



SNDT Women's University, Mumbai

Product and Industrial Management Bachelor of Management Studies (BMS)

As per NEP-2020

Syllabus

(2024-25)

**Tentative Template
Terminologies**

Abbreviation	Full-form	Remarks	Related to Major and Minor Courses
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:

Programme Degree e.g. B.A./B.Com./B.Sc./ B.M.S., etc.		Bachelor of Management Studies BMS
Parenthesis if any (Specialization) e.g. History, Human Development, English, etc.		Product and Industrial Management.
Preamble (Brief Introduction to the programme)		The said specialization of the Programme includes courses that provide meaningful insight into the production process and management tactics required to learn the working of some Industries. Cement, paper and a few more manufacturing Industries exist in the Chandrapur district. There is a large scope for the development of agro-tourism. The specialization so designed is with the consideration of this fact.
Programme Specific Outcomes (PSOs)		After completing this programme, the Learner will
<i>Action Verbs demonstrating (Major) discipline-related knowledge acquisition, mastery over cognitive and professional, vocational skills are to be used e.g. demonstrate a sound understanding of., analyze, compare, create, design, etc... (minimum 5)</i>	1.	Understand the stages of product planning and Development.
	2.	Gain an insight on the various focused areas coming under the preview of management of companies
	3.	Acquire basic skills
Eligibility Criteria for Programme		Minimum 12 th standard passed or equivalent from any stream.
Intake (For SNTD WU Departments and Conducted Colleges)		50 students

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
	Semester III					
3.1	Marketing of Agro Products Avenues and Prospects	Major (Core)	4	100	50	50
3.2	Fundamentals of Tourism Management	Major (Core)	4	100	50	50
3.3	Consumers & Buying Behaviour/ Introduction to Hospital Planning and Services	Minor Stream	4	100	50	50
3.4	Fundamentals of Production & Operations Management/ Introduction to Data Analytics	OEC	2	50	0	50
3.5	Entrepreneurship Development	VSC	2	50	50	0
3.6	NGO Management/ SWAYAM/CHETNA/MOOC	AEC	2	50	0	50
3.7	Survey, presentation and report on specific local Industry/Product	FP	2	50	50	0
3.8	NCC / NSS / Sports/Cultural	CC	2	50	50	0
			22	550	300	250
	Semester IV					
4.1	Production Management	Major (Core)	4	100	50	50
4.2	Agro Tourism and its Relevance in Rural Development	Major (Core)	4	100	50	50
4.3	Brand Management / Introduction to Healthcare Ethics	Minor Stream	4	100	50	50
4.4	Quality Management	OEC	2	50	0	50
4.5	Tourism Management / Event Management / Course from SWAYAM/CHETNA/MOOC	SEC	2	50	0	50
4.6	critical reading/ academic writing/ Art of Handling People effectively	AEC	2	50	0	50
4.7	Study of Local Business/Industry/Sources and pattern of Recruitment at nearby Industry	CEP	2	50	50	0
			22	550	250	300

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

3.1 Major (Core)

Course Title	Marketing of Agro Products Avenues and Prospects
Course Credits	4
Course Outcomes	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.
Module 1 (Credit 1) : Introduction to Marketing	
Learning Outcomes	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
Content Outline	<ul style="list-style-type: none"> • Concept of Marketing, Market Segmentation, Basis of Market Segmentation, Factors influencing Market Segmentation (PESTLE Analysis) • Levels of Market Segmentation • Advantages of Segmentation • Marketing Targeting • <i>Use Case Study for Discussion</i> • Packaging – Concepts and different types of Packaging (Primary Packaging, Secondary Packaging and Tertiary Packaging) • Labelling - Concepts and its Types • Challenges of marketing products internationally • WTO and Agreement on the Application of Sanitary and Phytosanitary Measures.
Module 2 (Credit 1) : Marketing Research	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the importance and benefits of Marketing Research

