



# **SNDT Women's University, Mumbai**

## **Marketing Management**

### **Bachelor of Management Studies (BMS)**

*As per NEP-2020*

**Syllabus**

**(2024-25)**

**Tentative Template  
Terminologies**

<b>Abbreviation</b>	<b>Full-form</b>	<b>Remarks</b>	<b>Related to Major and Minor Courses</b>
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.	Subject Specific IKS related to Major
VAC	Value-Added Courses		Not Related to the Major and Minor

OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

## Programme Template:

<p>Programme</p> <p>Degree</p> <p>e.g.</p> <p>B.A./B.Com./B.Sc./ B.M.S., etc.</p>	<p>Bachelor of Management Studies (BMS)</p>
<p>Parenthesis if any (Specialization)</p> <p>e.g. History, Human Development, English, etc.</p>	<p><b>Marketing Management</b></p>
<p>Preamble (Brief Introduction to the programme)</p>	<p>BMS is a course in the management domain that imparts practical and theoretical knowledge. This course is perfect for students who are passionate about making a career in management. The main aim of the course is to make students well-equipped with the application of management principles in various industrial scenarios. This course gives the students an understanding of how organizations work, how they are managed, and how organizations interface with each other in the environment.</p>
<p>Programme Specific Outcomes (PSOs)</p> <p><i>Action Verbs demonstrating (Major) discipline-related knowledge acquisition, mastery over cognitive and professional, vocational skills are to be used</i></p> <p><i>e.g. demonstrate a sound understanding of.., analyse, compare, create, design, etc...</i></p> <p><i>(minimum 5)</i></p>	<p>After completing this programme, the Learner will</p> <ol style="list-style-type: none"> <li>1. Develop a foundation and understanding of managerial concepts, principles, and practices.</li> <li>2. Gain knowledge and skills to exploit opportunities in management profession.</li> <li>3. Enable Students to relate to and analyses marketing strategies and practices implemented by businesses.</li> <li>4. Develop a positive attitude towards lifelong learning and research regarding Marketing management.</li> <li>5. Enhance leadership ability and teamwork skills that enable them to work effectively in group</li> </ol>

Eligibility Criteria for Programme		XII or equivalent from any stream/ any medium / any state
Intake (For SNTD WU Departments and Conducted Colleges)		

## Structure with Course Titles

*(Options related to our area of study to be provided with "OR" for baskets of different types)*

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	<b>Semester III</b>					
3.1	<b>Consumers &amp; Buying Behaviour</b>	Major (Core)	4	100	50	50
3.2	<b>Integrated Marketing Communication</b>	Major (Core)	4	100	50	50
3.3	<b>Introduction to Hospital Planning and Services / Marketing of Agro Products Avenues and Prospects</b>	Minor Stream	4	100	50	50
3.4	<b>Fundamentals of Production &amp; Operations Management/ Introduction to Data Analytics</b>	OEC	2	50	0	50
3.5	<b>Entrepreneurship Development</b>	VSC	2	50	50	0
3.6	<b>NGO Management/ SWAYAM/ CHETNA/ MOOC</b>	AEC	2	50	0	50
3.7	<b>Survey, presentation and report on specific local Industry/Product</b>	FP	2	50	50	0
3.8	<b>NCC / NSS / Sports / Cultural</b>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>

	<b>Semester IV</b>					
4.1	<b>Brand Management</b>	Major (Core)	4	100	50	50
4.2	<b>Retail management</b>	Major (Core)	4	100	50	50
4.3	<b>Introduction to Healthcare Ethics / Production Management</b>	Minor Stream	4	100	50	50
4.4	<b>Quality Management</b>	OEC	2	50	0	50
4.5	<b>Tourism Management / Event Management / Course from SWAYAM/ CHETNA/ MOOC</b>	VSC	2	50	0	50
4.6	<b>critical reading/ academic writing/ Art of Handling People effectively</b>	AEC	2	50	0	50
4.7	<b>Study of Local Business/Industry/Sources and pattern of Recruitment at nearby Industry</b>	CC	2	50	50	0
4.8	<b>NCC / NSS / Sports / Cultural</b>	CEP	2	50	50	0
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>

**Exit with UG Diploma with 10 extra credits (44 + 10 credits)**

### 3.1 Major (Core)

<b>Course Title</b>	Consumer Buying Behaviour
<b>Course Credits</b>	4
<b>Course Outcomes</b>	After going through the course, learners will be able to :
	1. Understand Basics of Consumer Buying Behaviour
	2. Analyze the Determinants of Consumer Behaviour
	3. Recognize Consumer Relationship Management
	4. Implement Ethics of Consumer Buying Behaviour
<b>Module 1(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	Understand what is Consumer Behaviour know the Needs & Importance of CBB Basic components & applications of CBB
<b>Content Outline</b>	Introduction to Consumer Behaviour 1. Meaning of Consumer Behaviour, features & importance, types, diversity. 2. Buying Behaviour – Difference between Buyer & Consumer, Buying Motives, Buying process & factors, Types. 3. Organisational Buying behaviour, Derived Demand, Difference between Consumer Buying Behaviour & Industrial Buying Behaviour. 4. Application of Consumer Buying behaviour in Marketing.
<b>Module 2(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the formulation of a suitable production policy to meet the demand as per the sales forecast. 2. Identify the customer's profile of Low and High-Involvement products.
<b>Content Outline</b>	Individual Determinants of Consumer Behaviour 1. Consumer needs and motivation, Perceptions.



	<p>2. Consumer involvement theory and its types, High &amp; low involvement products.</p> <p>3. Personal method of sales forecasting.</p> <p>4. Learning- Theory, consumer attitude formation &amp; Change.</p>
<b>Module 3(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<p>1. Look at various territories of global consumer psychology &amp; understand their buying pattern &amp; lifestyle.</p> <p>2. Understand the customers: their wants and needs.</p>
<b>Content Outline</b>	<p>Consumer Relationship Management</p> <p>1. Family Influence in Buying Behaviour, Family life cycle and role – Consumer Behaviour.</p> <p>2. Meaning, Definition of CRM, Types, Objectives, Factors, Difference between CRM v/s CRM.</p> <p>3. Importance of CRM, Consumer Loyalty, and Loyalty Breakers.</p> <p>4. Need for CRM in E-Commerce.</p>
<b>Module 4(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<p>1. Understand Ethical Consumerism</p> <p>2. Establish the relationship management</p>
<b>Content Outline</b>	<p>1. Public Relationship Management &amp; its Objectives.</p> <p>2. Ethical Practices related to Consumer &amp; Buying Behaviour.</p> <p>3. E – Buying Behaviour.</p>

## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Assignment - 10 Marks
2. Power Point Presentation - 15 marks
3. Quiz - 10 marks
4. Case Study - 15 marks

### **Internal Examination – 50 Marks**

### **External Examination – 50 Marks**

### **References**

1. Schiffman, L. G, Kanuk, LL & Kumar, SR (2011). Consumer Behaviour (10<sup>th</sup> Ed), Pearson.
2. Loudan, David Land Bitta, A.J. Della – Consumer Behaviour, McGraw Hill Education; 4th edition (1 July 2017)
3. Nair, Suja R – Consumer Behaviour in Indian Perspective, Himalaya Publishing House.

