



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013
Itgalpura, Rajankunte, Yelahanka, Bengaluru – 560064



PRESIDENCY SCHOOL OF MANAGEMENT – UG

Program Regulations and Curriculum

2026-2029

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)

based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

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PART A – PROGRAM REGULATIONS

1. Vision & Mission of the University and the School / Department

1.1 Vision of the University

To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

1.2 Mission of the University

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally applicable skill sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

1.3. Vision Statement of Presidency School of Management – UG

To inspire and develop responsible leaders who generate meaningful and lasting impact, on businesses, communities, and society.

1.4 Mission Statement of Presidency School of Management – UG

Our mission is to provide students with the knowledge, skills, and ethical foundation needed to lead with integrity and drive sustainable change in business and society.

2. Preamble to the Program Regulations and Curriculum

This is the subset of Academic Regulations, and it is to be followed as a requirement for the award of BBA (Aviation Management) degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Internship, and Capstone project to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

3. Short Title and Applicability

- a. These Regulations shall be called the Bachelor of Business Administration (Aviation Management) Degree Program Regulations and Curriculum 2026-2029.
- b. These Regulations are subject to, and pursuant to the Academic Regulations.
- c. These Regulations shall be applicable to the ongoing Bachelor of Business Administration (Aviation Management) Degree Programs of the 2026-2029 batch, and to all other Bachelor of Business Administration (Aviation Management) Degree Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Bachelor of Business Administration (Aviation Management) Degree Program Regulations and Curriculum, along with all the amendments thereto.
- e. These Regulations shall come into force from the Academic Year 2026-2027

4. Definitions

In these Regulations, unless the context otherwise requires:

- a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
- b. *"Academic Council" means the Academic Council of the University;*
- c. *"Academic Regulations" means the Academic Regulations, of the University;*
- d. *"Academic Term" means a Semester or Summer Term;*
- e. *"Act" means the Presidency University Act, 2013;*
- f. *"AICTE" means All India Council for Technical Education;*
- g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*
- h. *"BOE" means the Board of Examinations of the University;*
- i. *"BOG" means the Board of Governors of the University;*
- j. *"BOM" means the Board of Management of the University;*
- k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the University;*
- l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*

- m. "Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;
- n. "COE" means the Controller of Examinations of the University;
- o. "Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;
- p. "Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;
- q. "Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;
- r. "Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.
- s. "DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;
- t. "Dean" means the Dean / Director of the concerned School;
- u. "Degree Program" includes all Degree Programs;
- v. "Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;
- w. "Discipline" means specialization or branch of BBA Degree Program;
- x. "HOD" means the Head of the concerned Department;
- y. "L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;
- z. "MOOC" means Massive Open Online Courses;
- aa. "MOU" means the Memorandum of Understanding;
- bb. "NPTEL" means National Program on Technology Enhanced Learning;
- cc. "Parent Department" means the department that offers the Degree Program that a student undergoes;
- dd. "Program Head" means the administrative head of a particular Degree Program/s;
- ee. "Program Regulations" means the Bachelor of Business Administration (Aviation Management) Degree Program Regulations and Curriculum, 2026-2029;
- ff. "Program" means the Bachelor of Business Administration (Aviation Management) Degree Program;

- gg. "PSOM-UG" means the Presidency School of Management - UG;*
- hh. "Registrar" means the Registrar of the University;*
- ii. "School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*
- jj. "Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;*
- kk. "SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;*
- ll. "Statutes" means the Statutes of Presidency University;*
- mm. "Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;*
- nn. "Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;*
- oo. "SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.*
- pp. "UGC" means University Grants Commission;*
- qq. "University" means Presidency University, Bengaluru; and*
- rr. "Vice Chancellor" means the Vice Chancellor of the University.*

5. Program Description

The Bachelor of Business Administration (Aviation Management) Program Regulations and Curriculum 2026-2029 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the ongoing Bachelor of Business Administration (Aviation Management) Degree Program, abbreviated as (BBA (Aviation Management)) of 2026-2029 offered by the Presidency School of Management – UG .

- 5.1 These Program Regulations shall be applicable to other similar programs, which may be introduced in future.
- 5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.
- 5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations.

6. Minimum and Maximum Duration

- 6.1 Bachelor of Business Administration (Aviation Management) Degree Program is a Three-Year, Full-Time Semester based program. The minimum duration of the BBA (Aviation Management) Program is three (03) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the BBA (Aviation Management) program is six (06) Semesters.
- 6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.
- 6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause 16.1 of the Academic Regulation), shall be counted in the permissible maximum duration for completion of a Program.
- 6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies, where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, female students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.
- 6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree, in the prescribed maximum duration (Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

After three years of successful completion of the BBA (Aviation Management) program, the graduates shall be able to:

PEO1: Graduates will establish successful careers in the field of Business and Management.

PEO2: Analyse Business problems using Qualitative and Quantitative techniques

8 Programme Outcomes (PO) and Programme Specific Outcomes (PSO)

On successful completion of the BBA Aviation Management Program, the students shall be able to:

Program Outcomes (PO's):

PO1: Apply Fundamental concepts of Business and Management to solve complex Business Problems.

PO2: Analyze and solve business problems using Critical Thinking, Analytical Skills in Business and Management

PO3: Use modern Business Tools, Software and Data Analytics techniques for Decision making

PO4: Communicate effectively and Professionally in Personal and Business Contexts using Verbal and Written Skills.

PO5: Practice Ethical Principles and Social Responsibility in Personal and Professional Roles

PO6: Exhibit effective teamwork by demonstrating leadership, interpersonal skills, and a commitment to lifelong learning in managing business ventures

8.1 Program Specific Outcomes (PSOs):

On successful completion of the BBA (Aviation Management) Program, the students shall be able to:`

PSO1: Ensure efficient and safe Aviation operations by applying safety, security and maintenance procedures

PSO2: Demonstrate Customer Service, Communication and Coordination skills in Airline and Hospitality environments

9 Admission Criteria

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. The admission criteria to the BBA (Aviation Management) Program is listed in the following Clauses:

- 9.1 An applicant who has successfully completed Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course, with a minimum aggregate of 40% marks, from a recognized university of India or outside or from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country, for the purpose of issue of qualifying certificate, on successful completion of the course, may apply for and be admitted into the Program.
- 9.2 Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.

- 9.3 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.
- 9.4 Candidates must fulfil the medical standards required for admission as prescribed by the University.
- 9.5 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.
- 9.6 The decision of the BOM regarding the admissions is final and binding.

10 Transfer of student(s) from another recognized University to the 2nd year (3rd Semester) of the BBA (Aviation Management) Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the BBA (Aviation Management) Three-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the BBA (Aviation Management) Program of the University as per the rules and guidelines prescribed in the following Clauses:

- 10.1 The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than 10th of the July of the concerned year for admission to the 2nd Year (3rd Semester) BBA (Aviation Management) Program commencing on August on the year concerned.
- 10.2 The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.
- 10.3 The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the BBA (Aviation Management) Three Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the BBA (Aviation Management) Program of the University.
- 10.4 The Program allotted to the student concerned shall be the decision of the University and binding on the student.

11.Change of Program

- 11.1 A student admitted to a particular Program of the BBA Program will continue studying in that Program till the completion of the program.
- 11.2 The change of program shall not be permitted after the enrollment of the student for a specific program.

12 Specific Regulations regarding Assessment and Evaluation (including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories)

- 12.1 The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.
- 12.2 Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 8.8 of Academic Regulations) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.
- 12.3 Format of the End-Term examination shall be specified in the Course Plan.
- 12.4 Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:
- Non-Teaching Credit Courses (NTCC)
 - Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (Clause 8.10 of Academic Regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

12.5. Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	Evaluation Component	Weightage
Lecture-based Course L component in the L-T-P Structure is predominant (more than 1) (Examples: 3-0-0; 3-0-2; 2-1-0; 2-0-2, 2-0-4 etc.)	Continuous Assessments	50%
	End Term Examination	50%

Lab -based Course P component in the L-T-P Structure is predominant (Examples: 0-0-4; 1-0-4; 1-0-2; etc.)	Continuous Assessments	75%
	End Term Examination (Lab Only)	25%
Practice- based Course L component in the L-T-P Structure is 0 (Example: 0-0-2 etc.)	Continuous Assessments	100%
Skill based Courses like Internship, Capstone and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P structure	Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.	

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L-T-P) [NTCC], but with assigned Credits (as defined in clause 5.2 of Academic Regulation), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6. Minimum Performance Criteria:

12.6.1. Theory only Course and Lab/Practice Embedded Theory Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

- A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.
- The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2. Lab/Practice only Course and Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course. A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 8.9.1, 8.9.2 of Academic Regulations) in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

13. Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc.

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

- 13.1. The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer Annexure 'b' of Academic Regulations) and approved by the Dean - Academics.
- 13.2. Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.
- 13.3. Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds* (SWAYAM) and *National Program on Technology Enhanced Learning* (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:
 - 13.3.1. A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause 13.2 of Academic Regulations and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum

Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

- 13.3.2. SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause 13.2 of Academic Regulations, shall be approved by the concerned Board of Studies.
- 13.3.3. Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.
- 13.3.4. Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.
- 13.3.5. A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause 13.3.2 above.
- 13.3.6. SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.
- 13.3.7. A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the Dean/ Director/ HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the Dean/Director/HOD concerned, the Course(s) and equivalent Credits shall be forwarded to the COE for processing of results of the concerned Academic Term.
- 13.3.8. The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading (Table 8.11 in Academic Regulations).

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	Course Duration	Credit Equivalence
1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

- 13.3.9. The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.
- 13.3.10. The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.
- 13.3.11. The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, shall not be included in the calculation of the CGPA.

14.Mandatory Non-Credit Course Completion Requirements: All mandatory non-credit courses shall be satisfactorily completed by the student as part of the degree requirements. These courses will be evaluated and awarded letter grades based on the following criteria:

- **S (Satisfactorily Completed):** Awarded when the student successfully completes all prescribed course requirements.
- **NC (Not Completed):** Awarded when the student fails to meet the prescribed course requirements.

A student receiving an **NC** grade must reappear for and complete the course in accordance with the guidelines prescribed by the University.

In the case of non-taught and non-credited mandatory courses—where students are advised to undertake learning through MOOC platforms—there shall be a clearly defined **Course Catalogue** and a corresponding **Course Plan**. The Course Plan shall outline the assessment

components, which will form the basis for evaluation.

15. Structure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements

The BBA (Aviation Management) Program Structure (2026-2029) has a total of 120 credits. Table 3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table No. 3 Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
S. No.	Baskets	Credit Contribution
1	School Core Courses (SCC)	40
2	Program Core Courses (PCC)	32
3	Specialization Courses (SC)	18
4	Ability Enhancement Courses (AEC)	8
5	Skill Enhancement Courses (SEC)	14
6	Value Added Courses (VAC)	2
7	Open Elective Courses (OEC)	6
8	Mandatory Non- Credit Courses (MNC)	-
	Minimum Total Credits for the Award of Degree	120

16. Minimum Total Credit Requirements of Award of Degree

A minimum of 120 credits is required to be eligible for the award of BBA (Aviation Management) degree.

17. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies

- 17.1. The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University.
- 17.2. A student shall be declared to be eligible for the award of the concerned Degree if she/he:
 - a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets.
 - b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations;
 - c. No dues to the University, Departments, Hostels, Library, and any other such Centres/ Departments of the University; and
 - d. No disciplinary action is pending against her/him.

18. Curriculum Structure – Basket Wise Course List

Table No. 4 List of School Core Courses (SCC)						
S. No	Course Code	Course Name	L	T	P	C
1	CBS1039	Fundamentals of Financial Accounting	3	1	0	4
2	CBS1014	Principles of Management	3	0	0	3
3	CBS1001	Managerial Economics	3	0	0	3
4	CBS1018	Introduction to Marketing	3	0	0	3
5	CBS1017	Business Statistics	3	1	0	4
6	CBS1002	Business Law	4	0	0	4
7	CBS1042	Human Resource Management	3	0	0	3
8	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4
9	CBS2001	International Business	3	0	0	3
10	CBS1030	Business Environment	3	0	0	3
11	CBS3001	Strategic Management	3	0	0	3
12	CBS3002	Operations Research	3	0	0	3
Total No. of Credits						40

Table No. _5 List of Program Core Courses (PCC)						
S. No	Course Code	Course Name	L	T	P	C
1	AVM1004	Genesis and overview Aviation	3	0	0	3
2	AVM1005	Airport operations - Basics	3	0	0	3
3	AVM2010	Airport Operations - Advanced	4	0	0	4
4	AVM2011	Regulatory Framework of Aviation	3	0	0	3
5	AVM2003	Logistics and Air-Cargo Management	4	0	0	4
6	AVM2012	Airport and Aircraft Emergencies	4	0	0	4
7	AVM3002	Inflight Management	4	0	0	4
8	AVM2008	Aviation Maintenance Management	4	0	0	4
9	AVM3003	Air Traffic Control	3	0	0	3
Total No. of Credits						32

Table No. _6: List of Specialization Courses						
Specialization Courses						
S. No.	Course Code	Course Name	L	T	P	C
1	AVM3004	Airport Management	3	0	0	3
2	MKT3004	Services Marketing	3	0	0	3
3	AVM3001	Certifications in Airlines/ Airport	3	0	0	3
4	MKT3006	Customer Relationship Management	3	0	0	3
		Total				12
Track: Marketing						
1	MKT3007	Advertising and Sales Promotion	3	0	0	3
2	MKT3008	Sales & Distribution Management	3	0	0	3
3	MKT3009	Brand Management	3	0	0	3
4	MKT3010	Rural Marketing	3	0	0	3
5	MKT3011	Green Marketing	3	0	0	3
6	MKT3012	Marketing Strategy	3	0	0	3
Track: Human Resource Management						
1	HRM3017	Knowledge Management	3	0	0	3
2	HRM3018	Personal Growth and Interpersonal Effectiveness	3	0	0	3

3	HRM3019	Social media and HRM	3	0	0	3
4	HRM3020	Leadership and Team Management	3	0	0	3
5	HRM3021	HR Analytics	1	1	2	3

Table No. 7: List of Ability Enhancement Courses (AEC)						
S. No.	Course Code	Course Name	L	T	P	C
1	ENG1901	Essentials of Communication	3	0	0	3
2	ENG2020	Business English	3	0	0	3
3	KAN1002 KAN2002 FRE1006 GER1004 ESP1001	Sarala Kannada / Savi Kannada / Elementary French/Elementary German/Elementary Spanish	2	0	0	2
Total No. of Credits						8

*Foreign Language courses offered by Dept. of Languages and approved by the BOS will be added to the above list and will be made available for the students for Pre -Registration.

Table No. _8 : List of Skill Enhancement Courses (SEC)						
S. No.	Course Code	Course Name	L	T	P	C
1	CBS2035	Advanced Spreadsheets	1	1	2	3
2	CBS1023	Spreadsheets for Business	1	1	2	3
3	CBS2037	Data Analysis for Decision Making	0	0	4	2
4	CBS7000	Summer Internship	-	-	-	2
5	CBS7002	Capstone Project	--		-	4
Total No. of Credits						14

Table No. _9 : List of Value Added Courses (VAC)						
S. No.	Course Code	Course Name	L	T	P	C
1	PPS4002	Aptitude Training	0	0	2	1
2	PPS3018	Preparedness for Interview	0	0	2	1
Total No. of Credits						2

Table No. _10 : Open Elective Courses (OEC) *- Minimum of 6 credits is to be earned by the student						
S. No.	Course Code	Course Name	L	T	P	C
1	DES2001	Design Thinking	3	0	0	3
2	LAW2015	Cyber Law	3	0	0	3
3	BAJ1026	Multimedia Story Telling	3	0	0	3
4	BAJ1028	Content Creation for social media	3	0	0	3

*Open Elective Courses offered by other schools in a semester and as approved by the BOS will be added to the above list and will be made available for the students for Pre-Registration.

Table No. _11: List of Mandatory Non-Credit Courses (MNC)						
S. No.	Course Code	Course Name	L	T	P	C
1	PPS1025	#Industry Readiness Program - I	0	0	2	0
2	PPS1026	#Industry Readiness Program - II	0	0	2	0
3	LAW7601	*Indian Constitution	1	0	0	0
4	CHE7601	*Environmental Studies	1	0	0	0
Total No. of Credits						0

Industry Readiness Program I and II will be of 30 Hours

* Indian Constitution and Environmental Studies and Sustainable Development are MOOCs

19. Practical / Skill based Courses – Internships / Project Work

Practical / Skill based Courses like internship, capstone project , and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfil the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip BBA (Aviation Management) graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations). The same shall be prescribed in the Course plan.

19.1 *Internship*

A student may undergo an internship for a period of 6 to 8 weeks in a company or organization during the Semester Break between 4th and 5th semester subject to the following conditions:

19.1.1 The Internship shall be conducted in accordance with the Internship Policy prescribed by the school from time to time.

19.1.2 A student may opt for Internship in an Industry / Company/ Organization or academic / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her / his own. Provided further, that the Industry / Company / Organization or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations and Internship Policy of the School.

19.1.3 A student selected for an Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Internship Policy of the School.

19.1.4 As per the Academic Regulations internship will be a graded course. On completion of the minimum requirements of the internship requirements, student shall be graded as “NP” and will have to repeat the internship.

19.2. Capstone Project

- 19.2.1.** Every student shall, carryout Capstone Project work under the overall supervision of the supervisor(s) during the VI semester of the program.
- 19.2.2.** The capstone project offers an opportunity to the student(s) to explore a topic in depth. The capstone project work would entail an investigation, together with the written report and interpretation thereof. The capstone project could either be of an exploratory type or a prescriptive type with a focus on its applicability to management situations. It may be a case study, a study of a policy problem, a historical study, development of a new method, comparison of two or more methods relevant to some areas of management. The capstone project can also be field/library-based study or both. Normally, only a faculty member of the school concerned shall be allowed to supervise a capstone project. If the topic of a capstone project warrants, at the most two faculty members of the same School may be allowed to supervise a capstone project work. Considering the interdisciplinary nature of the work involved a faculty from other School and/or from industry/corporate organization active in the area in which the work is being carried may be allowed, to be associated as a co-supervisor.
- 19.2.3.** The Faculty Coordinator(s) shall, in consultation with the Dean concerned, finalize the topic for capstone project along with the name(s) of the supervisor(s) at the beginning of Semester VI. For this purpose, the Coordinator shall take into account the relevance of the topic on which the candidate proposes to work. However, the Coordinator may, if he considers it necessary or expedient, ask a student to carry out capstone project on a topic other than the topic proposed by the student and/or under a supervisor other than the one under whom the student proposed to carryout his/her capstone project.
- 19.2.4.** Midcourse alteration/ modification in the scope of capstone project would need explicit approval from the Dean ofthe School. The Coordinator shall prepare a list comprising the names of the students, topic allotted to each of them along with the name of the supervisor(s) and submit it to the Dean.
- 19.2.5.** A certificate in the prescribed format to the effect that the capstone project carried out by the student independently or in collaboration with other student(s) issued by the Supervisor(s) concerned and endorsed by the Faculty Coordinator concerned, shall form the part of the submission for evaluation.
- 19.2.6.** Every student who spends a specified period of time in an industry/organization/institute for reasons of work related to his/her capstone project, with prior permission from the Faculty Coordinator concerned will explicitly acknowledge working in the relevant industry/organization/institute.
- 19.2.7.** The capstone project should typically be between 30 to 50 pages. Students are required to submit their capstone project in the VI Semester within the specified timeframe. If a student fails to submit the capstone project by the deadline, they will be assigned a placeholder grade 'I' in cases of exceptional circumstances, such as medical emergencies or the death of an immediate family member. In all other cases, a grade of 'F' will be awarded. The student will be required to repeat the capstone project in the appropriate semester of the following academic session, provided that other regulations allow for the continuation of their

studies at the University.

19.2.8. The student shall submit to Program Coordinator one printed soft bound copy of his/her capstone project.

19.2.9. An Assessment Committee constituted by the Dean / Director/ HOD of the School comprising internal and external members shall conduct Viva-Voce on capstone project.

19.2.10. The Evaluation components for capstone project and the respective weightages are detailed in Table 12:

Table - 12	
Capstone Project Evaluation Components and Weightage	
Evaluation Components	Weightage (of the total marks)
Capstone Project Report	50 %
Supervisor Evaluation and Feedback	20%
Viva-Voce	30 %

20.MOOC (NPTEL) Courses

The MOOC Courses list will be announced by the school at the time of Pre-Registration for the respective Semester post approval from DAC and BOS.