Content Outline	<ul style="list-style-type: none"> • Introduction to Market Research • Reasons for Market Research • Objectives and Importance of Market Research • The Marketing Research Process • Applications of Market Research • (Students have to conduct a survey and submit a research project on Agro-based companies and products)
Module 3 (Credit 1) : AGRO INDUSTRY	
Module 3 (1 credit) :	After learning the module, learners will be able to
Learning Outcomes	1. Understand Agro Products and Industry.
Content Outline	<p>Introduction to operation Green revolution.</p> <p>Knowledge of the importance on Agro Industries Products in food Industry & Its market value</p> <p>Different Types of Agro-Based Industries</p> <p>Agro-Produce Processing Units</p> <p>Agro-Inputs Manufacturing Units</p> <p>Agro-Produce Manufacturing Units</p> <p>Agro-Service Centers</p> <p>Scope of agro-processed products for entrepreneurship</p> <p>Most noteworthy current trends or primary legal issues of concern about agriculture and agribusiness.</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>Concept of Self Help Group and its role in development of Ago based processing industries.</p> <p>Specific challenges relating to export of Agro based products.</p> <p>Specific challenges relating to marketing of Agro based products in domestic markets.</p>

Module 4 (1 credit) :	AGMARK
Learning Outcomes	1. Understand different compliances and schemes associated to promotion of AGRO INDUSTRY
Content Outline	<p>AGMARK – Concept, Objectives, Features and Benefits. AGMARK Certification.</p> <p>List of Acts covering Food and Agriculture Laws In India - Concepts and Scope.</p> <p>Institutional Efforts for the Promotion of Agro-Based Industries</p> <p>Efforts made by various government departments and agencies to promote agro-based industries;</p> <p>Concept and Scope 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>

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

3.2 Major (Core)

Course Title	Fundamentals of Tourism Management
Course Credits	4
Course Outcomes	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Study the basics of tourism. 2. Understand what tourism management and food service industry 3. Learn about the documentation required in the tourism industry. 4. Study the various trends coming up in the tourism industry.
Module 1 (Credit 1) : Introduction to Tourism	
Learning Outcomes	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Understand the history of tourism. 2. Study the origin and CRM in the food service industry
Content Outline	<ul style="list-style-type: none"> ● Introduction: Definition and history of travel. National and international tourism, the growing potential of tourism. ● Role: Role of tourism, Department tourism activities, tourism infrastructure, Foodservice innovations ● Foodservice industry: Origin of restaurants, fast food restaurants, customer relationship management (CRM) Hotel organization, accommodations, and different services
Module 2 (Credit 1) : Technology and Development in Tourism	
Learning Outcomes	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Understand the different types of tourism. 2. Learn about the role of web marketing. 3. Study the future trends in hospitality.
Content Outline	<ul style="list-style-type: none"> ● Tour operator and travel agents; Introduction, role of travel agent, travel agency, revenue types and forms of tourism-inbound and outbound tourism, religious tourism, adventure tourism, medical tourism, culture tourism, nature tourism ● Role of Web marketing in travel and tourism- Internet, Marketing Web, Advantages of web marketing, elements of web marketing, website design, website promotion, the importance of a website in today's world. ● Future trends in hospitality-properties of the future, Reservations of the future, hotel accommodation of the future, innovation in hotel management, or professionalism in hotel management.
Module 3 (1 credit) : Learning Outcomes	Basics of Travel Documentation After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Learn how to apply for a passport and VISA 2. Understand the basics of domestic and international ticketing 3. Study the basic IATA rules and codes.
Content Outline	<ul style="list-style-type: none"> ● Passport: Application process of Passport. ● VISA: Steps to be followed for applying a VISA, types of VISA.

	<ul style="list-style-type: none"> ● Ticketing: Domestic ticketing and international ticketing. ● Basic IATA rules, purpose, codes and types of currencies.
Module 4 (1 credit) : Learning Outcomes	Trends in Tourism After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Learn how to design a travel itinerary. 2. Study the growing importance of heritage, religious, and nature tourism.
Content Outline	<ul style="list-style-type: none"> ● Itinerary: Contents and types. ● Growing trends in tourism: Religious Tourism (Ram Mandir) Heritage Tourism (SOU) Nature Tourism (Lakshadweep) ● Importance of tourism in the economic development of the country.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment on growing potential in tourism.
2. Activity on preparing their travel inventory and promoting any 2 places of Their choice.
3. Session by a resource person working in Tourism industry.
4. Case study on growing trends in tourism.