### 3.2 Major (Core)

<b>Course Title</b>	<b>Integrated Marketing Communication</b>
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to:
	1. Understand the Basics of IMC
	2. Analyse the Elements of IMC
	3. Recognize the Types and importance of Advertising
	4. Implement Ethics of IMC
<b>Module 1(Credit 1) Introduction to Integrated Marketing Communication</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the Meaning of IMC
	2. know the tools of IMC
	3. Learn the communication Process in IMC
<b>Content Outline</b>	<p>1. Meaning, Definition of IMC, Evolution of IMC, Reasons for growth, and Features.</p> <p>2. Promotional tools for IMC, IMC Planning Process.</p> <p>3. Communication process, Traditional &amp; Alternative Response Hierarchy models.</p>
<b>Module 2(Credit 1) Elements of IMC</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the elements of IMC.
	2. Identify the importance & trends of elements of IMC
<b>Content Outline</b>	<p>1. Sales promotion- Different types of Sales Promotion, advantages &amp; disadvantages.</p> <p>2. Public Relation &amp; Publicity- Types of PR, Process, advantages &amp; disadvantages. Types of Publicity.</p> <p>3. Direct Marketing- Features, advantages &amp; disadvantages.</p> <p>4. Personal Selling- Features, advantages &amp; disadvantages.</p> <p>5. Advertising- Features, advantages &amp; disadvantages.</p> <p>6. New Trends in IMC, International Media.</p>
<b>Module 3(Credit 1) Advertising:</b>	

<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Look at various Advertising Functions.
	2. Understand types of advertising.
<b>Content Outline</b>	<p>1. Types of Advertisements.</p> <p>2. Communication Model Concerning Advertising</p> <p>3. Fundamentals of Advertising Campaigns - Planning Process – The Creative Brief – Creating an Appeal.</p> <p>4. Elements of Print Advertisement – Legal and Ethical aspects of Advertising- Kids Advertising.</p> <p>5. Advertising Agencies – Function – Types – In House Agencies – Direct Response Agencies. Sales Promotion Agencies – PR Firms – Interactive Agencies -Advertising Agency.</p>
<b>Module 4(Credit 1) Ethical Concerns in IMC</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the Ethics of IMC
	2. Exercise the social responsibility.
<b>Content Outline</b>	<p>Regulations and Ethical Concerns, Ethics and Social responsibility in IMC campaigns</p> <p>1. Exercises on Social Responsibility related to issues like Polio/Drugs/Child labour/Water Wastage and so on.</p>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Assignments -10 Marks
2. Group Discussions -15 marks
3. Class Test -10 marks
4. Presentations -15 marks

### **Internal Examination – 50 Marks**

### **External Examination – 50 Marks**

### **References**

1. Terence Shimp (2009), Integrated Marketing Communication in Advertising and Promotion by, 8 th Edition.
2. Keyon Purana (2021), Advertising and Promotion by George Belch, Michael Belch, , 12th Edition.

### 3.3 Minor Stream

<b>Course Title</b>	<b>Marketing of Agro Products Avenues and Prospects</b>
<b>Course Credits</b>	4
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Understand the basics of marketing
	2. Apply the concepts of marketing in the real world.
<b>Module 1 (Credit 1) : Introduction to Marketing</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the different aspects of Marketing.
	2. Gain knowledge about the Marketing Research
	3. Understand Agro Products and Industry.
	4. Understand laws governing AGRO INDUSTRY and Various Government schemes to promote AGRO INDUSTRY
<b>Content Outline</b>	<p>Concept of Marketing, Market Segmentation, Basis of Market Segmentation, Factors influencing Market Segmentation (PESTLE Analysis)</p> <p>Levels of Market Segmentation</p> <p>Advantages of Segmentation</p> <p>Marketing Targeting</p> <p><i>Use Case Study for Discussion</i></p> <p>Packaging – Concepts and different types of Packaging (Primary Packaging, Secondary Packaging and Tertiary Packaging)</p> <p>Labelling - Concepts and their Types</p> <p>Challenges of marketing products internationally</p>

	WTO and Agreement on the Application of Sanitary and Phytosanitary Measures.
<b>Module 2 (Credit 1) : Marketing Research</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the importance and benefits of Marketing Research
<b>Content Outline</b>	<p>Introduction to Market Research</p> <p>Reasons for Market Research</p> <p>Objectives and Importance of Market Research</p> <p>The Marketing Research Process</p> <p>Applications of Market Research</p> <p>(Students have to conduct a survey and submit a research project on Agro-based companies and products)</p>
<b>Module 3 (Credit 1): AGRO INDUSTRY</b>	
<b>Module 3 ( 1 credit) :</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <p>1. Understand Agro Products and Industry.</p>

<p><b>Content Outline</b></p>	<p>Introduction to operation Green revolution.</p> <p>Knowledge of the importance on Agro Industries Products in food Industry &amp; Its market value</p> <p><b>Different Types of Agro-Based Industries</b></p> <p><b>Agro-Produce Processing Units</b></p> <p><b>Agro-Inputs Manufacturing Units</b></p> <p>Agro-Produce Manufacturing Units</p> <p>Agro-Service Centres</p> <p>Scope of agro-processed products for entrepreneurship</p> <p><b>Most noteworthy current trends or primary legal issues of concern concerning agriculture and agribusiness.</b></p> <p>The Agriculture Export Policy, 2018</p> <p>Scheme for Agro-Marine Processing and Development of Agro-Processing Clusters (SAMPADA).</p> <p>PMKSY (Pradhan Mantri Krishi Sichai Yojna)</p> <p>AGRI-UDAAN program</p> <p><b>Concept of Self-Help Group and its Role in the development of Ago-based processing industries.</b></p> <p><b>Specific challenges relating to the export of agri-based products.</b></p> <p><b>Specific challenges relating to the marketing of agri-based products in domestic markets.</b></p>
<p><b>Module 4 ( 1 credit) :</b></p>	<p><b>AGMARK</b></p>
<p><b>Learning Outcomes</b></p>	<p>1. Understand different compliances and schemes associated with the promotion of AGRO INDUSTRY</p>

<b>Content Outline</b>	<p><b>AGMARK – Concept, Objectives, Features, and Benefits. AGMARK Certification.</b></p> <p><b>List of Acts covering Food and Agriculture Laws In India - Concepts and Scope.</b></p> <p><b>Institutional Efforts for the Promotion of Agro-Based Industries</b></p> <p>Efforts made by various government departments and agencies to promote agro-based industries;</p> <p><b>Concept and Scope</b> Ministry of Food Processing Industries (MOFPI): APEDA (Agricultural and Processed Food Products Export Development Authority) under the Ministry of Commerce and Industry</p> <p>Department of Animal Husbandry and Dairying; The National Horticultural Board (NHB)</p>
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### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Activity on Simulation Games.
2. Activity on studying the PLC's of various FMCG products of different companies.
3. Visit to a Manufacturing Unit.
4. Case Study Analysis.

### **Internal Examination – 50 Marks**

### **External Examination – 50 Marks**

### **References**

1. Philip Kotler,( 2007) Marketing Management, , Prentice Hall,
2. Rajan Saxena,(2010) Marketing Management, Tata McGraw Hill
3. Bholanath Dutta (2010) Marketing Management, Excel Books
4. Richard Louis Kohls, Joseph N. Uhl (2002), Marketing Of Agricultural Products,. Prentice Hall,
5. Daniel Padberg, Christopher Ritson, Luis Albisu, Cabi, Agro Food Marketing, Digital Library



### 3.4 OEC

<b>Course Title</b>	Fundamentals of Production & Operations Management
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Develop a thorough understanding of operations management, including its definition, concepts, scope, and its importance in achieving organizational objectives and competitiveness.
	2. Analyze the concept of plant location, understand the steps involved in locating a plant, and evaluate the factors influencing the selection of a plant site in various organizational contexts
	3. Understand the objectives of an ideal plant layout, classify and compare different types of plant layouts
	4. Understand the meaning and significance of production planning, familiarize themselves with the production planning procedure
	5. Understand the importance of plant maintenance, identify causes of plant breakdown, and analyze the associated costs.
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the importance of operations management in achieving organizational goals and maintaining competitiveness
	2. Develop analytical skills to assess the effectiveness of different techniques in improving operational performance.
<b>Content Outline</b>	<p>Introduction to Operations Management &amp; Plant</p> <p>a) Operations Management- Introduction , concept &amp; scope, Importance</p> <p>b) Plant Location – Introduction &amp; concept, Steps in locating a plant, Factors influencing selection of a plant</p> <p>c) Plant (Facility) Layout - Introduction, Objectives of an Ideal Plant Layout, Types of plant Layout</p> <p>d) Just in Time – Introduction, Techniques</p>
<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Identify the importance of Maintenance in plant operations and its contribution to overall productivity and efficiency.
	2. Classify the different types of maintenance strategies such as preventive, predictive, and corrective maintenance, and understand their applications in different contexts.