21.Recommended Semester Wise Course Structure / Flow including the Programme / Discipline Elective Paths / Options

		I Semester					
S. NO.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS1039	Fundamentals of Financial Accounting	3	1	0	4	SCC
2	CBS1014	Principles of Management	3	0	0	3	SCC
3	CBS1001	Managerial Economics	3	0	0	3	SCC
4	AVM1004	Genesis and overview Aviation	3	0	0	3	PCC
5	CBS1018	Introduction to Marketing	3	0	0	3	SCC
6	ENG1901	Essentials of Communication	3	0	0	3	AEC
7	AVM1005	Airport operations - Basics	3	0	0	3	PCC
8	PPS1025	Industry Readiness Program - I	0	0	2	0	MNC
		Total				22	

*30 Hours Course

S. NO.	COURSE CODE	II Semester	L	T	P	C	Course Type
		COURSE NAME					
1	AVM2010	Airport Operations - Advanced	4	0	0	4	PCC
2	AVM2011	Regulatory Framework of Aviation	3	0	0	3	PCC
3	CBS1017	Business Statistics	3	1	0	4	SCC
4	XXXXX	Open Elective Course -1	3	0	0	3	OEC
5	ENG2020	Business English	3	0	0	3	AEC
6	KAN1002/KAN2002/FRE1006/GER1004/ESP1001	Sarala Kannada / Savi Kannada / Elementary French/Elementary German/Elementary Spanish	2	0	0	2	AEC
7	CBS1023	Spreadsheets for Business	1	1	2	3	SEC
8	LAW7601	Indian Constitution	1	0	0	0	MNC
9	PPS1026	Industry Readiness Program - II	0	0	2	0	MNC
		Total				22	

		III Semester					
S. NO.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS1002	Business Law	4	0	0	4	SCC
2	AVM2003	Logistics and Air-Cargo Management	4	0	0	4	PCC
3	CBS1042	Human Resource Management	3	0	0	3	SCC
4	CBS2035	Advanced Spreadsheets	1	1	2	3	SEC
5	AVM2012	Airport and Aircraft Emergencies	4	0	0	4	PCC
6	XXXXX	Open Elective Course -2	3	0	0	3	OEC
7	PPS3018	Preparedness for Interview	0	0	2	1	VAC
		Total				22	

		IV Semester					
S. NO.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	AVM3002	Inflight Management	4	0	0	4	PCC
2	AVM2008	Aviation Maintenance Management	4	0	0	4	PCC
3	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4	SCC
4	CBS2001	International Business	3	0	0	3	SCC
5	CBS1030	Business Environment	3	0	0	3	SCC
6	CHE7601	Environmental Studies	1	0	0	0	MNC
7	PPS4002	Aptitude Training	0	0	2	1	VAC
		Total				19	

		V Semester					
S. NO.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS3001	Strategic Management	3	0	0	3	SCC
2	CBS3002	Operations Research	3	0	0	3	SCC
3	AVM3003	Air Traffic Control	3	0	0	3	PCC
4	AVM3004	Airport Management	3	0	0	3	SC
5	XXXXX	Specialization Course - II	3	0	0	3	SC
6	XXXXX	Specialization Course - III	3	0	0	3	SC
7	CBS2037	Data Analysis for Decision Making	0	0	4	2	SEC
8	CBS7000	Summer Internship	0	0	0	2	SEC
		Total				22	

		VI Semester					
S. NO.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	XXXXX	Specialization Course - IV	3	0	0	3	SC
2	XXXXX	Specialization Course - V	3	0	0	3	SC
3	AVM3001	Certifications in Airlines / Airport	3	0	0	3	SC
4	CBS7004	Dissertation	0	0	0	4	SEC
		Total				13	

Course Catalogues
School Core Courses

Course Code: CBS1039	Course Title: Fundamentals of Financial Accounting Type of Course: School Core	L- T - P- C	3	1	0	4
Version No.	1.0					
Course Pre-requisites	Basic knowledge of business, simple arithmetic, and an understanding of financial transactions in daily life.					
Anti-requisites	None					
Course Description	This course introduces the fundamentals of financial accounting, covering basic concepts, principles, and conventions, along with the double entry system, journal, ledger, subsidiary books, trial balance, and preparation of financial statements. It provides a foundation for understanding how financial information is recorded, classified, and presented.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Explain the basic concepts, objectives, conventions, and principles of financial accounting. (Understand) CO2: Classify accounts and apply the rules of debit and credit to record business transactions using journal entries and ledger. (Apply) CO3: Prepare the subsidiary books including cash book. (Apply) CO4: Analyze ledger balances to prepare a trial balance and identify basic errors.(Apply) CO5: Prepare Statement of Income and Statement of Financial Position. (Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Basics of Financial Accounting and attain practical knowledge through Problem Solving Methodologies.					
Course Content:	Fundamentals of Financial Accounting					

Module 1	Basics of Accounting	MCQs/Case Study	Assignment	12 Sessions
Topics: Meaning and Objectives of Financial Accounting, Types of Accounting, Accounting cycle, Limitations of accounting, Users of Accounting Information Financial Statements, Types of Business Entities, GAAP, Introduction to IFRS.				
Module 2	Double Entry System, Journal , Ledger and Trial Balance	MCQs/Case Study	Solving problems	16 Sessions
Topics: Introduction to Double Entry System: Meaning and Definition ,Features of Double Entry System ,Advantages and Limitations ,Difference between Single Entry and Double Entry System,.Rules of debit and credit(Assets, Liabilities, Income , capital & expenses,) Recording of Transactions, Sources of Documents, Journal,. Introduction to ledger, , preparation and balancing of ledger accounts, Preparation of trial balance				
Module 3	Subsidiary Books &Bank Reconciliation statement, Rectification of errors	MCQs/Case Study	Solving problems	16 Sessions
Topic: Introduction to subsidiary books - purchase book, sales book, returns books, and cash book , types of cash books,Preparation of Bank reconciliation statement, Types of errors and rectification of errors				
Module 4	Preparation of financial Statements	MCQs/Case Study / Skill building activity by using AI tools	-Solving problems	16 Sessions
Topics: Introduction to Financial statements and Preparation of statement of Income and statement of financial position, Preparation of Balance Sheet (Sole proprietorship only), Adjustment Entries Relating to Outstanding Expenses, Prepaid Expense, Accrued Income, Provision for bad debts, Interest on Capital and Drawing, depreciation.				
Targeted Application & Tools that can be used: Tally ERP, Zoho Books, Microsoft Excel / Google Sheets				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 1. Assignments – Case studies on Basic accounting principles, financial statements.				

Reference : Text book :

1. DK Goel, Rajesh Goel, Shelly Goel -Basic Accounting, Arya Publication.
2. S.N.Maheswari, Introduction to Accounting, Vikas Publishing House.

Reference :

PU library link

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/ARA-09-2021-0177/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=book+keeping+and+accounting&showAll=true>

E resources:

NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.

Topics relevant to EMPLOYABILITY:

Problem Solving Techniques. This is attained through assessment component mentioned in Course Plan.

Catalogue prepared by	Dr.Nasa Dhanraj, Assistant professor, Selection Grade
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Recommended by the Board of Studies on	
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Date of Approval by the Academic Council	10-5-2026
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Course Code: CBS1014	Course Title: Principles of Management Type of Core: School Core			L- T- P- C	3	0	0	3
Version No.	1.0							
Course Pre-requisites	None							
Anti-requisites	None							
Course Description	This course provides insights into various management functions and its impact. It imparts necessary understanding of functions required for a manager in the business world. The course also delves on various motivational theories, leadership styles, various communication methods and techniques that work around in an organizational set up.							
Course Objective	Topics relevant to "SKILL DEVELOPMENT": the objective of the course is to familiarize Students with the concept of principles of management to be able to develop "MANAGERIAL SKILLS like Management by Objectives for Skill Development through Participative Learning techniques.							
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Discuss the various functions of Management (Understand) CO 2: Explain the Planning process and types (Understanding) CO3: Classify the theories of Motivation and Leadership. (Understand) CO4: Explain the process of coordinate and control the organization. (Understand)							
Course Content:								
Module 1	Introduction to Management	Case study	Case study and class discussion on Managerial Skills/ Management Objectives/ Quiz			11 Sessions		
Topics: Meaning, Nature and Importance, Functions and Principles of Management, Management V/S Administration. Development of Managerial Thought, Classical approach to management (scientific management, administrative theory and Bureaucratic management),Contribution by								

Taylor and Henry Fayol Management by Exception and Management by objectives social responsibility of management.				
Module 2	Planning and Organizing	Case study	Case study and class discussion Decision Making Process Review the Article	12 Sessions
Planning Meaning-Nature and Importance, Elements, Concept, Process and Techniques, Barriers to effective planning, Forecasting, Decision Making, Concept and Process, Co-ordination. Managerial Communication Meaning, Types of Communication, Barriers of Communication, Communication Gap, Organization report writing. Organizing: -Concept, Nature, Principles and Significance. Centralization and Decentralization, Staffing, Man Power Planning, Selection and Training, Performance Appraisal, Delegation of Authority				
Module 3	Motivation and Direction	Case Study	Case study and class discussion Case Study on Organizing Review the Article	10 Sessions
Topics: Concept – Theories, Classification, Characteristics of Motivation, Motivational theories, classification and characteristics of motivation (Maslow’s Theory of Hierarchical, Herzberg’s two-factor Theory, McClelland’s Theory of Needs, Vroom’s Theory of Expectancy), Leadership – Concept and Leadership styles, (4 basic leadership styles), Theories. (Trait theory, Skill theory, behavioral theory, situational and transformational theory) Direction- Concept, Nature, Process and Methods.				
Module 4	Coordination and controlling	Case Study	Case study and class discussion on Leadership and Controlling aspects /Quiz	12 Sessions
Topics: Coordination – Meaning – Characteristics –Co-ordination as the Essence of Management – Principles of Co-ordination – Advantages& Disadvantages – Techniques of Co-ordination. Controlling – Introduction – Definition – Controlling – Concept, Nature, Process and Techniques. Characteristics – objectives – necessity – elements - process of control – importance – limitations – Budgets and Budgetary Control. Emerging concepts in Management: TQM, MBO, MBE - Core Competency – CSR.				
Targeted Application & Tools that can be used: The students can go through the various case studies on emerging trend of management concepts.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:				

1. Assignment 1: Written assignment should be submitted where the students will have to identify the different management thought and its applications. (Case Study Learning)
2. Assignment 2: The students will be divided into groups and group discussions will be done on the existing problems in the decision-making case studies. (Participative Learning)

Reference

Text book

1. Principles of Management: An Analysis of Managerial Functions, by Harold Koontz (Author), Cyril O'Donnell
2. Principles and Practice of Management by L.M Prasad

Reference

1. R1: https://books.google.co.in/books?id=hgsBEAAAQBAJ&printsec=frontcover&redir_esc=y#v=onepage&q&f=false
2. R2: <https://www.geeksforgeeks.org/14-principles-of-management-by-henri-fayol/>
3. R3: https://books.google.co.in/books/about/Principles_and_Practice_of_Management.html?id=TFL-mgEACAAJ&redir_esc=y

PU library link

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_371

<https://open.umn.edu/opentextbooks/textbooks/34>

E resources:

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTBOOK_LIBRARY01_06082022_371

<https://open.umn.edu/opentextbooks/textbooks/34>

Case Studies

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02621710410546669/full/html>

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/AAAJ-09-2013-1480/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09544789410062812/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/EJTD-10-2019-0184/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/HRMID-07-2015-0127/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPSM-02-2022-0046/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00251749910252076/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJMPB-06-2015-0047/full/html	
NPTEL link	https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150 https://nptel.ac.in/courses/110107150
Topics relevant to "SKILL DEVELOPMENT": Students will be able to develop "MANAGERIAL SKILLS like Management Theories and concepts of (Management by Objectives). Management by Objectives for Skill Development through Participative Learning techniques. Through Participative learning as mentioned in the Course plan.	
Catalogue prepared by	Dr. Syed Abid Hussain
Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1001	Course Title: Managerial Economics Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course introduces the application of economic theory and tools in managerial decision-making. It focuses on understanding how businesses operate within different market environments, make production and pricing decisions, and respond to economic policies. The course combines microeconomic principles with real-world business contexts to enhance problem-solving and analytical thinking.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the basic concepts of managerial economics, consumption decisions using demand and supply principles, elasticity, and equilibrium. CO2: Apply demand and supply principles, including elasticity concepts and equilibrium analysis, to analyze consumer behavior and market adjustments. CO3: Apply production and cost theories to understand the relationship between input utilization, output generation, and cost behavior in short and long-run business decisions. CO4: Explain different market structures and the effects of government interventions such as price controls on market outcomes. CO5: Describe key macroeconomic indicators such as national income, inflation, business cycles, and fiscal and monetary policies and their impact on business.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Managerial Economics and attain Skill Development through Participative Learning techniques.					
Course Content:						

Module 1	Introduction to Managerial economics and Consumption Decision	Participative learning [Presentation]	Basic economic problem discussion and numerical solving	12 Sessions
Topics: Introduction to Economics and definitions - Factors of production. Meaning, scope and importance of Managerial Economics. Law of demand and exceptions. Price and quantity relationship, determinants, . Demand schedule, equations and diagrams, shift and movement along the demand curve. Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand – types of Elasticity of demand, determinants and calculation of price elasticity of demand, income elasticity and cross price elasticity.				
Module 2	Theory of Production and Costs	Discussion	Expansion path and cost function function(Numerical solving)	13 Sessions
Topics: Defining production- The production function: short vs long run – Stages of Production and Law of Variable Proportions. concept of isoquant, Cost Analysis: Defining costs and various cost concepts, Behaviour of Cost Curves in Short-Run and Long-Run. Total, Average and Marginal Costs (Numerical and Graphical Interpretation) – Law of Returns to Scale: Increasing, Constant and Decreasing Returns.				
Module 3	Market Structure	Assignments	Effects of Government Intervention – price control(Case study)	8 Sessions
Topics: Topics: Meaning and types of Market. Perfect competition -Features - profit maximization - Monopoly, why and how they arise – characteristics. Monopolistic competition – Characteristics. Oligopoly - Features. Digital Platforms and Market Transformation.				
Module 4	Key Concepts of Macroeconomics	Discussion	Union Budget analysis	12 Sessions
Topics: Meaning and Key Concepts of Macroeconomics and Importance of Macroeconomics. National income concepts, Measurement of National Income. Fiscal Policy - Instruments, The union budget process, Objectives and instruments of monetary policy, Inflation. Business cycle. Definition of Business Cycle – Meaning, Phases of the Business Cycle, Causes of Business Cycles.				
Targeted Application & Tools that can be used:				
Targeted Applications are				
Demand Forecasting – Predict future demand.				

- Cost & Production Analysis – Optimize production and reduce cost.
- Pricing Strategy – Set profit-maximizing prices.
- Profit Management – Analyse cost-revenue for maximum profit.
- Capital Budgeting – Evaluate investment decisions.
- Risk Analysis – Handle uncertainty in decisions.
- Market Structure Analysis – Strategy based on market type.
- Resource Optimization – Efficient allocation of resources.

Tools that can be used: NA

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

Business Plan Development: Create a concise business plan focusing on cost analysis, pricing strategies, and market structures relevant to a small business.

Local Business Analysis: Study a local enterprise to analyse its cost structure, pricing strategy, and market environment.

Economic Policy Impact Report: Assess how a recent government fiscal or monetary policy affects a specific industry or consumer group.

Managerial Economics Field Study: Conduct a small-scale survey or data collection on local consumer behaviour, demand trends, or price sensitivity.

Budget Reflection Report: Analyse key components of the latest Union Budget and evaluate its impact on business and the economy.

Reference Text book:

T1. Kaur, S., Mc. Eachern, W. A. Micro ECON A South- Asian Perspective. Cengage.

T2: *Managerial Economics* by D.N. Dwivedi. Vikas Publishing House.

Reference :

R1: Salvatore, D., Rastogi, K. R. (2020). *Managerial Economics: Principles and Worldwide Applications*. Oxford Higher Education.

R2: Mankiw, N. G. Taylor, M.P. (2017). Macro Economics, Cengage.

R3: *Principles of Economics* by N. Gregory Mankiw. Publisher: Cengage Learning. 2018.

PU library link :

W1: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=EDX1_494

W3: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=PRE_INDEXED&unique_id=EDX1_78

W4: https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=JSTOR1_131

E sources link

(Including Swayam & NPTEL Video Lecture Sessions)

W5: <https://www.khanacademy.org/economics-finance-domain/microeconomics>

W6: <https://byjus.com/commerce/microeconomics/>

W7: https://onlinecourses.nptel.ac.in/noc23_mg03/preview

Topics relevant to SKILL DEVELOPMENT :

- Practical skill in using data to estimate demand and interpret elasticity for pricing and sales strategy decisions.
- Constructing and interpreting demand/supply curves, cost functions, and production functions using real-world data.
- Solving business problems involving price, income, and cross-price elasticity for revenue and marketing decisions.
- Understanding cost structures and applying cost data to support operational and pricing decisions.
- Evaluating competitive strategies based on different market conditions.
- Analyzing real-world outcomes of price controls, subsidies, and taxation using economic reasoning.
- Developing the ability to interpret fiscal and monetary policy changes and assess business implications.
- Understanding macroeconomic indicators and their relevance to business.

Catalogue prepared by	Dr. Shabeena
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1018	Course Title: Introduction to Marketing Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course offers foundational knowledge of marketing and its significance in business. It introduces key marketing concepts through real-life examples and practical applications thereby providing a clear understanding of how marketing operates in the real world.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resources Management and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING TECHNIQUES .					
Course Outcomes	After successful completion of the course, students will be able to: CO1: Explain the fundamental concepts and the role of marketing in business. CO2: Describe product-related strategies and their role in marketing decision-making. CO3: Use pricing and distribution strategies to address marketing decisions. CO4: Apply digital and promotional tools to support marketing strategies. CO5: Analyse consumer behavior and market segmentation for effective targeting decisions.					
Course Content:						
Module 1	Introduction to Marketing	Assignment/Quiz/Case let Discussion			11 Sessions	

Meaning, Importance, and Scope of Marketing. Core Marketing Concepts – Needs, Wants, Demands, Value, and Exchange; Marketing Management and Marketing Orientations- Meaning of marketing management, Concepts of marketing orientations-Production concept, Product concept, selling concept, Marketing concept, Societal marketing concept; The Marketing Environment – Micro and Macro; Consumer Markets and Buying Behaviour-Meaning of consumer market, Overview of buying decision process, Factors influencing consumer behaviour; Segmentation, targeting and positioning (STP)-Market Segmentation – Meaning, bases and importance, targeting – Meaning and types, Positioning – Meaning and importance with examples; Marketing Mix (4Ps and 7Ps).

Module 2	Product Decisions and Strategies	Assignment/Quiz/Case let Discussion	12 Sessions
Concept and Classification of Products- Meaning and Concept of a Product, Types of products – Consumer vs. Industrial products, Levels of product: Core, Actual, Augmented, Expected, Potential (5 Levels of Product); Product Mix- Meaning of product mix, Key product mix dimensions: Width, Length, Depth, and Consistency; New Product Development (NDP) – Sources of New Product Ideas – Internal and external sources; Steps in New Product Development – Idea generation, screening, concept development, business analysis, product development, test marketing, and commercialization; Product Life Cycle – Stages of PLC – Introduction, Growth, Maturity, and Decline, Marketing strategies for each stage of PLC			
Module 3	Pricing and Distribution Decisions	Assignment/ Quiz/Group Presentation/Digital Poster Making	11 Sessions
Pricing – Meaning and Objectives- Importance of pricing; Factors Influencing Pricing Decisions- Internal factors - cost, organizational objectives, and marketing mix strategy; External factors- market demand, competition, economic conditions, government regulations, and customer perception; Common Pricing Methods (Cost-Based, Mark-up pricing and cost-plus pricing, Value-Based, Competition-Based). New Product Pricing Strategies – Skimming and Penetration; Concept, Types, and Functions – Meaning and importance, Types of channels: Direct and Indirect. Channel levels: Zero-level, One-level, Two-level channels, Functions of intermediaries; Channels of Distribution – Types, Functions, and Structure.			
Module 4	Promotion and Marketing Strategy	Assignment/ Quiz/Group Presentation/ Digital Poster Making/case study	11 Sessions
Promotion Mix – Advertising, Sales Promotion, Public Relations, Personal Selling- Meaning and significance of each tool in marketing communication; Advertising – Objectives of advertising; Types of advertising (informative, persuasive, reminder); Developing Effective Advertising Programmes. Evaluating Advertising Effectiveness; Sales Promotion – Meaning and objectives; Types of consumer and trade			

promotion tools – Discounts, coupons, samples, contests, point-of-purchase displays, and loyalty programmes; Public Relations and Personal Selling – Role of public relations in marketing; Common PR tools and activities; Meaning and process of personal selling; Role of salespersons in building customer relationships; Digital and Social Media Marketing – Introduction to digital marketing platforms.

Targeted Application & Tools that can be used:

Students will apply marketing concepts in areas like digital branding, online promotions, and basic consumer research, gaining practical insights into real-world business scenarios.

Project Work/ Assignment:

1. Article Review: Toward the end of the course, each student or group will be assigned a marketing-related article. Using library and online resources, they will write a short report summarizing their understanding and key takeaways in a structured format.
2. Presentation: Students will work in groups to present on a given marketing topic such as branding, digital marketing, or consumer behaviour. They will be expected to explain key concepts and discuss practical applications using real-life examples.
3. Case Study: Students will be given a real-world business case involving marketing decisions (e.g., launching a new product or pricing strategy). They will analyse the situation and submit a report discussing the problem, proposed strategies, and expected outcomes in proper format.

Text Book(s):

1. Kotler, P. & Armstrong, G.; *Principles of Marketing*. Pearson.
2. Ramaswamy, V.S. & Namakumari, S.; *Marketing Management*. McGraw Hill.

Reference Book (s):

1. Kumar, Arun & Meenakshi, N; Marketing Management. Vikas Publishing House.
2. Majaro, Simon; The Essence of Marketing. Pearson Education.
3. Saxena, Rajan; Marketing Management. McGraw Hill Education.
4. Blythe, Jim; Principles and Practice of Marketing. Cengage Learning.

5. Sherlekar, S. A., & Krishnan, R. ; *Marketing Management*. Himalaya Publishing House.

PU library link

1. <https://research.ebsco.com/c/n5guci/search/details/qbkf3e2grz?db=e000xww>
2. <https://research.ebsco.com/c/n5guci/search/details/uapb4wfov5?db=e000xww>

Online Resources (e-books, notes, ppts, video lectures etc.):

1. NPTEL: Marketing Management I – Prof. Jayanta Chatterjee, IIT Kanpur

<https://nptel.ac.in/courses/110104068>

2. HubSpot Academy – Introduction to Digital Marketing (Free Certification Course)

<https://academy.hubspot.com/courses/digital-marketing>

E-book: Principles of Marketing

https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDVMYw==.pdf

Topics relevant to Employability skills: This course fosters skill development through participative learning methods such as case studies, article reviews, and group presentations. Students will build essential marketing skills including market analysis, customer profiling, segmentation strategies, and crafting basic promotional content.

