

GURU KASHI UNIVERSITY



Diploma in Management

Session: 2025 Onwards

Faculty of Management and Commerce

GRADUATE OUTCOMES OF THE PROGRAMME:

This program provides a strong foundation of business knowledge, critical thinking skills to analyze, solve complex problems, effective communication abilities, strong teamwork and collaboration aptitude to work effectively with diverse groups.

Program Learning Outcomes: After completing the program me, the learner will be able to:

Program Learning Outcomes (PLOs) for a diploma in management typically outline the skills, knowledge, and attitudes that students are expected to develop by the end of the program. Here are some common PLOs for a diploma in management:

1. Understand and apply the fundamental principles and theories of management, including strategic planning, organizational behavior, and human resource management.
2. Demonstrate effective leadership skills, including decision-making, problem-solving, and team management.
3. Exhibit strong written and oral communication skills, including the ability to present ideas clearly and persuasively.
4. Recognize and apply ethical principles and social responsibility in managerial decision-making.
5. Develop and utilize analytical skills to assess business situations, interpret data, and make informed decisions.
6. Understand and apply financial principles and techniques to manage budgets, investments, and financial planning.
7. Demonstrate an understanding of marketing principles and practices, including market research, product development, and promotional strategies.
8. Utilize information technology and management information systems to enhance business operations and decision-making processes.
9. Demonstrate entrepreneurial skills, including innovation, risk management, and the ability to start and manage new business ventures.

Program Structure

Semester: 1 st									
Course Code	Course Title	Type of Courses	L	T	P	No. of Credits	Int.	Ext.	Total Marks
DIM101	Principles and Practice of Management	Core	4	0	0	4	30	70	100
DIM102	Business Communication	Core	3	1	0	4	30	70	100
DIM103	Economics-I	Core	3	1	0	4	30	70	100
DIM104	Introduction to Computer	Skill Based	3	0	0	3	30	70	100
Discipline Elective-I (Any one of the following)									
DIM105	Basics of Digital Marketing	Discipline Elective-I	3	0	0	3	30	70	100
DIM106	Stock Market Fundamentals								
Discipline Elective-II (Any one of the following)									
DIM107	Introduction to Indian Economy	Discipline Elective-II	3	0	0	3	30	70	100
DIM108	Event Management								
Total Credits			19	2	0	21	180	420	600



Semester: 2 nd									
Course Code	Course Title	Type of Course	L	T	P	Total Credits	Int.	Ext.	Total Marks
DIM201	Introduction to Human Resource Management	Core	3	1	0	4	30	70	100
DIM202	Basic Statistics	Core	3	1	0	4	30	70	100
DIM203	Economics-II	Core	3	1	0	4	30	70	100
DIM204	Digital Entrepreneurship	Skill Based	3	0	0	3	30	70	100
Discipline Elective-III (Any one of the following)									
DIM205	Customer Service Management	Discipline Elective-III	3	0	0	3	30	70	100
DIM206	Basics of Financial Planning and Budgeting								
Discipline Elective-IV (Any one of the following)									
DIM207	Personal Branding	Discipline Elective-IV	3	0	0	3	30	70	100
DIM208	Production Planning and Control								
Total Credits			18	3	0	21	180	420	600

Semester: 3 rd									
Course Code	Course Title	Type of Course	L	T	P	Total Cred its	Int.	Ext.	Total Marks
DIM301	Environmental Studies	Core	4	0	0	4	30	70	100
DIM302	Introduction to Marketing Management	Core	4	0	0	4	30	70	100
DIM303	Basic Accounting	Core	4	0	0	4	30	70	100
DIM304	Soft Skills Development	Skill Based	0	0	4	2	30	70	100
Discipline Elective-V (Any one of the following)									
DIM305	Industrial Relations	Discipline Elective-V	3	0	0	3	30	70	100
DIM306	Consumer Behavior								
Discipline Elective-VI (Any one of the following)									
DIM307	Basics of Digital Marketing	Discipline Elective-VI	3	0	0	3	30	70	100
DIM308	Introduction to Strategic Management								
Total Credits			18	0	4	20	180	420	600

Semester: 4 th									
Course Code	Course Title	Type of Course	L	T	P	Total Cred its	Int.	Ext.	Total Marks
DIM401	Introduction to Financial Management	Core	4	0	0	4	30	70	100
DIM402	Entrepreneurshi p and Small-Scale Business	Core	4	0	0	4	30	70	100
DIM403	Basics of Organization Behavior	Core	4	0	0	4	30	70	100
DIM404	Basics of Supply Chain Management	Core	3	0	0	3	30	70	100
DIM405	Workshop in Time and Workload Management	Skill Based	0	0	2	1	30	70	100
Discipline Elective-VII (Any one of the following)									
DIM406	Sales Management	Discipline Elective-VII	3	0	0	3	30	70	100
DIM407	Basics of Advertisement and Sales Promotion								
Discipline Elective-VIII (Any one of the following)									
DIM408	Basics of E-Commerce	Discipline Elective-VIII	3	0	0	3	30	70	100
DIM409	Financial Markets and Institutions								
Total			21	0	2	22	210	490	700



Semester: 5th									
Course Code	Course Title	Type of Course	L	T	P	Total Credits	Int.	Ext.	Total Marks
DIM501	Business Ethics	Core	4	0	0	4	30	70	100
DIM502	Basics of Research	Core	4	0	0	4	30	70	100
DIM503	Social Media Marketing	Core	4	0	0	4	30	70	100
DIM504	Retail Management Fundamentals	Core	4	0	0	4	30	70	100
DIM505	Social Media Marketing (Lab)	Skill Based	0	0	4	2	30	70	100
DIM506	Fundamentals of Computer (Lab)	Skill Based	0	0	4	2	30	70	100
Total Credits			16	0	8	20	180	420	600



Semester: 6th									
Course Code	Course Title	Type of Course	L	T	P	Total Credits	Int.	Ext.	Total Marks
DIM601	Office Management	Core	4	0	0	4	30	70	100
DIM602	Basics of Organizational Development	Core	4	0	0	4	30	70	100
DIM603	Brand Management	Core	4	0	0	4	30	70	100
DIM604	Career Planning	Core	4	0	0	4	30	70	100
DIM605	Banking and Insurance Law	Skill Based	2	0	0	2	30	70	100
DIM606	Presentation and Public Speaking	Skill Based	0	0	4	2	30	70	100
Total Credits			18	0	4	20	180	420	600
Total Credits after 3rd Year			110	5	18	124			

Semester-I

**Course Title: Principles and Practice of
Management**

Course Code: DIM101

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the theories, principles, concepts and essentials of management.
2. Evaluate managerial actions such as planning, organizing and controlling for effective results.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Create a new concepts of business ethics to improve goodwill of business enterprise.

Course Content

UNIT I

14 Hours

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management, Building effective Communication System Management by Exception (MBE). Decision making and its process.

UNIT II

17 Hours

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: Departmentation on various basis. Authority: types, responsibility and accountability. Delegation: steps in delegation, obstacles to delegation and their elimination

UNIT III

16 Hours

Staffing: manpower management, factors affecting staffing, job design. The selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

UNIT IV

13 Hours

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- *Koontz, Harold & Weihrich, Heinz (2018). Essentials of Management. Tata McGraw Hill Publishing, New Delhi*
- *Prasad, L.M. 2019. Principles & Practices of Management. Sultan Chand & Sons, New Delhi*
- *Robbins, S. P., & DeCenzo, A. D. (2019). Fundamentals of Management. Pearson Education, New Delhi*
- *Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2019). Great Ideas in Management. Orient Paperbacks, India*
- *Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). Principles of management. Washington, DC: Flat World Knowledge.*

Course Title: Business Communication
Course Code: DIM102

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the fundamentals of communication and use concepts in day-to-day world
2. Develop the importance of interpersonal and organizational communication skills in personal/professional life
3. Apply the appropriate written format and usage of informative business messages
4. Acquire the Competence skills in oral, written and nonverbal communication.

Course Content

UNIT I 15 Hours

Business Communication-Barriers to effective communication, basic model & communication. Theories of Interpersonal and Organizational Communication

UNIT II 15 Hours

Analyzing Transactions: Understanding the fundamental units of communication and their impact on interpersonal interactions. The Language of Persuasion: Mastering techniques for persuasive communication in various contexts. Communicating in a Diverse Work Environment: Strategies for effective communication across diverse cultural and professional settings. Crisis Communication Strategies: Developing and implementing effective communication plans during crises.

UNIT III 15 Hours

The Writing Strategy– for business (e.g., applying for a loan, salary advance, refund etc.), leave application, Different styles of writing. Press Reports, drafting a CV, writing a job application and other applications, interviews,

UNIT IV 15 Hours

Importance of non-verbal communication – positive gestures, symbols and signs. physical appearance & the art of self-presentation & conduct, developing reading, listening and speaking skills, group discussions, extempore speaking.

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based

learning, Team Teaching

Suggested Readings

- *Koneru, Arun. (2008). Professional Communication. Tata McGraw Hill, New Delhi*
- *Monippally, M.M. (2001). Business Communication Strategies. Tata McGraw Hill, New Delhi*
- *Das, Baswajit & Satpathy Ipseeta. (2007). Business Communication and Personality Development, ExcelBooks, New Delhi*
- *McGrath, E.H. (2011). Basic Managerial Skills for All. Prentice Hall of India, New Delhi*
- *Rai, Urmila & S.M Rai. (2011). Business Communication. Himalaya Publishing House, Mumbai 1976, TataMcGraw Hill, New Delhi.*

Course Title: Economics-I

Course Code: DIM103

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to

1. Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
2. Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
3. Understand and estimate production function and Law of Diminishing Marginal Utility.
4. Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each mode
- 5.

Course Content

UNIT I

17 Hours

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve. Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Demand estimation, Demand forecasting, Demand forecasting of new product. Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium.

UNIT II

14 Hours

Production Function: Production function Meaning, Concept of productivity and technology, Short Run and long run production function; Return to scale Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory.

UNIT III

16 Hours

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

UNIT IV

13 Hours

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition.

Transection Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *K.K .Dewett, Modern Economic Theory, S. Chand Publication*
- *D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publication*
- *Peterson and Lewis, Managerial Economic, Prentice Hall of India*
- *Gupta, Managerial Economics, TataMcGraw Hills*
- *Geetika, Managerial Economics, Tata McGraw Hills*
- *D.N. Dwivedi, Managerial Economic, Vikas Publications*
- *Froeb, Managerial Economics, Cengage Learning*
- *Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.*
- *Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition.*
- *Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.*
- *Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.*
- *Shapiro, Macro Economics, Galgotia Publications.*
- *H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi. 7.*
- *G.S Gupta, Managerial Economics, Tata McGraw Hill.*

Course Title: Introduction to Computer

Course Code: DIM104

L	T	P	Cr.
3	0	0	03

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Explain the role of computing and information technology (IT) in a digital world.
2. Acquire the skill about evolution of computers and different generation of computers.
3. Analyze the difference between the windows and DOS
4. Acquire skill about using hardware and software.