<b>Content Outline</b>	Production Planning & Maintenance of plant a) Meaning of Production Planning, Procedure b) Routing & Scheduling, Dispatching & Processing c) Maintenance of Plant - Introduction, Causes of Plant Breakdown, Cost associated with Breakdown, Types of Maintenances, Elements of a Good Maintenance System
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**Internal Examination will not be conducted**

**External Examination – 50 Marks**

**References**

- 1) Dr. Sanjay Sharma, (2003) Introduction to Management, Cyber Tech Publication,
- 2) L.C. Jhamb (2007), Production Management- Everest Publishing House, 12<sup>th</sup> edition.
- 3) S. A Chunawalla & D. R. Patel, (2013) Production & Operation Management- Himalaya Publishing House, 6<sup>th</sup> revised edition.
- 4) K. Aswathappa & K. Shridhara Bhat,(2007) Production & Operation Management – Himalaya Publishing House

### 3.4 OEC

<b>Course Title</b>	Introduction to Data Analytics
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Understand the foundational concepts of data analytics, including its overview, importance, and various types such as descriptive, diagnostic, predictive, and prescriptive analytics.
	2. Familiarize themselves with techniques for data visualization to aid in effective decision-making.
	3. Acquire a working knowledge of SQL and its application in querying Oracle databases.
	4. Develop the skills to perform joins to display data from multiple tables and use sub-queries to solve complex queries.
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Distinguish between descriptive, diagnostic, predictive, and prescriptive analytics, understanding the objectives and methodologies associated with each type.
	2. Explore and articulate the various benefits of data analytics, including but not limited to improved decision-making, enhanced operational efficiency, better resource allocation, and the ability to identify new business opportunities.
<b>Content Outline</b>	<p>Introduction to Data Analytics</p> <p>Data Analytics Overview, Importance of Data Analytics, Types of Data Analytics, Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Benefits of Data Analytics, Data Visualization for Decision Making, Data Types, Measure Of central tendency, Measures of Dispersion</p>

<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Gain familiarity with the Oracle Database management system, including its architecture, features, and functionality
	2. Learn to perform data manipulation operations such as INSERT, UPDATE, DELETE, and MERGE to modify data in Oracle databases, maintaining data integrity and consistency.
<b>Content Outline</b>	<p>Structured Query Language</p> <p>Introduction to Oracle Database, Retrieve Data using the SQL SELECT Statement, Learn to Restrict and Sort Data, Usage of Single-Row Functions to Customize Output, Invoke Conversion Functions and Conditional Expressions, Aggregate Data Using the Group Functions, Display Data from Multiple Tables Using Joins, Use Sub-Queries to Solve Queries, The SET Operators, Data Manipulation Statements</p>

**Internal Examination will not be conducted**

**External Examination – 50 Marks**

**References**

1. Provost, F., & Fawcett, T. (2013). Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking. O'Reilly Media.
2. Knaflic, C. N. (2015). Storytelling with Data: A Data Visualization Guide for Business Professionals. Wiley.
3. Forta, B. (2012). SQL in 10 Minutes, Sams Teach Yourself. Sams Publishing.
4. Price, J., & Bryla, B. (2016). Oracle Database 12c SQL. McGraw-Hill Education.

### 3.5 VSC

<b>Course Title</b>	<b>Entrepreneurship Development</b>
<b>Course Credits</b>	<b>2</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Develop awareness about entrepreneurship and successful entrepreneurs.
	2. Outline the role of entrepreneurship in economic development
	3. Identify the barriers of women entrepreneurs in the given scenario.
	4. Determine the key elements of the business plan and organizational plan
	5. Understand the role and importance of Financial institutions in promoting/supporting entrepreneurs.
<b>Module 1 (Credit 1) Introduction to Entrepreneurship</b>	
<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	1. Explain the concept of entrepreneur and Entrepreneurship
	2. Discuss the factors contributing to Entrepreneurship Development.
	3. Understand the various problems faced by women entrepreneurs.
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Introduction, Concept of Entrepreneur and Entrepreneurship, characteristics of entrepreneur, Factors contributing to Entrepreneurship Development, Importance of entrepreneurship in economic development.</li> <li>• Modern concept: Intrapreneur and Copreneur, Types of Entrepreneurship.</li> <li>• Women Entrepreneurship: Introduction, Factors inducing women entrepreneurs, problems, and various GOVT schemes promoting women entrepreneurs.</li> </ul>

## **Module 2 (Credit 1) Project Management**

<b>Learning Outcomes</b>	<b>After learning the module, learners will be able to</b>
	1. Identify the process of project development
	2. Understand the financial assistance and institutional support involved in entrepreneurship development.
<b>Content Outline</b>	<ul style="list-style-type: none"><li>• Introduction, concept, and classification of Project, Project Life Cycle and Project Report- content, Project Appraisal, and Feasibility</li><li>• Preparing Business Plan, Marketing plan, Financial Plan, and Organizational plan</li><li>• Financial Assistance – Commercial Bank, SIDBI and SFC</li><li>• Institutional Support – DIC, NSIC, SIDCO and TCO</li><li>• Concept on Micro Finance</li></ul>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Presentations 15 M
2. Case study 10 M
3. MCQ 10 M
4. Assignment 15 M

### **Internal examination – 50 marks**

### **External Examination will not be conducted**

### **References**

1. Khanka S.S (2007), Entrepreneurial Development, S Chand & Company.
2. Desai Vasant (2014), Entrepreneurial Development, Himalaya Publishing House
3. Gupta C. B and Srinivasan N.P (2000), Entrepreneurial Development, Sultan Chand & Sons, New Delhi
4. Vaz Michael (2010), Entrepreneurship Management, Manan Prakashan, Mumbai