Catalogue prepared by	Dr. Archana singh
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1017	Course Title: Business Statistics			L-T- P-C	3	1	0	4
	Type of Course: School Core							
Version No.	1.0							
Course Pre-requisites	None							
Anti-requisites	None							
Course Description	This course introduces statistical tools and techniques essential for business decision-making. It covers data collection, presentation, and analysis. Through hands-on practice and interpretation, students will learn to analyze and summarize data to support business strategies.							
Course Outcomes	On Successful Completion of The Course, Students Shall be able to, CO1: Describe the basic concepts, scope, and methods of data collection, classification, and graphical presentation in business statistics. (Understand) CO2: Compute measures of central tendency and dispersion to summarize and interpret business data. (Apply) CO3: Calculate relationships between variables using correlation and regression techniques for business problem-solving. (Apply) CO4: Compute index numbers for tracking business and economic changes over time. (Apply) CO5: Solve business problems using statistical techniques for decision-making. (Apply)							
Course Objective:	This course is designed to Develop foundational statistical skills to collect, analyze, interpret, and present data using measures of central tendency, dispersion, association, regression, and index numbers.							
Course Content:								
Module 1	Introduction to basic statistics		Quiz or Assignments	12 Sessions				
Meaning, Definition and Scope of Statistics; Collection of data: Primary and Secondary; Methods of collecting primary data; Classification and tabulation; Presentation of data: Graphs and diagrams -Histograms, Pie diagram and Bar diagrams, frequency curves, Ogives.								

Module 2	Measures of Central Tendency and Dispersion		Quiz or Assignments	16 Sessions
Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean, and Harmonic Mean; Quartiles. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation with coefficients, Coefficients of Variation. Skewness: Bowley's and Karl Pearson's method.				
Module 3	Measures of Association and Regression		Quiz or Assignments/Numerical Problem Solving	16 Sessions
Correlation: Meaning, Scatter plots; Karl Pearson's coefficient of correlation (raw data only), Spearman's Rank Correlation; Regression and Estimation.				
Module 4	Index Numbers		Quiz or Assignments/Numerical Problem Solving	16 Sessions
Index Numbers: Meaning, Uses, Steps involved in Computing Index Numbers; Methods: Simple, weighted: Laspeyre's Index Number, Paasche's Index Number, Fisher's Ideal Index Number including Time Reversal Test (TRT) and Factor Reversal Test (FRT); Consumer price index family budget method, Consumer Price Index and Whole-Sale Price Index.				
Targeted Application & Tools that can be used: Microsoft Excel, Desmos (Web-Based Visual Tool), GeoGebra for calculating Statistical Measures.				
DELIVERY PROCEDURE (PEDAGOGY): Lecture and Solving Numerical Problems- All Modules 1,2,3,4 Participative learning: All Modules 1,2,3,4 Self-learning: Module-1 Assignment 1: Tabular and Graphical reporting of the primary data (Collected by primary survey on any topic – by student groups) Assignment 2: Assignment 2: Write a report of the any Swayam & NPTEL Video Lecture Sessions watched (links given below) Presentation 1: Descriptive statistical analysis of secondary data (secondary data collected from the report of any firm/industry/institution by each student)				

Textbook

1. Gupta, S.C. and Gupta, I. (2013). Business Statistics. Mumbai: Himalaya Publishing House

Reference books

1. Kothari, C.R. (2014). Research methodology: Methods and techniques. New Age International Publishers: New Delhi
2. Gupta, B.N. (2019). Business statistics. Uttarpradesh: SBPD publications
3. Anderson, D.R., Sweeny, D.J. and Williams, T.A. (2014). Statistics for business and economics. Cengage Learning India Private Limited.

Web based Resources

1. <https://presiuniv.knimbus.com/openFullText.html?DP=https://search-ebscohost-com-presiuniv.knimbus.com/login.aspx?direct=true&db=e000xww&AN=3103348>
2. <https://online.stat.psu.edu/stat500/lesson/1/1.5/1.5.1>
3. Stigler, S.M. (1990). The history of statistics: the measurements of uncertainty before 1900. United States: Harvard University Press.
4. Godin, B. (2009). The culture of numbers: the origins and development of statistics on science (The project on the history and sociology of STI statistics, working paper, 40), Retrieved on 2nd December 2020 form: http://www.csiic.ca/PDF/Godin_40.pdf

Swayam & NPTEL Video Lecture Sessions

1. <https://www.digimat.in/nptel/courses/video/111101003/L01.html>
2. <https://www.digimat.in/nptel/courses/video/111105042/L01.html>
3. <https://www.digimat.in/nptel/courses/video/110107114/L06.html>

PU E-Library resources for articles:

1. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=SPRINGER4_18

Topics relevant to SKILL DEVELOPMENT: Arithmetic Mean, Median, Mode, Harmonic Mean, Geometric Mean, Quartiles for Skill Development through Problem Solving methodologies. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Mariyappan N
Recommended by the Board of Studies on	6 th BOS - 5 th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS1002	Course Title: Business Law Type of Course: School Core	L-T-P-C	4	0	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course provides a comprehensive introduction to the legal framework regulating business activities in India. It explores the foundational principles of contract law, sale of goods, consumer protection, information technology, LLP, and company law. Emphasis is placed on enabling students to understand, interpret, and apply the provisions of various business laws to real-world commercial situations.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the nature, sources, and structure of business laws applicable in India. CO2: Explain the provisions of the Contract Act, 1872 related to business CO3: Summarize laws relating to sale of goods, Special Contracts, Negotiable instruments CO4: Explain the rights of consumers and key provisions of the Consumer Protection and Information Technology Act.					

	CO5: Describe key provisions of Indian business laws to solve practical business and legal issues.			
Course objective	Students will be able to develop SKILL through PARTICIPATIVE LEARNING techniques such as role play, case study analysis, group discussion.			
Course Content:				
Module 1	Legal Framework & Introduction to Business Laws	Case study	Case study and class discussion	6 Sessions
Nature and scope of business law; Sources of law – legislation, judicial precedents, and customs; Classification of law – civil, criminal, constitutional, and commercial law; Judicial structure and dispute resolution – courts and ADR (Alternative Dispute Resolution) methods – Arbitration and Negotiation.				
Module 2	Indian Contract Act, 1872	Case study	Case study and class discussion	14 Sessions
Essentials of a valid contract; Offer, acceptance, consideration; Capacity to contract and free consent; Legality of object and consideration; Discharge of contract and remedies for breach; Quasi-contracts.				
Module 3	Special Contracts and Sale of Goods Act	Case study	Case study and class discussion	14 Sessions
Contract of indemnity and guarantee – meaning, nature, rights of indemnity holder and surety; Bailment and pledge – definition, essentials, duties and rights of bailor and bailee; Contract of agency – meaning and types of agents, creation of agency, duties and rights of agent; Sale of Goods Act – formation of contract of sale, meaning of goods, conditions and warranties; Negotiable Instruments Act – meaning and types of negotiable instruments.				
Module 4	Consumer Protection Act & Information Technology Act	Case study	Case study and class discussion	12 Sessions
Consumer Rights: Safety, information, choice, and redressal; provisions for addressing unfair trade practices and dispute resolutions. Digital signatures, cyber laws, and penalties for offenses. Information Technology Act, 2000 – objectives, digital framework, cybercrimes and penalties				
Module 5	Company Law and LLP Act.	Case study	Case study and class discussion	14 Sessions

Meaning and types of companies; Incorporation of companies – MOA, AOA, Certificate of Incorporation, CIN; Share capital and directors – basics, roles and responsibilities; Legal compliance and corporate governance; Limited Liability Partnership – meaning, characteristics, formation, advantages over traditional partnerships	
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Course project on templates of legal documents Case study analysis	
Reference Text book : 1. Kapoor, N.D. Business Laws, Sultan Chand and Sons.	
Reference Rajni Jagota, Business Laws – Cengage. Sreenivasan, M.R., Business Laws, Margam Publications. Ramaswamy, K.N., BusinessLaw, S Chand & Co. Shukla,M.C,Business Law, S.Chand &Co. Shehzad, N. (2009), "Business Law: A Guide for Entrepreneurs (1st edition)", International Journal of Law and Management , Vol. 51 No. 1, pp. 53-54. https://doi.org/10.1108/17542430910936691 PU library link https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/17542430910936691/full/html	
Catalogue prepared by	Dr. Hemanth Kumar
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025

Date of Approval by the Academic Council	25 th July 2025
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Course Code: CBS1042	Course Title: Human Resource Management	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Human Resource Management Knowledge of compensation as a part of Human Resource Management					
Anti-requisites	Nil					
Course Description	The course will enable the students to understand the concepts of Human Resource Management and its relevance from a business perspective. The course is conceptual in nature and will enhance students' knowledge about HR planning, Recruitment and selection, training & Development, Performance appraisal and Job analysis . Students will be able to understand the importance of employees in the organization for growth and development.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Human Resources Management and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING TECHNIQUES					
Course Outcomes	On successful completion of the course the students shall be able to: CO.1 Describe the evolution of HRM and roles and responsibilities of a HR Manager. CO.2 Recognize the factors affecting Recruitment and Selection Process. CO.3 Describe the process of Human resources planning and Job design CO 4. Summarize the methods of Performance Appraisal. CO5: Illustrate the techniques of on the job and off the job training					
Course Content:						

Module 1	Introduction to HRM	Assignment 1 BEST HR PRACTICES	Analyse the current scenario of business and HR Practices	11 Sessions
Introduction to HRM: Meaning- Definition – Evolution - Overview of the functions of HRM - Role of HR manager – Challenges and Opportunities of HRM - HR Structure Recent trends in HRM- Introduction to HR Analytics.				
Module 2	Recruitment and selection	Scale – Up (Activity-1)	SCALE –UP (Students are divided into groups and search the factors of employment opportunities & It's an hands on session in class)	11 Sessions
Recruitment and Selection: Recruitment– Factors affecting Recruitment - Sources of Recruitment – Process of Recruitment - E-Recruitment. Selection: Significance – Process - Types of Tests and Interviews.				
Module 3	Human Resources Planning and Job Analysis	Group Discussion (Activity -2)	Companies and their gap with the skills of students	11 Sessions
Human Resources Planning and Job Analysis: Introduction and Characteristics – Importance – Process - Action plans in case of shortage or surplus of workforce. Forecasting future manpower requirement. Job Analysis – Benefits of Job Analysis - Process- Job description - Job specification - Job Enrichment - Job Design Techniques – Job card preparation.				
Module 4	Performance Appraisal, Training and Development.	Case Study Analysis	Case Study – Appraisal & Promotion	12 Sessions
Performance Appraisal – Introduction - Process – Method, Introduction to Training and Development – Significance - Training Need Analysis (TNA) - Types of Training - On-the-Job and Off-the-Job Training - Training Evaluation. Attrition and Methods of employee retention. Trends in HR: Role of AI in HR perspective.				
1. Article Review: https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20Practices&curPage=0&layout=list&sortFieldId=none&topresult=false&publication_name=Journal%20of%20Business%20Research 2. Presentation: Trends in HRM				

3. Case Study:	
https://presiuniv.knimbus.com/user#/searchresult?searchId=HRM%20Recent%20cases&curPage=0&layout=list&sortFieldId=none&topresult=false&resultTab=Research	
Text Book(s):	
1. Aswathappa K 8th edition "Human Resource Management ", Tata McGraw-Hill 2. V S P Rao 3rd Edition: Human Resource Management: Text & Cases. Excel Books	
Reference Book (s):	
R1. Robbins D A (2010): Fundamentals of Human Resource Management: New Delhi: Wiley.	
R2. Aswathappa (2011) Human Resource Management: Text & Cases. New Delhi: Mc Graw Hill.	
R3. Alan Price (2011), Human Resource Management: Cengage Learning.	
Online Resources (e-books, notes, ppts, video lectures etc.):	
1. https://presidencyuniversity.linways.com 2. https://study.com/learn/lesson/video/strategic-human-resource-management-objective-importance.html	
Topics relevant to "SKILL DEVELOPMENT":	
SKILL ANALYSIS, EMPLOYMENT OPPORTUNITES, CASE STUDY ON APPRAISAL AND PROMOTION are the topics for Skill Development through participative learning techniques. This is attained through assessment component as mentioned in the course handout.	
Catalogue prepared by	Dr. Suhashini A
Recommended by the Board of Studies on	8 th Board of Studies
Date of Approval by the Academic Council	

Course Code: CBS3035	Course Title: Entrepreneurship and Business Ethics.		L-T-P-C	4	0	0	4
	Type of Course: School Core						
Version No.	1.0						
Course Pre-requisites	None						
Anti-requisites	None						
Course Description	This course provides a comprehensive understanding of the principles and practices of entrepreneurship, with a strong foundation in business ethics. It provides skills to innovate, launch, and manage ethically responsible ventures in a dynamic global business environment. Emphasis is placed on critical thinking, ethical leadership, sustainability, and social impact in entrepreneurial decision-making.						
Course Objective	On successful completion of the course the students shall be able to: CO1: Explain the fundamental concepts of entrepreneurship, entrepreneurial ecosystems, and traits of successful entrepreneurs. (Understand) CO2: Prepare business plans and startup plans using tools like the Business Model Canvas and Lean Startup framework. (Apply) CO3: Describe ethical dilemmas and decision-making models in entrepreneurial contexts. (Understand) CO4: Illustrate governance, legal, and sustainability challenges faced by startups by applying ethical theories. (Apply) CO5: Examine start-up exit strategies such as public offerings, acquisitions, and shut downs (Analyze)						
Course Outcomes							
Course Content:							
Module 1	Foundations of Entrepreneurship	Assignment/ Quiz	Memory Recall based Quizzes	12 Sessions			
Nature, importance, and types of entrepreneurship Entrepreneurial ecosystem (Startup India, incubators, accelerators) Traits of successful entrepreneurs Idea generation, opportunity evaluation Design thinking and innovation frameworks							

Module 2	Building & Managing the Venture	Assignment/ Quiz /Case Study	Case Presentation	12 Sessions
Business model development (BMC) Legal structures, registrations, and compliance Startup financing: bootstrapping, angel funding, VCs Marketing, operations, and team building in startups Managing risk and uncertainty in early-stage ventures				
Module 3	Introduction to Business Ethics	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Definition and importance Morality, ethics, and law: Similarities and differences Why ethics matter in business and entrepreneurship Introduction to ethical decision-making models (e.g., PLUS model, TARES test) Steps in resolving ethical dilemmas Role of leadership and values in shaping ethical decisions Conflict of interest Data privacy and misuse Bribery, corruption, and fairness Employee exploitation and discrimination.				
Module 4	Business Ethics in the Entrepreneurial Context	Case Study	Case Discussion	12 Sessions
Ethical theories and application in business Challenges of ethics in start-ups and small businesses Creating a code of ethics for new ventures Whistle-blower protection, transparency, and accountability CSR and the entrepreneur's role in sustainable development.				
Module 5	Case Studies and Contemporary Issues.	Case Study	Case Discussion	12 Sessions
Ethical analysis of start-up successes and failures (e.g., Theranos, FTX, Patagonia, TOMS) Governance and ethics in family vs. tech start-ups, Social entrepreneurship and inclusive innovation. Exit strategies: ethical implications of IPOs, acquisitions, and shutdowns Ethical use of AI, data, and technology in start-ups				
Targeted Application & Tools that can be used:				
1.Business Model Canvas (BMC)				
2. Lean Start-up and MVP tools				
3. Ethical decision-making frameworks (e.g., PLUS, TARES)				
4. Start-up Valuation & Cap Table Tools				
5. Social Impact Assessment Tools (e.g., B Impact Assessment)				
Project Work/ Assignment:				

1. Article Review: Students will review and present articles on topics like currency crises or cross-border investments.
2. Presentation: Group presentations on foreign exchange instruments or multinational case studies.

Text Book(s):

1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. – Entrepreneurship, McGraw-Hill Education.

Reference Book (s):

1. Barringer, B.R. & Ireland, R.D. – Entrepreneurship: Successfully Launching New Ventures, Pearson.
2. Boatright, J.R. – Ethics and the Conduct of Business, Pearson.
3. Taneja, S. – Entrepreneurship Development, Galgotia Publishing.
4. Kuratko, D.F. – Entrepreneurship: Theory, Process, and Practice, Cengage.

Online Resources (e-books, notes, ppts, video lectures etc.):

- Startup India: <https://www.startupindia.gov.in>
- Niti Aayog Startup Reports
- UN Global Compact – Business Ethics Resources
- Harvard Business Review (HBR) articles on ethics and entrepreneurship
- MIT OpenCourseWare: Entrepreneurship & Innovation

Topics Relevant to Skill Development-Opportunity identification and validation Ethical communication and stakeholder engagement Start-up planning and pitch development Decision-making under uncertainty Corporate sustainability and social innovation Conflict resolution and responsible leadership.

Catalogue prepared by

Dr. Akhil Menon

Recommended by the Board of Studies on

6th BoS held on 05th June 2025

Date of Approval by the Academic Council	25 th July 2025
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Course Code: CBS2001	Course Title: International Business Type of Course: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is conceptual in nature and attempts to help students to gain knowledge about internationalization of business, perspectives and challenges of taking a business to global level. It highlights the factors influencing internationalization of business, international bodies and strategies adapted by the major players across various industries to survive in the global market.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of International Business and attain Skill Development through Participative Learning techniques.					
Course Outcomes	On successful completion of this course the students shall be able to: CO1: Explain the scope and impact of globalization on international business. CO2: Apply the FTP 2023–2028 framework, export schemes, and investment theories to support effective global trade decisions. CO3: Apply concepts of trade barriers and regional economic integration in international trade analysis. CO4: Distinguish the components of BoP, foreign investments, and cross-border business procedures. CO5: Categorize foreign investment types and international trade procedures in business operations.					
Course Content:						

Module 1	Introduction to International Business	Group Presentation		12 Sessions
International Business Overview: Features- Importance- Scope; Globalization: Definition and Drivers; Global Business Environment: Economic environment – political and regulatory environment – demographic environment – social, cultural and technological environment; Emerging trends in international business.				
Module 2	International Trade and Investment Theories	Quiz	Memory Recall based Quizzes	12 Sessions
Legal frameworks of International Trade: FTP 2023-2028 – Objectives of FTP - Facilitation OF FTP - District/Town export focus - E-commerce enablement and Automation. DGFT - Department of Commerce – Customs. Promotional Schemes & Councils: Advance Authorization Scheme- Export Promotion Capital Goods (EPCG) Scheme- Duty Drawback Scheme – Export Promotion Council - Investment Theories: Ownership-Location-Internalization (OLI) Paradigm (Eclectic Theory)- Internationalization Theory.				
Module 3	International Trade Policies and Economic Integration	Activity	India trade portal	12 Sessions
Trade Barriers: GATT-GATS-Tariffs-quotas and non-tariff barriers; Regional Economic Integration: Free Trade Areas- Customs Unions- Common Markets- Economic Unions; Trade Agreements: Bilateral and multilateral agreements (NAFTA, WTO); Trade Organizations- Roles and functions of WTO, IMF, World Bank; India's Trade Policies: Overview of India's trade barriers- agreements- and participation in global trade organizations.				
Module 4	International Business Operations	Assignment	INCOTERMS	09 Sessions
International business analysis: modes of entry; Balance of Payments (BoP): Components and significance; Foreign Investments: Types-FDI-FPI-significance-factors; Cross-Border Mergers and Acquisitions (M&A): Trends and processes; Import and Export Procedures in India: Documentation- regulations and processes. Domestic Companies- International Companies- MNCs- Global Companies, and TNCs- Characteristics.				
Targeted Application & Tools that can be used: Activities using IMF open data and India trade portal				

Project Work/ Assignment:	
1. Activity: The topic will be given to an individual or a group of students. They need to refer the library resources (Indiastats) and write a report on their understanding about the assigned topic in appropriate format. 2. Presentation: There will be a group presentation, where the students will be given country. They have to review, collect, and present the country specific details (Exports, Imports, currency and trade restrictions etc.,).	
Text Book(s):	
1. Aswathappa K (2020). International Business (7th edition), McGraw Hill Education 2. Subba Rao. P (2023). International Business -Text and Cases (5th edition), Himalaya Publishing House	
Reference Book (s):	
1. Charles W.I. Hill and Arun Kumar Jain (2017). International Business: Competing in the Global Marketplace (10th edition), McGraw Hill Education. 2. Gabriele Suder (2012). International Business, SAGE Publications Ltd	
Online Resources (e-books, notes, ppts, video lectures etc.):	
1. https://research-ebSCO-com-presiuniv.knimbus.com/c/n5guci/search/details/qo5jajyso5?db=e000xww 2. https://www.sciencedirect.com/science/article/abs/pii/S0969593124001331 3. https://onlinecourses.nptel.ac.in/noc20_mg54/preview	
Topics relevant to "SKILL DEVELOPMENT": The course is aligned with Participative Learning techniques and based on relevant activities such as PESTLE, Foreign trade policy, and INCOTERMS etc., This is attained through assessment component mentioned in course plan.	
Catalogue prepared by	Dr. Shaply Abdul Kareem
Recommended by the Board of Studies on	6th BoS held on 05th June 2025

Date of Approval by the Academic Council	25 th July 2025
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Course Code: CBS1030	Course Title: Business Environment Course Type: School Core	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This conceptual course provides theoretical knowledge on identifying the factors that impact the business. This course equips students with in-depth knowledge on evaluating and analyzing the relationships between Government and business and understand the political, economic, legal and social policies of the country.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Explain the internal and external factors that impact the business (Understanding) CO2: Describe the government functions towards Business. (Understanding) CO3: Analyze the macro-economic environment in India (Analyze) CO4: Explain the impact of Economic and Global Environment on business (Understanding) CO5: Analyze the impact of technological factors on business (Analyze)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Business Environment and attain Skill Development through Participative Learning techniques.					
Course Content:						
Module1	Introduction to Business Environment	Assignment- Analyze the micro and macro environment of a chosen company (e.g., Tata, Reliance, Infosys)	Quiz	10 Sessions		

Meaning of Business, Scope and Objectives Business, Business Environment, Micro and Macro Environment of Business (Social, Cultural, Economic, Political, Legal Technological and Natural) Impact of These Factors on Decision Making in Business, Environmental Analysis, and Competitive Structure Analysis of Business.				
Module 2	Government and Legal Environment	Assignment- Create a table summarizing key Indian business laws and their relevance.	Quiz	12 Sessions
Government Functions of the State, Economic role of Government, State Intervention in Business- Reasons for and Types of State Intervention in Business. Impact of Monetary Policy, Fiscal Policy, Exim Policy and Industrial Policy on Business. Legal Environment - Various Laws Affecting Indian Businesses.				
Module 3	Economic Environment and Global Environment	GD- "Foreign Direct Investment: Blessing or threat to Indian business?"	Quiz	12 Sessions
An Overview of Economic Environment, Nature of the Economy, Structure of Economy, Factors Affecting Economic Environment. Globalization of Business; Meaning and Dimensions, Stages, Essential Conditions of Globalization, Foreign Market Entry Strategies, Merits and Demerits of Globalization of Business, Impact of Globalization on Indian Businesses, Forms of Globalization of Businesses - MNCs, TNCs etc.				
Module 4	Technological Environment	GD- "Impact of innovation on business sustainability."	Quiz	11 Sessions
Meaning and Features; Types of Innovation, Impact of Technological Changes on Business, Technology and Society, Technological Acquisition Modes, IT Revolution and Business, Management of Technology.				
Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation, Google Forms / Microsoft Forms – For conducting quizzes or feedback				
Reference Text Book:				
T1. Morrison J, The International Business Environment, Palgrave.				
T2. Francis Cherunilam, <i>Business Environment</i> -Himalaya Publishing House, New Delhi				
Reference:				

E-Reading / Essential Reading:

R1. Aswathappa (2017), Essentials of Business Environment, Himalaya Publishing House, New Delhi

WOOD, G.E. (1975), "FISCAL AND MONETARY POLICY FOR INTERNAL AND EXTERNAL BALANCE", Journal of Economic Studies, Vol. 2 No. 2, pp. 89-99. <https://doi.org/10.1108/eb008051>

PU Library link:

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb008051/full/html>

Topics relevant to SKILL DEVELOPMENT: SWOT Analysis for Industries or Companies, Analyzing the business impact of government reforms, FDI policies, ease of doing business. This is attained through the assessment component mentioned in the course handout.