Course Content

UNIT I

11 Hours

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers, Internal and External Memory Storage, RAM, ROM, PROM, EPROM, commonly used Input/ Output/ Memory storage devices Punched Card, VDU, CRT, Difference between Hardware & Software, Types of software system, Software & Application software. Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player.

UNIT II

11Hours

CLS, DATE, TIME, MD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

UNIT III

12 Hours

Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

UNIT IV

11 Hours

Use of Windows Explorer for moving and copying files. MS-Office: MS-Word, Power Point (Presentation software)

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- *Saxena, Sanjay (2019). A first Course in Computers. Ed, Vikas Publishing House.*
- *Sinha, Pradeep k (2020). Computer Fundamental. Ed, BPB Publication*
- *Appleman, Daniel (2018). How Computer Programming Works. Ziff Davis Press*
- *Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2018). The Art and Craft of Computing. Addison Wesley*
- *Banahan, Mike. Brandy, Declan & Doran Mark. (2020). The Computer Book. Addison Wesley.*

Course Title: Basics of Digital Marketing
Course Code: DIM105

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Apply the fundamentals of Content Marketing, PPC and Digital Analytics and Mastering social media.
2. Create a web-based content such as Mobile Marketing Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC) and Digital Strategy
3. Acquire skills about advanced social media and digital marketing capstone.
4. Construct something visually appealing, and generate or curate content that will appeal to a specified target audience.

Course Content

UNIT I

11 Hours

Digital marketing: Emerging concept and trends in market, effect of digital marketing, youth and digital approach correlation.

UNIT II

10 Hours

Content Marketing, PPC and Digital Analytics, Mastering social media

UNIT III

13 Hours

Mobile Marketing and Digital Strategy, Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC)

UNIT IV

11 Hours

Certification Program, Advanced social media, Digital Marketing Capstone

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Wind, J., & Mahajan, V. (2002). *Digital marketing*. Symphonya. *Emerging Issues in Management*, (1), 43-54.
- Kingsnorth, S. (2022). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.

Course Title: Stock Market Fundamentals
Course Code: DIM106

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Acquire the knowledge of Indian Stock markets.
2. Develop expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses of stock market
3. Improve mindset of investors with the context of stock market.
4. Analyze the importance of stock market and its instruments.

Course Content

UNIT I

11 Hours

Indian Stock Markets: Evolution and Growth of Stock Markets in India. Functions of Stock Exchange, Intermediaries in the Secondary Market, Secondary Market Mechanism. An Overview of Major Stock Exchanges in India – N.S.E., B.S.E. and O.T.C.E.I.

UNIT II

12 Hours

Stock Market Indexes: Concept, Types, Brief Overview of BSE SENSEX and S&P CNX Nifty. Legal Framework for Stock Exchanges. The Securities Exchange Board of India Act 1992- Powers and Functions of SEBINSE Rules, Regulations and Bylaws.

UNIT III

11 Hours

Trading Mechanism at N.S.E.: Market Types, Market Phases Clearing and Settlement: -Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, Settlement Cycle, Dematerialization and Electronic Transfer of Securities, Investor Protection Fund.

UNIT IV

11 Hours

Banks and NBFCs: Types of Banks & NBFCs: Central Bank, Nationalized & Co-operative Banks, Regional Rural Banks, Scheduled Banks, Private Banks & Foreign Banks, Mudra Bank, Small Finance Banks, Specialized Banks, NBFCs.

Transaction Mode

Problem solving learning, Case Analysis, Inquiry based learning, Visualization, Group discussion, Active participation, Panel Discussions, Group Discussions, Brain storming, Mentor Mentee, Quiz, Open talk

Suggested Readings

- Jones, C. P. (2007). *Investments: analysis and management*. John Wiley & Sons.
- Gayanilo, F. C. (2001). *Fisheries resource information system and tools (FiRST): user manual*. WorldFish.
- Deboeck, G. J. (Ed.). (1994). *Trading on the edge: neural, genetic, and fuzzy systems for chaotic financial markets (Vol. 39)*. John Wiley & Sons.
- Jones, C. P. (2007). *Investments: analysis and management*. John Wiley & Sons.
- Machiraju, H. R. (2009). *The working of stock exchanges in India*. New Age International.

Course Title: Introduction to Indian Economy
Course Code: DIM107

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Analyze the role of sectors in economic development and identifying issues in agricultural productivity and rural development
2. Analyze the industrial policies, reforms, and challenges in the manufacturing sector, along with understanding the overview and challenges of the service sector
3. Evaluate the policies and reforms for infrastructure development and analyzing challenges in the social sector
4. Investigate the emerging sectors, their potential impact, and addressing problems of the Indian economy, such as poverty and unemployment

Course Content

UNIT I

10 Hours

Indian economy: Classification and importance of sectors, Role of Sectors in Economic Development

Agricultural Sector: Features, Issues in Agricultural Productivity and Rural Development, Agricultural Policies and Government Interventions, New Development in Agriculture: Contract Farming, Organic Farming, and Corporate Farming.

UNIT II

11 Hours

Industrial Sector: Manufacturing sector in India, Small-scale and large-scale industries, Industrial Policies and Reforms, Sector challenges and competitiveness. Current Policy of the Government of India for small-scale and large-scale industries

Service Sector: Overview of the service sector, IT, and IT-enabled services, Tourism and hospitality industry, Banking and financial services, Challenges and opportunities in the service sector.

UNIT III

11 Hours

Infrastructure Sector: Transportation and logistics, Energy sector: Power generation and distribution, Telecommunications and information technology infrastructure, Urban infrastructure development, Policies and reforms for infrastructure development Social Sectors: The education sector in India, Healthcare and pharmaceutical industry, social welfare schemes and programs, Challenges in social sector development, Government Interventions and Reforms in Social

Sector.

UNIT IV

13 Hours

Emerging Sectors and Future Trends: Digital economy and e-commerce, Start-ups, and entrepreneurship, Sustainable development and green sectors, Emerging sectors and their potential impact, Role of Government, Public and Private Sector.

Problems of Indian Economy: Poverty, Unemployment, Inflation, Unequal distribution of Income and Wealth, Inter-State disparities in the Pattern of Development.

Transaction Mode

Problem-solving learning, Case Analysis, Cooperative Teaching, Inquiry-based learning, Visualization, Group discussion, Active participation.

Suggested Readings

- Ahluwalia, M. S., & Little, I. M. D. *India's Economic Reforms and Development: Essays for Manmohan Singh*. New York, NY: Oxford University Press.
- Nagaraj, R., & Kannan, K. P. *Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamics*. New Delhi, India: Oxford University Press.
- Panagariya, A. *India: The Emerging Giant*. New York, NY: Oxford University Press.
- Bhandari, L., & Pillai, M. R. *India's Services Sector: Growth, Employment, and Trade Implications*. New Delhi, India: Springer.
- Singh, N. *India's Power Sector: Electricity, Energy Efficiency, and Renewable Energy*. New Delhi, India: Springer.
- Dhingra, I. *India's Agriculture Sector: Policies, Performance, and Prospects*. New Delhi, India: Cambridge University Press.
- Bhahmananda, P.R. And Panchmukhi, V.R.(eds.) 1987 – *Development Process of Indian Economy*, Himalaya Publishing House, Bombay.
- Puri, V.K. and Misra, S.K.: *Indian Economy, Latest Edition*, Himalaya Publishing House
- Datt and Mahajan: *Indian Economy*, S. Chand and Company

Course Title: Event Management

L	T	P	Cr.
3	0	0	03

Course Code: DIM108

Total Hours: 45

Learning Outcomes

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

1. Understanding fundamentals of event management.
2. Develop Event Planning Skills.
3. Enhance Team Management Abilities:
4. Apply Marketing and Advertising Strategies:

Course Content

UNIT I

12 Hours

Introduction to Event Management: Meaning and Definition of Event Management, Significance of EM in various industries, Scope and opportunities in the field of EM, Understanding the key components of EM.

UNIT II

11 Hours

Event Planning: Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis.

UNIT III

11 Hours

Team Management: Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership.

UNIT IV

11 Hours

Introduction to Marketing and Advertising: Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events, Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation.

Suggested Readings

- Singh, R., *Meeting Conference Association, Event and Destination Management*, Kanishka Publishers and Distributors, 2006
- Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., *Convention Management and Service*. Educational institute of AH & MA., 1995
- Montgomery, R. & Strick S.K., *Meetings, Conventions, and Expositions: An Introduction to the Industry*, John Wiley & Sons Inc., 1995.

Semester-II

Course Title: Introduction to Human Resource Management

Course Code: DIM201

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the HR implications of organizational strategies.
2. Apply the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
3. Evaluate and get familiar with international HR.
4. Acquire positive attitude and skills that create productive managerial leaders.

Course Content

UNIT I

15 Hours

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations.

UNIT II

15 Hours

Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

UNIT III

15 Hours

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making, Sources of cross culture HR. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context.

UNIT IV

15 Hours

Compensation: Objectives of International compensation, Key components of an international compensation program. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and

developing economies

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Sparrow, P., Brewster, C., & Harris, H. (2020). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2019). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2018). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2017). *International human resource management*. Sage.

Course Title: Basic Statistics
Course Code: DIM202

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

By the end of this course, students will be able to:

1. Understand Basic Statistical Concepts.
2. Apply Measures of Central Tendency and Dispersion.
3. Analyze Bivariate Data.
4. Construct and Interpret Index Numbers.

Course Content

UNIT I 15 Hours

Statistical Methods: Definition and scope of Statistics, concepts of statistical population and sample. Data: quantitative and qualitative, attributes, variables, scales of measurement nominal, ordinal, interval and ratio. Presentation: tabular and graphical, including histogram and ogives, consistency and independence of data with special reference to attributes.

UNIT II 15 Hours

Measures of Central Tendency: mathematical and positional. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation, Moments, absolute moments.

UNIT III 15 Hours

Bivariate data: Definition, scatter diagram, simple, Karl-person coefficient of correlation, rank correlation. Simple linear regression, principle of least squares.

UNIT IV 15 Hours

Index Numbers: Definition, construction of index numbers and problems thereof for weighted and unweighted index numbers including Laspeyre's, Paasche's, Edgeworth- Marshall and Fisher's Ideal Index numbers. Errors in Index numbers. Chain index numbers, conversion of fixed based to chain based index numbers and vice-versa. Consumer price index numbers. Uses and limitations of index numbers.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- *"Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne.*
- *"Introduction to the Practice of Statistics" by David S. Moore, George P. McCabe, and Bruce A. Craig.*
- *"Statistical Methods for the Social Sciences" by Alan Agresti and Barbara Finlay.*
- *"Fundamentals of Statistics" by S. C. Gupta and V. K. Kapoor. Sultan Chand & Sons*

Course Title: Economics-II
Course Code: DIM203

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Explain the concept of national income and its measurement using different approaches.
2. Describe the underlying theories of demand and supply of money in an economy.
3. Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.
4. Interpret macroeconomic issues like money, inflation and unemployment.