Internal Examination – 50 Marks

External Examination – 50 Marks

References

- 1) Sudhir (2011) Introduction to Tourism and Hospitality Industry, Andrews.
- 2) Choudhary Prabhat (2011), Tourism concepts and practical, Adeline Books.
- 3) Delmar (2001), Conducting Tours, Marc Mancini, Thomson Learning.

3.3 Minor Stream

Course Title	Consumer Buying Behaviour
Course Credits	4
Course Outcomes	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
Module 1(Credit 1)	
Learning Outcomes	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
Content Outline	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.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the formulation of suitable production policy so as to meet the demand as per the sales forecast. 2. Identify the customer’s profile of Low and High Involvement product.
Content Outline	Individual Determinants of Consumer Behaviour 1. Consumer needs and motivation, Perceptions. 2. Consumer involvement theory and its types, High & low involvement product. 3. Personal method of sales forecasting. 4. Learning- Theory, consumer attitude formation & Change.

Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Students are expected to look at various territories of global consumer psychology & understand their buying pattern & lifestyles. 2. Understand the customers: their wants and needs.
Content Outline	<p>Consumer Relationship Management</p> <ol style="list-style-type: none"> 1. Family Influence in Buying Behaviour, Family life cycle and role – Consumer Behaviour. 2. Meaning, Definition of CRM, Types, Objectives, Factors, Difference between CRM v/s CRM. 3. Importance of CRM, Consumer Loyalty, and Loyalty Breakers. 4. Need for CRM in E-Commerce.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Understand Ethical Consumerism 2. Establish the relationship management
Content Outline	<ol style="list-style-type: none"> 1. Public Relationship Management & its Objectives. 2. Ethical Practices related to Consumer & Buying Behaviour. 3. E – Buying Behaviour.

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 (10th Ed), Pearson.
- 2) Loudan, David Land Bitta, A.J. Della (2017), Consumer Behaviour, McGraw Hill Education; 4th edition.
- 3) Nair, Suja R – Consumer Behaviour in Indian Perspective, Himalaya Publishing House.

3.4 OEC

Course Title	Fundamentals of Production & Operations Management
Course Credits	2
Course Outcomes	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.
Module 1 (Credit 1)	
Learning Outcomes	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.
Content Outline	<p>Introduction to Operations Management & Plant</p> <p>a) Operations Management- Introduction , concept & scope, Importance</p> <p>b) Plant Location – Introduction & 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>
Module 2 (Credit 1)	
Learning Outcomes	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.
Content Outline	<p>Production Planning & Maintenance of plant</p> <p>a) Meaning of Production Planning, Procedure</p> <p>b) Routing & Scheduling, Dispatching & Processing</p> <p>c) Maintenance of Plant - Introduction, Causes of Plant Breakdown ,Cost associated with Breakdown, Types of Maintenances, Elements of a Good Maintenance System</p>

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, 12th edition.
- 3) S. A Chunawalla & D. R. Patel, (2013) Production & Operation Management- Himalaya Publishing House, 6th revised edition.
- 4) K. Aswathappa & K. Shridhara Bhat,(2007) Production & Operation Management –Himalaya Publishing House

3.4 OEC

Course Title	Introduction to Data Analytics
Course Credits	2
Course Outcomes	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.
Module 1 (Credit 1)	
Learning Outcomes	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.
Content Outline	<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>
Module 2 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to

	<ol style="list-style-type: none"> 1. Gain familiarity with the Oracle Database management system, including its architecture, features, and functionality
	<ol style="list-style-type: none"> 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.
Content Outline	<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

Course Title	Entrepreneurship Development
Course Credits	2
Course Outcomes	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 to women entrepreneurs in 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.
Module 1 (Credit 1) Introduction to Entrepreneurship	
Learning Outcomes	After learning the module, learners will be able to
	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.

