of Advertising Media	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Elements of Advertising Media	Understand the Elements of Advertising Media	➤ Understanding towards Elements of Advertising Media and its techniques.	25%
3	Advertising and its role in the society.	Informative lectures, case studies and presentations.	Presentations and Talks on Advertising and its role in the society.	Understand the functions of Advertising and its role in the society.	➤ Understanding towards Advertising and its role in the society and its influence.	30%
4	Essentials of Advertising.	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	Presentations and talks on Essentials of Advertising. Develop a Case Study on the role of Advertising.	Understand the Applications of Advertising campaigns and its effectiveness.	➤ Understand about Advertising campaigns and its effectiveness	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Advertising and its effectiveness				NA
II	Presentations on Elements of Advertising Media.				NA
III	MCQs/ Presentations on Advertising and its role in the society.				NA
IV	Group Discussion on Essentials of Advertising.				NA

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Marketing management	Philip kotler , kellerjha-	Pearson Education	2019	New Delhi
2.	Advertising and Promotion.	Belch and Belch	Tata MC Graw Hill	2007	New Delhi
3.	Advertising Management	Rajeev batra and davidaaker	Pearson education	2009	New Delhi
4.	Sales Promotion	M.N.Mishra	Himalaya publishing house	2011	New Delhi
5.	Advertising and IMC (principles and practices)	William.D. Wells and sandra, pearson	education	2012	New Delhi
6.	Advertising Media Planning	Jack Z Scissors and Jim Surmanek	Crain Books	1976	New Delhi
7.	Advertising M.P.	Jack Z Scissors	McGraw Hill - 6 th Edition	1998	Mumbai
8.	Advertising Management: Concepts and Cases	Mahendra Mohan	Tata McGraw Hill Education	2012	Mumbai

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
9.	Advertising Management	David A. Aaker, John G. Myers, Rajeev Batra	Tata Mcgraw Hill – 5 th Edition	2019	Mumbai

Suggested Web / E-Learning Recourses :

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Introduction to Advertising and its effectiveness.	Advertising - Course (swayam2.ac.in) Module 3 Lecture 1 : Introduction to Advertising - YouTube Free Online Course: Advertising from Swayam Class Central		Advertising Articles (managementstudyguide.com) Advertising & Marketing Articles Insider Intelligence (emarketer.com) Advertising: Articles, Research, & Case Studies on Advertising – HBS Working Knowledge
2.	Elements of Advertising Media	Advertising - Course (swayam2.ac.in) Module 3 Lecture 1 : Introduction to Advertising - YouTube Free Online Course: Advertising from Swayam Class Central		Advertising Articles (managementstudyguide.com) Advertising & Marketing Articles Insider Intelligence (emarketer.com) Advertising: Articles, Research, & Case Studies on Advertising – HBS Working Knowledge

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
3	Advertising and its role in the society.	Advertising - Course (swayam2.ac.in) Module 3 Lecture 1 : Introduction to Advertising - YouTube Free Online Course: Advertising from Swayam Class Central		Advertising Articles (managementstudyguide.com) Advertising & Marketing Articles Insider Intelligence (emarketer.com) Advertising: Articles, Research, & Case Studies on Advertising – HBS Working Knowledge
4	Essentials of Advertising.	Advertising - Course (swayam2.ac.in) Module 3 Lecture 1 : Introduction to Advertising - YouTube Free Online Course: Advertising from Swayam Class Central		Advertising Articles (managementstudyguide.com) Advertising & Marketing Articles Insider Intelligence (emarketer.com) Advertising: Articles, Research, & Case Studies on Advertising – HBS Working Knowledge

Websites:

www.ncdr.nic.in

www.consumeraffairs.nic.in

www.iso.org

www.bis.org.in

www.consumereducation.in

www.consumervoice.in

www.fssai.gov.in

www.cercindia.or

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Course Code: B2-21/405B	Subject / Course: Business Taxation	Marks: 100 Credits: 3+1
Course Objectives: <ol style="list-style-type: none"> 1. To study Taxation Structure in India, Important definitions and Concepts. 2. To study the heads of the income under Salary and House Property. 3. To study the heads of the income under PGBP, Capital Gain, Income from Other Sources and Taxable Income. 4. To study Procedural part under Income Tax Act, 1961 		
Course Outcome: After completing the course, the student shall be able to CO1: Understand Taxation Structure in India, Important definitions and Concepts. CO2: Compute the income under the heads of Salary and House Property. CO3: Compute the income under the heads of PGBP, Capital Gain and Income from Other Sources and Taxable Income. CO4: Understand the Procedural part under Income Tax Act, 1961		