Course Content

UNIT I 17 Hours

National Income: Measuring National Income. Problems in the measurement of National Income. Theories of Money: Nature and functions of money – Types of money: Near money, inside money and outside money.

UNIT II 15 Hours

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment.

UNIT III 15 Hours

Business cycle: Meaning, types and phases. Monetary, Fiscal and Income policy – Meaning and instruments. Multiplier: Concept, Features and Leakages. Foreign trade multiplier.

UNIT IV 13 Hours

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–Financial Administration: Finance Commission.

Transection Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
- Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
- Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory &*



Practice. NewDelhi: McGraw Hill.

- *Jain, T.R., Khanna, O.P. (2014) Managerial Economics: V.K. Publications*
- *Dewett, K.K., Navalur, M.H., (2006) Modern Economic Theory: New Delhi: Sultan Chand.*

Course Title: Digital Entrepreneurship
Course Code: DIM204

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes:

1. Identify digital entrepreneurship characteristics, mindset, and the evolution of business models.
2. Assess its effect on entrepreneurship, key drivers, opportunities, and challenges.
3. Differentiate types, create a business plan, and analyze successful case studies.
4. Develop strategic plans, value propositions, revenue models, and competitive analysis.
5. Apply digital marketing fundamentals, including social media, SEO, content marketing, and online advertising.

Course Content

UNIT I

11 Hours

Introduction to Digital Entrepreneurship: Definition and scope, Characteristics and mindset of digital entrepreneurs, Evolution of digital business models. The Digital Economy: Impact of the digital revolution on entrepreneurship, Key drivers of the digital economy, Opportunities and challenges in the digital landscape.

UNIT II

12 Hours

Digital Business Models: Types of digital business models (e-commerce, SaaS, PaaS, etc.), Developing a digital business plan, Case studies of successful digital business models. Strategic Planning for Digital Ventures, Digital value proposition, Revenue models in the digital era, Competitive analysis and market positioning

UNIT III

11 Hours

Digital Marketing Strategies: Fundamentals of digital marketing, Social media marketing, Search engine optimization (SEO) and content marketing, Online advertising and branding, E-Commerce and Online Operations: Setting up an e-commerce business, Managing online marketplaces, Payment gateways and digital transactions, Logistics and supply chain management in digital commerce.

UNIT IV

11 Hours

Technology for Digital Entrepreneurs: Basics of web and mobile app development, Use of AI and machine learning in business. Financial and Legal Management: Funding sources for digital startups, financial planning and budgeting, Intellectual property rights and digital privacy laws, Ethical issues and consumer protection in e-commerce.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- *"The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets" by Nikhil Arora and Ankur Warikoo*
Publisher: HarperCollins India.
- *"Digital Marketing: A Practical Approach" by Varun Nair, Notion Press.*
- *"E-Commerce: Concepts, Models, and Strategies" by P. S. Reddy*
Publisher: McGraw Hill Education.
- *"Startup Finance: The Indian Edition" by Sandeep Jindal and Neeraj K. Gupta, Sage Publications.*

Course Title: Customer Service Management
Course Code: DIM 205

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand various attributes of Effective Management of Services Marketing,
2. Develop Service Blueprint for mapping variety of real life service processes.
3. Implement processes for delivering services, including online services and new service development.
4. Evaluate service encounters and implement strategies to enhance service quality and customer loyalty.

Course Content

UNIT I

11 Hours

Understanding Services: The Service Economy, Service Definitions, Facilitating Role of Services in an Economy, Nature of the Service Sector, The Experience Economy, Consumer Service Experience, Business Service Experience, Distinctive Characteristics of Services - Customer Participation, Simultaneity. Perishability, Intangibility, Heterogeneity, Non-transferrable Ownership.

UNIT II

12 Hours

Services Marketing Triangle, External versus Internal Orientation of Service Strategy, Positioning the Service Offering, Important Vs. Determinant attributes, Positioning and Brand Creation, Positioning Maps, Designing and Managing Service as a Process, Balancing Demand and Capacity (7+2) Service Leadership and Excellence: Concept of Service Leadership, Principles of Service Leadership, Integrating People and Process for Service Leadership.

UNIT III

11 Hours

New Service Design and Development, Taxonomy for Service Process Design, Type of Customer Contact, Generic Approaches to Service System Design, Production-Line Approach, Customer as Co-producer, Customer Contact Approach, Service Blueprint, Customer Value Equation, Technology & Automation in Services, Information Empowerment, AI's Role in Customer Service.

UNIT IV

11 Hours

Concept of the Service Encounter, Role of Technology, The Emergence of Self-Service, The Service Encounter Triad, Encounter Dominated by the Service Organization, Contact Personnel-Dominated Encounter, Customer-Dominated Encounter, The Service Organization, Culture, Empowerment, Control Systems, Customer Relationship Management, Contact Personnel -

Selection and Training, Creating an Ethical Climate. The Customer Expectations and Attitudes.

Transaction Mode

Lectures, discussions, and case studies. Group projects and presentations. Guest lectures by industry practitioners.

Suggested Readings

- *Service Management, Fitzsimmons and Fitzsimmons, Irwin/McGraw-Hill*
- *Services Sector Management an Indian Perspective, C. Bhattacharjee*
- *Services Business Management, Dr. Abhay Kulkarni, Himalaya Publication.*
- *Services Marketing: Global Edition by Christopher Lovelock (Author), Jochen Wirtz, Pearson Education; 7 Edition*
- *Successful Service Operations Management, Metter, King-Metters, Pulliman& Walton, Thomson India*
- *Services Marketing Operations and Management, Vinnie J Juhari, Kirti Dutta, Oxford University Press.*

Course Title: Basics of Financial Planning and Budgeting

L	T	P	Cr.
3	0	0	03

Course Code: DIM206

Total Hours: 45

Learning Outcomes

By the end of these units, students should be able to:

1. Understand the importance and scope of financial literacy.
2. Identify various financial institutions and their services.
3. Recognize the need for financial planning and budgeting.
4. Differentiate between various banking services and products.
5. Compare different types of insurance policies.
6. Understand basic stock market concepts and terms.

Course Content

UNIT I

11 Hours

Introduction, Financial Planning and Budgeting: Meaning, importance and scope of financial literacy; Prerequisites of financial literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, post offices, mobile app-based services. Need of availing of financial services from banks, insurance companies and postal services. Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Avenues for savings from surplus, Sources for meeting the deficit.

UNIT II

11 Hours

Banking Services : Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; pan card, address proof, KYC norm; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge, Agricultural and related interest rates offered by various nationalized banks; Cashless banking, e-banking, check counterfeit currency; CIBIL, ATM, net banking, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman.

UNIT III

12 Hours

Insurance Services: Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance

plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies.

UNIT IV

11 Hours

Stock Markets – Some Basic Concepts (9 hours) Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering (IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT account, trading account, delivery instruction slip (DISlips), blue chips, defensive stocks, face value, market value, market capitalisation,

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings:

- *"The Basics of Financial Planning" by Timothy D. Lyman, Wiley.*
- *"Personal Finance: A Comprehensive Guide to Financial Planning" by Jeff Madu, Pearson.*
- *"Banking: Concept, Law and Practice" by S. N. Maheshwari, Vikas Publishing House.*
- *"Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara, Pearson.*

Course Title: Personal Branding:

Course Code: DIM207

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

- Understand the concept and importance of personal branding in both personal and professional contexts.
- Gain insights into the historical development and contemporary relevance of personal branding.
- Identify and articulate personal strengths, skills, and values.
- Conduct a personal SWOT analysis to identify key areas of focus and growth.
- Reflect on and leverage past achievements and experiences to inform brand development.

Course Contents

UNIT I

11 Hours

Introduction to Personal Branding: Definition and significance, Historical evolution and modern relevance, Benefits of a strong personal brand; Self-Assessment and Discovery: Identifying personal strengths, skills, and values, conducting a personal SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), Reflecting on past achievements and experiences.

UNIT II

11 Hours

Setting Goals and Crafting a Vision: Establishing short-term and long-term personal and professional goals, developing a personal mission statement, creating a vision statement to guide brand development; Brand Positioning and Differentiation: Understanding your target audience, analyzing market position in Differentiating yourself from competitors and establishing unique selling propositions.

UNIT III

11 Hours

Creating a Personal Brand Statement: Writing a clear and compelling personal brand statement, Examples of effective brand statements, Techniques for refinement and consistency. Developing Visual Identity: Designing a professional logo and visual elements (color schemes, typography), Ensuring visual consistency across all brand materials, Building a cohesive brand style guide.

UNIT IV

12 Hours

Establishing Brand Voice and Messaging: Defining your brand voice and tone, Crafting key messages for different audiences, Ensuring consistency in messaging across platforms. Building and Managing Your Online Presence: Optimizing LinkedIn and other professional profiles, Creating and curating

engaging content for social media, Strategies for increasing online visibility and engagement.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- *“Reinventing You: Define Your Brand, Imagine Your Future”* by Dorie Clark.
- *“Personal Branding for Dummies”* by Susan Chritton.
- Clark, Dorie. *Reinventing You: Define Your Brand, Imagine Your Future*. Harvard Business Review Press, 2013.
- Montoya, Peter, and Tim Vandehey. *The Brand Called You*. Personal Branding Press, 2004.
- Sinek, Simon. *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Penguin Books, 2009.

Course Title: Production Planning and Control

L	T	P	Cr.
3	0	0	03

Course Code: DIM208

Total Hours: 45

Learning Outcomes

1. Understand production planning and control, its objectives, functions, and departmental organization.
2. Apply both qualitative and quantitative forecasting methods.
3. Utilize inventory control methods and systems like EOQ, MRP, JIT, and Kanban.
4. Implement routing procedures and scheduling techniques including Gantt Charts and Johnson's Rules.
5. Apply line balancing principles and aggregate planning strategies.
6. Differentiate dispatching types and apply follow-up procedures in production planning.

Course Content

UNIT I

15 Hours

INTRODUCTION: Definition – Objectives of production Planning and Control Functions of production planning and control – Elements of production control – Types of production – Organization of production planning and control department – Internal organization of department. FORECASTING Importance of forecasting –Types of forecasting, their uses –General principles of Forecasting –Forecasting techniques– qualitative methods– Jury/Expert Method, Survey of Expert opinion method, Sales force composite method, Survey of buyer's intention method and quantitative Methods–Simple average, moving average, smoothing coefficient, Least Square method.