Content Outline	<ul style="list-style-type: none"> • Introduction, Concept of Entrepreneur and Entrepreneurship, characteristics of entrepreneur, Factors contributing to Entrepreneurship Development, Importance of an entrepreneurship in economic development. • Modern concept: Intrapreneur and Copreneur, Types of Entrepreneurship. • Women Entrepreneurship: Introduction, Factors inducing women entrepreneurs, problems and various GOVT schemes promoting women entrepreneurs.
Module 2 (Credit 1) Project Management	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Identify the process of project development 2. Understand the financial assistance and institutional support involve in entrepreneurship development.
Content Outline	<ul style="list-style-type: none"> • Introduction, concept and classification of Project, Project life Cycle and Project Report- content, Project Appraisal and Feasibility • Preparing Business Plan, Marketing plan, Financial Plan, and Organizational plan • Financial Assistance – Commercial Bank, SIDBI and SFC • Institutional Support – DIC, NSIC, SIDCO and TCO • Concept on Micro Finance

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

Course Title	NGO Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Develop a deep understanding of NGOs, encompassing their definitions, characteristics, and classifications, and analyze their evolution within different developmental frameworks. 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. 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. 4. Develop expertise in fundraising strategies, including grants, donations, and events, and acquire financial management skills for budgeting, planning projects, and measuring financial impact. 5. Explore and implement innovative practices within NGOs, integrate technology for efficient operations, stay informed about emerging trends, and foster a culture of innovation.
Module 1 (Credit 1)	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 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.
Content Outline	<p>Introduction to NGO Management</p> <ol style="list-style-type: none"> 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. 2. Strategic Planning for NGOs - Vision, mission, and goal setting, SWOT analysis for NGOs, Strategic planning and implementation 3. Legal Requirements in Setting up NGOs - Registration process of NGOs, Legal Options & frameworks available to Register NGOs in India, Fiscal Regime in India with Respect to NGOs, Additional Information on Tax Laws, Code of Ethics and Governance Principles. 4. Challenges and Opportunities in NGO Management - Funding challenges, Governance and accountability issues, Opportunities for growth and impact.
Module 2 (Credit 1)	

Learning Outcomes	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.
Content Outline	<p>Fundraising and Financial Management for NGOs</p> <ol style="list-style-type: none"> 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, 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, 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

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

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

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)

Course Title	Production Management
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 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.
Module 1 (Credit 1) : Introduction to Product Management	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the fundamental concepts of production and operations management. 2. Learn about the different types of production systems and the key components of a production system.
Content Outline	<ul style="list-style-type: none"> • Product: Concept, features, difference between product and service. • Production Process: Concept, manufacturing operations, selection of a process. • Production Management: Concept, features and importance • Types of Production Systems: Job, batch, and flow production Project-based production Continuous production
Module 2 (Credit 1) : Production Planning and Control	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Gain knowledge about the strategic importance of planning and production management. 2. Understand various production planning strategies.

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

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

4.2. Major (Core)

Course Title	Agro Tourism and its relevance in Rural Development
Course Credits	4
Course Outcomes	1. Introduce the students to tourism industry with focus on agro tourism
	2. Create knowledge about the development issues in the field of agro tourism
	3. Acquaint students about floriculture and designing
	4. Gain Practical knowledge about the regional tourism
Module 1 (Credit 1): Introduction to Tourism and Agro Tourism	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Understand the concept, forms and evolution of tourism industry 2. Acquaint the students with the national laws and future prospects of rural development with reference to tourism
Content Outline	<ul style="list-style-type: none"> • Introduction and definition of tourism • Tourism and global environment • Forms and evolution of tourism • National laws of tourism • Sustainable tourism context • Five years plan in India with reference to rural development • Govt. Schemes to promote Agro Tourism • Tourism and its impact on society and environment
Module 2 (Credit 1): Agro Tourism and Development Issues	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Know what is ecotourism and types of agro tourism 2. Explore the different services and businesses in agro tourism
Content Outline	<ul style="list-style-type: none"> • Ecotourism and protected areas (Ghats, malran, sanctuaries, coastal areas) • Enterprising avenues in agro tourism (different kinds of careers available and rural entrepreneurship) • Understanding agritourism and types of agritourism • Agro tourism and rural development policy • Agro touristic destinations • Services and products in agritourism • Business in agritourism • Marketing of agritourism • Accommodation and catering in agro tourism <p>(students will visit one such destination ,interview the entrepreneur and prepare report, Evaluation mode VIVA on the</p>