### 3.6 AEC

<b>Course Title</b>	NGO Management
<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Develop a deep understanding of NGOs, encompassing their definitions, characteristics, and classifications, and analyze their evolution within different developmental frameworks.</li> <li>2. Acquire the skills to create and implement effective strategic plans for NGOs, including setting vision and mission, conducting SWOT analysis, and executing strategic initiatives.</li> <li>3. Navigate the legal requirements for setting up NGOs, comprehend fiscal regimes and tax laws in the context of India, and apply ethical principles and governance standards.</li> <li>4. Develop expertise in fundraising strategies, including grants, donations, and events, and acquire financial management skills for budgeting, planning projects, and measuring financial impact.</li> <li>5. Explore and implement innovative practices within NGOs, integrate technology for efficient operations, stay informed about emerging trends, and foster a culture of innovation.</li> </ol>
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	1. Analyze the significance of NGOs in society and evaluate their contributions to social development.
	2. Acquire the skills to create effective strategic plans for NGOs, aligning them with organizational objectives.
	3. Demonstrate proficiency in navigating legal requirements and ethical standards in establishing and managing NGOs.
	4. Develop the ability to strategize solutions to overcome challenges and leverage opportunities for sustainable NGO development.
<b>Content Outline</b>	<p><b>Introduction to NGO Management</b></p> <ol style="list-style-type: none"> <li>1. Overview of NGOs - Definitions, Characteristics, Classification of NGOs, Significance Significance of NGOs in society, Contribution to social development, Evolution of NGOs along different Developmental Frameworks and Approaches.</li> <li>2. Strategic Planning for NGOs - Vision, mission, and goal setting, SWOT analysis for NGOs, Strategic planning and implementation</li> <li>3. Legal Requirements in Setting up NGOs - Registration process of NGOs, Legal Options &amp; frameworks available to Register NGOs in India, Fiscal Regime in India for NGOs, Additional Information on Tax Laws, Code of Ethics and Governance Principles.</li> <li>4. Challenges and Opportunities in NGO Management - Funding challenges, Governance and accountability issues, Opportunities for growth and impact.</li> </ol>

<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b>  <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	1. Create and implement effective fundraising plans, aligning them with organizational goals.
	2. Accomplish in incorporating CSR principles into NGO strategies and establishing meaningful collaborations with corporate entities.
	3. Develop skills in budgetary management and financial planning, ensuring the effective implementation of NGO initiatives.
	4. Demonstrate proficiency in monitoring, evaluating, and communicating the financial effectiveness of NGO initiatives.
	5. Equipped to integrate technological advancements, stay abreast of emerging trends, and encourage innovative practices for enhanced NGO management.
<b>Content Outline</b>	<b>Fundraising and Financial Management for NGOs</b> 1. Fundraising Strategies for NGOs - Introduction to fundraising, Types of fundraising: Grants, donations, events, developing a fundraising strategy. 2. Corporate Social Responsibility (CSR) - Understanding CSR and its relevance to NGOs, Leveraging corporate partnerships, and CSR case studies in the non-profit sector. 3. Budgeting and Financial Planning for NGOs - Basics of budgeting for NGOs, Financial planning for projects and programs, Project Design and Implementation, and Project Lifecycle. 4. Monitoring and Evaluation of Financial Activities - Importance of monitoring and evaluation, Financial reporting and accountability, Using metrics to measure financial impact 5. Innovation in NGO Management - Technology integration, Emerging trends, Encouraging innovation within NGOs

### **Internal Examination will not be conducted**

### **External Examination – 50 Marks**

### **References**

- Lewis, D. (2014). NGO Management: The Earthscan Companion. Routledge.
- Gudorf, P. L., & Dohan, M. J. (2019). Strategic Planning in Nonprofit Organizations: A Content Analysis of the Literature. Administration & Society, 51(8), 1246–1276.
- Ministry of Corporate Affairs, Government of India. (2020). Guidelines for Registration of NGOs in India. Retrieved from [URL]
- International Center for Not-for-Profit Law (ICNL). (2021). Global Trends in NGO Law. Retrieved from [URL]



### 3.7 FP

<b>Course Title</b>	Survey, presentation and report on specific local Industry/Product
<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply criteria for selecting and analyzing a specific local industry/product and understand market dynamics.</li> <li>2. Design and implement surveys, collect and analyze data to gain insights into the chosen industry/product.</li> <li>3. Effectively communicate survey findings through compelling presentations, utilizing appropriate data visualization techniques.</li> <li>4. Develop structured and insightful reports, interpreting data and providing meaningful recommendations for the industry/product.</li> <li>5. Analyze industry trends, assess challenges, and make informed predictions regarding the future of the chosen industry/product.</li> </ol>
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply criteria to choose a local industry/product and understand its market dynamics.</li> <li>2. Develop a comprehensive research plan and identify relevant research questions.</li> <li>3. Design effective surveys, considering principles of good survey design.</li> </ol>
<b>Content Outline</b>	<p><b>Research Planning and Survey Design</b></p> <ol style="list-style-type: none"> <li>1. Introduction to the Course and Local Industry/Product - Definition, objectives, Importance of surveys, presentations, and reports in understanding and analyzing the industry/product.</li> <li>2. Research Planning - Developing a Research Plan, Identifying relevant research questions and objectives, and Ethical considerations in industry/product research.</li> <li>3. Survey Design - Principles of Effective Survey Design, Types of Survey Instruments (questionnaires, interviews). Pilot testing and refining survey instruments.</li> </ol>

	4. Sampling Strategies - Understanding different sampling methods, Sample size determination, Managing biases in sampling
<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply various techniques for collecting meaningful and ethical data.</li> <li>2. Analyze and interpret data collected from surveys.</li> <li>3. Demonstrate effective communication skills and present survey findings with clarity.</li> <li>4. Develop well-structured reports, interpret data, and provide recommendations. Evaluate industry trends and challenges and make informed predictions.</li> </ol>
<b>Content Outline</b>	<p><b>Data Collection and Analysis, Presentation and Report Writing</b></p> <ol style="list-style-type: none"> <li>1. Data Collection Methods - Techniques for Collecting Data, Ethical Considerations in Research, Qualitative vs. quantitative data collection methods, Data validation and reliability</li> <li>2. Data Analysis and Interpretation - Utilizing data analysis tools (e.g., Excel, statistical software), Drawing insights and conclusions from survey data, Presenting findings effectively</li> <li>3. Presentation Skills - Effective Communication, Data Visualization Techniques</li> <li>4. Report Writing - Structure and Format of research report, Data Interpretation - Incorporating visual elements (charts, graphs), providing recommendations based on survey findings.</li> <li>5. Trends and Challenges Analysis:</li> </ol>

## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Research Proposal (15 M)
2. Industry Survey (15 M)
3. Presentation (10 M)
4. Assignment / Class test (10 M)

## **Internal Examination – 50 Marks**

## **External Examination will not be conducted**

## **References**

- Cooper, D. R., & Schindler, P. S. (2019). Business Research Methods. McGraw-Hill Education.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). Multivariate Data Analysis. Cengage Learning.
- Malhotra, N. K. (2017). Marketing Research: An Applied Orientation. Pearson.

## Semester IV

### 4.1 Major (Core)

<b>Course Title</b>	Brand Management
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to :
	1. Understand the Basics of Brand Management
	2. Analyze the Identifying & Implementation of Brand.
	3. Recognize Consumer Relationship Management
	4. Implement Ethics of Consumer Buying Behaviour
<b>Module 1(Credit 1) Introduction to Brand Management:</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand about Branding.
	2. Know the importance of Branding.
	3. Know about the scope and steps of Branding.
Content Outline	1. Meaning of Brand, Branding, Brand Management. 2. Importance of Branding to Consumers, Firms, Brands v/s Products. 3. Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, 4. Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis.
<b>Module 2(Credit 1) Identifying and Establishing Brand Positioning</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify Brand Position.
	2. Identify the Implementation & establishment of branding
Content Outline	1. Customer Based Brand Equity. 2. Brand Knowledge, Sources of Brand Equity. 3. The Four Steps of Brand Building; Brand Positioning.