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Income Tax act 1961.	1.1 History of Income Tax in India 1.2 Important Definitions and Concepts - Income, Person, Assessee, Assessment Year, Previous Year etc., 1.3 Residential Status of a Person. 1.4 Incomes exempted under Section 10	08
II	Heads of Income as per Income Tax 1961	2.1 Income from Salary: Salient features, Meaning of salary, Allowances and tax Liability-Perquisites and their Valuation, Deduction from salary. (Theory and basic practical cases) 2.2 Income from House Property: Basis of Chargeability-Annual Value- Self occupied, let out property and deemed to be let out property- Deductions allowed. (Theory and basic practical cases).	18

Unit	Unit Title	Contents	No of Lectures
III	Computation of Total Taxable Income & Filing of Online ITR	3.1 Profits and Gains of Business and Profession: Deductions expressly allowed and disallowed etc. (Theory and basic practical cases). 3.2 Capital Gains: Chargeability- Meaning and concept of short term and long-term, Capital gains-permissible deductions (Only Theory). 3.3 Income from Other Sources Chargeability- Meaning and important concept. (Theory and basic practical cases). 3.4 Meaning and concept, Gross Total Income – 3.5 Deduction U/S -80 and Tax Liability for respective Assessment Year.	12
IV	Recent Advancement in Income Tax	4.1 Various types of Assessment and Income Tax Returns, 4.2 Tax Deducted at Source (TDS), Tax Collection at Source, Permanent Account Number (PAN) Advance payment of Tax	10
No of Lectures			48 (48 min)
No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any) 20 Marks	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Income Tax act 1961.	PPT, Video	-	Understand Taxation Structure in India, Important definitions and Concepts.	➤ Disciplinary Knowledge	20
2	Heads of Income –	PPT, Group Discussion,		Computation of the income	➤ Problem Solving	30

Unit	Unit Title	Teaching methodology	Project (If any) 20 Marks	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
	Salary and House Property	Videos,		under the heads of Salary and House Property.	➤ Application Skills	
3	Heads of Income – PGBP and Income from Other Sources & Computation of Taxable Income	PPT, Group Discussion, Videos, Case Studies.	Computation of Income & Filing of Online Income Tax Return	Computation of the income under the heads of PGBP, Capital Gain, Income from Other Sources and Taxable Income.	➤ Decision Making Skills ➤ Problem Solving	35
4	Procedural part under Income Tax Act, 1961	PPT, Group Discussion, Videos, Expert Talk.	Study of different ITR	Understand the Procedural part under Income Tax Act, 1961	➤ Decision Making Skills ➤ Professional Skills	15

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I		MCQ	Written Exam		NA
II					NA
III					NA
IV					NA

Reference Books –

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Taxmann's Students' Guide to Income Tax.	Dr. Vinod K Singhania and Dr. Monica Singhania	Taxmann Publication.		Delhi
2	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Private Limited		-
3	Income Tax Laws	V K Singhania	Taxmann Publication		Delhi
4	Direct Tax Laws and Practice	Vinod Singhania	Taxmann Publication.		Delhi

Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
1	Direct Tax Laws & Practice	https://youtu.be/LGsbRv4SZjU Swayam Online Course-Direct Tax Laws & Practice	--	--
2	Direct Tax Laws & Practice	https://youtu.be/LGsbRv4SZjU	--	--
3	Direct Tax Laws & Practice	https://youtu.be/LGsbRv4SZjU	--	--
4	Direct Tax Laws & Practice	https://youtu.be/LGsbRv4SZjU	--	--

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Course Code: B2-21/405C	Subject / Course : Functions and Practices of HRM	Marks: 100 Credits: 3+1 = 4
Course Objectives: <ol style="list-style-type: none"> 1. To provide comprehensive knowledge of Human Resource Management Functions. 2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation. 3. To acquire knowledge about various HR practices adopted by the organization. 4. To develop an understanding among the students regarding OD Programme and its interventions 		
Course Outcome: After completing the course, the student shall be able to <p>CO1: Learn the importance of HRM functions in the business</p> <p>CO2: To make use of Methods Performance Appraisal, Training and Executive Development for overall development of the Organisation</p> <p>CO3: To make students understand how Employee Compensation and other Functions of HRM play a vital role in the Organisation</p> <p>CO4: To develop an understanding about how Workers Participation is an important aspect in an organization and various forms of WPM.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to HRM various Functions	1.1 Introduction to HRM Functions, 1.2 Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal. Job Specification 1.3 Promotion, Demotion, Transfer and Separation. 1.4 Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training 1.5 Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development.	11