	visited place and report submitted,)
Module 3 (Credit 1): Floriculture (Creating patio, and lawns for exteriors, landscaping)	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Acquaint the students with cultivation of plants and other houses 2. Study the preservation and processing process of agricultural products
Content Outline	<ul style="list-style-type: none"> • Cultivation of plants and ornamental plants, green houses, glass houses, poly houses • Preservation and processing of agricultural products • Making of jam, jelly and pickles <p>(Hands on training should be provided to students)</p>
Module 4 (Credit 1): Introduction of Agro Tourism (Practical)	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Give an overview of the traditional games and adventure 2. Explore the different cuisines of the region
Content Outline (Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ...)	<ul style="list-style-type: none"> • Traditional games and adventure: (lagori, kancha, langdi, gilli danda) • Making of huts and cottages: (Prepare Models for the same.) • Pottery making • Traditional delicacies of the region: (should be demonstrated and recipes to be shared) (Puran poli, thalipeeth, curries, modak, missal)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

- External Examination does not always mean Theory paper. It may practical examination, Product submission, projects, etc. checked by external examiners.
- Internal evaluation should not be Written Theory papers like Unit tests. Internal marks will be acquired through practical, small group or individual Projects, activities, presentations, seminars, workshops, products, assignments, application-based work, reports, etc.
- Practical may be part of the main courses along with theory modules instead of having separate courses of practical work.

Internal Examination – 50 Marks

External Examination – 50 Marks

References

1. S.S. Khanka (2007) Entrepreneurship Development, S. Chand & Co. Ltd,
2. C.B. Gupta & N P Srinivasan(2010), Entrepreneurship Development, Sultanchand & Sons
3. E Gordon & K Natrajan (2003), Entrepreneurship Development, Himalaya Publishing House.
4. Michael Vaz (2010), Entrepreneurship Development, Manan Prakashan,2010
5. Sudhir (2011), Introduction to Tourism and Hospitality Industry, Andrews,
6. Prabhat Choudhary, (2011), Tourism concepts and practicals, Adeline Books.
7. Delmar (2001), Conducting Tours, Marc Mancini, Thomson Learning.
8. E Gordon & K Natrajan (2003), Entrepreneurship Development, Himalaya Publishing House.
9. Michael Vaz (2010) Entrepreneurship Development, Manan Prakashan.
10. S.A.Sherlekar and R.Krishnamoorthy (2009) Introduction to Marketing - Himalaya Publishing House.
11. C G Krishnamacharyulu, Lalitha Ramakrishnan (2006) Rural Marketing - Pearson Education.
12. Habeeb Ur Rahman (2004) Rural Marketing - Himalaya Publishing House, 2004.
13. Sukhpal Singh, Rural Marketing - Vikas Publishers.
14. Minouti Kamat and R. Krishnamoorthy (2006) Rural Marketing - Himalaya Publishing House.

4.3 Minor Stream

Course Title	Brand Management
Course Credits	4
Course Outcomes	After going through the course, learners will be able to :
	1.Understand Basics of Brand Management
	2. Analyze the Identifying & Implementation of Brand.
	3.Recognize Consumer Relationship Management
	4.Implement Ethics of Consumer Buying Behaviour
Module 1(Credit 1) Introduction to Brand Management:	
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.
Module 2(Credit 1) Identifying and Establishing Brand Positioning	
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, Brand Audits.
Module 3(Credit 1) Measuring and Interpreting Brand Performance	
Learning Outcomes	After learning the module, learners will be able to
	1. Look various interpretations of Brand Performance.