	4. Identifying and implementing brand positioning, Points of Parity, Points of Difference, and Brand Audits.
<b>Module 3(Credit 1) Measuring and Interpreting Brand Performance</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Look at various interpretations of Brand Performance.
	2. Understand the Measurement of Branding.
Content Outline	<p>1. The Brand Value Chain.</p> <p>2. Measuring Sources of Brand Equity: Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association</p> <p>3. Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses</p> <p>4. Measuring Outcomes of Brand Equity: Comparative Methods: Brand-based Comparative Approaches, Marketing-based Comparative Approaches, Conjoint Analysis Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology.</p>
<b>Module 4(Credit 1) Growing and Sustaining Brand Equity</b>	
Learning Outcomes	After learning the module, learners will be able to
	1. Analyze the growth of Branding.
	2. Analyze the sustainability of Branding.
Content Outline	<p>1. Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matri, Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <ul style="list-style-type: none"> <li>• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels</li> <li>• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing</li> </ul> <p>2. Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity</p> <p>3. Managing Brands over Time: Reinforcing Brands, Revitalizing Brands</p> <p>4. Building Global Customer-Based Brand Equity</p>

## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

Assignments: 10 Marks

Presentations: 15 marks

Class Test: 10 marks

Class Activity: 15 marks

**Internal Examination – 50 Marks**

**External Examination – 50 Marks**

### **References**

1. Keller Kevin Lane, (2008.) Strategic Brand Management, 5<sup>th</sup> edition, Pearson
2. Elliot, Richard, Strategic Brand Management 4<sup>th</sup> edition OUP Oxford

## 4.2 Major (Core)

<b>Course Title</b>	Retail Management
<b>Course Credits</b>	<b>4</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to:
	1. Understand the key role of Retail Business
	2. Analyze the evolution of Retail Industry.
	3. Recognize career opportunities available in the retail business.
	4. Examine the objectives for analyzing the customer database.
<b>Module 1(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Introduction of retail management and latest development in retail industry in the Indian context
	2. Introducing students to the challenges faced by Retailers.
	3. Introducing Recent Trends in Retailing.
<b>Content Outline</b>	<p><b>Introduction to Retailing Management</b></p> <ol style="list-style-type: none"> <li>1. Meaning and Definition, Features, Advantages and Disadvantages of Retailing</li> <li>2. Retailers' role in a distribution channel</li> <li>3. Factors influencing Retail Industry</li> <li>4. Challenges faced by retailers.</li> <li>5. Why customers and Society need Retailers?</li> <li>6. Recent trends in retailing - Modern retail formats, small system, Ethics in retailing</li> </ol>
<b>Module 2(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to :
	1. Understand the Indian Scenario of retailing.
	2. Develop knowledge of contemporary retail management issues at the strategic level.
	3. Understand the role of Information Technology in Retailing.
<b>Content Outline</b>	<p><b>Retail Management strategy</b></p> <ol style="list-style-type: none"> <li>1. Meaning of Retail Management strategy organised and unorganised retailing, retail planning process.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Relationship marketing strategy: CRM in Retailing, retail life cycle, HRM (Human Resource Management) in Retailing.</li> <li>3. Role of information technology in Retailing.</li> <li>4. Customer service as a part of Retail strategy.</li> </ol>
<b>Module 3(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand the importance of store design for retail success
	2. Explain the importance of Visual Merchandising.
	3. Study the planning for merchandising.
<b>Content Outline</b>	<p><b>Retail location and Merchandise Management</b></p> <ol style="list-style-type: none"> <li>1. Retail location and merchandising: Importance steps involved in choosing a retail location.</li> <li>2. Merchandising: Meaning, planning. Process &amp; visual merchandising.</li> <li>3. Store design and layout: Store planning.</li> <li>4. Store layout - Importance steps for designing types of store layout.</li> </ol>
<b>Module 4(Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand importance of CRM in retailing
	2. Understand the challenges of E-Retailing
	3. Describe Customer service as a part of retail strategy
<b>Content Outline</b>	<p><b>Use of technology in retailing and green retailing</b></p> <ol style="list-style-type: none"> <li>1. Use of technology in retailing, retail pricing policy and strategies</li> <li>2. Online shopping, database marketing</li> <li>3. E - retailing: challenges green retailing concept and importance,</li> <li>4. E - CRM.</li> <li>5. Retail as career: Various career options, Responsibility of store manager, Function of Merchandising Manager.</li> </ol>



## **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Class Test -10 Marks
2. Presentation - 15 marks
3. Group Discussion - 10 marks
4. Viva - 15 marks.

### **Internal Examination – 50 Marks**

### **External Examination – 50 Marks**

### **References**

1. Sunny Fernandes (2015) Retail Management, **McGraw Hill**. (6th edition)
2. Gibson G. Vedamani (2017) , Retail Management, Pearson Publication, (5<sup>th</sup> edition),
3. Sapna Pradhan (2020), Retail Management - Text and Cases by- Mc Graw Hill Publication, (6<sup>th</sup> edition).

### 4.3 Minor Stream

<b>Course Title</b>	Production Management
<b>Course Credits</b>	4
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Understand the principles and concepts of production management and analyze the production systems and processes.
	2. Apply techniques for production planning, scheduling and control.
	3. Understand the principles of inventory management and gain insights into effective supply chain management to optimize resource utilization and minimize costs.
	4. Understand modern trends in production management, including the impact of technology with Industry, sustainable production, and the introduction of green manufacturing practices.
<b>Module 1 (Credit 1) : Introduction to Product Management</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ol style="list-style-type: none"> <li>1. Understand the fundamental concepts of production and operations management.</li> <li>2. Learn about the different types of production systems and the key components of a production system.</li> </ol>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Product:</b> Concept, features, difference between product and service.</li> <li>● <b>Production Process:</b> Concept, manufacturing operations, selection of a process.</li> <li>● <b>Production Management:</b> Concept, features and importance</li> <li>● <b>Types of Production Systems:</b> Job, batch, and flow production Project-based production Continuous production</li> </ul>
<b>Module 2 (Credit 1) : Production Planning and Control</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ol style="list-style-type: none"> <li>1. Gain knowledge about the strategic importance of planning and production management.</li> <li>2. Understand various production planning strategies.</li> </ol>

<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Planning and Control:</b> Concept, production planning strategies - overview of JIT, Lean Manufacturing, and TQM, Push vs. Pull production strategies.</li> <li>● <b>Material Requirement Planning (MRP)</b> Role of MRP in inventory management and production planning.</li> </ul>
<b>Module 3 ( 1 credit) :</b>  <b>Learning Outcomes</b>	<b>Inventory and Supply Chain Management</b>  After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Understand the importance of inventory management and control.</li> <li>2. Understand introduction to the concept of supply chain management and its significance in production.</li> </ol>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Inventory Management</b> Introduction to inventory and control management. Inventory control techniques (EOQ, ABC analysis).</li> <li>● <b>Introduction to Supply Chain Management</b> Key components of supply chains. The significance of integration and coordination across the supply chain.</li> </ul>
<b>Module 4 ( 1 credit) :</b>  <b>Learning Outcomes</b>	<b>Modern Trends in Production Management</b>  After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Understand the concepts of sustainable production and green manufacturing practices.</li> <li>2. Familiarize with emerging trends in production management</li> </ol>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Sustainable Production and Green Manufacturing</b> Principles of sustainable production Strategies for waste reduction and energy efficiency</li> <li>● <b>Emerging Trends</b> Additive manufacturing (3D printing) Customization and personalization in production</li> </ul>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Activity on Simulation Games.
2. Activity on studying the PLC's of various FMCG products of different companies.
3. Visit to a Manufacturing Unit.
4. Case Study Analysis.

### **Internal Examination – 50 Marks**

### **External Examination – 50 Marks**

#### **References**

1. L.C. Jhamb, (2007) Production Management, Everest Publishing House, 12<sup>th</sup> edition.
2. S. A Chunawalla & D. R. Patel, (2013) Production & Operation Management- Himalaya Publishing House, 6<sup>th</sup> revised edition,
3. K. Aswathappa & K. Shridhara Bhat, (2007), Production & Operation Management – Himalaya Publishing House.
4. Janat Shah (2009), Supply Chain Management: Text and Cases - Pearson Education India.