Unit	Unit Title	Contents	No. of Lectures
II	Employee Compensation	2.1 Employee Compensation: Meaning, Definition, Objectives, 2.2 Employee Compensation Administration, 2.3 Determinants of Employee Compensation, Methods, Fringe Benefits. 2.4 Other Functions of HRM: Human Resource Accounting (HRA),	15
III	Introduction to Workers Participation in Management	3.1 Workers Participation in Management: Definitions, 3.2 Objectives, Importance, Methods 3.3 Workers participation in Management practices in India and abroad.	10
IV	Organisational Development and Recent Trends	4.1 Organisational Development: Concept and objectives of OD – 4.2 Organisational development programme, 4.3 Organizational Development process power , politics and ethics in OD – 4.4 Organizational learning and organizational Development Interventions. 4.5 OD Training and development	12
Total No. of Lectures			48
Evaluation Sessions			9

Teaching Methodology:

Unit No	Suggestive teaching methodology	Practical	Outcome expected	Weightage of Marks (%)
			Conceptual understanding Knowledge / Skills / Attributes etc.	
I	Lecture, Interactive teaching, and role play	Students can prepare project on any topic which they have learnt under this subject.	Develop better understanding of theoretical concepts by undergoing the project.	20%
II	Students' activity of Searching links about E-recruitment and E- selection.			35%
III	Caselets on Group Dynamics, Conflict Management & Leadership			20%
IV	Case Study , Video clips on Cultural Diversity			25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Practical based on the topics covered in the course
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Assignment and Quiz	MCQ	Assignment	MCQ 25%	
II	Assignment and Quiz	MCQ	Assignment	Short notes 35%	
III	PPTs	MCQ	Presentation	Long answers 40%	
IV	Discussions and debates	MCQ	Presentation		NA

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House	Mumbai
2	Organisational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson Education, Inc	New Delhi
3	Organisational Behaviour	S. S. Khanna	S. Chand & Company Ltd.	New Delhi
4	Organisational Behaviour: Text & Cases	Suja R, Nair	Himalaya Publishing House	Mumbai
5	Organisational Behaviour	Jit S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
6	Human Resources Management.	L.M. Prasad	Sultan and Chand Publishing Company	New Delhi
7	Human Resources Management.	K. Ashwathappa –	Tata McGraw Hill	New Delhi

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the course	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Link	Journals / Articles / Case studies
1		Swayam Course - HRM	https://onlinecourses.swayam2.ac.in/cec21_mg06/prview	Online - http://jhr.uwpress.org/
2		Swayam Course – HRM for non-HR people	https://onlinecourses.swayam2.ac.in/cec20_mg20/prview	Online - https://www.sciencedirect.com/journal/research-in-organizational-behavior

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Course Code : B2-21/406A	Subject / Course: Digital Marketing	Marks: 100 Credits: 2+2
Course Objectives: <ol style="list-style-type: none"> 1. To develop understanding Fundamentals of Digital Marketing. 2. To know how to develop a Digital Marketing Plan. 3. To study the concept and various tools of Social Media Marketing. 4. To understand the Role of Digital Marketing in Business Decision Making. 		
Course Outcome : After completing the course, the student shall be able to CO1: Fundament aspects of Digital Marketing. CO2: Develop a Digital Marketing Plan. CO3: Know various tools of Social Media Marketing and its utility in business. CO4: Understand the Role of Digital Marketing in Business Decision Making.		