	2. Understand 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</p> <p>Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology.</p>
Module 4 (Credit 1) Growing and Sustaining Brand Equity	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>1. Analyze the growth of Branding.</p> <p>2. Analyze the sustainability of Branding.</p>
Content Outline	<p>1. Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy</p> <ul style="list-style-type: none"> • Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels • Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing <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, 5th edition, Pearson
2. Elliot, Richard, Strategic Brand Management 4th edition OUP Oxford

4.4 OEC

Course Title	Quality Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 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
Module 1 (Credit 1)	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 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
Content Outline	<p>Quality Management & Total Quality Management</p> <ol style="list-style-type: none"> 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)
Module 2 (Credit 1)	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 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

Content Outline	<p>Total Employee Involvement, Kaizen & Six Sigma</p> <p>a) Quality Circle- Concept & Structure , Implementation of Quality Circle, Features & Benefits of Quality Circle</p> <p>b) Suggestion Schemes- Concept, Structure, Rewards for Suggestion Schemes.</p> <p>c) Concept of Kaizen, Importance of Kaizen, Functions of Kaizen</p> <p>d) Concept of Six Sigma in Manufacturing & services</p>
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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, 12th edition
3. K. Aswathappa & K. Shridhara Bhat, (2007) Production & Operation Management – Himalaya Publishing House

4.5 SEC

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

Content Outline	<p>Operations and Crisis Management</p> <ol style="list-style-type: none"> 1. Policy and Regulation - Government Policies, Legal and Ethical Considerations 2. Tour Operations and Planning - Designing Tour Packages, Itinerary Planning 3. Crisis Management in Tourism - Risk Assessment, Emergency Response
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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 SEC

Course Title	Event Management
Course Credits	2
Course Outcomes	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.
Module 1 (Credit 1) Introduction to Event Management	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none">1. Understand the fundamentals and scope of event management.2. Identify different types of events and their unique requirements.3. Learn the process of event planning, including budgeting, scheduling, and logistics.

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.

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

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

Course Title	Critical Reading
Course Credits	2
Course Outcomes	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.	
Module 1 (Credit 1) Introduction to Critical Reading	
Learning Outcomes	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.
Content Outline	<p>Introduction to Critical Reading-Definition ,Importance ,relevance of critical reading skills</p> <ul style="list-style-type: none"> • Understanding Authorial Intent:-Identifying the purpose of a text,Analyzing the author's tone and style,Recognizing implicit and explicit messages • Recognizing Bias-Types of bias in written texts,Strategies for detecting bias,Evaluating the impact of bias on interpretation
Module 2 (Credit 1)Applying Critical Reading	
Learning Outcomes	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	

Content Outline	<ul style="list-style-type: none"> ● Facts and opinions - Differentiating strategies ● Evaluating Sources-Assessing the credibility and reliability of sources, Identifying trustworthy sources, Avoiding misinformation and false information ● Engaging with Literature-Techniques for analyzing literary texts, Interpreting symbolism, themes, and motifs ● Strategies for reading academic articles and papers ● Applying critical reading skills to case studies ,fiction and poetry
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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

Course Title	Academic Writing
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 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.
Module 1 (Credit 1)	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 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.
Content Outline	<p>Foundations of Academic Writing</p> <ol style="list-style-type: none"> 1. Introduction to Academic Writing - Overview of academic writing and its importance, Types of academic writing, Basic rules of academic writing, Introduction to citation styles (APA, MLA, Chicago) 2. The Writing Process - Pre-writing strategies (Brainstorming, mind mapping, outlining), Drafting and revising techniques, Importance of peer review and constructive feedback. 3. Crafting a Strong Thesis - Formulating clear and concise thesis statements, Grammar and Punctuation, Identifying key arguments and supporting evidence, Analyzing effective thesis statements 4. Structure and Organization - Elements of a well-structured essay (introduction, body, conclusion), Paragraph development and coherence, Enhancing transitions and overall flow

Module 2 (Credit 1)	
Learning Outcomes	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.
Content Outline	<p>Advanced Academic Writing Skills</p> <ol style="list-style-type: none"> 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 2. Critical Thinking in Academic Writing - Analyzing and synthesizing information, Developing arguments with evidence and reasoning, Avoiding common logical fallacies 3. Refining Style and Tone - Maintaining formal language and tone, Strategies to avoid plagiarism, Academic etiquette and professionalism, Good presentation of paper. 4. Scholarly Writing- Crafting Abstracts and Summaries, Scholarly Publishing