#### 4.4 OEC

<b>Course Title</b>	Quality Management
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Understand the fundamental concepts of quality management, including the importance of quality in various industries and sectors
	2. Define quality control and its significance in ensuring product and service excellence, while also identifying the benefits associated with effective quality control measure
	3. Examine the role of Six Sigma methodologies in both manufacturing and service sectors, and assess their efficacy in minimizing defects and improving process efficiency
	4. Explore the principles of Kaizen and its importance in fostering a culture of continuous improvement within organizations
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	1. Define the concept of quality and recognize its significance in different organizational contexts
	2. Explain the principles of TQM and illustrate how they can be applied to enhance organizational performance and competitiveness
<b>Content Outline</b>	Quality Management & Total Quality Management a) Quality Concept b) Juran's View of Quality c) Quality Control- Meaning & Benefits d) Definition & Concept of TQM, Principle of TQM e) IT & BPO services-Capability Measuring Models(CMM)
<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b> <i>(Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ... )</i>	After learning the module, learners will be able to
	1. Understand the implementation process of Quality Circles within organizations & suggestion schemes
	2. Analyze the importance of Kaizen in driving operational excellence, enhancing productivity, and reducing waste in processes
<b>Content Outline</b>	Total Employee Involvement, Kaizen & Six Sigma a) Quality Circle- Concept & Structure , Implementation of Quality Circle, Features & Benefits of Quality Circle b) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes. c) Concept of Kaizen, Importance of Kaizen, Functions of Kaizen d) Concept of Six Sigma in Manufacturing & services

**Internal examination will not be conducted**

**External Examination – 50 Marks**

**References**

1. S.D Aphale, (2003) Productivity & Quality Management- Vipul Prakashan.
2. Prof. L.C. Jhamb, (2007) Production (Operation) Management- Everest Publishing House, 12<sup>th</sup> edition
3. K. Aswathappa& K. ShridharaBhat,(2007) Production & Operation Management – Himalaya Publishing House

#### 4.5 VSC

<b>Course Title</b>	Tourism Management
<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Understand the key components of the tourism industry, including its various types and overall dynamics.</li> <li>2. Apply marketing strategies and sustainable practices for effective destination management.</li> <li>3. Analyze and assess the various components of tourism infrastructure such as accommodation, transportation, and attractions.</li> <li>4. Evaluate government policies and legal considerations affecting the tourism industry.</li> <li>5. Design and plan tour packages, considering factors such as itinerary design and logistics.</li> <li>6. Develop risk assessment strategies and emergency response plans for potential crises in the tourism sector.</li> </ol>
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of the tourism industry, including its components and various types.</li> <li>2. Apply effective marketing strategies and sustainable practices for the management of tourist destinations.</li> <li>3. Analyze and assess the components of tourism infrastructure, including accommodation, transportation, and attractions.</li> </ol>
<b>Content Outline</b>	<p><b>Introduction to Tourism</b></p> <ol style="list-style-type: none"> <li>1. Overview of Tourism Industry - Types of Tourism , Historical Development</li> <li>2. Destination Management - Marketing Strategies, Sustainable Tourism Practices</li> <li>3. Tourism Infrastructure - Accommodation, Transportation, Attractions, Role of Technology in Tourism</li> </ol>
<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Evaluate government policies and legal considerations affecting the tourism sector.</li> <li>2. Design and plan tour packages, considering factors such as itinerary design and logistical arrangements.</li> <li>3. Develop strategies for risk assessment and emergency response plans for potential crises in the tourism sector.</li> </ol>

<b>Content Outline</b>	<b>Operations and Crisis Management</b> <ol style="list-style-type: none"><li>1. Policy and Regulation - Government Policies, Legal and Ethical Considerations</li><li>2. Tour Operations and Planning - Designing Tour Packages, Itinerary Planning</li><li>3. Crisis Management in Tourism - Risk Assessment, Emergency Response</li></ol>
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**Internal examination will not be conducted**

**External Examination – 50 Marks**

**References**

- Page, S. J. (2014). *Tourism Management: An Introduction*. Routledge.
- Buhalis, D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products and Industry*. Elsevier.
- Hall, C. M., & Page, S. J. (2014). *Tourism and Recreation: Handbook of Planning and Design*. Routledge.



#### 4.5 VSC

<b>Course Title</b>	Event Management
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Gain a comprehensive understanding of the event management process.
	2. Develop essential skills for planning, organizing, and executing successful events.
	3. Learn industry-standard tools and techniques used in event management.
	4. Build confidence in managing various logistical aspects of events.
<b>Module 1 (Credit 1) Introduction to Event Management</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ol style="list-style-type: none"><li>1. Understand the fundamentals and scope of event management.</li><li>2. Identify different types of events and their unique requirements.</li><li>3. Learn the process of event planning, including budgeting, scheduling, and logistics.</li></ol>

## Content Outline

**Introduction to Event Management**-Definition and scope of event management,**The Event Lifecycle:** Conception to post-event evaluation.

**Core skills for event managers-** communication, leadership, problem-solving, budgeting, and time management.

**,Types of Events**-Corporate events (conferences, seminars, workshops),Social events (weddings, parties, ceremonies),Entertainment events (concerts, festivals, sports events),Non-profit events (fundraisers, charity events, community gatherings)

**Event Planning and Development** -Defining event goals and objectives,Target audience analysis,Event concept development, Budgeting and financial management,Venue selection and contracting.

<b>Module 2 (Credit 1)Event Execution</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	<ol style="list-style-type: none"> <li>1. Develop proficiency in managing event operations and onsite coordination.</li> <li>2. Learn about post-event evaluation, feedback analysis</li> <li>3. Develop understanding of tools used for event management</li> </ol>
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Event Logistics and Operation</b> - Marketing and promotion strategies, Vendor management, Logistics and operations management, Risk management and contingency planning</li> <li>● <b>Event Execution and Evaluation</b>- Pre-event checklist, Event execution, Customer service and attendee management, Post-event evaluation</li> <li>● <b>Event Technology and Tools</b> -Event management software, Online registration and ticketing platforms, Marketing automation tools, Social media marketing for events</li> </ul>

**Internal examination will not be conducted**

**External Examination – 50 Marks**

**References**

1. Diwakar Sharma (2001), Event Management and Planning, Deep & Deep Publications Pvt. Ltd.
2. Anton Shone and Bryn Parry,(2004)Success Event management, Thomson Learning.
3. Sanjaya Singh Gaur and Sanjay V Saggere, (2003) Event Marketing and Management, Vikas Publishing House Pvt Ltd.