Unit	Unit Title	Contents	No of Lectures
I	Fundaments of Digital Marketing	1.1 Digital Marketing-Concept, Meaning, Advantages, Limitations and Process. 1.2 Visibility-Meaning Increasing Visibility, Types and Examples. 1.3 Concept of Engagement, Visitors Engagement, its Importance and examples of engagement. 1.4 Bringing Targeted Traffic 1.5 Inbound and outbound marketing 1.6 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process 1.7 Tools of Digital Marketing	3
II	Developing Digital Marketing	2.1 Creating initial digital marketing plan 2.2 Target group analysis 2.3 Creating virtual presence 2.4 Website, Domains, Buying a Domain, Core Objective of Website and Flow, One Page Website. 2.5 Essentials of good website and Strategic design of home page 2.6 Optimization of Web sites, SEO tools and Web analytics.	16

Unit	Unit Title	Contents	No of Lectures
III	Social Media Marketing	3.1 Social Media Marketing-Meaning, Importance, Limitations and types. 3.2 Digital Marketing Vs. Social Media Marketing. 3.3 Social Media Marketing Tools- Facebook, Instagram, LinkedIn, Twitter, Google AdWords, E-Mail Marketing, Mobile App Marketing and YouTube.	17
IV	Role of Digital Marketing in Business Decision Making	4.1 Understanding the importance of Digital Platforms & its impact on the performance of the organizations in complex & varied environment. 4.2 Use of Digital Marketing Analytics in decision making. 4.3 Creating Digital Marketing Campaign or Social Media Campaign. 4.4 Developing the right keywords and hash-tag for the campaign.	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc		
I	Fundamentals of Digital Marketing	PPT, Videos.	NA	<ul style="list-style-type: none">• To create the basic understanding of Digital Marketing.	<ul style="list-style-type: none">• Disciplinary knowledge• Critical thinking	20%
II	Developing Digital Marketing Plan	Case study, Short film.	NA	<ul style="list-style-type: none">• To study how to Develop Digital Marketing Plan	<ul style="list-style-type: none">• Problem Solving• Reflective Thinking• Application Skills• Employability	30%
III	Social Media Marketing	Demonstration, Guest lecture.	Desk Research	<ul style="list-style-type: none">• To study the concept and various tools of Social Media Marketing.	<ul style="list-style-type: none">• Reflective Thinking• Professional Skills	30%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc		
IV	Role of Digital Marketing in Business Decision Making	Case Study, PPT, Videos.	Report on Exposure or case study.	<ul style="list-style-type: none">• To understand the Role of Digital Marketing in Business Decision Making.	<ul style="list-style-type: none">• Critical thinking• Information/Digital Literacy• Employability• Decision Making Skills	20%

Total Credits for Project- 02

Project Guidelines

1. The projects can be based on the field visit, demonstration, guest lecture, practical or desk research.
2. The visit can be taken to the advertising agency, media centers, production house etc.
3. Students can make the projects in a team (maximum 5 students in each team).
4. By the end of the semester students will have to submit the report to concerned subject teacher.
5. The learnings of the students will be evaluated by the subject teacher.
6. The viva of the students will be conducted by the end of the semester.
7. There will be two examiners for conducting the viva exam.
8. An internal examiner will be the concerned subject teacher and an external examiner can be the approved teacher of an autonomous of affiliating college/institute.
9. Out of 50 marks, 25 marks will be allocated to the project and 25 marks for the viva.

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ	MCQ		MCQ / Written Examination	Nil
II	MCQ	MCQ	Assignment	MCQ / Written Examination	Nil
III	MCQ		Assignment	MCQ / Written Examination	Nil
IV	MCQ		Assignment	MCQ / Written Examination	Nil

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Digital Branding	Daniel Rowles Kogan	Page	New Delhi / Mumbai
2	Digital Marketing	Dave Chaffey	Pearson	Pune / Mumbai
3	Marketing 4.0	Philip Kotler / Herman Kartajaya	Pearson	Pune / Mumbai
4	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page	Mumbai
5	Digital Marketing	Simon Kingsnorth	Pearson	Mumbai

Suggested Web / E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case Studies
1.	Fundamentals of Digital Marketing	https://onlinecourses.swayam2.ac.in/cec22_mg04/preview?user_email=sandeeprat40@gmail.com		https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
2.	Developing Digital Marketing Plan	https://onlinecourses.swayam2.ac.in/cec22_mg01/preview?user_email=sandeeprat40@gmail.com		https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf
3.	Social Media Marketing			
4.	Role of Digital Marketing in Business Decision Making			