Catalogue prepared by	Rezin Grand R
Recommended by the Board of Studies on	6 th BOS held on 5 th June, 2025
Date of Approval by the Academic Council	25 th July 2025

Course Code: CBS3001	Course Title: Strategic Management Type of Course: School Core	L – T – P – C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This conceptual course provides an overview of key strategies that support the business functions and operations. This course help choose markets and focus on various strategies to increase competitive advantage. It provides guidance to implement the right strategy by analysing the environment. It paves way to create value for the business in the long term.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1 Explain the fundamentals of Business Strategy CO2 Summarize different analyses to develop the strategic profile CO3 Compare the capabilities rival advantage CO4 Classify the strategy for various levels in Organization CO5 Build organizational policies and structure for strategy implementation CO6 Apply different techniques to control the strategy					
COURSE OBJECTIVE	The objective of the course is to familiarize the learners with the concepts of Strategic Management and attain Skill Development through Participative Learning techniques.					
Course Content:						
Module 1	Introduction		Assignment/Quiz/Case let Discussion	11 Sessions		

Topics: Definition of Strategic Management, Nature of Strategic Management, Need for Strategic Management, Strategic Management – Process, Vision, Mission, Objectives and Business Definition				
Module 2	Strategic Analysis		Assignment/Quiz/Casestudy Discussion	12 Sessions
Topics: Industry Rival analysis: Porter's Five Forces Model, Industry life cycle Internal Environment Analysis: Resources and Capability Analysis: Organizational Capability Profile, Strategic Advantage Profile, McKinsey's 7s Framework; GE 9 Cell Model; Benchmarking for GAP Analysis. External Environment Analysis : PESTLE Analysis, Environmental Threat and Opportunity Profile (ETOP); SWOT Analysis				
Module 3	Levels of Strategies		Assignment/Quiz/Casestudy Discussion	11 Sessions
Topics: Corporate-Level Strategy: Balanced Score Card: A Balanced Approach, Grand Strategies: Strategic Alternatives, Growth/Expansion Strategy, Diversification Strategy, Stability Strategy, Retrenchment Strategy, Turnaround Strategies, Merger Strategies- Vertical, Horizontal, Integration, Outsourcing Strategies- Alliances & Partnerships. Business Level Strategy: Competitive Advantage-Factors, Core Competence, Low-Cost Strategies, Differentiation Strategies, Focus Strategies & Functional Level Strategy				
Module 4	Strategy Implementation, Evaluation and Control		Assignment/Quiz/Casestudy Discussion	11 Sessions
Topics: Strategy Implementation, Strategy-Structure Relationship, Divisionalisation: Product and Geographic Forms, Diversification, Strategic Business Units (SBUs), Project Organization, Matrix Organization Structure, Factors Influencing Organisation Structure & strategic control. Targeted Application https://nptel.ac.in/courses/110/108/110108047/ https://puniversity.informaticsglobal.com/login Tools that can be used: ERP, Alison.com (online Course)				

Project work/Assignment:
- Self-learning: Topics: Porter's 5 Forces , Mckinsey's model, Pestel & Swot Analysis, Factors Influencing Organization Structure - Participative learning: Topics: Strategic Management – Process, Vision, Mission, Objectives and Business Definition. (assignment submission) - Experiential/Project Based Learning: Topics: Strategic Plan (Achieved through Group Project) - Flip Class: Topics: Product and Geographic Forms, Diversification, Strategic Business Units (SBUs), Project Organisation, Matrix Organization Structure - Problem Based Learning: Topics: case study for analyzing the strategic issues and solving it .
Text Book
1. Kazmi A & Kazmi A (2015), Strategic Management, MacGraw Hill (T1)
References
- Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill R. Maheshwari (Author), Saurabh Agrawal (Author), Saurabh Agrawal R. Maheshwari (2020):Strategic Management - Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones (2016): Strategic Management: An Integrated Approach, Wiley. - Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill
Links
PU E-RESOURCES

•Strategy Formulation: ScienceDirect: What are the key success factors for strategy formulation and implementation? Perspectives of managers in the hotel industry: <https://puniversity.informaticsglobal.com:2098/science/article/abs/pii/S0278431920301262> (L1)

•Porter's Five Force Model: ScienceDirect: Porter's Five Forces in the German railway industry:

<https://puniversity.informaticsglobal.com:2098/science/article/pii/S2210970618300891> (L2)

•Types of Strategy: ProQuest: An Empirical Analysis of Strategy Types: Summary:

<https://www.proquest.com/docview/230633826/2E4B79F886154886PQ/2?accountid=177896> (L3)

•Strategy Implementation: ScienceDirect: Strategy implementation: A review and an introductory framework:

<https://puniversity.informaticsglobal.com:2098/science/article/abs/pii/S0263237320301316> (L4)

Weblinks: <https://nptel.ac.in/courses/110/108/110108047/>

Case Studies: <https://icmrindia.org/free%20resources/casestudies/freesample.htm>

Blogs :

- <http://businessethicscases.blogspot.com/>

- <https://hbsp.harvard.edu/product/R2103D-PDF-ENG?activeTab=include-materials&itemFindingMethod=#educator-copy>

Topics relevant to SKILL DEVELOPMENT : Conducting a **PESTLE analysis**; Developing a **SWOT analysis**; Using **Porter's Five Forces Model**, Creating a Strategic Advantage Profile using **McKinsey's 7S Framework**, Performing a **Benchmarking exercise** for gap analysis are for Skill Development attained through Participative Learning Techniques with assessment component mentioned in course handout.

Catalogue prepared by	Dr. A Jency
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25 th July 2025

Course Title: Operations Research Type of Course: School core		L- T-P- C	3	0	0	3
1.0						
Nil						
NIL						
This course equips students with analytical and problem-solving skills to make optimal business decisions. It emphasizes on the application of quantitative techniques in planning, decision-making, and operational efficiency in functional areas like marketing, finance, human resources, and supply chain management. It focuses on understanding the logic behind OR models and their relevance in managerial contexts.						
On successful completion of the course the students shall be able to:						
CO1: Illustrate the concepts, scope, and applications of Operations Research in business decision-making.						
CO2: Solve Linear Programming, Transportation, and Assignment problems using appropriate techniques.						
CO3: Use of transportation and assignment models to optimize allocation and distribution decisions using appropriate solution techniques.						
CO4: Use queuing, inventory, and project management models to improve operational planning and resource utilization.						
CO5: Explain the business decision-making situations using decision theory, game theory, and basic simulation techniques.						
Skill Building Though Problem Solving						
Introduction to Operations Research	CO1	Case Study	10 Session			
Meaning, Definition, and Scope of OR; Characteristics and Significance of OR in Business; Steps in OR Problem Solving; Linear Programming Problem (LPP): Formulation, Graphical Method (2 variables only); Applications of LPP in business decision-making						

Transportation and Assignment Models	CO2	Assignments	12 Sessions
Transportation Problem: Formulation and methods (North-West Corner, Least Cost, Vogel's Approximation); Optimal solution: MODI method (without degeneracy); Assignment Problem: Formulation and Solution using Hungarian Method; Applications in supply chain and workforce allocation.			
Queuing, Inventory, and Network Models	CO3	Assignments	11 Sessions
Queuing Theory: Basic concepts, single-server and multi-server models (simple numerical examples); Inventory Control Models: EOQ Model (without shortages), ABC analysis; Project Management: Introduction to PERT and CPM (basic calculations, critical path).			
Decision Theory, Game Theory, and Simulation	CO4	Case Study	12 Sessions
Decision Making under Certainty, Risk, and Uncertainty; Game Theory: Two-person zero-sum games (simple 2x2 matrix, pure and mixed strategies); Introduction to Simulation: Steps and applications in business.			
Targeted Application & Tools that can be used: Applications: Strategic planning and resource allocation; Production scheduling and supply chain optimization Marketing mix modeling and financial planning; Human resource assignment and workforce planning; Project scheduling and risk analysis; Service operations and queuing management; Competitive analysis through game theory Tools: 1. MS Excel (with Solver Add-in) – for Linear Programming, Sensitivity Analysis, Transportation & Assignment problems 2. TORA – for solving LPP, Transportation, Assignment, and Game Theory problems 3. Python (PuLP, SciPy, SimPy) – for modeling optimization and simulation problems 4. PERT/CPM chart tools – for network analysis and project management 5. Monte Carlo Simulation tools (e.g., @RISK, Excel with RAND/NORM.INV functions)			

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Article Review/ PPT Presentation

Text Book :

- Taha, H.A. (2017). *Operations Research: An Introduction*. Pearson Education.
– A comprehensive and widely used textbook that covers both theory and applications of OR.

Reference

Vohra, N.D. (2022). *Quantitative Techniques in Management*. McGraw Hill Education.
– Useful for business-oriented applications of OR techniques.

Paneerselvam, R. (2017). *Operations Research* (2nd Edition). PHI Learning.
– Provides a simple and conceptual explanation of OR tools with case studies.

Hillier, F.S., & Lieberman, G.J. (2021). *Introduction to Operations Research* (11th Edition). McGraw Hill.
– A classic reference with in-depth mathematical models and solution techniques.

Winston, W.L. (2004). *Operations Research: Applications and Algorithms* (4th Edition). Cengage Learning.
– Known for practical problem-solving approach and software integration.

PU library link

- <https://powerbi.microsoft.com>
- NPTEL & Coursera Finance Analytics Courses
- Investopedia & CFA Institute Blogs
- YouTube channels: ExcelIsFun, MyOnlineTrainingHub, etc.

Prof. Baktha Sbari Rajan

6th BoS held on 05th June 2025

25th July 2025

Program Core

Course Code: AVM1004	Course Title: Genesis and overview of Aviation Type of Course: Program Core	L-T- P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	The course provides the foundation to the Aviation industry and Airport functional areas. It covers the basic knowledge of aviation origin, airports and airlines around world, aviation terminology, airport operations, environmental issues due to ever-changing industry needs, and an introduction to regulatory bodies in Aviation. It traces the historical evolution of aviation industry and thought on present trends in industry and focuses on the contemporary challenges faced by the environment.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Summarize the evolution of Aviation Industry (Understand) CO2: Explain working of an aircraft (Understand) CO3: Recognize how aviation industry effects environment (Understand) CO4: Describe functions of airport at different operational levels (Understand) CO5: Classify the different departments working in airlines (Understand)		
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			

Module 1	Introduction	Article Review	Case Study	10 Sessions
Evolution of Aviation, Global Aviation Industry, Aviation Abbreviations, ICAO phonetic alphabet, Aviation Induction				
Module 2	Understanding Aircrafts, Airlines and Airports	Assignment	Analysis of Research	10 Sessions
Components of an aircraft, Aircraft types and structures, Functions of different components of aircraft, Aircraft Manufacturers, Theory of Flight, Aircraft Lighting Systems, Functions of Aircraft with Flight Operations, Study of IATA code on Airlines & Airports, World & Indian Geography, Time Zones				
Module 3	Aviation and Environment	Article Review	Case Study	06 Sessions
Aircraft Noise control, Pitch in of Aviation Bodies, Safety & Security Sensitivity in Aviation Industry, Factors influencing flight disruptions, Evolving Eco-Friendly Flying, Covid Parameters & Impact on Aviation Industry				
Module 4	Airport layout	Experiential Learning	Industry Visit	09 Sessions
Aeronautical Premises, Aeronautical Facilities, Aeronautical Administrative Blocks, Aeronautical Operational Divisions & Miscellaneous				
Module 5	Introduction to departments in airlines	Experiential Learning	Industry Visit	10 Sessions
Customer Service, Security, Ramp Operations, Terminal Operations (Part of all the departments in the terminal), Cargo, catering, Flight ops, Cabin Crew, Pilots, Aircraft Maintenance Engineer				
Text Book(s): Maniriho, E. A., & Uwayo, E. (2018). Airline and Airport Operations. Éditions universitaires européennes.				
Reference Book (s): Madaan R (2014) Aviator's handbook of knowledge, Vayu Education of India. Online Resources Link (e-books, notes, ppts, video lectures etc.):				

- National Academies of Sciences, Engineering, and Medicine. (2015). A Guidebook for Airport Winter Operations. https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=NAP_1_3748

González Prieto, D., Lordan González, O., Sallán Leyes, J. M., Simó Guzmán, P., Enache, C. M., & Fernández Alarcón, V. (2011). Journal of Airline and Airport Management: Taking off on an exciting journey into Air Transport Research. *Journal of Airline and Airport Management*, 1(1), 1-3.

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=DOAJ_1_8589936704

Topics Relevant to Skill Development :

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM1005	Course Title: Airport Operations - Basics Type of Course: Program Core	L-T- P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This conceptual course provides the foundation to Terminal Operations which include reception, processing, and staging of passenger, transit procedures at airport where passengers transfer between ground transportation and boarding, disembark from an aircraft, storage, and marshalling of cargo. Students get exposure on various operations of terminal including procedures related to the safe take-off and landing of commercial and military aircraft and coordinating activities between air traffic control and maintenance personnel, air ticketing, baggage handling etc which trains the student to be industry ready.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Classify the components of airport and its organization structure (Understand) CO2: Explain the process of Ground Handling (Understand) CO3: Describe the current and emerging trends in baggage handling (Understand) CO4: Illustrate the cargo handling procedures (Apply) CO5: Determine the different catering services offered by airline (Apply)		
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			

Module 1	Airport as an Operational System	Assignment	Analysis of Research	08 Sessions
The airport as a system, National airport systems, The function of the airport, Centralized and De centralized passenger terminal systems, The complexity of airport operations, Management and operational structures				
Module 2	Ground Handling	Article Review	Case Study	07 Sessions
Introduction, Passenger Handling, Ramp handling, Aircraft Ramp Servicing, Ramp Layout, Departure control, Ground handling Responsibilities, Control of Ground handling efficiency				
Module 3	Airport terminal and ground access	Experiential Learning	Industry Visit	10 Sessions
Introduction to the airport layout and components, The historical development of airport terminals, Components of airport terminals, Airport ground access, VIP access, Visitor entry passes, Entry restriction on red alert				
Module 4	Air Freight operations	Experiential Learning	Industry Visit	10 Sessions
Introduction to Air Freight, Components, advantages and disadvantages, sustainability, regulated agents, all cargo carriers, integrated carriers, future and transport security trends in air freight, role of warehouse				
Module 5	Catering Operations	Experiential Learning	Industry Visit	10 Sessions
Catering workflow, Departments in catering, Catering Security, Role of airlines in catering, In-flight catering, In-flight sales.				
Text Book(s):				
T1. Sherry, L. (2009). Introduction to Airports Design and Operations. George Mason University Center for Air Transportation Systems Research: Washington, DC, USA.				
Reference Book (s):				
1) Young, S. B., & Wells, A. T. (2011). Airport planning and management. McGraw-Hill Education. 2) Maniriho, E. A., & Uwayo, E. (2018). Airline and Airport Operations. Éditions universitaires européennes.				

- 3)** Amalia, D. (2019). Promoting just culture for enhancing safety culture in aerodrome airside operation. *International Journal of Scientific & Technology Research*, 8(10), 260-266.

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. *Computers & Operations Research*, 34(6), 1532-1550.
<https://web.p.ebscohost.com/ehost/detail/detail?vid=3&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1046472&db=e000xww>
- Boonekamp, T., & Burghouwt, G. (2017). Measuring connectivity in the air freight industry. *Journal of Air Transport Management*, 61, 81-94.
<https://web.p.ebscohost.com/ehost/detail/detail?vid=4&sid=49c4c96e-49db-41b9-9c6e-88ac9720ed73%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1532926&db=e000xww>

Topics Relevant to Skill Development :

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM2010	Course Title: Airport Operations - Advanced Type of Course: Program Core	L-T- P- C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This conceptual course provides detailed and in-depth information about procedures to be followed at airport landside and airside areas. The course emphasizes operational readiness, how the cargo is handled within the terminal and at the apron, detailed documentation, and carrier process. Also, a detailed process of security and screening of passengers, baggage, freight and cargo, and overall airport security operations are included. Students also gain insights into how flight crew scheduling is done and a detailed process of operations to be carried out by a flight crew from pre-flight to post-flight. This would enable the students in understanding how a typical job role of each employee in the operations division or as a flight crew would be. This would enable the students in gaining a greater understanding of the type of job roles they could apply for in the future.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Explain the operational areas, processes, constraints in airside and landside (Understand) CO2: Describe the process of cargo operations with documentation (Understand) CO3: Review the security and screening process in the entire airport at Different levels of operations (Understand) CO4: Interpret the Airline flight operations (Apply) CO5: Summarize the different baggage handling procedures (Apply)		

Course objective	This course is designed to improve the learner's EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.			
Course Content:				
Module 1	Operational Readiness	Assignment	Analysis of Research	12 Sessions
Introduction, Aerodrome Certification, Operating constraints, Operational areas, Airfield inspections, Maintaining readiness.				
Module 2	Cargo Operations	Article Review	Case Study	12 Sessions
The cargo market, Expediting the movement, Flow through the terminal, Unit load devices (IATA 1992,2010), Handling within the terminal, Cargo Apron Operation, Examples of modern cargo terminal design and operation, Cargo operations by integrated carriers, AWB Features and validity, Documentation				
Module 3	Security and Screening	Experiential Learning	Industry Visit	12 Sessions
Introduction, ICAO framework of International Regulations, Annex 17 standards, Airport security program, Passenger screening, carryon baggage search and screening, Check-in baggage search and screening, Freight and cargo search and screening, Access control within and throughout airport buildings, Access Control of Entire Airport				
Module 4	Airline flight operations	Article Review	Case Study	13 Sessions
Flight crew scheduling, Flight crew Sign-in, Operations/ Planning, Pre-flight, Pre-departure, Gate departure, Taxi-out, Takeoff, Terminal Area Departure, Climb, Cruise, Descent, Terminal area arrival, Final approach, Landing and Rollout, Taxi in, Parking, Post-flight, Sky Marshal Briefing				
Module 5	Baggage Handling	Assignment	Analysis of Research	11 Sessions
Introduction, History and trends in baggage handling, Bag drop, Flight build and aircraft loading, Arrivals Reclaim, Interterminal Transfers				
Text Book(s):				

T1. Airport operations, 3rd Edition by Norman J Ashford, McGraw-Hill Education; 3rd edition

Reference Book (s):

- 4)** The Global Airline Industry by Peter Belobaba, John Wiley & Sons Inc; 2nd edition
- 5)** Principles of Airport management by Alexander T Wells, McGraw-Hill Education; 5th edition
- 6)** Airline and Airport Operations by Edissa Uwayo, Notion Press; 1st edition (1 January 2016)

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- <https://catsr.vse.gmu.edu/SYST460/IntroAirportsWorkbook.pdf>
- <https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%2%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%2007.pdf>

Topics Relevant to Skill Development :

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM2011	Course Title: Regulatory Framework of Aviation Type of Course: Program Core	L-T- P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This conceptual course provides the foundation to the regulatory authorities and the regulations put into action by the regulatory authorities. Students get exposure on various rules, regulations and operating procedures followed by the airlines. This trains the students to be industry ready.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the different regulatory organizations and rulemaking (Understand) CO2: Illustrate the process of Accident Investigation at AAIB (Apply) CO3: Summarize the different international conventions and their impact on today's Aviation (Understand) CO4: Explain the Civil Aviation Requirements (Understand) CO5: Classify the National Law in Aviation (Understand)		
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			
Module 1	Regulatory Organizations and rule making	Article Review	Case Study
			07 Sessions

The International Civil Aviation Organization (ICAO), The Federal Aviation Administration (FAA), Directorate General of Civil Aviation (DGCA), The International Air Transport Association (IATA), Bureau for Civil Aviation Security (BCAS), Their organizational structure and rules, Joint Aviation Authority (JAA)				
Module 2	Aircraft Accident Investigation Bureau	Assignment	Analysis of Research	10 Sessions
AAIB Functions, Accident Investigation Process, Safety Recommendations, AAIB accident data base, AAIB most wanted aviation safety improvements, National Provisions.				
Module 3	International Conventions	Article Review	Case Study	12 Sessions
Chicago Convention 1944, Unlawful Acts, Tokyo Convention, Hague Convention, Montreal Convention, Convention on the marking of plastic explosives, Annexures.				
Module 4	Civil Aviation Requirements (CAR)	Experiential Learning	Industry Visit	08 Sessions
Rules of Air, Freedoms of Air, Control of Departing & Arriving Aircrafts, Call Signs for aeronautical stations & Squawk Codes.				
Module 5	National Law	Experiential Learning	Industry Visit	08 Sessions
The Aircraft Act 1934, Aircraft Rules 1937, Aircraft Nationality & Registration Marks, Annex 17				
Text Book(s): 1) T1. Blackshaw, C. (1992). AVIATION LAW & REGULATION: A FRAMEWORK FOR THE CIVIL AVIATION INDUSTRY.				
Reference Book (s): 7) Abeyratne, R. I. (2018). Aviation security: Legal and regulatory aspects. Routledge. 8) FRANCE, R. R. I. (2004). Regulatory Reform in the Civil Aviation Sector. Organisation for Economic Co-operation and Development, 7.				