#### 4.6 AEC

<b>Course Title</b>	<b>Critical Reading</b>
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Develop students' ability to analyze written texts critically.
	2. Enhance students' comprehension and interpretation skills.
	3. Facilitate the development of students' critical thinking and reasoning skills.
	4. Encourage students to engage in thoughtful discussions and debates based on their readings.
	5. Foster an appreciation for the value of critical reading in academic, professional, and personal contexts.
<b>Module 1 (Credit 1) Introduction to Critical Reading</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Analyze written texts critically.
	2. Recognize and evaluate authorial intent and bias 3. Recognize Bias in written texts.
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Introduction to Critical Reading-Definition ,Importance ,relevance of critical reading skills</li> <li>• Understanding Authorial Intent: -Identifying the purpose of a text,Analyzing the author's tone and style,Recognizing implicit and explicit messages</li> <li>• Recognizing Bias-Types of bias in written texts,Strategies for detecting bias,Evaluating the impact of bias on interpretation</li> </ul>
<b>Module 2 (Credit 1)Applying Critical Reading</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Differentiate between facts and opinions
	2. Evaluate source of content
	3. Apply critical reading skills
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• Facts and opinions - Differentiating strategies</li> <li>• Evaluating Sources-Assessing the credibility and reliability of sources, Identifying trustworthy sources, Avoiding misinformation and false information</li> <li>• Engaging with Literature-Techniques for analyzing literary texts, Interpreting symbolism, themes, and motifs</li> </ul>

	<ul style="list-style-type: none"><li>• Strategies for reading academic articles and papers</li><li>• Applying critical reading skills to case studies ,fiction and poetry</li></ul>
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**Internal examination will not be conducted**

**External Examination – 50 Marks**

**References-**

- "Critical Reading in Higher Education: Academic Goals and Social Engagement" edited by Karen Manarin, Miriam Carey, Melanie Rathburn, and Glen Ryland
- "The Art of Critical Reading" by Peter Mather and Rita McCarthy
- "Critical Reading and Writing: An Introductory Coursebook" by Andrew Goatly and Preet Hiradhar
- "Critical Reading and Writing in the Digital Age: An Introductory Coursebook" by Andrew Goatly and Preet Hiradhar
- "Critical Reading: English for Academic Purposes" by Lisa Holt

4.6 - AEC

<b>Course Title</b>	Academic Writing
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Develop the ability to communicate ideas clearly and coherently through various forms of academic writing, including essays, research papers, and reports.
	2. Acquire the skills to conduct effective research, evaluate sources for credibility, and integrate evidence to support their arguments in academic writing.
	3. Demonstrate proficiency in structuring academic documents, including crafting clear thesis statements, organizing paragraphs, and creating well-structured essays with logical flow.
	4. Cultivate critical thinking skills, enabling them to analyze information critically, synthesize ideas, and construct well-reasoned arguments in their writing.
	5. Understand and adhere to academic standards of professionalism, maintaining a formal tone in writing, avoiding plagiarism, and upholding the principles of academic integrity.
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Comprehend the significance of academic writing and its various types, differentiate between different types of academic writing (e.g., essays, research papers).
	2. Applying pre-writing strategies such as brainstorming and outlining to generate and organize ideas effectively, they will also demonstrate proficiency in drafting techniques and engage in self-editing and revision.
	3. Formulate clear and concise thesis statements that effectively convey the main argument and also identify and articulate key supporting arguments relevant to the thesis.
	4. Understand the structure of academic writing, including introduction, body, and conclusion. They will create well-developed paragraphs with logical transitions and ensure coherence in their writing.
<b>Content Outline</b>	<p><b>Foundations of Academic Writing</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Academic Writing - Overview of academic writing and its importance, Types of academic writing, <b>Basic rules of academic writing</b>, Introduction to citation styles (APA, MLA, Chicago)</li> <li>2. The Writing Process - Pre-writing strategies (Brainstorming, mind mapping, outlining), Drafting and revising techniques, Importance of peer review and constructive feedback.</li> <li>3. Crafting a Strong Thesis - Formulating clear and concise thesis statements, Grammar and Punctuation, Identifying key arguments and supporting evidence, Analyzing effective thesis statements</li> <li>4. Structure and Organization - Elements of a well-structured essay (introduction, body, conclusion), Paragraph development and coherence, Enhancing transitions and overall flow</li> </ol>

<b>Module 2 (Credit 1)</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Effectively utilize library and online resources for academic research and will evaluate sources for credibility, relevance, and reliability in the context of academic writing.
	2. Students will Analyze and synthesize information from various sources to develop well-supported arguments and demonstrate the ability to avoid common logical fallacies in their academic writing.
	3. Maintain a formal language and tone appropriate for academic contexts and implement strategies to avoid plagiarism and uphold academic integrity.
	4. Acquire the skill of crafting clear, concise, and informative abstracts and summaries for scholarly writing and will gain a comprehensive understanding of the scholarly publishing process, encompassing submission, peer review, and the publication cycle.
<b>Content Outline</b>	<p><b>Advanced Academic Writing Skills</b></p> <ol style="list-style-type: none"> <li>1. Research Techniques and Source Evaluation - Effective utilization of library and online resources, Evaluating the credibility and relevance of sources, Incorporating research seamlessly into writing</li> <li>2. Critical Thinking in Academic Writing - Analyzing and synthesizing information, Developing arguments with evidence and reasoning, Avoiding common logical fallacies</li> <li>3. Refining Style and Tone - Maintaining formal language and tone, Strategies to avoid plagiarism, Academic etiquette and professionalism, <b>Good presentation of paper.</b></li> <li>4. Scholarly Writing- Crafting Abstracts and Summaries, Scholarly Publishing</li> </ol>

**Internal examination will not be conducted**

**External Examination – 50 Marks**

**References**

- Hacker, D., & Sommers, N. (2018). A Writer's Reference. Bedford/St. Martin's.
- Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). The Craft of Research. University of Chicago Press.
- Strunk, W., & White, E. B. (2000). The Elements of Style. Pearson.
- American Psychological Association. (2020). Publication Manual of the American Psychological Association (7th ed.). American Psychological Association.
- Greene, S., & Lidinsky, A. (2018). From Inquiry to Academic Writing: A Practical Guide (4th ed.). Bedford/St. Martin's.
- Graff, G., & Birkenstein, C. (2014). They Say, I Say: The Moves That Matter in Academic Writing (3rd ed.). W. W. Norton & Company.

#### 4.6 AEC

<b>Course Title</b>	<b>The Art of Handling People Effectively</b>
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to
	1. Understand the fundamental principles of human behavior and psychology.
	2. Learn strategies for resolving conflicts and managing difficult conversations.
	3. Develop strategies for managing difficult personalities and situations.
<b>Module 1 (Credit 1) Introduction to Handling People Effectively</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Know the concepts of interpersonal skills, human psychology and emotional intelligence
	1. Use Effective Communication for optimum results
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Introduction to Handling People Effectively</b> - Importance of effective interpersonal skills, Overview of key concepts in human behavior and psychology, types of personalities, Building rapport with diverse personalities.</li> <li>● <b>Effective Communication</b>- Active listening skills and techniques, Non-verbal communication and body language, Building mutual trust through communication, Adapting communication styles to individual needs. Effective feedback systems.</li> <li>● <b>Emotional Intelligence</b> - components of emotional intelligence (EI), Managing your own emotions and those of others, Building empathy and emotional awareness, Utilizing EI for effective communication and conflict resolution, cultivation of empathy.</li> </ul>
<b>Module 2 (Credit 1) Conflict Resolution , persuasion and building relationships</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Use Conflict Resolution and Negotiation techniques for problem solving
	2. Learn the importance of persuasion and influence in handling people
	3. Built strong work relationships for achieving goals



<b>Content Outline</b>	<ul style="list-style-type: none"> <li>● <b>Conflict Resolution and Negotiation-</b> Identifying different conflict styles and their impact,Effective conflict resolution strategies (e.g., win-win negotiation),Techniques for managing difficult conversations with tact and diplomacy,Problem-solving techniques for achieving mutually beneficial outcomes</li> <li>● <b>Persuasive Communication and Influence-</b> Understanding the principles of persuasion and motivation,Developing persuasive communication skills,Ethical considerations in influencing others</li> <li>● <b>Building Strong Relationships-</b> The importance of positive and productive work relationships,Strategies for building trust and rapport.Fostering collaboration and teamwork,Maintaining healthy and respectful relationships at workplace</li> </ul>
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**Internal examination will not be conducted**