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

Course Title	The Art of Handling People Effectively
Course Credits	2
Course Outcomes	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.
Module 1 (Credit 1) Introduction to Handling People Effectively	
Learning Outcomes	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
Content Outline	<ul style="list-style-type: none"> ● Introduction to Handling People Effectively - Importance of effective interpersonal skills, Overview of key concepts in human behavior and psychology, types of personalities, Building rapport with diverse personalities. ● Effective Communication- 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. ● Emotional Intelligence - 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.
Module 2 (Credit 1) Conflict Resolution , persuasion and building relationships	
Learning Outcomes	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
Content Outline	<ul style="list-style-type: none"> ● Conflict Resolution and Negotiation- 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 ● Persuasive Communication and Influence- Understanding the principles of persuasion and motivation,Developing persuasive communication skills,Ethical considerations in influencing others ● Building Strong Relationships- 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

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

Course Title	Study of Local Business/Industry
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Apply criteria to select and analyze a specific local business/industry, identifying key players and understanding its dynamics. 2. Conduct a thorough analysis of the industry, including market trends, opportunities, and potential challenges. 3. Examine and evaluate local companies, understanding their profiles and roles within the competitive landscape. 4. Understand and analyze business operations, including supply chain management and production processes. 5. Analyze financial statements, including balance sheets and income statements, and calculate relevant financial ratios. 6. Identify emerging technologies, predict future industry trends, and assess potential challenges affecting local businesses/industries.
Module 1 (Credit 1)	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Select and analyze a specific local business/industry, identifying key players and understanding its operational landscape. 2. Conduct a thorough analysis of the industry, including market trends, opportunities, and potential challenges. 3. Examine and evaluate local companies, understanding their profiles and roles within the competitive landscape.
Content Outline	<p>Understanding Local Business/Industry</p> <ol style="list-style-type: none"> 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 2. Industry Analysis - SWOT analysis of the local business/industry, Market trends, opportunities, and threats, Competitive landscape and positioning 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 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.
Module 2 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to

	<ol style="list-style-type: none"> 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.
Content Outline	<p>Financial Analysis and Future Trends</p> <ol style="list-style-type: none"> 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 2. Financial Analysis - Interpretation of financial statements (balance sheets, income statements), Calculation and analysis of financial ratios, Assessing financial health and performance 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

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Presentation (15 M)
2. Assignment / class test (10 M)
3. Industry Analysis Report Development (15 M)
4. Group / Panel Discussion (10 M)

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

Course Title	Sources and Pattern of recruitment in nearby industry
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to -</p> <ol style="list-style-type: none"> 1. Understand the significance of local recruitment strategies 2. Identify and analyze the major sources of recruitment used by local industries. 3. Understand the patterns of industry trends, and their impact on recruitment practices. 4. Develop critical thinking skills to assess the ethical implications of various local recruitment practices.
Module 1 (Credit 1) Introduction to Recruitment	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Aware of recruitment needs in recruitment in nearby industries 2. Study various sources of recruitment in nearby industries
Content Outline	<p>1. Introduction to Recruitment in Local Industries 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>2. Traditional Sources of Recruitment in Local Industries- A) 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>3. Modern Trends in Recruitment in Local Industries- Employer branding and attracting talent, Recruitment marketing and targeted advertising, Talent pools and building relationships with potential candidates</p>
Module 2 (Credit 1) Trends in recruitment for Local Industries	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Know Factors influencing recruitment strategies (industry needs, company culture, budget) 2. Understand Patterns of Recruitment in Local Industries

	3. Analyzing recruitment trends in specific local industries
	4. Apply ethical considerations in local recruitment
Content Outline	<ul style="list-style-type: none"> • Factors influencing recruitment strategies (industry needs, company culture, budget) <p>Patterns of Recruitment in Local Industries</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"> • Analyzing recruitment trends in specific local industries (e.g., healthcare, manufacturing, technology) • Ethical considerations in local recruitment

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