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- <https://www.mondaq.com/india/aviation/1233240/civil-aviation-regulatory-framework-in-india#:~:text=The%20primary%20legislation%20governing%20civil,aircrafts%20and%20licensing%20of%20aerodromes%22.>
- <https://www.icao.int/NACC/Documents/Meetings/2014/SARSEMINAR/SAR-P20.pdf>
- <https://www.skybrary.aero/articles/safety-regulation>

Topics Relevant to Skill Development :

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM2003	Course Title: Logistics and Air Cargo Management Type of Course: Program Core	L-T- P- C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		

Course Description	The course provides detailed and in-depth information about how air cargo works. Students would learn about types of cargos, how to plan inventory, and how air cargo is categorized and shipped. This course emphasizes on handling materials and warehousing, which is one of the key areas to explore for students who wish to have a successful career in aviation sector.			
Course Out Comes	At the end of the course, the student shall be able to: CO1: Differentiate between the types of cargo and explain how freight is forwarded. (Understand) CO2: Apply the process of cool chain business and logistics management (Apply) CO3: Describe the various security threats and risks in cargo management. (Understand) CO4: Illustrate the inventory planning and management. (Apply) CO5: Explain the material handling and warehousing process (Understand)			
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.			
Course Content:				
Module 1	Introduction to Air Cargo	Knowledge level	Lecture and PPT	10 Sessions
Introduction to Air Cargo, Types of Cargo, Freight Forwarding, Express and mail Cargo Procedures & Functions & Types of Aircraft Operations.				
Module 2	Cool Logistics and Special Air Cargo	Comprehension level	Lecture and PPT	13 Sessions
Supply Chain Management, Cool Chain Capabilities & Cool Air cargo Operations.				
Module 3	Cargo Security & Risks	Knowledge level	Lecture and PPT	13 Sessions
Pilferage, Vulnerability of Cargo, Security Incidents on cargo, Prevention of Terrorist involvement in air cargo, Introduction to DGR. Different Temperature Variations based on the consignment.				

Module 4	Inventory Planning and Management	Application level	Lecture and PPT	12 Sessions
Analysis of Data & Inventory Management, Air Cargo Documentations, Acceptance & Booking				
Module 5	Materials Handling, Warehousing	Application level	Lecture and PPT	12 Sessions
Consignment Handling, Emerging technologies of Artificial Intelligence, RFID, Machine Learning & Robotics in Material Handling in Warehouses.				
Text Book(s): T1. Ailawadi, S. C., & SINGH, P. R. (2011). Logistics management. PHI Learning Pvt. Ltd.				
Reference Book (s): Myerson, P. (2015). Supply chain and logistics management made easy: methods and applications for planning, operations, integration, control and improvement, and network design. Pearson education. Online Resources Link (e-books, notes, ppts, video lectures etc.): • https://www.iata.org/en/publications/newsletters/iata-knowledge-hub/what-types-of-cargo-are-transported-by-air/ • https://globitexworld.com/what-are-the-different-types-of-air-cargo				
Topics Relevant to Skill Development:				
Catalogue prepared by		Mr Rakshith S		
Recommended by the Board of Studies on				
Date of Approval by the Academic Council				

Course Code: AVM2012	Course Title: Airport and Aircraft Emergencies Type of Course: Program Core	L-T- P- C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This conceptual course provides the knowledge about different types of emergencies in Airport and Aircrafts, the process and procedures followed in an emergency situation, Safety drills, documentation process of emergency situations, safety management systems – process, Dangerous goods – effects of DG in aviation. Students get exposure on the process related to fire emergency, bomb threats, medical emergency, human factors in aviation, airline safety procedures.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Classify the components of safety management systems (Understand) CO2: Explain the procedures followed by airport/airlines in different emergency scenario (Understand) CO3: Describe the importance of documentation in aviation industry (Understand) CO4: Illustrate the importance of reducing human errors for the safety of airport/aircraft (Apply) CO5: Interpret the hazards caused by the different dangerous goods as classified by ICAO (Apply)		
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			
Module 1	Airport Safety Management Systems	Article Review	Case Study 12 Sessions

Safety Management System Framework, Safety Management Systems and Aerodromes, SMS Manual, Implementation, Factors in Airport SMS Implementation				
Module 2	Airport Aircraft Emergencies	Assignment	Analysis of Research	12 Sessions
General, Probability of an aircraft accident, Types of Emergencies, Level of Protection Required, Water supply and emergency access roads, Communication and Alarm requirements, Rescue and Firefighting Procedures, SOP for Bomb threat, Mitigating Hijack Crisis situation, Foaming of Runways.				
Module 3	Recording and Reporting Safety Data	Article Review	Case Study	11 Sessions
Accidents, Incidents, Incident Reporting Systems, Aviation Recording and Reporting Systems, DGCA recording and reporting systems, Sample reports evaluation.				
Module 4	Human Factors in Aviation Safety	Article Review	Case Study	13 Sessions
Human Factors, Human Factor Analysis and Classification Systems (HFACS), Management of Human Error, Control strategies to manage threats and errors.				
Module 5	Dangerous goods and Regulations	Assignment	Analysis of Research	12 Sessions
General, Classification and Authorized bodies, Packing of Radioactive material objects, Marking and labelling of Radioactive materials, Documentation for Radioactive material goods, Handling of DGR, Checklist format. Principles of storage, Disposal and accidental release of Hazardous materials.				
Text Book(s): T1. Leonard, B., 1991. Airport Services Manual-Airport emergency planning, vol 7. DIANE Publishing.				
Reference Book (s): Price, J., & Forrest, J. (2016). Practical airport operations, safety, and emergency management: Protocols for today and the future. Butterworth-Heinemann.				

J., 2002. Handling in-flight emergencies. New York: McGraw-Hill.

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- <https://www.iata.org/contentassets/f1163430bba94512a583eb6d6b24aa56/airlines-erp-checklist.pdf>
- https://dot.alaska.gov/faiiap/pdfs/FAI_airportemergencyplan.pdf
- <https://www.icao.int/ESAF/Documents/meetings/2015/ICAO-WHO/ICAO-WHO-Day%203-Plan%20d%27urgence%20d%27a%C3%A9rodrome.pdf>
- <https://www.phoenix.gov/firesite/Documents/074743.pdf>

Topics Relevant to Skill Development:

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM3002	Course Title: Inflight Management Type of Course: Program Core	L-T- P- C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This course provides an in-depth knowledge of cabin crew profession, its origin and current practices		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Practice grooming standards as per Airline standards. (Apply) CO2: Demonstrate safety and emergency procedures. (Apply) CO3: Explain Inflight medical emergencies and methods to handle them (Understand) CO4: Review professional etiquette and code of conduct inflight. (Understand) CO5: Explain inflight service standards of domestic and international airlines. (Understand)		
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			
Module 1	Introduction to grooming standards	Experiential Learning	Guest Lecture 12 Sessions
Introduction, eligibility criteria, lifestyle, hours and environment, makeup application and hairstyle, grooming kit contents, BMI, flight bag, uniform and accessories, importance of nutrition and physical fitness			
Module 2	Inflight safety procedures	Assignment	Case Study 12 Sessions

Aircraft rules, types and familiarization, SEP certifications, safety and emergency procedures, removable safety equipment, CRM, FTL, FDTL and rest period, announcements				
Module 3	Inflight medical emergency / First aid	Article Review	Case Study	12 Sessions
Minor inflight medical emergencies, Otic barotrauma, hypoxia, decompression sickness, transportation of injured passenger during emergencies, minor burns and wounds, emergency resuscitation				
Module 4	Standards expected during flight	Article Review	Case Study	12 Sessions
Dress code, etiquette, body language, personal hygiene, discipline and code of conduct, effective communication, social skills, courtesy, correct forms of greeting and conversations				
Module 5	Inflight service standards	Experiential Learning	Industry Visit	12 Sessions
Load and trim definitions, Regulatory requirements, Weight and balance, Weight limitations, Important components of aircraft, Load and trim sheet, General Procedures.				
Text Book(s):				
T1. Maniriho, E. A. (2022). Airline Cabin Crew Training Manual. Notion Press.				
Reference Book (s):				
Inflight medical emergencies: A practical guide to preparedness and response by Jose V. Nable				
Paul Claybrook, The basics of nutrition and wellness				
Introduction to Airline inflight service by Colin C. Law				
Airline and airport operations by Edissa Uwayo				
Cabin crew career guide, path to success by Pragati Srivastava				
Online Resources Link (e-books, notes, ppts, video lectures etc.):				
• https://www.aviationhunt.com/aircraft-emergency-equipment/				

- <https://samchui.com/videos/cabin-crew-training-safety-emergency-procedures/#.YwPEgXZBzDc>
- <https://www.airbus.com/sites/g/files/jlcbta136/files/2021-11/Airbus-Commercial-Aircraft-AC-A320.pdf>
- <http://164.100.60.133/misc/draft%20cars/Draft%20CAR%20D7M-M1.pdf>

Topics Relevant to Skill Development:

Catalogue prepared by	Mr Rakshith S
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: AVM2008	Course Title: Aviation Maintenance Management Type of Course: Program Core	L-T- P- C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	The course provides detailed and in-depth information about how aviation maintenance works. Students would learn about types of maintenance planning, how to plan to forecast, and how phased checks must be planned. This course emphasizes maintenance and production planning control in aviation, which is one of the key areas to explore for students who wish to have a successful career in the aviation sector.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Explain the Definitions, Goals, and Objectives of Maintenance (Understand) CO2: Classify the various documentation process (Understand) CO3: Illustrate the various process involved in Production Planning and Control (Apply) CO4: Demonstrate the Line Maintenance Operation (Apply) CO5: Summarize the process of Quality Assurance & Quality Control (Understand)		
Course objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			
Module 1	Definitions, Goals, and Objectives	Article Review	Case Study 10 Sessions

Definitions of Important Terms in Maintenance, Inherent Reliability, MCC Department, Operational & Functional Checks with Oriented Failures.				
Module 2	Documentation for Maintenance	Assignment	Analysis of Research	12 Sessions
Introduction, Manufacturer's Documentation, Airline-Generated Documentation, TPPM, Airplane Maintenance Manual, Component Vendor Manual, Fault Isolation Manual, Component Location Manual, Illustrated Parts Catalogue, Master Minimum Equipment List, Advisory Circulars, Federal Aviation Regulations, Airworthiness Directives, Notice of Proposed Rule Making, Inspection Manual.				
Module 3	Production Planning and Control	Article Review	Case Study	13 Sessions
Introduction, PP&C Organization, Manager, PP&C, Maintenance planner, PP&C, Long-range planner, PP&C, The Production Planning & Control Department's Function, Forecasting, Feedback for Maintenance, Brief of Regular Maintenance with Category Checks & Unanticipated Special Checks on Bird Strike for Potential Airframe Damage.				
Module 4	Line Maintenance (on-Aircraft)	Experiential Learning	Industry Visit	13 Sessions
Introduction, Functions that Control Maintenance, Maintenance Control Centre Responsibilities: Line Maintenance Operation—General, Ramp and Terminal Operations, Hangar Maintenance, Aircraft logbook, Preflight Inspections, Typical 48 Hour check 7 transit check on twin engine jet & Maintenance Crew Skill Requirements.				
Module 5	Quality Assurance & Quality Control	Experiential Learning	Industry Visit	12 Sessions
Requirement for Quality Assurance (QA), Quality Audits, Technical Records, Other Functions of QA, Quality Control Organization, FAA and JAA Differences, Basic Inspection Policies, Routine Checks.				
Text Book(s): T1. Kinnison, H. A. (2013). Aviation maintenance management. McGraw-Hill Education.				
Reference Book (s): Lee, S. G., Ma, Y. S., Thimm, G. L., & Verstraeten, J. (2008). Product lifecycle management in aviation maintenance, repair and overhaul. Computers in industry, 59(2-3), 296-303.				

Mendes, N., Vieira, J. G. V., & Mano, A. P. (2022). Risk management in aviation maintenance: A systematic literature review. *Safety science*, 153, 105810.

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- <https://www.accessengineeringlibrary.com/binary/mheaeworks/ccfcacffb7310982/4517b5566198596856e143761a78f1ab5d383b8a362c2bcc63565184e4b1bc10/book-summary.pdf>
- https://mrcet.com/downloads/digital_notes/AE/IV%20Year/Aircraft%20Maintenance%20Engineering.pdf
- https://www.aerospool.sk/downloads/RTC/AS-AMM-01-000_I1_R1_20180202.pdf

Topics Relevant to Skill Development :

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM3003	Course Title: Air Traffic Control Type of Course: Program Core	L-T- P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This conceptual course gives students a foundation-level knowledge regarding the safety & sensitivity concern of Air Traffic Control System along with their functions. To enable the students to learn about issues & challenges while managing the flow of Air Traffic Operations.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the elements of ATC systems in airport (Understand) CO2: Explain how ATC is structured, ATC procedures and control tower operations and air traffic management (Understand) CO3: Classify the various ATC communications procedures. (Understand) CO4: Explain the control tower operations involved in ATC (Apply) CO5: Illustrate the component of NexGen for the future Air Traffic Management (Apply)		
Course objective	This course is designed to improve the learner's EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			

Module 1	Elements of ATC System	Assignment	Analysis of Research	10 Sessions
Communication Systems, Navigation Systems, Surveillance Systems, Flight and Weather Information Systems				
Module 2	Airspace and ATC Structure	Article Review	Case Study	10 Sessions
ATM Systems, Airspace Structure, handling a typical Airline Flight, Airport Traffic Control Tower, Terminal Airspace Control Centre, Surveillance, and Navigation for precision instrument approaches, En-Route control centers				
Module 3	Communication Procedures	Experiential Learning	Industry Visit	08 Sessions
Clearance, Aircraft Identification, Destination Airport/ Intermediate fix, Departure Instructions, Route of Flight, Altitude Assignment, required reports, Holding Instructions				
Module 4	Control Tower Operations	Experiential Learning	Industry Visit	10 Sessions
Flight Data Control, Clearance Delivery Control, Ground Control, Local Control, Approach and Departure Control, Radar Control				
Module 5	Future Air Traffic Management	Article Review	Case Study	07 Sessions
NexGen, NexGen Components, ATFM operations, Ground Delay Programs, Improved Aircraft separation, Negotiated Routes				
Text Book(s): T1. https://www.icao.int/APAC/Meetings/meeting_PBN_TF10_archive/08%20-%20ATC%20Procedures%20%20Training.pdf				
Reference Book (s): Nolan, M. S. (2011). Fundamentals of air traffic control. Cengage learning. R2. Belobaba, P., Odoni, A., & Barnhart, C. (Eds.). (2015). The global airline industry. John Wiley & Sons.				

R3. De Neufville, R., Odoni, A. R., Belobaba, P. P., & Reynolds, T. G. (2013). Airport systems: Planning, design, and management. McGraw-Hill Education.

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- <https://www.princeton.edu/~ota/disk3/1982/8202/820205.PDF>
- https://www.researchgate.net/publication/319565998_Design_of_Air_Traffic_Control_Operation_System/link/5a798064a6fdcc4ffe911d1b/download

Topics Relevant to Skill Development:

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Specialization Core Courses

Course Code: AVM3004	Course Title: Airport Management Type of Course: Program Core	L-T- P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	Basic Communication Basics of Aviation Industry		
Anti-requisites	None		
Course Description	This conceptual course provides detailed and in-depth information about various strategic and planning methods that occur in airport and on aircraft and how to effectively handle such planning methods. It provides in depth information about Airport Maintaining methods to be practiced at airport and on aircrafts, the students should have understood about Strategic planning, how revenue is managed in airports, how aircraft fleet is scheduled and planned, which is very important for those students seeking career in aviation.		
Course Out Comes	At the end of the course, the student shall be able to: C01: Explain the Airport Strategic Planning and its various types (Understand) C02: Classify the financial methods and its best practices. (Understand) C03: Review the Airline Pricing process and Revenue Management (Understand) C04: Interpret the Airline Planning Process (Apply) C05: Apply Airline Schedule Optimization techniques (Apply)		
Course objective	This course is designed to improve the learner's EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING Techniques of Class Presentation and Case Study.		
Course Content:			

Module 1	Airport Strategic Planning	Article Review	Case Study	08 Sessions
Definition, Key elements, Airport strategic planning framework, Strategic planning process, Phases of airport strategic planning process, Benefits of strategic planning, Airport strategic plan				
Module 2	Airport Financial Management	Article Review	Case Study	08 Sessions
Basic aspects of financial management, ICAOs principles of best practices, purpose, need and scope for financial management, Airport business plan and budget, financing and cash management, internal and external auditing, economic performance management				
Module 3	Airline Pricing and Revenue Management	Assignment	Analysis of Research	09 Sessions
Airline prices and O-D Markets, Airline fare restrictions, Airline fare structure, Trends in airline pricing, Computerized revenue management system, Flight overbooking, EMSR Methods, Revenue from air traffic operations, ground handling charges and non-aeronautical activities.				
Module 4	Airline Planning Process	Experiential Learning	Industry Visit	10 Sessions
Fleet planning, Route planning, Airline schedule development, Fleet assignment and Aircraft rotations, Integrated airline planning, Operations control				
Module 5	Airline Schedule Optimization	Article Review	Case Study	10 Sessions
Schedule optimization problems, Schedule design optimization, Crew scheduling and pairing, Aircraft maintenance routing and crew pairing optimization, Real time recovery models, Cancellation tools, Swap tool, Robust fleet assignment model				
Text Book(s): 2) T1. Young, S. B., & Wells, A. T. (2011). Airport planning and management. McGraw-Hill Education.				

Reference Book (s):

- 9)** Fernandes, E., & Pacheco, R. R. (2010). A quality approach to airport management. Quality & Quantity, 44(3), 551-564.
- 10)** Cook, G. N., & Billig, B. G. (2017). Airline operations and management: a management textbook. Routledge.
- 11)** Günther, Y., Inard, A., Werther, B., Bonnier, M., Spies, G., Marsden, A., ... & Niederstraßer, H. (2006). Total Airport Management (Operational Concept and Logical Architectur) (Doctoral dissertation).