UNIT II

10 Hours

INVENTORY MANAGEMENT Functions of inventories – relevant inventory costs – ABC analysis – VED analysis – EOQ model – Inventory control systems – P-Systems and Q-Systems Introduction to MRP-I, MRP-II & ERP, JIT inventory, Kanban system

UNIT III

10 Hours

ROUTING Definition – Routing procedure –Route sheets – Bill of material – Factors affecting routing procedure. SCHEDULING Definition – Activities– Difference with loading, Scheduling types: Forward, Backward scheduling, Job shop scheduling methods – Arrival pattern, processing pattern, number of workers available, machine varieties available, Priority rules for job sequencing FIFO, SPT, SOT, EDD, STR, CR, LISO, Random Orders. Scheduling Techniques Gantt Charts, LOB, Johnson's job sequencing rules– n jobs on 2machines, n jobs on 3 machines, n jobs on m machines.

UNIT IV

10 Hours

LINE BALANCING: Introduction, objectives, terms related to line balancing, procedures, simple problems AGGREGATE PLANNING: Introduction, Inputs to aggregate planning, strategies- Line strategy, chase strategy, capacity options, demand options.

DISPATCHING Centralized and Decentralized Dispatching- Activities of dispatcher – Dispatching procedure – follow-up – definition – Reason for existence of functions – types of follow up, applications of computer in production planning and control.

Transaction Mode

Lectures, discussions, and case studies. Group projects and presentations. Guest lectures by industry practitioners.

Suggested Readings

- Samuel Eilon, *“Elements of Production Planning and Control”*, Universal Publishing Corporation.
- Baffa & Rakesh Sarin, *“Modern Production & Operations management”*, 8th edition, John Wiley,
- S.N. Chary, *“Production & Operations Management”*, (4 th Edition), TMH.
- Martin K. Starr and David W. Miller, *“Inventory Control Theory and Practice”*, Prentice Hall.
- Dr. C. Nadha Muni Reddy and Dr. K. Vijaya KumarReddy *“Reliability Engineering & Quality Engineering”*, Galgotia Publications, Pvt., Limited.
- S.k Sharma, Savita Sharma, *“A Course in Industrial Engineering and Operations Management”*, Tata McGraw Hill publications.

Semester-III

Course Title: Environmental Studies

L	T	P	Cr.
4	0	0	04

Course Code: DIM301

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Demonstrate a solid understanding of key environmental concepts, including ecosystems, biodiversity, sustainability, and human impact on the environment.
2. Explain skills to environmental problems including energy, water, and air issues and the use of statistical methods in data analysis and argumentation.
3. Analyze the complexities of the natural environment and its relationship with ecological system.
4. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability

Course Content

UNIT I

14 Hours

The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources. Energy resources, Land resources, Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

UNIT II

16 Hours

Ecosystems, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Threats to biodiversity, Conservation of biodiversity: In-situ conservation of biodiversity.

UNIT III

14 Hours

Environmental Pollution, Solid waste Management, Disaster management, Social Issues and the Environment, Environmental ethics, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, features of the act Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, public awareness.

UNIT IV

16 Hours

Human Population and the Environment, Family Welfare Program.

Environment and human health. Human Rights. Value Education. HIV / AIDS, Women and Child Welfare. Role of Information Technology in Environment and human health, Case Studies. Field work: Visit to a local area to document environmental and river forest grassland Hill Mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Misra, S. K., & Puri, V. K. (2019). *Indian economy* (p. 174). Himalaya Publishing House.
- Kapila, U. (2019). *Understanding the problems of Indian Economy*. Academic Foundation.
- Malik, P. L. (2018). *The Industrial Law*. Easter Book.
- Schiffer, M., & Weder, B. (2018). *Firm size and the business environment: Worldwide survey results* (Vol. 43). World Bank Publications.
- Mehta, S. C., Mehta, S. S., & Aun, B. L. (2018). *The evaluation of business text books: An international perspective*. *Journal of Professional Services Marketing*, 19(2), 141-149

**Course Title: Introduction to Marketing
Management**

Course Code: DIM302

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze the information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Analyze the role of marketing channels and identifying major channel alternatives.

Course Content

UNIT I

18 Hours

Marketing: Concepts - production, product, selling, marketing & societal marketing. Marketing environment –marketing management and its environment. Marketing Communications, The Marketing Communication Process, The Promotion Mix, Factors Guiding the Selection of Promotion Mix, Advertising and Its Objectives, Developing The Advertising Campaign; Sales Promotion and Its Objectives, Tools of Sales Promotion, Public Relations and Major Tools; Events and Experiences. Personal Selling: Nature and Process, Direct Marketing Emerging Trends and Issues in Marketing: Rural Marketing, Societal Marketing, Ethics in Marketing, Direct and Online Marketing, Green Marketing, Retail Marketing.

UNIT II

14 Hours

Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior. Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT III

15 Hours

Product decisions: new product development process, and product life cycle. Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

UNIT IV

13 Hours

Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its

components.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). Principles of Marketing. Pearson Education*
- *Ramaswamy, V.S & Namakumari, S. (2019). Marketing Management. Om Books*
- *Stanton, J. William. (2018). Fundamentals of Marketing. McGraw Hill Education*
- *Gandhi, J.C. (2018). Marketing A Managerial Introduction. McGraw Hill Education*
- *Baker, Michael J. (2018). Companion Encyclopedia of Marketing. Cengage Learning Emea*

Course Title: Basic Accounting
Course Code: DIM303

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

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

1. Acquire the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
2. Understand and explain the conceptual framework of Accounting
3. Prepare Accounts for various entities under different situations
4. Acquire basic concepts of Accounting relevant for managerial decision

Course Content

UNIT I

16 Hours

Accounting Process-Theoretical Framework, (Accounting Principles, Concepts and Conventions), Capital and Revenue transactions

Double entry system, Books of prime entry, Subsidiary Books, Recording of Cash and Bank transactions, Preparation of Ledger Accounts and Trial Balance.

UNIT II

16 Hours

Reconciliation Statements- Bank Reconciliation Statement, Receivables / Payables Reconciliation Statement, Stock Reconciliation Statement

Accounting for Depreciation- Depreciation Policy, Methods, computation and Accounting treatment

UNIT III

14 Hours

Preparation of Final Accounts- Of a Profit making concern (for sole proprietorship only), Preparation of Trading Account, Profit & Loss Account and Balance Sheet,

Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors

UNIT IV

14 Hours

Accounting for Special Transactions, Bills of Exchange, Consignment, Joint Venture, Sale of goods on approval or return basis

Transaction Mode

Problem solving learning, blended learning, Gamification, Active participation, Demonstration.

Suggested Readings

- Ramachandran, N., & Kakani, R. K. (2020). *Financial Accounting for Management* | . McGraw-Hill Education.
- Kimmel, P. D., Weygandt, J. J., & Kieso, D. E. (2020). *Financial accounting: tools for business decision-making*. John Wiley & Sons.
- Warren, C. S., Jonick, C., & Schneider, J. (2020). *Financial accounting*. Cengage Learning.
- Pratt, J., & Peters, M. F. (2020). *Financial Accounting*. John Wiley & Sons.

Course Title: Soft Skills Development
Course Code: DIM304

L	T	P	Cr.
0	0	4	02

Total Hours: 60

Learning Outcomes:

On completion of the course, student will be able to–

1. Effectively communicate through verbal/oral communication and improve the listening skills
2. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.
3. Become more effective individual through goal/target setting, self-motivation and practicing creative thinking.
2. Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.

Course Content

UNIT I

15 Hours

Introduction to Soft Skills and Hard Skills Personality Development: Knowing Yourself, Positive Thinking, Johari's Window, Communication Skills, Non-verbal Communication, Physical Fitness Emotional Intelligence: Meaning and Definition, need for Emotional Intelligence, Intelligence Quotient versus Emotional Intelligence Quotient, Components of Emotional Intelligence, Competencies of Emotional Intelligence, Skills to Develop Emotional Intelligence.

UNIT II

15 Hours

Etiquette and Mannerism: Introduction, Professional Etiquette, Technology Etiquette Communication Today: Significance of Communication, GSC's 3M Model of Communication, Vitality of the Communication Process, Virtues of Listening, Fundamentals of Good Listening, Nature of Non-Verbal Communication, need for Intercultural Communication, Communicating Digital World.

UNIT III

15 Hours

Academic Skills Employment Communication: Introduction, Resume, Curriculum Vitae, developing an Impressive Resume, Formats of Resume, Job Application or Cover Letter Professional Presentation: Nature of Oral Presentation, planning a Presentation, Preparing the Presentation, Delivering the Presentation.

UNIT IV

15 Hours

Job Interviews: Introduction, Importance of Resume, Definition of Interview, Background Information, Types of Interviews, Preparatory Steps for Job Interviews, Interview Skill Tips, Changes in the Interview Process, FAQ During Interviews Group Discussion: Introduction, Ambience/Seating Arrangement for Group Discussion, Importance of Group Discussions, Difference between Group Discussion, Panel Discussion and Debate, Traits, Types of Group Discussions, topic based and Case based Group Discussion, Individual Traits.

Transaction Mode

Lectures, discussions, and case studies. Group projects and presentations. Guest lectures by industry practitioners.

Suggested readings:

- Goleman, Daniel. *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books, 1995.
- Covey, Stephen R. *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press, 1989.
- Argyris, Chris. *On Organizational Learning*. Wiley, 1999.
- Martin, Judith. *Miss Manners' Guide to Excruciatingly Correct Behavior*. Norton, 2005.
- Covey, Stephen R. *The Speed of Trust: The One Thing that Changes Everything*. Free Press, 2006.
- Mehrabian, Albert. *Silent Messages: Implicit Communication of Emotions and Attitudes*. Wadsworth, 1981.

Course Title: Industrial Relations

Course Code: DIM305

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Examine the role of trade unions in the industrial setup.
2. Analyze the important causes & impact of industrial disputes.
3. Elaborate industrial dispute settlement procedures.
4. Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations

Course Content

UNIT I

10 Hours

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno- economic profile. Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations. Worker participation in Management- forms and level

UNIT II

12 Hours

ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Role and objectives of ILO. Prevention and settlement of disputes. Trade union finances and funds. Privileges of registered trade union.

UNIT III

13 Hours

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management.

UNIT IV

10 Hours

Importance and Features: The Trade Unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951. Importance and Features: Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions.

Suggested Readings

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
- Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). *Industrial Relations, Trade Unions and Labour Legislation*. Pearson Education India.
- Venkataratnam, C. S., & Verma, A. (Eds.). (1997). *Challenge of change: Industrial relations in Indian industry*. Allied Publishers.
- Venkataratnam, C.S. *Industrial Relations*. Oxford University Press, New Delhi
- Dutta, S.K. *Guide to Disciplinary Action*. Tata McGraw Hill, New Delhi

L	T	P	Cr.
3	0	0	03

Course Title: Consumer Behavior

Course Code: DIM306

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Analyze the conception of consumer behavior and reveal its importance in the context of marketing.
2. Examine the factors that influence consumer behavior
3. Evaluate the consumer decision-making process.
4. Assess the target market and determine the positioning strategy according to consumer characteristics and behavior.