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Course Code: B2-21/406B	Subject / Course: Financial Services	Marks: 100 Credits: 2+2=4
Course Objectives: <ol style="list-style-type: none"> 1. To Study in detail financial services in India. 2. To study & understand working of Indian financial system. 3. To make the students well acquainted regarding financial markets. 4. To study the concept of FinTech with real time project. 		
Course Outcome: After completing the course, the student shall be able to <p>CO1: Understand the basic concepts of Indian Financial system & to take an overview of financial structure of the nation.</p> <p>CO2: Understand the functioning of primary & secondary market & to study the role of stock exchanges in India.</p> <p>CO3: Study & examine various financial services provided by various financial institutions in India.</p> <p>CO4: Understand emerging trends in business finance</p>		

Unit	Unit Title	Contents	No of Lectures
I	Indian Financial system: an Overview	1.1 Introduction to Indian Financial System- financial institutions, markets, financial instruments and financial services. 1.2 Financial intermediaries in Financial System- Merchant Bankers, underwriters, depositors, Brokers, Sub brokers, bankers.	12
II	Fundamentals of Financial Markets	2.1 Primary Markets: Meaning, functions, Role in Economic Development. 2.2 Secondary Markets: Meaning, functions, Role in Economic Development. 2.3 Issue & Management of IPOs 2.4 Role of stock Exchanges in economic development. BSE, NSE. MCX, IEX etc. 2.5 Money Market Instruments. 2.6 Difference between Money Market & Capital Market.	14

Unit	Unit Title	Contents	No of Lectures
III	Derivatives & Commodity Market	3.1 Derivatives- Meaning & Definition, Importance. 3.2 Future and Options- meaning, types, importance. 3.3 basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc. 3.4 Commodities, Multi Commodity Exchange of India Limited (MCX)- Functioning & Importance. 3.5 Exchange traded funds- Functioning & Importance.	12
IV	FinTech Project	4.1 Students need to prepare project on any new edge financial technology (FinTech) related company.	10
No of Lectures			48 (48 min)
No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology:

Unit	Teaching Hours Theory + Tutorials / Project / Practical	Innovative methods to be used	Tutorials /Project for 2 credit – (If Applicable)	Expected Outcome
I	12 Hours	PPT, Video, Group discussion,	<ul style="list-style-type: none"> • Guest lecture on Indian Financial system • PPT 	Understanding of Financial system of India.
II	14 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> • Visit to BSE OR NSE • Study of different types of Debt equity listed at stock market • Comparative study of IPO launched in last 5 years 	Understanding of the functioning of Financial markets of India.
III	12 Hours	PPT, Video, Group discussion	<ul style="list-style-type: none"> • Different types of Mutual funds introduced in last 5 years • Study of mutual funds on the basis of risk, return and investors preference Opening Demat account and live 	<ul style="list-style-type: none"> • Actual functioning of financial institution of India. • Understanding new trends of financial market. • Making students aware

Unit	Teaching Hours Theory + Tutorials / Project / Practical	Innovative methods to be used	Tutorials /Project for 2 credit – (If Applicable)	Expected Outcome
			trading • Virtual trading	about derivatives & commodity market.
IV	10 Hours	PPT, Video, Group discussion	This will help the students to understand how the technology used in business.	

Guidelines for Computer Training Courses

2 credits for Project Report and evaluation will be based on Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

1. To familiarize Computer Applications used in particular FinTech and understanding jargons of that respective field.
2. To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Tentative Areas of Project

1. Finacle by Infosys.
2. BaNCS by TCS.
3. Flexcube by Oracle.
4. Blockchain
5. Artificial Intelligence. ...
6. Mobile Banking. ...
7. Customer Relationship Management (CRM) ...

8. Cyber security.
9. IT report of Banking technologies on - Future of Banking: Fintech firms and bigtech how the information is captured capturing value chain, providing services such as payments, checking etc.
10. **IT in banking sector - Technologies** include Artificial Intelligence (AI), big data, robotic process automation (RPA), The Controller of Certifying Authorities, Institute for Development and Research in Banking Technology (IDRBT)
11. Certification Authority (CA) for digital signatures. Process of registration authorities (RA) negotiated dealing system (NDS), the electronic clearing service (ECS) and electronic funds transfer (EFT)
12. Customer-to-customer one-click payments, the consumer-to-business effortless digital banking system, password-free biometrics, new crypto currency opportunities, location administrations and offers, and conversational Interface

Evaluation Method:

Internal Evaluation External Evaluation

30 marks for project + 20 marks viva= 50 marks, 25% MCQ, 35% Short Notes , 40% Long Answers