Online Resources Link (e-books, notes, ppts, video lectures etc.):

- <https://cdn11.bigcommerce.com/s-m5qljysoqy/content/look-inside/AIRPT-MGT.pdf>
- <https://soaneemrana.org/AIRPORT%20PLANNING%20AND%20MANAGEMENT%20BY%20SETH%20B.%20YOUNG%20&%20ALEXANDER%20T.%20WELLS1.pdf>
- <https://www.icao.int/EURNAT/Other%20Meetings%20Seminars%20and%20Workshops/ICAO%20EUR%20NAT%20NCLB%20Technical%20Assistance%20Programme%20-%20Workshops%20on%20Aerodrome%20Certification%20ICAO%20EURNAT%20AGA%2018001/ICAO%20EURNAT%20NCLB%20TAP%20AGA%2018001%20Workshop%20on%20Aerodrome%20Certification%203/Session%2007.pdf>

Topics Relevant to Skill Development:

Catalogue prepared by

Mr Rakshith S

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: AVM3001	Course Title: Certifications in Airlines/ Airport Type of Course: Specialization Course	L- T-P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	Basic knowledge about airline operations.		
Anti-requisites	Nil		
Course Description	This course gives a fundamental knowledge about the certifications offered by the airlines and the requirements to get one. This course helps in preparedness of the student to take the examinations conducted by airlines		
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Explain the procedures of airline security CO 2: Classify the dangerous goods. CO 3: Recognize the safety requirements of airline and airport. CO 4: Describe the significance of FAC department. CO 5: Explain the process of weight distribution in an aircraft. CO6: Explain the different security equipment used in airports. CO 7: Explain the requirements of airlines in terms of customer handling.		
Course objective	The objective of the course is to familiarize the learners with the concepts of certifications in Airline Industry and attain Employability through Participative Learning techniques.		
Course Content:			
Module 1	Aviation Security - Basic	Case study	Case study analysis 7 Sessions

Overview of international civil aviation security, Access control – People, Access Control – Vehicles, Recognition of Explosives Devices and other prohibited articles, Building and search area procedure, Protection of parked Aircraft, Behavior detection, Insider Threat.				
Module 2	Dangerous Goods Regulations	Case study	Case study analysis	6 Sessions
Classification, Identification, Packing, Marking and Labelling, Storage and Loading, Dangerous goods emergency response, Limitations, Indian legal regime.				
Module 3	Ramp Safety	Case study	Case study analysis	6 Sessions
Personal Protective Equipment, Safety Diamond, Vehicle speed limits, Foreign object debris, Safety in low visibility conditions, Importance of lights and marshaling, Restricted items for staff usage, Passenger safety.				
Module 4	Family Assistance and Care	Group discussion	Group discussion	06 Sessions
Disaster management, Departments in FAC, Customer care, Process of data collection and delivery, Requirements of a FAC member, Training procedures.				
Module 5	Load and Trim Functions	Group discussion	Group discussion	6 Sessions
Load and trim definitions, Regulatory requirements, Weight and balance, Weight limitations, Important components of aircraft, Load and trim sheet, General Procedures.				
Module 6	Aviation Security –Advanced (screeners)	Group discussion	Group discussion	7 Sessions

Terminologies, X-Ray theory – Safety Precautions, CTP, TIP, Door frame metal detector, Handheld metal detector, ETD and EVD, Security control measures, IEDs/Dangerous Goods/Prohibited items, Abbreviations.				
Module 7	Customer Handling/CRS-GDS	Group discussion	Group discussion	7 Sessions
Suggested Verbiage, Floor walker-duties and responsibilities, Tags and forms, Customer categories, Medical restrictions for Air travel, Central reservation system/Global distribution system used in airlines, Passenger addressing system.				
Targeted Application & Tools that can be used: Skyport – Navitaire.				
Text Book:				
Herc, K., & Zakrzewska, B. (2018). Air Transport of Explosives–Modern Solutions. <i>Safety & Defense</i>, 4(1), 37-42.				
Reference				
E-Reading / Essential Reading:				
https://books.google.co.in/books?hl=en&lr=&id=ktcEbzZJk1kC&oi=fnd&pg=PP1&dq=iata+and+icao&ots=KL-m2vjHRX&sig=8Mew65fzyFPFPgFyPaOQiN0_xp8&redir_esc=y#v=onepage&q=iata%20and%20icao&f=false				
Topics relevant to EMPLOYABILITY SKILLS: Training procedures for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Mr. Rakshith S			
Recommended by the Board of Studies on	6 th BOS held on 5 th June 2025.			
Date of Approval by the Academic Council	25 th July 2025			

Track: Marketing

Course Code: MKT3004	Course Title: Service Marketing	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of Supply chain Management					
Anti-requisites	Nil					
Course Description	This is a theory course that aims at providing insights to the students about practices of Service Management, role of various elements of services in enhancing and adding value to the customer experience. Post completion of the course students will be able to gain conceptual insights of Service Marketing.					
Course Out Comes	On successful completion of the course the students shall be able to: CO 1: Describe the practices of Service Marketing. CO2: Explain the role of research in services for understanding customer expectation. CO3: Summarize consumer defined service standards CO 4: Determine the role of Employees in service marketing and pricing to customer attraction CO5: Examine the role of price as an indicator of service CO6: Illustrate the role of Physical evidence in Services					
Course objective	The objective of the course is to familiarize the learners with the concepts of Service Marketing and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	Introduction to services					10 Sessions

Topics : Introduction to services: Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Consumer behaviour in services: Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.				
Module 2	Understanding customer expectation through market research			10 Sessions
Topics: Understanding customer expectation through market research: Key reasons for GAP 1,using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies –Relationship marketing, Evaluation Of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.				
Module 3	Customer defined service standards			10 Sessions
Topics: “Hard” & “Soft” standards, challenges of matching supply & demand in capacity, four common types of constraints facing services, optimum v/s maximum use of capacity, strategies for matching capacity & demand. Yield management-balancing capacity utilization, pricing. Waiting line strategies- four basic Waiting line strategies. Leadership & Measurement system for market driven service performance key reasons for GAP-2 service leadership- Creation of service vision and implementation, Service quality as profit strategy, Role of service quality In offensive and defensive marketing.				
Module 4	Employee role in service designing and Pricing in Services			10 Sessions
Topics: Employee role in service designing: Boundary spanning roles, Emotional labour, Source of conflict, Quality- productivity trade off, Strategies for closing GAP3.Customer’s role in service delivery-Importance of customer & customer’s role in service delivery, Strategies for enhancing-Customer participation, Delivery through intermediaries-Key intermediaries for service delivery, Intermediary control strategies. Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery. Pricing of services-				

Role of price and value in provider GAP4, Role of nonmonetary cost, Price as an indicator of service quality –Approaches to pricing services, pricing strategies.				
Module 5	Physical evidence in services			10 Sessions
Physical evidence in services: Importance of Physical Evidence, Elements of Physical Evidence, Physical Evidence Strategies, Guidelines for Physical Evidence. Service scapes: Types of service scapes-Objective and Goals of services capes Role of services capes, Approaches for understanding service scapes effects, Frame work for understanding services capes & its effect on behaviour-Guidance for physical evidence strategies.				
Targeted Application: Application of quality practices Tools that can be used: MS office, MS excel, PowerPoint				
Text Book Services Marketing - Valarie A Zeithmal& Mary Jo Bitner, 5/e, TMH, 2011.				
References - Services Marketing – Rajendra Nargundkar, 3/e, TMH, 2010. - Services Marketing - Hoffman & Bateson, 4/e, Cengage Learning2007. - Services Marketing: Operation, Management and Strategy-Kenneth E Clow & David L. Kurtz, 2/e, Biztantra, 2007. Presidency University link https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-04-2022-0121/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-02-2020-0067/full/html				
Online Resources				
Topics relevant to EMPLOYABILITY SKILLS : Just in Time for Employability Skills through Participative Learning Techniques This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Abdul Kareem Shaply			
Recommended by the Board of Studies on				

Date of Approval by the Academic Council	
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Course Code: MKT3003	Course Title: Consumer Behavior Course Type: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	COURSE DESCRIPTION: The purpose of this subject is to introduce students to consumers and consumer behavior in the marketplace. This course is theoretical in nature and students will get benefitted by understanding the psychological knowledge by capturing consumer insight.					
Course Objective:	The course aims to introduce Consumer Behaviour and enhance Employability through Participative Learning techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: C01- Explain the concepts, scope, types, and models of consumer behavior, including recent trends like conscious consumerism. C02- Describe how consumer psychology is influenced by changing behaviors and digital communication in global markets. C03- Apply the concepts of reference groups, family roles, social class, culture, and values to understand their impact on consumer behavior in real-world contexts. C04- Apply theoretical frameworks and digital media insights to analyze consumer behavior across online platforms, virtual communities, mobile usage, and luxury consumption. C05- Analyze the psychological factors influencing consumer behavior, including motivation, personality, perception, learning, and attitudes through key concepts and theories.					

Course Content:				
MODULE 1	INTRODUCTION TO CONSUMER BEHAVIOR	APPLICATION ORIENTED LEARNING, CASE STUDY DISCUSSIONS		9 Sessions
Topics • Consumer Behaviour: Concepts, Nature, Determinants, Scope, Applications of Consumer Behaviour in marketing. • Types of Consumer Behaviour: Complex, Dissonance-reducing, Habitual, Variety-seeking. • Recent Trends in Consumer Behaviour: Conscious consumerism, ethical consumption, sustainability. • Origin and Development in the Field of Consumer Behaviour. • Consumer Decision Making Process: Steps (Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post-Purchase Behavior) and Models of Consumer Decision Making. • Models: Black Box Model, Howard-Sheth Model, Hawkins Stern Impulse Buying Model. • Micro-moments in the digital journey, influence of reviews and ratings, and the role of AI in shaping consumer choices.				
Module 2	Consumer Psychology	Theoretical Depth, Practical Demonstration, Activity based		8 Sessions
Topics • Consumer Motivation: Meaning, Drivers (needs, wants), Types (e.g., utilitarian, hedonic), Process, and Theories (e.g., Maslow's Hierarchy, Herzberg's Two-Factor). • Personality: Definition, Elements, Theories (e.g., Freudian, Neo-Freudian, Trait theories - Big Five). • Consumer Perception: Meaning, Elements (sensation, attention, interpretation), Process. • Absolute & Differential Threshold (JND - Just Noticeable Difference), Selective Perception, Perceived Quality & Perceived Risk. • Learning: Meaning, Elements (motives, cues, responses, reinforcement), Behavioral Learning Theories (Classical Conditioning, Operant Conditioning). • Attitude: Definition, Characteristics of Attitude, Attitude Formation, Changing perspective of Tricomponent Model of Attitude (Cognitive, Affective, Conative).				

Neuromarketing, subliminal perception in digital advertising, and the impact of cognitive biases on online decision-making.				
Module 3	Consumer at Social & Cultural Setting	Sociocultural & Experiential Learning		Sessions
Topics - Reference Groups: Definition, Types (e.g., membership, aspirational, dissociative), Effects (normative, comparative). - Role of Family in Marketing: Functions of family, Significance of Family in Indian Contexts, Family Decision Making (roles: initiator, influencer, decider, buyer, user). - Social Class: Definition, Profiles of Social Class, Implications for consumption. - Culture: Meaning, Characteristics, Measurement of Culture (e.g., content analysis, fieldwork). - Categories of Culture: Subcultures, cross-cultural differences. - Values: Terminal & Instrumental Values, Factors influencing values, Influence of Value on Consumer Behaviour. - Global consumer culture, influence of online communities on social norms, and the impact of cultural diversity on marketing strategies.				
Module 4	Digital and Social Media Influence-Online consumer behavior	Case study based & Digital-First Experiential Learning		10 Sessions
Topics - Media Integration and Consumer Behaviour: How consumers interact with multiple media channels. - Theoretical Frameworks: TRA (Theory of Reasoned Action) and UGT (Uses and Gratifications Theory) in digital context. - Consumer Behaviour on Digital Platforms: Websites, apps, e-commerce. - Blogs and Consumer Behaviour: Influence of bloggers and content creators. - Virtual and Brand Communities Influence on Consumer Behaviour: Online forums, social media groups. - Usage of Mobile and its Influence on Consumer Behaviour: Mobile-first approach, app usage, location-based marketing. - Virtual Shopping and its Influence on Consumer Behaviour: AR/VR in retail, immersive experiences. - Luxury and Consumer Behaviour in the digital age: Online luxury consumption, digital exclusivity. - Influencer marketing, user-generated content (UGC), social commerce, and the rise of the metaverse for consumer engagement.				
Module 5	Emerging Trends, Ethical Aspects, and Consumer Insights			10 Sessions

Targeted Application & Tools that can be used: Projective techniques helps the understand the customers' needs and preferences

Project work/Assignment: Mention the Type of Project

Project: Develop the infographics of Consumer behavior in the digital economy

Assignment proposed for this course:

Assess the real time cases with respect to consumer psychology in global markets and write your perspective change in consumer behavior
Understand the concepts of emoji reaction in consumer behavior and prepare a write a note on influence of emojis in consumer reactions in advertising around 1000-1500 words.

DELIVERY PROCEDURE (PEDAGOGY):

Lecture: All Modules

Case study: Module 1, 2,3 & 4: Recent trends in CB, Consumer motivation, Attitude, Reference group, Diffusion of innovations

Discussion: Module 4 & 2: Virgin Galactic case & Customer experience in shopping malls

Projective Techniques: Module 2: Consumer motivation to purchase digital gadgets

Self-learning: Module 1: Conscious consumerism

Participative learning: Module 3: Customer values

Presentation: Module 4: Consumer Decisions

Books

Textbook

T1: Leon G. Schiffman, Joseph Wisenblit, S Ramesh Kumar (2018), Consumer Behaviour, 12e, Pearson

T2: Michael R Solomon (2020), Consumer Behaviour – Buying, Having and Being, 13e, Pearson.

Reference

Schiffman, L. G., & Kanuk, L. L. (2018). Consumer behavior (12th ed.). Prentice-Hall Publications & Pearson Education Publications

PU online library resources

<https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/IMR-02-2021-0097/full/pdf?title=global-consumer-culture-and-national-identity-as-drivers-of-materialism-an-international-study-of-convergence-and-divergence>

<https://puniversity.informaticsglobal.com:2293/insight/search?q=Consumer+research&showAll=true&p=1>

<https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=6&sid=faf773ce-c097-4adf-a3c4-3d793b3f0c5d%40redis&bdata=JnNpdGU9ZW9vc3QtbGl2ZQ%3d%3d#AN=348458&db=nlebk>

Web resources

W1. <https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/15/15-customer-behavior-trends-emerging-this-year/?sh=5660904014d9>

W2. <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal>

W3. <https://www.futurelearn.com/info/blog/how-to-understand-consumer-behaviour>

W4. <https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02731/full>

W5. <https://www.forbes.com/sites/forbesbusinesscouncil/2020/03/13/the-transformation-of-consumer-behaviors-in-the-digital-era/?sh=6ab84bb27887>

W6. <https://medium.com/analytics-for-humans/the-evolution-of-consumer-behavior-in-the-digital-age-917a93c15888>

Swayam & NPTEL Video Lecture Sessions on Brand Management:

https://onlinecourses.swayam2.ac.in/cec21_mg26/preview

https://onlinecourses.nptel.ac.in/noc22_mg47/preview

Case References

[Sushree Das \(2020\). Conscious consumerism new trends. Case center .CO1](#)

Kumar Gambhiraopet & Nagendra V (2015). Customer experience at shopping malls -Influence of customer needs and motives. Case center.CO2	
Harjot Singh (2020). Case Study: Comfy Sofas-Creating favorable comfy sofas. Case center.CO2	
Nagendra V Chowdary, Thalluri Prashanth Vidyasagar, Vedadri Chiranjeevi Chilkamari (2010). Case Study: Sun silk Gang of Girls crafting a brand positioning in reference groups. CO3	
Arpita Agnihotri & Saurabh Bhattacharya (2020). Virgin Galactic: Diffusion of innovation in Space tourism.CO4	
Topics relevant to EMPLOYABILITY: XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Amrith Nachappa N
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MKT3005	Course Title: Retail Management Type of Course: Specialization Course	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course provides an overview of concepts relating to Retail Management. It covers various theories of retailing and managing merchandise and the retail store. This course also includes concepts of E-tailing and retail analytics. Students shall get an in-depth understanding of the store and non-store retailing to meet the changing expectations of the millennials.					

Course Out Comes	On successful completion of the course the students shall be able to: CO1 - Explain the evolution, formats, and significance of retailing in Indian and global contexts. CO2 - Analyse retail strategy decisions related to location, positioning, customer segmentation, and competitive advantage. CO3 - Apply merchandise planning, category management, inventory, and vendor management tools. CO4 - Analyse store operations, pricing, promotion, visual merchandising, and customer experience practices. CO5 - Apply retail analytics and field insights to develop an omnichannel retail improvement plan. CO6 - Analyse and interpret retail business scenarios using data, field insights, and strategic frameworks to support decision-making in retail environments			
Course objective	The objective of the course is to familiarize the learners with the concepts of Retail Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Retailing	Assignment	Case study	10 Sessions
Retailing – concept, social and economic significance of retailing, role of retailing, Wheel of Retailing, and retailer’s characteristics. The Indian retail landscape – evolution of Indian retailing, organized and unorganized retail formats, and emerging retail formats. Types of retailing – ownership, retail mix, and merchandise management. Multi-channel retailing, electronic retailing, non-store and non-traditional retailing. Retail transformation in India – shift from traditional retail to modern retail, integration of offline and online channels, omnichannel retailing, direct-to-consumer (D2C) models, and the emergence of quick commerce platforms. Case-based understanding of Indian retail leaders such as DMart, Reliance Retail, Zudio, Nykaa, and quick commerce platforms like Blinkit / Zepto, along with an introduction to digital initiatives such as Open Network for Digital Commerce (ONDC).				
Module 2	Retail Strategy	Activity		10 Sessions
Strategic retail planning process – defining mission, objectives, and competitive advantage. Retail strategy formulation using segmentation, targeting, and positioning (STP), customer value proposition, and differentiation strategies. Retail branding, private labels, and store image management. Customer relationship management (CRM), customer lifetime value, and loyalty programs. Retail location decisions and store portfolio management – trading area analysis, site selection, and evaluation using tools such as the Huff Gravity Model. Types of retail locations – malls, high streets, and standalone stores. Emerging approaches such as geo-fencing,				

location-based marketing, and neuromarketing. Overview of retail business models including franchise, company-owned, and hybrid formats.

Module 3	Merchandise Management	Industrial visit (Virtual / Field visit)	Field visit to a retail store and understand the retail strategy	12 Sessions
Merchandising and category management – role of merchandise in retail strategy, category planning, and merchandise performance measurement. Merchandise planning process including demand forecasting, assortment planning, inventory control, and pricing alignment. Concepts such as open-to-buy, stock turnover, sell-through rate, and Gross Margin Return on Investment (GMROI). Buying and sourcing decisions – vendor selection, supplier relationship management, and negotiation strategies. Branding strategies including national brands and private labels. Supply chain integration concepts such as Vendor Managed Inventory (VMI), Collaborative Planning Forecasting and Replenishment (CPFR), and the role of technologies like RFID in inventory visibility. Practical exposure through field visits to understand merchandise strategy.				
Module 4	Store Management, Retail pricing and promotion	Class-room activity /Role play		13 Sessions
Store management – roles and responsibilities of store managers, store operations, SOPs, and maintenance. Store design, space management, visual merchandising, and store atmospherics to enhance customer experience. Retail operations including inventory control, shrinkage reduction, POS systems, and store-level KPIs such as sales per square foot, conversion rate, and basket size. Customer experience management, service quality, and complaint handling practices.				
Module 5	Retail Analytics and Omnichannel Retailing	Class-room activity /Role play		8 sessions
Introduction to retail analytics – role of data in retail decision-making, key retail metrics such as sales performance, inventory turnover, customer conversion rates, and basket analysis. Basics of data-driven retailing and use of analytics in forecasting demand and optimizing assortment. Omnichannel retailing – integration of physical and digital channels, customer journey mapping, and seamless shopping experience. Digital retail technologies including mobile commerce, AI-driven recommendations, personalization, and digital payments. Role of social media in retail marketing. Emerging trends such as quick commerce, hyperlocal delivery, and platform-based retail ecosystems. Application-based learning through retail data interpretation and field insights.				

Text Book

T1: Micheal Levy, Barton Weitz & Ajay Pandit (2016), *Retailing Management*, New Delhi: Mc Graw Hill Education Private Limited

References

R1: Barry Berman, Joel R Evans, Patrali Chatterjee, Ritu Srivastava (2022), *Retail Management*, Noida, Pearson Education

R2: Look D & Walters D. (2023) *Retail Marketing – Theory and Practice* (5th Ed). New Delhi, Prentice Hall of India.

R3: Ron Hasty & James Reardon. (2003) *Retail Management*, New Delhi, Tata McGraw Hill.

R4: Mc Godrick, P.J. (2003) *Retail Marketing*, New Delhi, Tata McGraw Hill, 2003.

R5: Gibson. 2022 *Retail Management* (4th Ed.) New Delhi: Pashupati Printers

R6: David Gilbert. 2013. *Retail Marketing* (2nd Ed.). New Delhi: Sage Publications Ltd.

Presidency University library web links

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09590559610107076/full/html>

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09600030210415298/full/html>

NPTEL Video Lecture Sessions:

Retail Management

https://onlinecourses.nptel.ac.in/noc22_mg51/preview

Journals

1. Journal of Retailing: Elsevier Publications
2. International Journal of Retail & Distribution Management: Emerald Publication

Topics relevant to Employability skills : Recent trends in retailing for **Employability** through **Participative Learning Techniques**. This is attained through assessment component mentioned in course handout.

Catalogue prepared by

Amrith Nachappa N

Recommended by the Board of Studies on

BoS No 6th Bos held 5/06/2025

Date of Approval by the Academic Council

25th July 2025

Course Code: MKT3006	Course Title: Customer Relationship Management	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Basic Communication General Knowledge in Business world					
Anti-requisites	--					
Course Description	Customer Relations have always been a key element in the pursuit of corporate goals and objectives. However, the current competitive environment fostered by liberalization and globalization of the economy, and the rising customer expectations for quality; service and value have prompted many companies to organize their business around customers they serve. The course shall cover basics of CRM processes and solutions that provide customer-oriented services for planning, developing, maintaining, and expanding customer relationships, with special attention paid to the new possibilities offered by the Internet, mobile devices, and multi-channel interaction which provides candidates the ability to analyze and assess the CRM practices in a business organization.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concepts, scope, and importance of Customer Relationship Management (CRM), including customer behaviour, customer journey, touch points, customer experience, data usage, privacy, ethics, and CRM systems in business environments (Understand) CO2: Summarize the concepts of customer value, customer relationship styles, customer lifetime value, customer retention, value co-creation, and value delivery in managing customer relationships effectively. (Understand) CO3: Articulate the stages, tools, and strategies used in managing customer relationships and interactions. (Apply) CO4: Apply CRM metrics and tools to evaluate customer performance and business outcomes. (Apply) CO5: Apply CRM concepts in real-world business scenarios to design customer acquisition, retention, and service strategies. (Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Customer Relationship Management and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	INTRODUCTION TO CRM					10 Sessions
CRM: Concept and Scope – Evolution of Customers and Markets – Understanding Customer Behaviour – Customer Touch Points and Journey Mapping – Role of Data in CRM – Customer Experience Basics – Importance of Customer Privacy and Ethics – Introduction to CRM Systems and Tools..						