Course Content

UNIT I

13 Hours

Consumer Behavior: Scope, importance, and interdisciplinary nature. Consumer Research Process: Qualitative and Quantitative Research Market Segmentation: Uses and bases of segmentation. Evolution of Consumer Behavior: Consumer Decision Making Models: Howard-Sheath, Angelolatri-Blackwell, and Nicosia Models of consumer decision-making.

UNIT II

12 Hours

Individual Determinants of Consumer Behavior. Motivation: Nature and Types of Motives, Process of motivation. Personality: Theories, Product Personality, Self-Concept, Vanity. Consumer Perception: Concept and Elements of Perception, Consumer Imagery, Perceived Risk. Consumer Learning: Behavioral and Cognitive Learning Theories.

UNIT III

10 Hours

External Influences on Consumer Behavior Culture: Values and Norms, Characteristics and effect on Consumer Behavior, Types of sub culture, Cross cultural consumer behavior Group Dynamics and Reference Groups: Consumer relevant groups. Types of Family: Functions of family, Family decision making, Family Life Cycle.

UNIT IV

10 Hours

Social Class: Categories, Measurement and Applications of Social Class, Consumer Decision Making Process Personal Influence and Opinion. The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Solomon, M. R. (2021). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Schiffman, L. G., & Kanuk, L. L. (2018). *Consumer behavior* (11th ed.). Pearson.
- Blackwell, R. D., Minard, P. W., & Engel, J. F. (2006). *Consumer behavior* (10th ed.). Thomson/South-Western.
- Foxhall, G. R. (2014). *Consumer behavior analysis: The behavioral basis of consumer choice* (2nd ed.). Routledge.
- Hoyer, W. D., & MacInnes, D. J. (2018). *Consumer behavior* (7th ed.). Cengage Learning.

Course Title: Basics of Digital Marketing
Course Code: DIM307

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Apply the fundamentals of Content Marketing, PPC and Digital Analytics and Mastering social media.
2. Create a web-based content such as Mobile Marketing Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC) and Digital Strategy
3. Acquire skills about advanced social media and digital marketing capstone.
4. Construct something visually appealing, and generate or curate content that will appeal to a specified target audience.

Course Content

UNIT I 11 Hours

Digital marketing: Emerging concept and trends in market, effect of digital marketing, youth and digital approach correlation.

UNIT II 10 Hours

Content Marketing, PPC and Digital Analytics, Mastering social media

UNIT III 13 Hours

Mobile Marketing and Digital Strategy, Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC)

UNIT IV 11 Hours

Certification Program, Advanced social media, Digital Marketing Capstone

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee.

Suggested Readings

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Wind, J., & Mahajan, V. (2002). *Digital marketing*. Symphonya. *Emerging Issues in Management*, (1), 43-54.
- Kingsnorth, S. (2022). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.

L	T	P	Cr.
3	0	0	03

Course Title: Introduction to Strategic Management

Course Code: DIM308

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate various perspectives and concepts in the field of strategic management
2. Acquire skills for applying these concepts to the solution of business problems
3. Assess research and analytical skills by using both human and technological resources
4. Analyze expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

Course Content

UNIT I

11 Hours

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business UNIT, Environment – concept, components, and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

UNIT II

12 Hours

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

UNIT III

11 Hours

Role of Creativity and Innovation in Business: Concept, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture, Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity, and Innovation. Strategy implementation: aspects, structures, design, and change; behavioral implementation – leadership, culture, value, and ethics.

UNIT IV

11 Hours

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans, and policies;

Strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control.

Business Ethics and Corporate Social Responsibility: Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Freeman, R. E. & Gilbert D.R. (2018). *Corporate strategy and the search for ethics*. Englewood Cliffs, NJ: Prentice Hall.
- Jouch&Gluick. (2017). *Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). *Strategic management and business policy (Vol. 55)*. Boston, MA: pearson.
- Rao, C. A., Rao, B. P., & Sivaramakrishnan, K. (2019). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (2016). *Business policy*. Tata McGraw-Hill.

Semester-IV

Course Title: Introduction to Financial Management
Course Code: DIM401

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze objectives of financial management and sources of finance.
2. Understand the pattern of fund requirement and associated risk through financial planning.
3. Apply the concept of cost of capital to determine the cost of various sources of finance.
4. Evaluate various theories of dividend and capital structure to allocate funds to the most attractive investment opportunities.

Course Content

UNIT I

17 Hours

Financial Management: Scope, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions. Profit Maximization vs. Wealth Maximization, Time Value of Money. Sources of Finance.

UNIT II

14 Hours

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method, Internal rate of return method; Profitability index method.

UNIT III

16 Hours

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares. Cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates.

UNIT IV

13 Hours

Capital Structure: Significance and Approaches, NI approach; NOI approach; MM approach; Traditional approach. Dividend Decision: Scope, types, and Approaches.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Pandey, IM. (2018). Financial Management. Vikas Publishing House.*
- *Chandra, Prasanna. (2019). Financial Management. Tata McGraw-Hill Publishing.*
- *Hampton, John J. (2020). Financial Decision-making. Prentice Hall of India Ltd., New Delhi*
- *Khan, M. Y& Jain, PK (2019). Financial Management and Policy. Tata McGraw-Hill Company Ltd, New Delhi*
- *James, Van Horn & Dhamija, Sanjay. (2018). Financial Management and Policy. Pearson Education India*

Course Title: Entrepreneurship and Small Scale Business

L	T	P	Cr.
4	0	0	04

Course Code: DIM402

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Identify factors affecting entrepreneurship and how government policies support it.
2. Evaluate the significance, growth, and challenges of small scale industries and government assistance.
3. Learn about financial and marketing assistance available for SSIs and address issues of industrial sickness.
4. Prepare a feasibility report and understand the legal and registration requirements for starting a small scale UNIT.
5. Apply practical knowledge to start a small scale UNIT, including documentation and legal formalities.

Course Content

UNIT -1

15 Hours

Entrepreneurship: Meaning, Types of Entrepreneurs, Qualities, Physical Factors in Entrepreneurship, Factors influencing the Government Policies and measures towards Promotion of entrepreneurship.

UNIT -II

15 Hours

Small Scale Industries: Importance, Growth and Problems: Central and state Govt. Assistance to the SSI Sector, Incentives and Industrial Estates: District Industries Centers, SISs, NSIC, SIDO.

UNIT -III

15 Hours

Financial Assistance: SIDBI, SBI and Commercial Banks: Marketing Assistance to SSIs. Sickness in Small Scale Industries, Causes and Remedies.

UNIT -IV

15 Hours

How to Start a Small Scale UNIT: Conception of idea, Preparation of Feasibility report, Clearances and Permissions, Basic Legal and Registration Formalities, Documentation Procedures.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute.

Suggesting Readings:

- *"Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko, Cengage Learning.*
- *"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries, Crown Business*
- *"Entrepreneurship: Starting and Operating a Small Business" by Steve Mariotti and Caroline Glackin, Pearson.*
- *"Small Business Management: Launching & Growing Entrepreneurial Ventures" by Justin G. Longenecker, J. William Petty, Leslie E. Palich, and Frank Hoy, Cengage Learning.*
- *"Small Scale Industries in India: Problems and Prospects" by M. R. B. Prasad, Himalaya Publishing House.*
- *"Financial Management: Theory & Practice" by Eugene F. Brigham and Michael C. Ehrhardt, Cengage Learning.*
- *"How to Start a Business: A Step-by-Step Guide to Starting Your Own Business" by Jeffry A. R. L. S. and Richard D. B, Sphinx Publishing.*

Course Title: Basics of Organizational Behaviour
Course Code: DIM403

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Analyze the different forms of organizations, their features and relevance in a business context
2. Develop the professional skills to handle the business effectively and efficiently.
3. Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
4. Improve the leadership skills and motivational spirit for teamwork.

Course Content

UNIT I **16 Hours**

Organizational behavior: OB and its relevance in today's business environment. Individual behavior in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

UNIT II **18 Hours**

Learning and its theories, behavior modification, attitudes, personality; self-concept, self-esteem, major determinants of personality. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

UNIT III **12 Hours**

Group behavior in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation. Johari window.

UNIT IV **14 Hours**

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid. Inter- personal behavior in organization: Transactional analysis, Management conflict, Stress management.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- *Robbins P. Stephen. (2016). Organisation Behaviour. Pearson Education*
- *Luthans, Fred. (1992). Organizational Behaviour. McGraw Hill Publication*
- *Prasad, L.M. (2019). Organizational Behaviour. Sultan Chand & Sons*
- *Robbins, S. P, Judge & T. A, Sanghi. (2009). Organizational Behavior. Pearson Education*
- *Aswathappa, K. (2016). Organisational Behaviour. Himalaya Publishing House*

Course Title: Basics of Supply Chain Management
Course Code: DIM404

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Develop a sound understanding of the important role of supply chain management in today's business environment
2. Equip learners with the basics of public procurement, understand the PPDA Act and regulations, and develop auditing, investigation, and internet procurement skills.
3. Develop corporate procurement and logistics strategies aligned with corporate goals and effectively negotiate contracts.
4. Analyze and solve logistical problems in marketing, production, operations, and supply chain networks.

Course Content

UNIT I

13 Hours

Basics of Logistics and Supply Chain Management, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCMN, Procurement, Storage and Warehouse Management, marketing Management for Logistics system.

UNIT II

12 Hours

Logistics: Evolution, Objectives, Components and Functions of Logistics Management, International Logistics and Management: Nature and characteristics, Containerization and Multimodal Transport: Need and future advancements.

UNIT III

10 Hours

Supply Chain Risk Modeling and Management: Types and scope, Applied GIS and Spatial Data Analytics: Applications, tools, and techniques.

UNIT IV

10 Hours

Public Private Partnership and Port Development, Supply Chain Software's: Inventory Management & Material Requirements Planning.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brain storming, Role play, Demonstration, Project based learning, Team Teaching

Suggested Readings

- *Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach,' Prentice Hall of India*
- *D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan publishers India*
- *Alan Ruston, Phil Crouches, Peter Baker, 'The Handbook of Logistics and Distribution Management kogan page*
- *Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication*
- *Logistic and Supply Chain Management by Donald J. Bowerson, publisher: Prentice Hall of India*

Course Title: Workshop in Time and Workload Management

L	T	P	Cr.
0	0	2	01

Total Hours: 30

Course Code: DIM405

Learning Outcomes:

1. Learn to develop the right attitude and mental approach towards time management and productivity.
2. Assess and optimize your current use of time and mind to enhance effectiveness in managing tasks and responsibilities.
3. Set and clarify personal and professional objectives and apply methodologies for their successful completion.
4. Master techniques for task management, including workload management systems, delegation, and managing interruptions.
5. Develop an understanding of time as a finite capital and its impact on personal and professional productivity.