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ on Role and importance of finance and business, Discuss/debate on implications of finance on business success, Presentations on assessing financial needs.				NA
II	Comparative analysis of various sources of finance -Selecting a right source of finance for different businesses. MCQ on various sources of finance.				NA
III	MCQ on determinants of capital structure, Case study on over and under capitalisation, Designing on over and under capital structure.				NA
IV	MCQ on Concepts , applications on Capital, Leasing, Mutual Fund, Presentations on utility of venture capital and leasing in business.				Project

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1	Financial Management – Theory and Practice	Philip Kotler	Prasanna Chandra	--	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd	--	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	--	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	--	Mumbai
5	Fundamentals of Financial Management	James C. Van Horne , John M. Wachowicz	Prentice Hall of India Pvt. Ltd	--	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's	--	New Delhi
7	Financial management – Recent Trends in Practical Application	Chandra Hariharan Iyer	International Book House Pvt. Ltd.	--	Mumbai
8	Capital Markets and Financial Services	Srinivasan D.	Everest Publishing House	--	Delhi
9	The Indian financial System	Vasant Desai	Himalaya	--	Delhi
10	Financial Markets & Services	Financial Markets & Services	Himalaya	--	Delhi
11	Financial Services and Markets	Dr. S. Gurusamy	Thomson	--	Delhi
12	Financial Markets, Institutions, And Financial Services	Clifford Gomez	Online	--	
13	Financial Institutions & Markets	Bhole	Tata McGraw hill Education Pvt Ltd.	--	New Delhi.

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
14	Indian Financial System	M. Y. Khan	Tata McGraw hill Education Pvt Ltd.	--	New Delhi.

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Casestudies
1.	Indian Financial system: an Overview	Introduction to Banking and Financial Markets by IIMB on Swayam. https://onlinecourses.swayam2.ac.in/imb20_mg17/preview		The Journal of Finance Published by: Wiley for the American Finance Association
2.	Fundamentals of Financial Markets	Introduction to Investments by IIMB on Swayam. https://onlinecourses.swayam2.ac.in/imb19_mg09/preview		
3.	Derivatives & Commodity Market	Commodity Derivatives and Risk Management by IIT Kharagpur https://onlinecourses.nptel.ac.in/noc21_mg58/preview		
4.	FinTech Project			

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Course Code: B2-21/406C	Subject / Course: Employee Recruitment & Record Management	Marks: 100 Credits: 2+2
Course Objectives: <ol style="list-style-type: none"> 1. To explain the concept of Manpower Planning and Forecasting and its importance in industry. 2. To study the concept of Recruitment and Selection. 3. To introduce the concept of Employee Record Management and its significance. 4. To explain the concept of Human Resource Information System (HRIS) in detail. 		
Course Outcome: After completing the course, the student shall be able to: <p>CO1: Understand the concept and importance of Manpower Planning and Forecasting in HR</p> <p>CO2: Acquire the knowledge of Recruitment and Selection in detail.</p> <p>CO3: Understand the concept and significance of Employee Record Management.</p> <p>CO4: Develop the understanding about application of Information system in HR by learning Human Resource Information System (HRIS).</p>		

Unit	Unit Title	Contents	No. of lectures
I	Manpower Planning and Forecasting	1.1 Manpower Planning-Meaning, Definition, Need , Objectives, Importance 1.2 Levels of Manpower planning, Short & Long term Manpower planning 1.3 Factors influencing estimation of Manpower 1.4 Barriers to Manpower Planning 1.5 Human Resource Research 1.6 Succession Planning- Meaning, Need, Objective and Importance 1.7 Retention of manpower 1.8 Manpower Forecasting: Meaning, Need, Importance 1.9 Process & Techniques of Manpower Forecasting	12
II	Recruitment and Selection	2.1 Recruitment: Meaning, Definition, Need and Importance 2.2 Factors Affecting Recruitment 2.3 Internal and External Sources of Recruitment and its Advantages and Disadvantages,	12