Module 2	CUSTOMER VALUE			10 Sessions
Understanding Customer Value – Types of Customer Value – Customer Relationship Styles – Value Co-creation with Customers – Customer Lifetime Value (LTV): Concept and Application – Customer Retention and Defection – Managing Customer Expectations – Basics of Value Delivery..				
Module 3	MANAGING CUSTOMER RELATIONS			10 Sessions
Stages of CRM (Acquisition, Retention, Expansion) – Customer Profiling and Database Management – Know Your Customer (KYC) in Practice – Customer Segmentation and Targeting – Personalization Techniques – Communication and Relationship Strategies – Introduction to CRM Tools for Management – Handling Customer Interactions.				
Module 4	DELIVERING THE CUSTOMER OFFER			10 Sessions
Designing CRM Strategies – CRM Program Planning and Implementation – Delivering Customer Value Propositions – Customer Experience Management – Loyalty Programs and Engagement Strategies – Service Quality and Delivery – CRM Metrics and Performance Measurement – Monitoring and Improving Customer Satisfaction				
Teaching Pedagogy: The course uses a variety of sessions and work methods so that students can acquire the knowledge outlined in the program. The sessions are divided into lecture and discussion methods. Classroom discussion on all the topics will be primarily through academic writing. Class presentations and class participation will make lectures more interactive. Course objectives and the evaluation process also motivates the methodology adopted. Students are expected to read the circulated material and cases before the topic is discussed in the classroom. <i>Teaching and Learning Methods:</i> Lecture, Discussion, Focus Groups, Socratic, Inquiry Based, Cooperative, Demonstration, Hands on Training Sessions, Laboratory Practicals and Self Learning. <i>Evaluation Methods:</i> Open Book Tests, Assignments, Peer Evaluation, Closed Book Examination.				
Targeted Application and Tools: IBM SPSS, Tableau.				
Text Book: Sheth, J. N. (2017). <i>Customer Relationship Management: Emerging Concepts, Tools and Applications</i> McGraw Hill Education. Rai, A. K. (2012). <i>Customer Relationship Management: Concepts and Cases</i> Prentice Hall India.				
Reference: E-Reading / Essential Reading: Mullick, N. H. (2016). <i>Customer Relationship Management</i> Oxford University Press Customer Relationship Manag Das, S. and Hassan, H.M.K. (2022), "Impact of sustainable supply chain management and customer relationship management on organizational performance", <i>International Journal of Productivity and Performance Management</i>, Vol. 71 No. 6, pp. 2140-2160. https://doi.org/10.1108/IJPPM-08-2020-0441				

[Kumar, P.](#), [Mokha, A.K.](#) and [Pattnaik, S.C.](#) (2022), "Electronic customer relationship management (E-CRM), customer experience and customer satisfaction: evidence from the banking industry", *Benchmarking: An International Journal*, Vol. 29 No. 2, pp. 551-572. <https://doi.org/10.1108/BIJ-10-2020-0528>

PU online library resource

- <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPPM-08-2020-0441/full/html>
- <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/BIJ-10-2020-0528/full/html>

Books:

[Catalan-Matamoros, D. \(2012\). *Advances in Customer Relationship Management*. Packt Publishing.](#)

Magazine/ Articles:

[CRM Magazine](#)

NPTEL Relevant Course: <https://nptel.ac.in/courses/110105145>

Topics relevant to EMPLOYABILITY : XXXXXX for **Employability through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Sreya R
Recommended by the Board of Studies on	4 th Board of Studies, 11 th July, 2024
Date of Approval by the Academic Council	24 th Academic Council meeting held on 3 rd August 2024

Course Code: MKT3007	Course Title: Advertising and Sales Promotion Course Type: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	The course provides an overview of advertising, advertising practices and process involved in effective implementation. After the completion of the course students will be able to have an understanding about choice of advertisement depending on the nature of the product.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the fundamental concepts and role of advertising in marketing. CO2: Describe different advertising objectives and communication processes. CO3: Summarize the various methods, creative strategies, and appeals used in advertising. CO4: Apply advertising strategies in different contexts, including rural markets. CO5: Apply sales promotion strategies and campaigns in marketing contexts.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Advertisement and Sales Promotion and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to advertising					10 Sessions
Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency						
Module 2	Setting advertising objective					10 Sessions
Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioral objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of						

Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives				
Module 3	Methods of advertising			13 Sessions
Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising. Print Advertisement, Active Media Advertisement.				
Module 4	Advertising in Rural Market & Sales Promotion			12 Sessions
Fundamental Nature of Rural Market, Understanding the rural mind and buying process, Advertising and Marketing in Rural Areas, Innovative Use of Media in Rural Areas, The Size of Rural Market, Promising Growth Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organizing Sales Promotion Campaigns				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Project on advertising and promotion plan for a product Project on Rural advertising				
Reference - Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. - The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by 10TNeil Rackham Text book - William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. - Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by 10TDon E Schultz Reference J. C. F. Chan, Z. Jiang and B. C. Y. Tan, "Understanding Online Interruption-Based Advertising: Impacts of Exposure Timing, Advertising Intent, and Brand Image," in <i>IEEE Transactions on Engineering Management</i>, vol. 57, no. 3, pp. 365-379, Aug. 2010, doi: 10.1109/TEM.2009.2034255. Y. -T. Huang and F. -F. Cheng, "The Effect of Online Sales Promotion Strategies on Consumers' Perceived Quality and Purchase Intention: A Moderating Effect of Brand Awareness," <i>2013 Fifth International Conference on Service Science and Innovation</i>, Kaohsiung, Taiwan, 2013, pp. 91-95, doi: 10.1109/ICSSI.2013.27.				
PU library link https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/5357450 https://ieeexplore.ieee.org/document/6599369 E resources:				

NPTEL, SWAYAM, MOOC courses, reference link related to the course can be mentioned in this section.	
Topics relevant to EMPLOYABILITY : XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout	
Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3008	Course Title: Sales and Distribution Management Type Of Course: Specialization Elective Course		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	CBS1018 – Introduction to Marketing						
Anti-requisites	None						
Course Description	This course provides a comprehensive overview of sales and distribution management. It covers key aspects of sales—including methods, processes, and recent trends—followed by an in-depth understanding of distribution channels, their types, and suitability based on different business contexts.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of Sales and Distribution Management and attain Employability through Participative Learning techniques.						
Course Outcomes	On successful completion of the course, students shall be able to: CO1: Explain the fundamentals and structure of sales management, including roles, responsibilities, and emerging trends. CO2: Describe various selling techniques, styles, and the sales process. CO3: Apply salesforce motivation techniques, compensation plans, and performance appraisal methods. CO4: Apply international sales strategies and design suitable marketing channels based on business requirements. CO5: Apply digital sales tools, e-commerce concepts, and omnichannel distribution strategies to enhance customer engagement and sales performance.						
Course Content:							
Module 1	Introduction to Sales Management	Assignment/ Quiz	Participative learning	11 Sessions			
Topics: Meaning and definition of sales management, evolution and importance of sales, objectives and scope, personal selling – concept and significance, types of sales organizations, sales department structure, roles and qualities of sales manager, skills for sales professionals, basics of sales forecasting							
Module 2	Selling Skills and Selling Strategies	Group presentation	Participative learning	12 Sessions			

Topics: Selling and buying styles, selling skills, selling situations, selling process, sales presentations (AIDA, SPIN), handling objections, negotiation, follow-up, ethical and legal issues, Motivation in sales, motivation theories, monetary and non-monetary incentives, compensation plans

Module 3	Salesforce Motivation and Compensation	Group Discussion	Participative learning	11 Sessions
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Topics: sales quotas, territory management, performance appraisal, sales KPIs, legal aspects of compensation. International sales process, market selection, entry strategies, cross-cultural selling, marketing channels, types and structure, intermediaries, logistics, distribution, conflict management, channel technology.

Module 4	Digital Sales, E-commerce, Omnichannel Distribution Management	Case study analysis	Participative learning	11 Sessions
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Topics:

- Introduction to Digital Sales and E-Commerce
- Omnichannel and Multichannel Distribution Systems
- Role of Marketplaces and Online Retail Platforms
- Retail Execution and Merchandising Basics
- Customer Relationship Management (CRM) and Sales Analytics
- Use of Digital Tools in Sales
 - Sales dashboards
 - Lead tracking
 - Sales performance monitoring
- Last-mile delivery and customer experience management
- Emerging trends in sales technology

- AI in sales
- Automation
- Mobile selling

Targeted Application & Tools that can be used:

Targeted Application:

- Designing sales strategies for domestic and international markets
- Identifying suitable distribution channels based on business models
- Evaluating compensation structures and motivation plans for a sales team

Tools that can be used:

MS Word, PowerPoint, MS Excel, Google Slides, Canva, HubSpot CRM, Salesforce (basics)

Project Work/ Assignment:

1. Article review: An article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.

2. Presentation: There will be a group presentation, where the students will be given a topic based on sales and distribution management

3. Case Study: - At the end of the course students will be given a 'real-world' case study analysis related to any company's sales force structure or a distribution challenge.

Text Book(s):

1. **Sales & Distribution Management**, Panda Tapan K. & Sahadev Sunil, Oxford University Press
2. **Sales & Distribution Management – Text & Cases**, Krishna K. Havaladar & Vasant M. Cavale, Tata McGraw-Hill

Reference Book (s):

1. **Sales Management: Decisions, Strategies & Cases**, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education
2. **Sales Management: Concepts, Practice, and Cases**, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw-Hill
3. **Selling & Sales Management**, David Jobber & Geoffrey Lancaster, Pearson Education
4. **Sales Management**, Tanner, Honeycutt, Erffmeyer, Pearson Education
5. **Sales Force Management**, Mark W. Johnston & Greg W. Marshall, Tata McGraw-Hill

Online Resources (e-books, notes, ppts, video lectures etc.):

- ☐ [Presidency University Library Link \(Knimbus\)](#)
- ☐ [YouTube Lecture: Sales Forecasting & Planning](#)
- ☐ NPTEL Course on Marketing Management - Sales & Distribution Modules
- ☐ [Emerald Insight: Emerging Trends in Sales](#)

Topics relevant to "SKILL DEVELOPMENT": The objective of the course is to familiarize the learners with the concepts of Sales and Distribution Management and attain Employability through Participative Learning techniques.

Catalogue prepared by	Dr. Abdul Kareem Shaply
Recommended by the Board of Studies on	BoS no 6th BoS held on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3009	Course Title: Brand Management Type of Course: Specialization Elective Course		L-T-P-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	CBS1018 –Introduction to Marketing						
Anti-requisites	None						
Course Description	This course is provides the fundamental concepts of brand management in the digital world which emphasizes the brand equity, new opportunities, and challenges able to connect with consumers. The course emphasizes on importance of brand equity in terms of how to build, measure and manage brands.						
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the key elements of brand management CO2: Explain the process of brand marketing CO3: Use the concepts of brand focus and solve the brand-related problems CO 4:Apply the concepts of brand performance CO5: Apply Brand Management strategies with emerging technologies and sustainability frameworks to enhance long-term brand resonance and social responsibility.						
Course objective	The objective of the course is to familiarize the learners with the concepts of Brand Management and attain Employability through Participative Learning techniques.						
Course Content:							
Module 1	Brand Management	Group discussion	Established brand Vs New brand	11 Session			
Brands Vs Products- Brand Management - Brand Components & Attributes- Significance Of Branding To Consumers & Firms - Selecting Brand Names- Brand Identity – Kapferer Brand Identity Prizm Model - Branding Challenges & Opportunities							
Module 2	Brand Marketing	Class presentation	AI and Branding	10 Session			

Brand Elements – types- criteria- tactics, brand rationality - legal issues; Marketing Programs – new perspectives -direct and indirect channels- private labels; Integrated Marketing Communication- changes- major marketing communications - criteria and challenges- Brand switchers - Branding in Digital era- marketing changes- digital communications- role of e-mail & website, AI; Leverage Secondary brands

Module 3	Brand planning			12 Session
Types of Brands - Strategic Brand Management Process – Brand Attribute Management & Architecture – Brand Portfolio Strategy – Brand Extension and Stretching - Making A Brand Strong-Sources of Brand Equity-The 4 Steps of Strong Brand Building- Aaker’s Brand Equity Model – Customer Based Brand Equity – Brand Leveraging, Brand Loyalty.				

Module 4	Brand performance	Case study analysis	Brand equity	12 Session
Brand Equity- Accountability – dashboards - steps for brand audit; Measuring Brand Equity - Qualitative and Quantitative Methods, Brand Architecture – definition, components; Brand extensions – definitions- types- advantages and disadvantages- Evaluation - Brand success				

Targeted Application & Tools that can be used: Projective techniques and case analysis helps the understand the brand management in digital era

Textbook

1. Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*. Harlow: Pearson.

References

1. Gupte, R., & Limaye, A. (2021). *Brand Wars: Combat Strategies for Indian Brands*. SAGE Publishing India.

PU online library link

- <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JPBM-01-2017-1398/full/html>
- <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09534810310468152/full/html>

Web Based Resources

- W1.** <https://blog.adobe.com/en/topics/cmo-by-adobe>
W2. <https://www.adweek.com/>

- W3. <https://www.marketingprofs.com/>
W4. <https://www.ama.org/>
W5. <https://interbrand.com/thinking/>
W6. <https://www.brandforward.com/>
W7. <https://brandkeys.com/customer-loyalty-engagement-index/>

Swayam & NPTEL Video Lecture Sessions on Brand Management:

1. https://onlinecourses.swayam2.ac.in/imb19_mg04/preview
2. https://onlinecourses.nptel.ac.in/noc22_mg05/preview

Topics relevant to EMPLOYABILITY SKILLS: The objective of the course is to familiarize the learners with the concepts of Brand Management and attain Employability through Participative Learning techniques.

Catalogue prepared by	Dr. Syed Ahmed Wajih
Recommended by the Board of Studies on	BoS no 6th BoS held on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3010	Course Title: Rural Marketing Course Type: Specialization Elective Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course is designed to help gain insights on rural and agricultural marketing in Indian context. The course also provides insights on rural consumption and rural consumer behavior. The course also focuses on developing rural marketing strategies to tap the bottom of the pyramid market.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, structure, characteristics, and socio-economic aspects of rural markets and rural marketing in India. (L2 – Understand) CO2: Examine the nature, scope, objectives, channels, and challenges of agricultural marketing and distinguish agricultural marketing from rural marketing. (L3 – Apply) CO3: Analyze rural consumer behavior and marketing dynamics in FMCG, consumer durables, and rural banking sectors. (L4 – Analyze) CO4: Apply marketing mix strategies, digital rural marketing practices, and agribusiness concepts in evaluating corporate involvement and opportunities in rural markets through case-based analysis. (L3 – Apply)					
Course objective	The objective of the course is to familiarize the learners with the concepts of Rural Marketing and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	Introduction to Rural Marketing					11 Sessions
Definition and Scope of Rural Marketing, Components of Rural Markets, Classification of Rural Markets, Rural vs. Urban Markets. Population, Occupation Pattern, Income Generation, Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution, Land Use Pattern, Irrigation, Rural Development Programs, Infrastructure Facilities, Rural Credit Institutions, Rural Retail Outlets.						

Module 2	Agricultural Marketing			10 Sessions
Nature and Scope, Objectives of Agriculture Marketing, classification of agricultural products and markets- Agricultural marketing Vs rural marketing-Challenges in Agricultural Marketing, Channels of Distribution for agricultural products – Co-operative societies.				
Module 3	Rural Consumer Behavior			12 Sessions
Indian FMCG industry, characteristics of Indian FMCG sector, Challenges in the FMCG industry, Rural Marketing of FMCG's, Issues related to consumer durables in the rural market, Rural Marketing of Consumer durables, Marketing objectives and approaches, Evolution of rural banking after independence, Challenges in marketing for banking services in rural, opportunities for banking in rural areas, marketing strategies for banking services – Case study.				
Module 4	Marketing Mix in Rural Environment			12 Sessions
Reasons for increased interest of corporate sector in agribusiness, opportunities, in the agri-business, benefits of corporate driven agri-business system involvement of corporate sector in agri-business. Digitalizing the Indian rural markets-e-rural marketing – Case study				
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Case study analysis Course project on demand for FMCG products in Rural Market				
Reference Text book Kashyap, P. (2016). <i>Rural Marketing</i> . 3rd Ed. Pearson Education. Pralhad, C .K (2004). <i>The Fortune at the Bottom of the Pyramid</i> . 5th Ed. Pearson Education. Badi, R.V. & Badi, N.V. (2010). <i>Rural Marketing</i> ; Himalaya Publishing House.				
Reference Krishnamacharyulu C.G & Ramakrishna L. (2012). <i>Rural Marketing</i> . 2nd Ed. Pearson Education. Dogra, B. & Ghuman, K. (2008). <i>Rural Marketing</i> . McGraw Hill . C. Guo and H. Wang, "A Study on the Application of Virtual Reality in the Marketing of Rural Cultural Tourism in Hubei Province," <i>2021 International Conference on Culture-oriented Science & Technology (ICCST)</i> , Beijing, China, 2021, pp. 562-566, doi: 10.1109/ICCST53801.2021.00122. Ray, S. (2019), "Challenges and changes in Indian rural credit market: a review", <i>Agricultural Finance Review</i> , Vol. 79 No. 3, pp. 338-352. https://doi.org/10.1108/AFR-07-2018-0054 PU library link https://ieeexplore.ieee.org/document/9637614				

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/AFR-07-2018-0054/full/html E resources: https://martglobal.net/ http://www.oppapers.com/.../rural-marketing-review-of-literature-page https://www.financialexpress.com/archive/The...of-rural-marketing/407101/	
Topics relevant to EMPLOYAILITY	
Catalogue prepared by	Dr. Syed Ahmed Wajih
Recommended by the Board of Studies on	BoS no 6th BoS held on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3011	Course Title: Green Marketing Type of Course: Specialization Elective Course	L- T- P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	The course provides an understanding of the importance of Green Marketing on consumer satisfaction and environmental safety. Green revolution, going green, environment protection, and sustainable development have become the buzz words today. Consumers are gradually becoming conscious buying eco-friendly products. This course aims at understanding the concept of Green Products and Marketing. It revisits the factors that affect consumers' purchase decision in general.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the concepts of Green Marketing CO2: Articulate segmentation in Green Marketing CO3: Analyse the policies of Green Marketing CO4: Identify the aspects of environmental consciousness and willingness among the organization to practice green marketing CO5: Analyze the circularity of supply chains and design strategic interventions for sustainable product life-cycle management					
Course objective	The objective of the course is to familiarize the learners with the concepts of Green Marketing and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Fundamentals of Green Marketing	Self-Learning	Introduction to Green Marketing	quiz	12 Session	

Fundamentals of Green Marketing: - Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing – Importance of Green Marketing - Benefits of Green marketing, Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing. "People, Planet & Profit" or the "3 Ps," to measure the business success. Triple bottom line.

Green marketing planning, Incorporating green perspective into the mission statement, Integrating green mission into objectives, strategy and marketing tactics

Creating value with Green Marketing innovations, marketing sustainable product lines, delivering value in retailing and distribution, diagnosing the elements of sustainable supply cycles.

Module 2	Segmentation of Green Marketing	Projective Technique & Case analysis	Green marketing segmentation	Quiz	8 Session
Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing. Discovering value through market segmentation, target marketing and positioning. Internal constraints in Green Marketing pricing, Legal constraints, competitive actions. Development of an integrated Green Marketing Framework -					
Module 3	Environmental Consciousness:	Case Analysis	Green marketing in digital era	Assignments	10 Session
Introduction to Environment Consciousness, Types of Environmental Consciousness - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.					
Module 4	Environmental Technological & Legal Aspects	Discussion & Presentation	Eco-branding, Eco labelling, sustainable packaging. IKEA renewable material sources cases	Case studies	15 Session
Manufacturing industry: Energy consumption and GHG emissions, Long-term changes in sustainable "Production and Consumption", Sustainable Patterns of Materials, Sustainable Energy and Climate Technologies, Green Technologies for Energy Intensive, Selected Emerging Green Technologies: Carbon capture and Storage (CCS) and Renewable, Impacts of emerging green technologies for the manufacturing Sector on Innovation, Green technologies as Drivers of Innovation, Innovation dynamics for Green Technologies are Relevant in Manufacturing. Products that have eco-friendly packaging, Products that are not tested on animals, Products made from chemicals that have been approved, Products					

that are reusable and bio-degradable, Carbon emission trading/carbon credit, Emission Laws (Consumer Protection Act, 2019 ,ASCI Guidelines, BIS Standards, National Green Tribunal (NGT),2010), Waste Water Management Laws.

Targeted Application & Tools that can be used :- The students can go through the various case studies of ;Green Firms – HCL's, IBM's Green Solutions, IndusInd Bank's Solar Powered ATMs, Reva's Electric Car.

Textbook

2. **Green Marketing Management by Robert Dahlstrom**, Cengage Learning India. Latest Edition.
3. **Green Marketing - Concepts, Literatures and Examples**. M.Meera. Evincepub Publishing. Latest Edition.

References

1. Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017. Latest Edition.
2. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993. Latest Edition. v The New Rules of Green Marketing, Jacquelyn A. Ottman,Berrett-Koehler Publishers, 2011. Latest Edition.

PU online library link

<https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=citedby&eid=2-s2.0-85169150590&noHighlight=false>
<https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=citedby&eid=2-s2.0-85201916399&noHighlight=false>

Web Based Resources

- W1.** <https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=recordpage&zone=relatedDocuments&eid=2-s2.0-85028329319&noHighlight=false>
W2. <https://www.adweek.com/>
W3. <https://www-scopus-com-presiuniv.knimbus.com/record/display.uri?origin=recordpage&zone=relatedDocuments&eid=2-s2.0-85124753967&noHighlight=false>
W4. <https://www.ama.org/>

W5 <https://www.sciencedirect.com/science/article/pii/S0959652625001556> **W6.**

<https://www.sciencedirect.com/science/article/pii/S0959652624040022> **W7.**

<https://www.sciencedirect.com/science/article/pii/S2405844025006139>

Swayam & NPTEL Video Lecture Sessions on Green Marketing

3. https://onlinecourses.swayam2.ac.in/imb19_mq04/preview
4. https://onlinecourses.nptel.ac.in/noc22_mq05/preview

Topics relevant to EMPLOYABILITY: Significance of Branding for **Employability** through **Participative Learning Techniques**. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Syed Abid Hussain
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Course Code: MKT3012	Course Title: Marketing Strategy Type of Course: Specialization Elective Course	L- T-P- C	3	0	0	3
Course Pre-requisites	CBS 1018 – Introduction to Marketing					
Anti-requisites	None					
Course Description	This course focuses on formulating, evaluating, and implementing effective marketing strategies that align with overall business goals. The course allows analyse competitive environments, segment markets, and position products for maximum value. Emphasis is placed on real-world case studies, strategic decision-making, and the role of digital disruption in modern marketing.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Explain the concepts, processes, and importance of marketing strategy in achieving organizational goals. CO2: Apply strategic marketing tools and frameworks for business and market environment analysis. CO3: Apply segmentation, targeting, and positioning (STP) strategies in competitive markets. CO4: Analyze growth, innovation, digital, and global marketing strategies for sustainable business performance.					
Course Objective	The objective of the course is to familiarize the learners with the marketing strategies and attain Employability through Participative Learning techniques.					
Course Content:						
Module 1	Introduction to Marketing Strategy	CO1	Case Study	10 Session		
Concept and scope of marketing strategy; Strategic marketing planning process; Marketing environment and competitive advantage; Value creation and customer value proposition; Strategic role of marketing in business organizations; Marketing mix strategies (4Ps and 7Ps); Strategic decision-making in marketing.						