Course Content

UNIT I

15 Hours

The Psychology of Time; Time as Finite Capital; Developing the Right Attitude of Mind; Your Current Use of Mind; You and Your Tasks; You and Yourself: Identifying Self Objectives and Their Methodologies for Completion; Your and Others.

UNIT II

15 Hours

Task Management; Workload Management Systems; Managing Interruptions; Delegation; Managing Meetings; Working with a Secretary; Managing Stress; and Balancing Work and Home.

Transaction Mode:

Use a mix of lectures, interactive workshops, and practical exercises. Provide tools, templates, and resources, and assess progress through quizzes and feedback.

Suggested Readings:

- *"The Time Paradox: The New Psychology of Time That Will Change Your Life" by Philip Zimbardo and John Boyd, Atria Books.*
- *"168 Hours: You Have More Time Than You Think" by Laura Vanderkam, Portfolio.*
- *"Mindset: The New Psychology of Success" by Carol S. Dweck, Ballantine Books.*



- *"The Stress Solution: Using Empathy and Cognitive Behavioral Therapy to Reduce Anxiety and Develop Resilience" by Dr. Rangan Chatterjee, Penguin Life.*
- *"The Art of Delegation: Maximizing the Impact of Your Work" by Daniel D. Goleman, Wiley*

Course Title: Sales Management
Course Code: DIM406

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Acquire skill to distinguish importance of sales and distribution management in the global economy.
2. Evaluate, classify, imagine, and plan the successful distribution strategy.
3. Study the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
4. Analyze and illustrate the fundamentals of distribution channels, logistics and supply chain management.

Course Content

UNIT I

13 Hours

Sales Management: Objective; Personal selling: objectives, theories, process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force.

Prospecting, Sales Resistance, Closing Sales, Types of Personal- Selling Objectives, Analyzing Market Potential.

UNIT II

12 Hours

Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs, and profitability.

UNIT III

10 Hours

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure, Centralization versus Decentralization in Sales Force Management.

UNIT IV

10 Hours

Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel management; channel information system; market logistics and supply chain management; international sales management.

Channels of Distribution and Strategy Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of

Marketing Intermediaries, Function of Marketing Channel.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

Suggested Readings

- Havildar, Krishna K. & Cavalli, Vasant M. (2017). *Sales and Distribution Management*. Tata McGraw Hill, New Delhi.
- Venugopal, P. (2018). *Sales and distribution management: An Indian perspective*. SAGE Publications India.
- Gupta, S. L. (2019). *Sales and distribution management*. Excel Books India. Cavalli, K. K. H. V. M. (2016). *Sales and distribution management: text and cases*. Tata McGraw-Hill Education.
- Still, R. R. (2017). *Sales Management: Decision Strategy and Cases*, 5/E. Pearson Education India.

Course Title: Basics of Advertisement and Sales Promotion

L	T	P	Cr.
3	0	0	03

Course Code: DIM407

Learning Outcomes

Total Hours: 45

1. To impart knowledge about advertising and sales promotion.
2. To understand the various media and developing integrated programme.
3. To measure effectiveness of advertisement and know its implications on society.

Course Content

UNIT I

13 Hours

Advertising- Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising

UNIT II

12 Hours

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning. Pre-launch Advertising Decision- Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal.

UNIT III

10 Hours

Message Design and Development- Advertising copy development, types of appeal, Advertising copy testing. Measuring Advertising Effectiveness Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness

UNIT IV

10 Hours

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

Transaction Mode

Lectures, discussions, and case studies. Group projects and presentations. Guest lectures by industry practitioners

Reference Books

- Bhatia, T.K., *Advertising and Marketing in Rural India*, 2nd Edition, Macmillan India Ltd., 2007.
- Hackley, C., *Advertising and Promotion: An integrated communications approach*, 2nd Edition, Sage Publications, 2010.
- Jefkins, F., *Advertising*, 4th Edition, Pearson, 2002.

- Wells, W.D., Burnett, J. and Moriarty, S., *Advertising: Principles and Practice*, 7th Edition, Pearson, 2007.

Course Title: Basics of E-Commerce

Course Code: DIM408

Learning Outcomes

L	T	P	Cr.
3	0	0	03

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate the basic components of management control systems design.
2. Analyze effectively, implementation and uses of a management control system given a range of relevant situational factors.
3. Appreciate the ways in which management control systems must fit within context.
4. Evaluate the effectiveness of a management control system.

Course Content

UNIT I

10 Hours

E-commerce: The revolution is just beginning, Ecommerce: A Brief History, Understanding E-commerce: organizing Themes

UNIT III

12 Hours

E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web: Features.

UNIT III

10 Hours

Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment.

UNIT IV

13 Hours

Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career service.

Transaction Mode

Problem solving learning, blended learning, Gasification, Cooperative

learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- *Laudon, K. C., & Traver, C. G. (2017). E-commerce: Business, Technology, Society (13th ed.). Pearson.*
- *Turban, E., King, D., Lee, J., Liang, T. P., & Turban, D. (2018). Electronic Commerce 2018: A Managerial and Social Networks Perspective (9th ed.). Springer.*
- *Kalakota, R., & Whinston, A. B. (2015). Frontiers of Electronic Commerce. Addison-Wesley Professional.*
- *Reynolds, J., & Stair, R. M. (2017). Principles of Information Systems (13th ed.). Cengage Learning.*
- *Chaffey, D., & Wood, S. (2019). Digital Business and E-commerce Management (7th ed.). Pearson.*

Course Title: Financial Markets and Institutions
Course Code: DIM409

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

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

1. Demonstrate knowledge about financial and investment concepts that provide advice on investments, insurance, and estate planning
2. Evaluate the Venture Capital and its growth.
3. Create strategies to promote financial markets of a country
4. Demonstrate an awareness of the current structure and regulation of the Indian financial system.

Course Content

UNIT I

10 Hour

An overview of Financial Markets in India.

Money Market: Indian Money Market's composition and structure; Acceptance Houses, Discount Houses, and Call Money Market; Recent trends in India Money Market.

UNIT II

10 Hours

Capital Market: Security Market (a) New issue market, (b) Secondary market; Functions and role of Stock Exchange; Listing procedure and legal requirements

Stock Exchange- National Stock Exchange and Bombay Stock Exchange.

UNIT III

12 Hours

Financial Institutions in India: An overview, types and their role in economic development

Banking system in India: An overview, structure of Indian banks: public, private and foreign banks, their role and performance

Reserve Bank of India: Its functions and role as a central bank.

UNIT IV

13 Hours

Financial Services: salient features, scope and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing.

Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

Transaction Mode

Problem solving learning, Gamification, Demonstration, Team Demonstration, Peer Demonstration, Video Demonstration, Evaluation of Practical through social media, Mock Exercise

Suggested Readings

- *Brigham, E. F., & Houston, J. F. (2021). Fundamentals of financial management: Concise. Cengage Learning.*
- *Shapiro, A. C., & Hanouna, P. (2019). Multinational financial management. John Wiley & Sons.*
- *Brigham, E. F., & Daves, P. R. (2018). Intermediate financial management. Cengage Learning.*
- *Block, S. B., Hirt, G. A., & Danielsen, B. R. (2018). Foundations of financial management. McGraw-Hill Education.*

Semester-V

Course Title: Business Ethics

Course Code: DIM501

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the importance of ethics and corporate governance in the day-to-day working of organizations
2. Evaluate the need for ethics in business and identify the issues involved in Business Ethics
3. Examine the importance of the ethical dimension in workplace decision making
4. Understand various ethical philosophies to explain how they contribute to current management practices.

Course Content

UNIT I

15 Hours

Characteristics of Ethical Organization, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection. Issues involved in Business Ethics.

UNIT II

16 Hours

Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading Rating Agencies, Whistle Blowing, Corporate Governance Reforms.

UNIT III

14 Hours

Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

UNIT IV

15 Hours

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbery Committee (UK), 1995, Importance and Features: Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- Murthy, K. B. (2009). *Politics, Ethics and social responsibility of business*. Pearson Education India.
- Sharma, J. P. (2013). *Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals)*. Ane Books Pvt.
- Tricker, R. B., & Tricker, R. I. (2015). *Corporate governance: Principles, policies, and practices*. Oxford University Press, USA.
- Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). *The Oxford handbook of corporate social responsibility*. OUP Oxford.

Course Title: Basics of Research

Course Code: DIM502

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After Successful completion of this course, the students will be able to

1. Analyze and interpret data collected for the problem and able to prepare report for the same.
2. Apply the concepts of research and data analysis.
3. Create research papers for seminars, conferences and research journals.
4. Apply the tools and techniques for exploratory, conclusive and causal research.
5. Develop data analytical skills and meaningful interpretation of data to solve the business problems.

Course Content

UNIT I

15 Hours

Research: Meaning, objectives and process of research, Types of Research, Research methods in social sciences Exploratory, Descriptive and Experimental research; their applications and limitations.

UNIT II

15 Hours

Sampling Design: concepts, types and their applicability Hypothesis, Null and Alternative hypothesis, level of significance, Type I and Type II errors. Techniques for Data collection; primary and secondary sources, Primary sources-consumers and trade survey, including consumer panels and retail auditing.

UNIT III

15 Hours

Questionnaire designing, Schedule, Interview and Observational methods. Qualitative Techniques of data-collection; depth interviews, Focus group interview, Projective techniques and applications.

UNIT IV

15 Hours

Questionnaire designing and protesting. The measurement process: Difficulties in measurement and concepts of validity and reliability. Analysis and Processing of data, editing, coding tabulation and content analysis. Scaling techniques: Thurston, Likert, and semantic differentials. Report writing and presentation.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentee Meter.

Suggested Readings

- Kothari, C.R. (2018). *Research Methodology*. New Age International Publisher
- Rao K.V. (2018). *Research Methodology in Commerce & Management*. Sterling Publishers Private Limited
- Gupta, S. P, and Gupta, M. P (2018). *Business Statistics*. Sultan Chand & Sons, 7th Edition
- Gupta, S.C and Kapoor, V.K (2019). *Fundamental of Mathematical Statistics*. Sultan Chand & Sons

Course Title: Social Media Marketing

L	T	P	Cr.
4	0	0	04

Course Code: DIM503

Learning Outcomes

Total Hours: 60

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

1. Understand what social media is, the various channels through which it operates, and its role in marketing strategy.
2. Develop social media marketing goals, objectives and content.
3. Design and develop an effective Blog.
4. Prepare Facebook Ads and Instagram Ads and understand how to effectively brand their Social Media Pages.
5. Establish a Video Marketing Strategy and learn YouTube Advertising.