**External Examination – 50 Marks References**

- Dale Carnegie (1936) ,"How to Win Friends and Influence People" ,Simon & Schuster Pvt Ltd.
- Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler(2012)Crucial Conversations: Tools for Talking When Stakes Are High ,McGraw-Hill Education,
- Daniel Goleman,(1995) Emotional Intelligence: Why It Can Matter More Than IQ , Bantam Publications
- Leil Lowndes, (2003)How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships ,McGraw-Hill Education
- Douglas Stone, Bruce Patton, and Sheila Heen,(1999) Difficult Conversations: How to Discuss What Matters Most Penguin Books

#### 4.7 CC

<b>Course Title</b>	Study of Local Business/Industry
<b>Course Credits</b>	2
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply criteria to select and analyze a specific local business/industry, identifying key players and understanding its dynamics.</li> <li>2. Conduct a thorough analysis of the industry, including market trends, opportunities, and potential challenges.</li> <li>3. Examine and evaluate local companies, understanding their profiles and roles within the competitive landscape.</li> <li>4. Understand and analyze business operations, including supply chain management and production processes.</li> <li>5. Analyze financial statements, including balance sheets and income statements, and calculate relevant financial ratios.</li> <li>6. Identify emerging technologies, predict future industry trends, and assess potential challenges affecting local businesses/industries.</li> </ol>
<b>Module 1 (Credit 1)</b>	
<b>Learning Outcomes</b>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Select and analyze a specific local business/industry, identifying key players and understanding its operational landscape.</li> <li>2. Conduct a thorough analysis of the industry, including market trends, opportunities, and potential challenges.</li> <li>3. Examine and evaluate local companies, understanding their profiles and roles within the competitive landscape.</li> </ol>
<b>Content Outline</b>	<p><b>Understanding Local Business/Industry</b></p> <ol style="list-style-type: none"> <li>1. Business/Industry Overview - Criteria for selecting a local business/industry, Identification of key players and stakeholders, Historical development and evolution of the chosen business/industry</li> <li>2. Industry Analysis - SWOT analysis of the local business/industry, Market trends, opportunities, and threats, Competitive landscape and positioning</li> <li>3. Company Profiles - In-depth study of local companies within the chosen business/industry, Financial performance and market share analysis, Role of innovation and technology in companies, Competitive Landscape</li> <li>4. Supply Chain Management - Understanding supply chain processes in the selected industry, Logistics and distribution strategies, Impact of supply chain decisions on overall business operations.</li> </ol>
<b>Module 2 (Credit 1)</b>	

<b>Learning Outcomes</b>	After learning the module, learners will be able to
	1. Understand and analyze business operations, including supply chain management and production processes.
	2. Analyze financial statements, including balance sheets and income statements, and calculate relevant financial ratios.
	3. Identify emerging technologies, predict future industry trends, and assess potential challenges affecting local businesses/industries.
<b>Content Outline</b>	<b>Financial Analysis and Future Trends</b> <ol style="list-style-type: none"> <li>1. Business Operations - Exploration of production processes within the local business/industry, Analysis of key operational factors affecting efficiency, Sustainability practices and corporate social responsibility</li> <li>2. Financial Analysis - Interpretation of financial statements (balance sheets, income statements), Calculation and analysis of financial ratios, Assessing financial health and performance</li> <li>3. Future Trends and Challenges - Emerging Technologies and innovations in the chosen business/industry, Anticipating and adapting to future trends, Addressing challenges and potential disruptions</li> </ol>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Participation in class discussions, debates and activities: 20%
2. Assignment (local business case study): 10%
3. Internal exam: 50%
4. Final project : 20%

### **Internal Examination – 50 Marks**

### **External Examination will not be conducted**

#### **References**

- Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. Harvard Business Review.
- Grant, R. M. (2019). Contemporary Strategy Analysis: Text and Cases Edition. John Wiley & Sons.
- Hill, C. W. L., Hult, G. T. M. (2020). International Business: Competing in the Global Marketplace. McGraw-Hill Education.

#### 4.7 CC

<b>Course Title</b>	Sources and Pattern of recruitment in nearby industry
<b>Course Credits</b>	2
<b>Course Outcomes</b>	After going through the course, learners will be able to - <ol style="list-style-type: none"> <li>1. Understand the significance of local recruitment strategies</li> <li>2. Identify and analyze the major sources of recruitment used by local industries.</li> <li>3. Understand the patterns of industry trends, and their impact on recruitment practices.</li> <li>4. Develop critical thinking skills to assess the ethical implications of various local recruitment practices.</li> </ol>
<b>Module 1 (Credit 1) Introduction to Recruitment</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Aware of recruitment needs in recruitment in nearby industries</li> <li>2. Study various sources of recruitment in nearby industries</li> </ol>
<b>Content Outline</b>	<p><b>1. Introduction to Recruitment in Local Industries</b>            Definition and significance of recruitment, Overview of local industries and their recruitment needs, Importance of understanding sources and patterns of recruitment, Identifying key industries in the local economy, Understanding the skills and qualifications sought by local employers</p> <p><b>2. Traditional Sources of Recruitment in Local Industries- A)</b>            Internal Sources- Promotions and transfers, Internal job postings, Employee referrals B) External Sources- Direct applications, Campus placements, Recruitment agencies, Job fairs and event, Social media and online platforms, advertising (print, online), job boards, educational institutions) Networking and professional organizations</p> <p><b>3. Modern Trends in Recruitment in Local Industries-</b>            Employer branding and attracting talent, Recruitment marketing and targeted advertising, Talent pools and building relationships with potential candidates</p>
<b>Module 2 (Credit 1) Trends in recruitment for Local Industries</b>	
<b>Learning Outcomes</b>	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Know Factors influencing recruitment strategies (industry needs, company culture, budget)</li> <li>2. Understand Patterns of Recruitment in Local Industries</li> </ol>

	3. Analyzing recruitment trends in specific local industries
	4. Apply ethical considerations in local recruitment
<b>Content Outline</b>	<ul style="list-style-type: none"> <li>• <b>Factors influencing recruitment strategies</b> (industry needs, company culture, budget)</li> </ul> <p><b>Patterns of Recruitment in Local Industries</b></p> <p>Seasonal Trends-Analysis of hiring patterns throughout the year, Factors influencing seasonal recruitment variations</p> <p>Economic Factors-Impact of economic cycles on recruitment, Strategies for recruitment during economic downturns or upturns</p> <p>Technological Advances-Incorporating technology in recruitment, automation and Artificial Intelligence in recruitment.</p> <p>Demographic Considerations-Generational differences in recruitment, Diversity and inclusion initiatives in local recruitment.</p> <p>-changing labor market dynamics</p> <ul style="list-style-type: none"> <li>• <b>Analyzing recruitment trends in specific local industries</b> (e.g., healthcare, manufacturing, technology)</li> <li>• <b>Ethical considerations in local recruitment</b></li> </ul>

### **Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)**

1. Participation in class discussions, debates and activities: 20%
2. Assignment (local business case study): 10%
3. Internal exam: 50%
4. Final project : 20%

### **Internal Examination – 50 Marks**

**External Examination will not be conducted**

### **References**

- 1) Gary Dessler (2017)"Strategic Human Resource Management" by Pearson Publication
- 2) Robert Edenborough (2007)Assessment Methods In Recruitment Selection Performance ,Kogan Page Publications
- 3) Diane Arthur (2012)"Recruiting, Interviewing, Selecting & Orienting New Employees" ,AMACOM Publications; 5th edition