Unit	Unit Title	Contents	No. of lectures
		2.4 Traditional and New Methods of Recruitment 2.5 E-Recruitment & Talent Acquisition, Talent Retention 2.6 Difference between Recruitment and Talent Acquisition. 2.7 Selection: Meaning, Definition, Process 2.8 Difference between Recruitment and Selection	
III	Employee Record Management	3.1 Meaning, Definition, Essentials of a good Record 3.2 Principles of Record Keeping 3.3 Precautions in Maintaining Records 3.4 Importance of Employee records 3.5 Types of Employee records	11
IV	Human Resource Information System (HRIS) & Project	4.1 HRIS- Introduction, Objectives & Importance 4.2 Components of HRIS 4.3 Benefits & Limitations of HRIS 4.4 Dimensions of HRIS: Operational, Tactical & Strategic 4.5 Areas of applications of HRIS: Human Resource planning, Succession planning, Applicants recruitment & tracking, Onboarding, Time tracking, Leave/ Absence Recording, Skill inventory, Medical history, Accident monitoring, Job analysis, Employee data base development, Training & development, Performance management, Compensation & Benefits, Payroll, Job evaluation, Salary survey, Compliance, Reports and analytics Project on Computer based applications : Refer Project Guidelines* for details including tentative list of projects. Teachers should download the free demo modules/ youtube videos available on the internet and explain all (listed) computer applications to the students.	13
No of Lectures			48
No of Lectures for Evaluation			09
Total No of Lectures			57

***PROJECT GUIDELINES:**

List of Project topics (tentative):- People analytics tools. <ul style="list-style-type: none">- Real-time performance management.- Biometric time tracking.- Connected platforms in the workplace.- Harassment-reporting tools- Compensation and Benefits- Absence Management- Workforce Modeling and Predictions- Workforce Directory- HR Help Desk- Human Resource planning- Succession planning,- Applicants recruitment & tracking- Role of Information System in Recruitment- Role of Information System in Record management	<ul style="list-style-type: none">- Onboarding- Time tracking- Leave/ Absence Recording- Skill inventory- Job analysis- Employee data base development- Training & development- Performance management- Payroll- Salary survey- Compliance- Recruitment methods- Record keeping methods- HRIS inputs and outcome- Employee grievance- Reference check
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Students can work on the project individually or in a group (maximum 4 students).Any 4 topics can be selected from the list.

2. Objectives of Project:

- (a) To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
 - (b) To understand the inputs required in the designing of computer technologies and its applications in various field.
 - (c) To understand the utility, advantages and limitations of selected computer applications.
3. Students will prepare project report based on data collected (Online or off- line).
 4. By the end of the semester students will have to submit the report to concerned subject teacher.
 5. The viva of the students will be conducted by the end of the semester.
 6. There will be two examiners for conducting the viva exam.
 7. An internal examiner will be the concerned subject teacher and an external examiner can be the approved teacher of an autonomous or affiliating college/institute.
 8. Out of 50 marks, 30 marks will be allocated to the project and 20 marks for the viva.

Teaching Methodology :

Unit	Unit Title	Teaching Methodology	Project (if any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Manpower Planning and Forecasting	Interactive lecture, Case study, Presentations	Project (on any 5 topics from syllabus)	Understand the concept and importance of Manpower Planning and Forecasting in HR	Conceptual understanding Synthesis learning Logical thinking Reasoning skills	25%
2	Recruitment and Selection	Lecture, Group discussion, Situational analysis, Presentations, Guest lecture		Acquire the knowledge of Recruitment and Selection in detail.	Develop critical thinking skills Develop the capability to use idea and information	25%
3	Employee Record Management	Interactive lecture, Exercises, Brain storming sessions		Understand the concept and significance of Employee Record Management	Disseminate up-to- date knowledge Decision making skills	20%
4	Human Resource Information System (HRIS) & Project	Lecture, Presentation, Guest lecture, Video, Project work		Develop the understanding about application of Information system in HR by learning HRIS.	Disseminate up-to-date knowledge Conceptual understanding Practical implementation Application of concepts	30%

Evaluation Method:

Unit	Internal Evaluation (50 Marks)	External Evaluation (50 Marks)
I	Project -30 Marks & Viva – 20 Marks	25% MCQ
II		35% Short notes
III		
IV		40% Long answers

Suggested Readings:

Sr. No.	Name of the Book	Author	Publication
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd., New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill, New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House, Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House, Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd., New Delhi
6	Personnel Management (Text & Cases)	C. B. Mamoria, V. S. P. Rao	Himalaya Publishing House, Mumbai
7	Personnel & Human Resource Management	P. Subba Rao	Himalaya Publishing House, Mumbai
8	Human Resource Management	Garry Dessler, Biju Varkkey	Pearson, New Delhi
9	Strategic Human Resource Management	Rajeesh Viswanathan	Himalaya Publishing House, Mumbai