Course Content

UNIT I

15 Hours

Introduction - Introduction to Social Media, what is Social Media? - How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management. Touchpoint analysis, Scheduling, creating content, Managing content programs, Planning Worksheets.

UNIT II

15 Hours

Blogs – Blogger, Tumblr, WordPress, Influencers Who are they? How to find them How to use them to benefit your brand. Facebook Instagram- Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests.

UNIT III

15 Hours

YouTube Long - form video platforms, setting up a channel, managing content - Video Flow - Google Pages for YouTube Channel - Verify Channel Webmaster Tool – Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords - Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples.

UNIT IV

15 Hours

Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of profiles. Pinterest - Visual social media and bookmarking, Set-up and management. Collaborative Marketing & Crowdsourcing - Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Reference Books:

- 1. *Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)*
- 2. *Marketing with Social Media (Linda Coles)*
- 3. *The Social Media Marketing Book (Dan Zarrella)*
- 4. *Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)*
- 5. *The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)*

Course Title: Retail Management Fundamentals
Course Code: DIM504

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

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

1. Apply the sales and retail operations in India.
2. Analyze the retail location choices and their effectiveness in Indian context.
3. Evaluate the retail strategies for effective retail business management in the competitive retail industry.
4. Analyze the challenges and opportunities in retail marketing.
5. Evaluate strategic and operational decision-making processes in the organized retail.

Course Content

UNIT I

15 Hours

Introduction to retailing: What is retailing, Structure of retailing and distribution, Opportunities in retailing.

Types of retailers: Retailer characteristics, Food retailers, General merchandise retailers, Service retailing, Types of ownership, Retail channels, Benefits & Challenges of retail channels.

UNIT II

15 Hours

Retail buying behaviour: The buying process, Types of buying decisions.

Retailing strategy: Retail market strategy, Target market and retail formats, Growth strategies.

Financial strategy and retail locations: Financial objectives and goals, Analysis of financial strength, Types of locations, Location and retail strategy

UNIT III

15 Hours

Merchandise management: Merchandise management overview, forecasting sales, developing an assortment plan, setting inventory and product availability levels,

Establishing a control system for managing inventory, allocating merchandise to stores.

UNIT IV

15 Hours

Retail pricing: Pricing strategies, Consideration in setting retail prices,

Legal and ethical pricing issues. Store Management: Store management responsibilities, Recruiting and selecting employees,

Motivating and managing store employees, Compensating and rewarding store employees, Store design objectives, Store design elements, Visual merchandising.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Pandit Ajay, Weitz Barton & Levy Michael. *Retailing management*. 8th Edition. M. G. Hills,
- Zentes, J., Morschett, D., & Schramm-Klein, H. (2019). *Strategic retail management*. Betriebswirtschaftlicher Verlag Dr. Th. Gabler GWV Fachverlage GmbH, Wiesbaden (GWV).
- Bhatia, S. C. (2018). *Retail management*. Atlantic Publishers & Dist.
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail management: a strategic approach*. Pearson Education Limited
- Barry, B. (2018). *Retail management: a strategic approach*. Pearson Education India

Course Title: Social Media Marketing (Lab)

L	T	P	Cr.
0	0	4	02

Course Code: DIM505

Total Hours: 60

Learning Outcome

After completing this course, students will be able to:

1. Develop a comprehensive understanding of various social media platforms and their functionalities.
2. Create, manage, and optimize social media accounts across multiple platforms.
3. Utilize analytical tools to track performance and enhance social media strategies.
4. Engage effectively with audiences through tailored content and interactions.
5. Stay updated with new technologies and trends in the social media landscape.

Course Content

UNIT I

15 Hours

Introduction to Social Media: In the introductory phase, students will get an overview of major social media platforms, creating accounts on Facebook, Twitter, Instagram, and LinkedIn. They will learn how to manage information using tools like Google Alerts and RSS feeds. Practical exercises will involve setting up Google Alerts and using Feedly to keep track of industry news.

UNIT II

15 Hours

Blogs and Influencers: Moving on to blogs and influencers, students will create and manage blogs on Blogger, Tumblr, or WordPress. They will research and identify influencers in specific industries using tools like BuzzSumo and Followerwonk. The practical application includes creating groups and pages on Facebook and Instagram, along with engaging posts. Students will design paid promotion ads and contests using Facebook Business Manager and Instagram Promotions.

UNIT III

15 Hours

YouTube and Video Content: For YouTube and video content, students will set up and verify a YouTube channel, customizing it with Google Webmaster Tools. They will manage YouTube content by uploading videos, setting defaults, and using YouTube Creator Studio and Canva for channel art. Optimization tasks include adding channel keywords, branding watermarks, and featured content, with the help of YouTube Analytics and TubeBuddy. Students will also review successful YouTube channels, applying best practices to their own project.

UNIT IV

15 Hours

Twitter, LinkedIn, Pinterest, and New Technologies: In the final UNIT, students will set up and optimize a Twitter profile, crafting tweets with Twitter Analytics and TweetDeck. They will optimize LinkedIn profiles and company pages, using LinkedIn Analytics and Sales Navigator. For Pinterest, students will create boards, pins, and engage with visual content using Pinterest Analytics and Canva. Finally, students will explore new technologies in social media, such as chatbots, messenger bots, and AI tools.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- Kerpen, Dave. *The Art of People: 11 Simple People Skills That Will Get You Everything You Want*. Crown Business, 2016.
- Weintraub, Marty. *Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques*. Wiley, 2011.
- Jarboe, Greg. *YouTube and Video Marketing: An Hour a Day*. Wiley, 2011.
- Miller, Michael. *YouTube for Business: Online Video Marketing for Any Business*. Pearson, 2011.
- Rowse, Darren, and Chris Garrett. *ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income*. Wiley, 2012.
- Solis, Brian. *Engage! The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. Wiley, 2010.

Course Title: Fundamentals of Computer (Lab)
Course Code: DIM506

L	T	P	Cr.
0	0	4	02

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Understand the fundamentals of computer hardware and software to make informed decisions on their selection and utilization.
2. Analyse the different types of operating systems, and critically analyze their functions and their suitability for specific computing requirements.
3. Create solutions using productivity software to solve complex problems and enhance productivity in various professional contexts.
4. Evaluate the foundations of information systems to develop strategies for effective management of information resources and ensure ethical practices in information technology.

Course Content

UNIT I

15 Hours

Computer hardware and software, input and output devices, storage, memory, processing, and different types of operating systems.

UNIT II

15 Hours

Computer Networks and the Internet: computer networks, including LANs, WANs, and the Internet. Network topologies, protocols, Internet browsing and searching.

UNIT III

15 Hours

Productivity Software: productivity software, including word processing, spreadsheet, and presentation software. Create and edit documents, spreadsheets, and presentations using different software applications.

UNIT IV

15 Hours

Information Systems and Security: Information security, and ethical considerations in information technology. Different types of information systems and their applications, the importance of information security, and privacy. Ethical and Legal Considerations: Computer ethics and responsible use of technology Intellectual property and copyright, Privacy and data protection

Transaction Mode

Group discussion, Experiential learning, Brainstorming, Active participation, Flipped teaching, Cooperative learning

Suggested Readings

- *Norton, P. Introduction to computers. McGraw-Hill.*
- *Goel, V. Computer Fundamentals. New Delhi, India: Pearson Education.*
- *Sinha, P. K. Computer Fundamentals and Programming in C. New Delhi, India: BPB Publications.*
- *Rajaraman, V. Fundamentals of Computers. New Delhi, India: Prentice-Hall of India.*
- *Morley, D., & Parker, C. S. Understanding Computers: Today and Tomorrow. Boston, MA: Cengage Learning.*
- *Shelly, G. B., Cashman, T. J., & Vermaat, M. E. Discovering Computers. Boston, MA: Cengage Learning.*

Semester-VI

Course Title: Office Management
Course Code: DIM601

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completing this course, students will be able to:

1. Understand the key functions and roles of office management.
2. Develop skills to organize office resources efficiently.
3. Use modern office technologies for communication and documentation.
4. Coordinate office activities to ensure smooth workflow.

Course Content

UNIT I

15 Hours

Definition the office, function of office, activities of office, emergency of modern office an overview, office layout, objectives & principles of office layout and types of office layout.

UNIT II

15 Hours

Office Management – Concept, need and importance, office manager – position manager, function and responsibility of office manager, administrative office management, communication – Oral and written, Internal and External communication network.

UNIT III

15 Hours

Office Organization – Meaning, principles of organization, types of organization, process of delegation and decentralization of authority and responsibility relationship.

UNIT IV

15 Hours

Record Management – Purpose, Principle, Filing - characteristics of good filing, advantages and classification of files, methods of filing.

Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Reference:

- *Office Management by R.K. Chopra, Himalaya Publishing House*
- *Office Organization and Management by R.K. Chopra, Himalaya Publishing House.*
- *Fundamentals of office management – by J.P.Mahajan, Himalaya Publishing House.*
- *Office Management by S.P.Arora , Vikas Publishing House.*
- *Office Management – R.S.N.Pillai & Bagavathi- S.Chand.*

Course Title: Basics of Organizational Development

L	T	P	Cr.
4	0	0	04

Course Code: DIM602

Learning Outcomes:

Total Hours: 60

After completing this course, students will be able to:

1. Understand the principles and models of organizational development
2. Learn how to diagnose organizational issues
3. Develop skills in change management and intervention.

Course Content

UNIT I

15 Hours

Introduction to Organizational Change and Development; Definitions & its distinguishing characteristics, Dynamics of planned change, triggers for change, strategies for implementing organizational change. Foundations of OD: Conceptual Framework of OD, Historical background of OD, Values, assumptions and beliefs in OD, Systems theory, Participation and Empowerment, Teams and Teamwork, Strategies of change, Inter-Disciplinary Nature of OD.

UNIT II

15 Hours

Action Research and OD, Action Research: A Process and an Approach. Managing OD Process: Diagnosis, Nature of OD intervention; Creating Parallel Learning Structures Change and its Impact: Diagnosis and Resistance to Change; Implementing Change; Strategies and Skills for Communicating Change; Consolidating Change Introduction to Organizational Development; Foundations of Organizational Development; Process of Organizational Development; Diagnostic Strategies and Skills; Power, Politics and Ethics in OD; Evaluating change and future of Organizational Development

UNIT III

15 Hours

OD Interventions: An overview, characteristics of OD interventions. Structural Interventions, Training Experience: T-Groups, Behavioral Modeling and Career Anchors. Team Interventions, Intergroup and Third-Party Peace-Making Interventions.