Suggested Web/E-Learning Resources:

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films / Links	Journals / Articles / Case studies
1	Manpower Planning and Forecasting	Swayam Course - HRM https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	Online - http://jhr.uwpress.org/
2	Recruitment and Selection	Swayam Course – HRM https://www.youtube.com/watch?v=o2SiQ2EBrs8 NPTEL HRD Lecture	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	-

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films / Links	Journals / Articles / Case studies
3	Employee Record Management	-	https://www.egyankosh.ac.in/bitstream/123456789/14911/1/Unit-11.pdf	-
4	Human Resource Information System (HRIS) & Project	-	https://www.egyankosh.ac.in/bitstream/123456789/6657/1/Unit-16.pdf https://www.egyankosh.ac.in/bitstream/123456789/14911/1/Unit-11.pdf	https://www.sciencedirect.com/science/article/abs/pii/S0378720606001157

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Course Code: B2-21/407	Subject / Course : Yoga and Wellness course	Marks: 50 Credits: 2
Course Objectives: <ol style="list-style-type: none"> 1. To explain the basic concepts of Yoga and its components. 2. To make the students aware of the benefits of Yoga and its relation to Personality Development 3. To make the students understand the effect of Yoga on health and wellness 4. To demonstrate the various postures and breathing exercises to the students 5. To increase awareness of Yoga and enhance the skills of students. 		
Course Outcome: After completing the course, the student shall be able to CO1: Understand the basic concepts of Yoga and its components CO2: Know the effect of Yoga on Personality Development CO3: Relate between Yoga and health CO4: Demonstrate the basic postures and breathing exercises. CO5: Show awareness about Yoga and enhancement of their skills		

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Yoga	1.1 Concept, definition, benefits of Yoga 1.2 Yoga and personality development	3
II	Yoga and health	2.1 Concept of disease, Pancha Kosha (5 layers) 2.2 Yoga for Stress management	3
III	Ashtanga Yoga (the eight limbs of Yoga)	3.1 Yama 3.2 Niyama 3.3 Asana 3.4 Pranayama 3.5 Pratyahara 3.6 Dharana 3.7 Dhyana 3.8 Samadhi	2

Unit	Unit Title	Contents	No of Lectures
IV	Meditation- Theory	4.1 What is meditation? 4.2 Benefits of Meditation 4.3 Pre-requisites for practicing Meditation 4.4 Technique of Meditation	3
V	Diet (Yukta Ahara)	5.1 What is a balanced diet? 5.2 Importance of a balanced diet 5.3 Lifestyle and diet related illness	3
VI	Practical	6.1 Loosening exercises 6.2 Standing Postures 6.3 Sitting Postures 6.4 Prone postures 6.5 Supine Postures 6.6 Suryanamaskar 6.7 Breathing exercises 6.8 Pranayamas and Mudras 6.9 Meditation- Practice	16
Total No of Lectures			30

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc	
I	Introduction to Yoga	Presentations, Lectures	NA	The student shall be able to understand the basic concept of Yoga	5%
II	Yoga and health	Presentation Lectures Discussion	NA	Students will be able to know the effect of Yoga on health	10%
III	Ashtanga Yoga (the eight limbs of Yoga)	Presentations Lectures Discussion	NA	It will able to build knowledge of Ashtanga Yoga	10%
IV	Meditation- Theory	Presentations, Lectures Discussions	NA	Students will be able to understand the positive effects of meditation and technique to practice it.	15%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc	
V	Diet (Yukta Ahara)	Presentations, Lectures Discussions	NA	It will help the students to understand the importance of a balanced diet	10%
VI	Practical	Demonstration and explanation	NA	Students will be able to understand the basic postures of Yoga and its technique	50%

Evaluation Method:

Unit	Evaluation Method	Marks (50)		Project / Practical (If any)
		Formative Assessment	Summative Assessment	
		Internal	SEMESTER	2 Credit
All units	MCQ Test	25	25	
	Practical Demonstration	25	25	

Suggested Readings:

1. Hathyog Pradipika
2. Patanjali Yog Pradeep
3. Asana Pranyama Mudra Bandh by Swami Satyanand Saraswati, Yoga Publication Trust, Munger Bihar
4. Certification of Yoga Professionals Guide Book Level One

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