UNIT IV

15 Hours

Issue in Consultant-Client Relations: Entry and contracting, defining the client system, trust, the nature of the consultant's expertise, diagnosis and appropriate, interventions, depth of intervention, on being absorbed by the cultural, the consultant as a model, the consultant team as a microcosm, the dependency issue and terminating the relationship, Ethical standards in OD, Implications of OD for the Client. Contemporary Issues in OD. OD and Quality Movement, OD- Now and Beyond.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- French, Wendell L., and Cecil H. Bell Jr. *Organization Development: Behavioral Science Interventions for Organization Improvement*. Pearson Education, 2005.
- Cummings, Thomas G., and Christopher G. Worley. *Organization Development and Change*. Cengage Learning, 2014.
- Argyris, Chris. *Action Science: Concepts, Methods, and Skills for Research and Intervention*. Jossey-Bass, 1985.
- Schein, Edgar H. *Process Consultation Revisited: Building the Helping Relationship*. Addison-Wesley, 1999.
- Blake, Robert R., and Jane S. Mouton. *The Managerial Grid: The Key to Leadership Excellence*. Gulf Publishing Company, 1985.
- Beckhard, Richard. *Organization Development: Strategies and Models*. Addison-Wesley, 1969.

Course Title: Brand Management

L	T	P	Cr.
4	0	0	04

Course Code: DIM603

Learning Outcomes

Total Hours: 60

After completing the course, students will be able to:

1. Understand intricacies involved in managing a brand.
2. Acquire the basic knowledge about Brand management and brand equity.
3. Apply the brand building concept to grow and sustain the brand name of any business concern.

Course Content

UNIT I

15 Hours

THE MARKET AND BRAND BASICS: Introduction, Competitive Forces in the Market, Competitive Strategies for Market Leaders, Basics of Branding, Definitions of Brands, Characteristics of a Brand, Brands and Products, Establishing a Brand, Benefits of a Strong Brand, The 3 Cs of Branding, Important factors about Branding.

UNIT II

15 Hours

BRAND EVOLUTION AND VALUE OF BRANDS: Understanding of Brand Evolution, Understanding of the Branding process, Value of Brands, The Importance of Brand Planning, Issues Influencing Brand Potential, Eight Dimensions of Brands

UNIT III

15 Hours

THE BRAND AND THE CONSUMER: Introduction, Brand Building, Importance of creating Powerful Brands, The Nature of Relationships with Customers, The Organization's Marketing Assets, The Importance of a Brand, The Brand –Customer Relationship, The Consumer Mindset.

UNIT IV

15 Hours

BRAND PLANNING AND BUILDING: The Concept of Customer-Based Brand Equity, Building Customer Based Brand Equity, Three Tools to Facilitate Brand Planning: Brand Positioning Model, Brand Resonance Model, Brand Value Chain Model. Designing Brand Identity: Brand Touch-Points, Branding Ideals, Branding Elements, Name, Logo and More.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings:

- Keller, K.L., Parameswaran, Ambi M.G., & Jacob, I. (2016). *Strategic Brand Management, Building, Measuring & Managing Brand Equity. 4th edition. Pearson.*



- Verma, H. V. (2007). *Brand Management: Text and Cases. 2nd edition. Excel Books India.*
- Sengupta, S. (2004). *Brand Positioning: Strategies for Competitive Advantage. 2nd edition. McGrawHill Higher Education.*

Course Title: Career Planning

L	T	P	Cr.
4	0	0	04

Course Code: DIM604

Learning Outcomes

Total Hours: 60

1. Understand the importance of career planning and goal setting.
2. Assess personal skills, interests, and values for career choices.
3. Explore various career options and pathways effectively.
4. Develop strategies for job search, resume building, and interviews.

Course Content

UNIT I

15 Hours

Self-Assessment and Career Exploration: Introduction to Career Planning, Self-Assessment Tools (e.g., personality tests, interest inventories, skills assessments), Identifying Strengths, Weaknesses, Opportunity, and Threats (SWOT Analysis), Exploring Career Options, Aligning Personal Attributes with Career Choices.

UNIT II

15 Hours

Setting Career Goals and Developing a Plan: Importance of Setting Career Goals, Short-term vs. Long-term Goals, SMART Goals (Specific, Measurable, Achievable, Relevant, Time-bound), Creating a Career Action Plan, Overcoming Obstacles and Staying Motivated

UNIT III

15 Hours

Job Search Strategies: Crafting an Effective Resume, writing a Compelling Cover Letter, Job Search Techniques (e.g., online job boards, company websites, career fairs), Networking Strategies (both online and in-person), Interview Preparation and Techniques, Utilizing LinkedIn and Other Professional Networks

UNIT IV

15 Hours

Professional Development and Lifelong Learning: Importance of Lifelong Learning, Professional Development Opportunity (e.g., workshops, seminars, certifications), Continuing Education Options (e.g., online courses, advanced degrees), Developing Soft Skills (e.g., communication, leadership, teamwork), Building a Professional Brand and Reputation

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute.

Suggested Readings:

- *"You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera, Bloomsbury India*



- *“Connecting the Dots: Work Life Balance and Career Planning” by Preeti Shenoy, Westland Publications*
- *“The Winning Way: Learnings from Sport for Managers” by Anita Bhogle and Harsha Bhogle, Westland Publications*
- *“How I Braved Anu Aunty and Co-Founded a Million Dollar Company” by Varun Agarwal, Rupa Publications India*
- *“Stay Hungry Stay Foolish” by Rashmi Bansal, Westland Publications*
- *“Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small-Town India with Big-Time Dreams” by Rashmi Bansal, Westland Publications*
- *“I Have a Dream: The Inspiring Stories of 20 Social Entrepreneurs Who Found New Ways to Solve Old Problems” by Rashmi Bansal, Westland Publications*

Course Title: Banking and Insurance Law

Course Code: DIM605

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

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

1. Understand the meaning of risk, its nature and types, and also its relationship with insurance.
2. Apply the risk management process, including identifying, evaluating, controlling, financing, and monitoring risks.
3. Understand general insurance principles and their application to life and non-life insurance.
4. Understand the structure and functioning of the Indian banking industry, including the roles of RBI, commercial, rural, and cooperative banks.
5. Identify and analyze various banking risks and recent developments in the sector.

Course Content

UNIT I

8 Hours

RISK AND INSURANCE — History and Development of Insurance in India- Insurance Act, 1938 -Insurance Regulatory and Development Authority Act1999, Defining risk, nature and types of risk, risk management process, Risk and its relation with insurance. Concept and significance of insurance, classification of insurance life and non-life, general principles of insurance.

UNIT II

8 Hours

LIFE INSURANCE — Life - principles, products term insurance endowment, insurance, pensions, Group Insurance, IRDA. GENERAL INSURANCE: principles, products fire, marine, motor vehicles, public utility, third party insurance, group insurance, burglary insurance. Claims Settlements.

UNIT III

7 Hours

OVERVIEW OF BANKING INDUSTRY: - History and evolution of Banking laws in India- Reserve Bank of India Act, 1934 - Banking Regulation Act, 1949; Nationalization and social control over banks, Banking structure in India- RBI, Commercial, Rural and Cooperative banks their role and significance, functions, SLR, CRR: Concepts, Banking Ratios.

UNIT IV

7 Hours

BANKING RISKS AND RECENT DEVELOPMENTS —Credit, liquidity, market, operation, interest rate solvency, Universal Banking, E-banking,

Mobile banking. ALM Process. AMI.

Transaction Mode

Panel Discussions, Group Discussions, Brain storming, Role play, Demonstration, Project based learning, Team Teaching, Ted Talks

Suggested Readings

- Warjiyo, P., & Juhro, S. M. (2019). *Central bank policy: Theory and practice*. Emerald Group Publishing.
- Michail, N. (2021). *Money, Credit, and Crises: Understanding the Modern Banking System*. Springer Nature.
- Choudhry, M. (2018). *An introduction to banking: principles, strategy and risk management*. John Wiley & Sons.
- "Principles of Risk Management and Insurance" by George E. Rejda, Michael McNamara – Pearson.
- "Insurance Theory and Practice" by Tripathi and Pal - PHI Learning Pvt. Ltd.
- "Life Insurance in India: OpportUNIT ies, Challenges and Strategic Perspective" by H. Sadhak - SAGE Publications.

Course Title: Presentation and Public Speaking

L	T	P	Cr.
0	0	4	02

Course Code: DIM606

Total Hours: 60

Learning Outcomes:

After completing the course, students will be able to

1. Analyze and engage the audience effectively.
2. Organize presentations logically with strong content.
3. Effectively use visual aids and presentation software.
4. Develop confidence and master delivery techniques.
5. Respond effectively to audience questions.

Course Content

UNIT I

15 Hours

Introduction to Public Speaking: Overview of course objectives and expectations, Importance of public speaking in business, Basic principles of effective communication. Overcoming Fear and Building Confidence: Understanding speech anxiety, Techniques to build confidence, Practice exercises for reducing anxiety.

UNIT II

15 Hours

Crafting the Speech: Components of a well-structured speech: Introduction, Body, Conclusion, organizing content logically, developing a clear and concise message. Developing Presentation Content: Crafting compelling content, using stories, examples, and data to support points, Ethical considerations in speech content. Visual Aids and Technology: Designing effective visual aids (PowerPoint, Prezi), Integrating technology seamlessly into presentations, Avoiding common visual aid pitfalls.

UNIT III

15 Hours

Delivery Techniques: Voice modulation, pacing, and projection, Body language and non-verbal communication, Eye contact and facial expressions. Practice and Feedback, Student presentations and peer feedback, Instructor feedback and areas for improvement, refining delivery based on feedback.

UNIT IV

15 Hours

Handling Q&A Sessions: Techniques for managing audience questions, staying composed under pressure, Strategies for effective impromptu speaking. Advanced Skills and Final Presentations. Persuasive Speaking: Principles of persuasion, crafting persuasive messages, Techniques for influencing and motivating audiences. Advanced Presentation Skills: Handling difficult audiences. Adapting to different speaking environments.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brainstorming, Role-play Demonstration, Project-based learning, Team Teaching

Suggested Readings:

- *"The Art of Public Speaking" by Stephen E. Lucas, McGraw-Hill Education*
- *"Public Speaking: An Audience-Centered Approach" by Steven A. Beebe and Susan J. Beebe, Pearson*
- *"Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo, St. Martin's Griffin.*
- *"Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath, Random House*
- *"Slide: ology: The Art and Science of Creating Great Presentations" Nancy Duarte, O'Reilly Media*
- *"The Exceptional Presenter: A Proven Formula to Open Up and Own the Room" by Timothy J. Koegel, Greenleaf Book Group Press*
- *"Confessions of a Public Speaker" by Scott Berkun, O'Reilly Media*
- *"Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us About the Art of Persuasion" by Jay Heinrich's, Three Rivers Press*