Module 2	Market Analysis & Strategic Tools	CO2	Presentation	12 Sessions
External environmental analysis – PESTEL framework and Porter’s Five Forces model; Internal analysis – SWOT analysis and value chain analysis; Customer and competitor analysis; Portfolio analysis tools – BCG Matrix and GE Matrix; Market attractiveness and competitive positioning; Strategic group mapping and market life-cycle analysis.				
Module 3	Strategic Segmentation, Targeting & Positioning (STP)	CO3	Group Activity	12 Sessions
Market segmentation bases and strategies; Target market selection approaches; Differentiated, undifferentiated, and niche marketing strategies; Positioning and repositioning strategies; Perceptual mapping and competitive positioning; Brand positioning strategies; STP strategies in emerging and global markets.				
Module 4	Growth, Innovation & Global Marketing Strategy	CO4	Case Study	11 Sessions
Growth strategies using Ansoff Matrix; Diversification and market expansion strategies; Blue Ocean Strategy and disruptive innovation; Digital marketing strategies and strategic applications; Global market entry and expansion strategies; Standardization versus adaptation strategies; Strategic control, performance evaluation, KPIs, and marketing dashboards.				
Targeted Application & Tools that can be used: Applications: 1. BCG / GE Matrix tools – business portfolio analysis 2. SWOT & PESTEL Frameworks – environment scanning 3. Simulation Platforms – strategic decision-making (e.g., Cesim, StratX) 4. Canva / PowerPoint – for strategic brand positioning 5. Google Trends / SEMrush – for digital strategy insights				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Article Review/ PPT Presentation				
Text Book: • Walker, Mullins, Boyd & Larrech� – <i>Marketing Strategy: A Decision-Focused Approach</i>, McGraw-Hill				
References: • Philip Kotler – <i>Marketing Management</i> • David Aaker – <i>Strategic Market Management</i> • Michael Porter – <i>Competitive Strategy</i> • Jean-No�l Kapferer – <i>Strategic Brand Management</i> E-Resources:				

• Harvard Business Review (Marketing Strategy Cases) • McKinsey Insights (Marketing & Sales) • NPTEL Course: Strategic Marketing • Coursera/edX modules on Competitive Strategy	
Topics relevant to Financial Analytics: • Strategic decision-making • Analytical and market research skills • Business model innovation • Digital and global marketing planning • Competitive benchmarking and strategic thinking	
Catalogue prepared by	Dr. Syed Ahmed Wajih
Recommended by the Board of Studies on	6th BOS held on 5th June2025
Date of Approval by the Academic Council	25th July 2025

Specialization
Track: Human Resource Management

Course Code: HRM3013	Course Title: Industrial Relations and Labor Laws Type of Course: Specialisation Course	L-T - P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	The course will enable understanding the provisions and practices of Industrial relations in line with significance of industrial relations from an organization perspective. Course will give an overview of various industrial relations laws, importance of adherence to these laws and benefits of practicing the same for better industrial relations.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Explain the importance of Industrial Relations in maintaining harmonious employer–employee relationships. CO2: Describe the key provisions of the Payment of Wages and Bonus legislations. CO3: Explain the key provisions and benefits of the Social Security legislations. CO4: Classify the various methods of settlement of Industrial Disputes. CO5: Explain the provisions and procedures for grievance handling in organizations.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Industrial Relations Laws and attain Employability through Participative learning techniques.					
Course Content:						
Module 1	Industrial Relation	Case study analysis	Case study on role of parties in Industrial relation			10 sessions

Topics : Meaning, Objectives, Characteristics of a good Industrial Relations System/Principles of a good IR/Essentials of good IR, Scope, Significance/Need and Importance of IR, Major Stakeholders of IR, Issues and Challenges of industrial relations in India, key terms in Industrial Relations					
Module 2	Wage code	Group discussion	Group discussion on fixed pay and variable pay		10 Sessions
Topics: Minimum Wages Act, 1948, Payment of Wages Act, 1936, Payment of Bonus Act, 1965, Methods of wage calculation, recent trends in wage system					
Module 3	Code on social security	Group discussion	Relevance of social security scheme		12 Sessions
Topics: Employees' Provident Funds and Miscellaneous Provisions Act, 1952, Employees' State Insurance Act, 1948, Maternity benefit act, Paternity benefit act, Payment of gratuity, provisions for gig workers, latest trends in social security code					
Module 4	Industrial relation code	Case study	Case study on industrial disputes		13 Sessions
Topics: Trade Unions Act, 1926, Industrial Disputes Act 1947- Meaning of Industrial Dispute, Causes, Forms/Types, Consequences/Effects, Methods of Settling Industrial Disputes (Arbitration, Joint Consultations, Works Committee, Conciliation, Adjudication etc), Concepts Related to Industrial Disputes (Relevant Examples): Strike, Layoff, Lockout, Retrenchment, Meaning of Grievances, Causes of Grievances, Guidelines for Grievance Handling, Grievance Redressal Procedure in India, Trends in industrial code.					
Targeted Application: HR manual Tools that can be used: MS office					
Text Book 1. T1 Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007. 2. T2 C.S. Venkata Ratnam, Globalization and Labour Management Relations, Response Books, 2007. 3. T3. S C Srivastava, Industrial Relations and Labour laws, Vikas Publishing, 8 th ed., 2022 4. Website: - https://labour.gov.in/industrial-relations					
References 1. R1 Industrial Relation and Labour Laws A M Sharma Himalaya Publishing House 2. R2 Personnel management & industrial relation – P.C. Tripathi. 3. R3 Dynamics of personal management – C.B. Memoria Presidency University link https://www.researchgate.net/publication/318673488 INDUSTRIAL RELATIONS https://www.researchgate.net/publication/242024662 Industrial Relations Theory and Research https://www.researchgate.net/publication/329130586 A Study on Industrial Disputes and its Effects Exceptional Reference to Indian Industries					

https://www.researchgate.net/publication/361822294 Research Paper on Law of Industrial dispute https://www.researchgate.net/publication/333186369 Industrial Disputes in India - An Analysis Online Resources https://onlinecourses.nptel.ac.in/noc22_lw05/preview https://onlinecourses.nptel.ac.in/noc22_mg52/preview	
Topics relevant to EMPLOYABILITY SKILLS : Self Profiling and domain based survey for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Hemanth kumar V Professor – SOC
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3014	Course Title: Training and Development Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	The course helps gain thorough knowledge about training and development, application of training development in the organization. Course will enable develop a conceptual framework of designing and implementing training program.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Training and Development attain Employability skills through Participative Learning techniques .					
Course outcome	On successful completion of the course, the student shall be able to: CO1: Describe the basic concepts of training program CO2: Apply need assessment practices for organizing training program CO3: Describe the process of learning in training program CO4: Apply methods and techniques for enhancing the development of employee’s skills CO5 : Use tools and techniques for evaluation of training effectiveness					
Course Content:						
Module 1	Introduction of Training	Assignment	Case Study		10 Sessions	
Meaning of Training and Development, Basic Concepts of Training in an Organization, Role, Responsibilities & Challenges of Trainers and Training Managers.						
Module 2	Significance and Need for Training	Assignment	Video Presentation		11 Sessions	

Training Functions: Organization & Management of Training programs, Systematic Approach to Training, Training Process, Training Need Assessment - Components of Training Need Assessment (Organizational, Task / Job Needs and Person Analysis), Classification of Training Needs - Democratic Needs, Diagnostic Needs, Compliance Needs, Analytical Needs, Action Research.				
Module 3	Process of Learning in Training	Presentation	Article Review	12Sessions
Process of Learning in Training: Instructional Objectives & Lesson Planning - 5E Instructional Model, Learning Process. Learning Objectives (SMART) Training Climate & Pedagogy.				
Module 4	Training Methods and Evaluation techniques	Presentation	Reference Links	12 Sessions
Training Methods: Developing Training Modules - Steps, Training Methods & Techniques - On-the-job & Off-the-job Training Methods, Facilities Planning (Space & Design), Training Aids & Training Communication. ROI Philips model of training evaluation to assess the employees development skills.				
Principles, Criteria, Techniques, Tools, Levels & Models for Training Evaluation. Training & Development in India, ROI of Training.				
Targeted Application & Tools that can be used: MS office for class presentation Knowledge Application –Individual level, Group level & Organization Level				
Project work/Assignment:				
Understanding personality through personality assessment tools Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)				
Text Book Bhattacharyya, D. K. (2015). <i>Training and development: Theories and applications</i> . Sage Publications India. Rao, P. L. (2008). <i>Training and development: Practices</i> (2nd ed.). Excel Books.				
References Noe, R. A. (2020). <i>Employee training and development</i> (8th ed.). McGraw-Hill Education. Goldstein, I. L., & Ford, J. K. (2002). <i>Training in organizations: Needs assessment, development, and evaluation</i> (4th ed.). Wadsworth. Blanchard, P. N., & Thacker, J. W. (2012). <i>Effective training: Systems, strategies, and practices</i> (4th ed.). Pearson. Saks, A. M., & Haccoun, R. R. (2016). <i>Managing performance through training and development</i> (7th ed.). Nelson Education.				
Articles Adamson, P. and Caple, J. (1996), "The training and development audit evolves: is your training and development budget wasted?", <i>Journal of European Industrial Training</i> , Vol. 20 No. 5, pp. 3-12. https://doi.org/10.1108/03090599610119674				

PU Library link https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610119674/full/html Online Resources https://onlinecourses.nptel.ac.in/noc22_hs63/preview	
Topics relevant to EMPLOYABILITY : XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. D.Vijayasree
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3005	Course Title: Organizational Change and Development Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	This course introduces the student to the discipline of Organizational Development (OD); it provides an overview of how an Organizational Development specialist plans and implements interventions to create interpersonal, group, intergroup, or organization-wide change. This course presents theoretical and historical foundations of the field and explains the practical interventions involved in an OD process; in addition, values, ethics and the role of the Organizational Development professional/change agent will be studied.					
Course Out Comes	On successful completion of the course, the student shall be able to: CO1: Explain the concepts, nature, types, and models of organizational change, along with the role of organizational vision and strategic planning in managing change. CO2: Explain the causes of resistance to change and the strategies for overcoming resistance through effective change management practices. CO3: Describe the concepts, evolution, process, and interventions of Organization Development (OD) in enhancing organizational effectiveness. CO4: Explain the process of Organization Development, including entering into an OD relationship, contracting, selecting, sequencing, and implementing OD interventions. CO5: Analyze organizational, group, and individual-level diagnostic information to design, evaluate, and institutionalize appropriate Organization Development interventions.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Organization Change and Development and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	Organization change					10 Sessions
Organizational change- Introduction, nature of change, Internal & External changes, types of change, Models of change- Lewis's Force field, Systems Model, Action research model, organizational vision and strategic planning.						
Module 2	Resistance to change					12 Sessions

Topics: Resistance to change - reasons for the resistance, overcoming resistance for the change, systematic approach to making change- factors for effective change, skills of leaders in change management, designing the change.				
Module 3	Organization development			12 Sessions
Organization Development -Introduction, history, evolution of OD, OD interventions: Definition, actors to be considered, choosing and sequencing, intervention activities, classification of OD interventions, results of OD, typology of interventions based on target groups. Process of Organization Development: Entering into OD relationship, developing a contract.				
Module 4	Diagnosing Organizations			11 Sessions
Diagnosing Organizations- Need for diagnostic models, organization, group, individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, designing interventions, overview of interventions, evaluating and Institutionalizing OD Interventions				
Targeted Application: developing training program for organization development Tools that can be used: MS office, MS excel				
Project work/Assignment: Organization change questionnaire data collection and analyzation. Refer E resources for completion of assignment Experiential learning :				
Text Book Dr. Mrs. Anjali Ghanekar, Essentials of Organisation Development, Everest Publishing House				
References Harvey, D.F. and Brown, D.R., An Experimental Approach to Organization Development, PrenticeHall, Englewood Cliffs,N.J.,1990 Cummings, T. G. & Worley, C. G. (2009).Organization Development and Change (9th edition). Canada: South-Western Cengage Learning Zaplin, J. (2004), "Learning to Change: A Guide for Organization Change Agents", <i>Journal of Managerial Psychology</i> , Vol. 19 No. 4, pp. 455-459. https://doi.org/10.1108/02683940410537981 Bergenhengouwen, G.J. (1996), "Competence development - a challenge for HRM professionals: core competences of organizations as guidelines for the development of employees", <i>Journal of European Industrial Training</i> , Vol. 20 No. 9, pp. 29-35. https://doi.org/10.1108/03090599610150282 PU E- Resources Link: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02683940410537981/full/html https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090599610150282/full/html				
Topics relevant to EMPLOYABILITY : XXXXXX for Employability through Participative Learning Techniques . This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Hemanth Kumar			

Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3016	Course Title: Performance and Compensation Management Type of Course: Specialization Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	NIL					
Course Description	This course introduces students to the basic concepts of performance and compensation management. It helps them understand how employee performance is planned, monitored, and improved, and how fair and motivating compensation systems are designed and implemented.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Performance and Compensation Management and attain Employability through Participative Learning techniques.					
Course Outcomes	On successful completion of the course, students shall be able to: CO1: Explain the concepts, objectives, and components of performance management. <i>(Understand)</i> CO2: Explain the various performance appraisal methods and performance counselling techniques. <i>(Understand)</i> CO3: Explain the concepts of compensation management, wage theories, and strategic compensation planning. <i>(Understand)</i> CO4: Prepare compensation structures, incentive schemes, and employee benefit plans to support organizational objectives. <i>(Apply)</i> CO5: Determine the effectiveness of performance management and compensation systems in achieving organizational goals. <i>(Apply)</i>					
Course Content:						
Module 1	Fundamentals of Performance Management	Assignment/ Quiz	Participative learning	10 Sessions		

Topics: Introduction to Performance Management, Objectives, Principles, and Challenges, Performance Appraisal vs Performance Management, Components of an Effective Performance Management System. Role of Technology in Performance Management (HR Analytics, PMS Software). Goal Setting Techniques (OKRs and KPIs)				
Module 2	Performance Appraisal and Counselling	Group presentation	Participative learning	11 Sessions
Topics: Performance Appraisal Methods: Rating Scales, 360-degree, MBO, Common Rating Errors and Bias, Performance Monitoring: Process and Benefits, Performance Counselling Techniques and Feedback				
Module 3	Foundations of Compensation Management	Group Discussion	Participative learning	11 Sessions
Topics: Meaning, Nature, and Types of Compensation, Theories of Wages and Wage Fixation, Key Concepts in Compensation Management, Legal Aspects and Perceptions of Pay Fairness, Strategic Compensation Planning, Compensation Approaches: Base Pay, Individual vs. Team Rewards, Pay Equity and Gender Pay Gap Issues, Cost-to-Company (CTC) Structure and Components				
Module 4	Designing Compensation Structures and Benefits	Case study analysis	Participative learning	13 Sessions
Topics: Basics of pay structure: salary matrix, pay grades, and rate ranges, Salary benchmarking and pay fixation techniques, Introduction to incentive plans: individual bonuses, team-based pay, and ESOPs, Overview of employee benefits, including health, leave, and retirement benefits, Basic overview of compensation practices around the world.				
Targeted Application & Tools that can be used: Targeted Application: 1. Conducting peer and self-assessments for performance reviews. 2. Analysing case studies on incentive and benefits management. 3. Preparing basic salary structures and benefit summaries.				

Tools that can be used:

MS Word, PowerPoint, Google Forms, Google Slides, Canva, SurveyMonkey, BambooHR

Project Work/ Assignment:

1. Article review: An article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.

2. Presentation: There will be a group presentation, where the students will be given a topic based on performance or compensation management.

3. Case Study: - At the end of the course students will be given a 'real-world' case study analysis related to performance evaluation or compensation planning.

Text Book(s):

4. B.D. Singh, *Performance Management System: A Holistic Approach*, Excel Books
5. George T. Milkovich & Jerry M. Newman, *Compensation*, McGraw Hill Education

Reference Book (s):

6. T.V. Rao et al., *Performance Appraisal and 360 Degree Feedback*, Excel Books
7. Richard I. Henderson, *Compensation Management in a Knowledge-Based World*, Pearson
8. Herman Aguinis, *Performance Management*, Pearson Education

Online Resources (e-books, notes, ppts, video lectures etc.):

9. <https://presidencyuniversity.linways.com>
10. Video Lecture on PERFORMANCE APPRAISAL IN AN AGILE ENVIRONMENT <https://www.youtube.com/watch?v=HbuOdOSB2ZM>
11. NPTEL course on Performance And Reward Management https://onlinecourses.nptel.ac.in/noc22_mg102/preview
12. <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01409170510785048/full/html>
13. <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb039174/full/html>

Topics relevant to “SKILL DEVELOPMENT”: The objective of the course is to familiarize the learners with the concepts of Performance and Compensation Management and attain Employability through Participative Learning techniques.	
Catalogue prepared by	
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: HRM3017	Course Title: Knowledge Management Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. The goal is to enable students to learn about this practice in the context of managing the design, development and operation of information technologies that can facilitate Knowledge Management for Industry 4.0 and in near future Industry 5.0. revolution.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Describe the importance of types of knowledge and features of knowledge transfer. CO2: Apply knowledge management mechanisms and map the knowledge management matrix. CO3: Determine the role of Knowledge Management at various levels in the organization CO4: Discuss the knowledge management concepts through knowledge audit and knowledge analysis. CO5 : Summarize the integration of technology in Knowledge Management					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Knowledge Management and attain Employability through Participative Learning techniques.					
Course Content						

Module 1	Introduction to Knowledge Management	E-Resource	Quiz	10 Sessions
Topics: Introduction to KM, History of KM, Importance of KM, Knowledge Activities and Knowledge transfer, Barriers and features of Knowledge transfer, Dimensions of Knowledge Management				
Module 2	Knowledge Management in Business	E-Resource	Role play	10 Sessions
Topics: Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix				
Module 3	Application of Knowledge Management System	Case study	Group Discussion	12 Sessions
Topics: Knowledge management system, Components of Knowledge management system, Application of KMS in Organization. Tools and techniques, Advantages of KMS and it's impact on productivity. Knowledge Application – Individual level, Group level & Organization Level.				
Module 4	Strategic Knowledge Management and	Case analysis	Presentation	13 Sessions
Topics: KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card., Knowledge Acquisition & Application tools. KM Team–Roles & Responsibilities, , Ethics in KM, Best practices in actualizing Knowledge Management, Monetary and non-monetary incentives. Role of leaders and Roger's theory of diffusion of innovations and it's applications. Role of technology advancement in practising knowledge Management				
Text Book: 14. Probst, G.; Raub, S.; Romhardt, K. (2000): Managing Knowledge. Building Blocks for Success. Chichester u.a.: Wiley. 15. Krogh, G.v.; Ichijo, K.; Nonaka, I. (2000): Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge an Release the Power of Innovation. Oxford: Oxford University Press. 16. Davenport, T.; Probst, G. (2002): Knowledge Management Case Book: Siemens Best Practice's. 2nd Ed. Munich: Publicist				

17. Ian Watson (2003) Applying Knowledge Management: Techniques for Building Corporate Memories (The Morgan Kaufmann Series in Artificial Intelligence) 1st Edition, Kindle Edition.

References:

18. Kimiz Dalkir (2011), Knowledge Management in Theory and Practice - 2nd edition by The MIT Press.
19. Hislop, D., Bosua, R., & Helms, R. (2018). Knowledge management in organizations: A critical introduction. (4th edition) Oxford: Oxford University Press.

PU E-Resources::

https://presiuniv.knimbus.com/user#/searchresult?searchId=knowledge%20management&curPage=0&layout=list&sortFieldId=none&toresult=false&content=*knowledge%20management*

Swayam & NPTEL Video Lecture Sessions on Knowledge Management:

<https://nptel.ac.in/courses/110/105/110105076/>

https://www.tutorialspoint.com/knowledge_management/knowledge_management_tutorial.pdf

Web Based Resources:

1. <https://hbr.org/2007/07/the-knowledge-creating-company>
2. <https://elearningindustry.com/knowledge-management-processes-techniques-tools>

Topics relevant to EMPLOYABILITY SKILLS : Best practices in actualizing knowledge Management for **Employability Skills through Participative Learning Techniques.** This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Prof. Saswati Roy Chel
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3018	Course Title: Personal Growth and Interpersonal Effectiveness Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	The course is conceptual in nature and will help the students to have a detailed understanding about personality, concepts of personality and influence of personality on individual performance. Students will have a hands-on understanding about usage of personality assessment tools and its applicability at workplace.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Describe the concept of personal growth CO2: Use personality assessment tools in assessing Interpersonal Trust among Employees CO3: Apply theories of personality in employee counseling and training program CO4 : Explain the significance of personal change in individual development CO5 : Determine the role of transaction analysis in effective workplace communication. CO6 : Summarize type of Experiential Learning Methodologies					
Course objective	The objective of the course is to familiarize the learners with the concepts of Personal Growth and Interpersonal Effectiveness and attain Employability through Participative Learning techniques .					
Course Content:						
Module 1	Personal growth					8 Sessions
Meaning, nature and scope of personal growth. Self-awareness and self-esteem, life roles, social roles and organizational roles, role clarity and role boundaries. Ego states- Id, ego and super ego and defence mechanisms; developing a self-improvement plan.						
Module 2	Interpersonal Trust					9 Sessions
Interpersonal Trust: Discovering facets of interpersonal trust through Johari Window (Openness, confidentiality, blind spot and unknown part of personality); Self disclosure, seeking feedback, self-reflection and practicing new behaviours.						

Module 3	Understanding Human Personality			9 Sessions
Personality – Meaning & Determinants; Personality theories, Type A and B Personalities, Carl Jung's theory of personality Types and Myers Briggs Type Indicator test (MBTI) PF 16, Trait theories- Guilford Peogut, Emotional intelligence – Meaning, Dimensions, and Emotionally intelligent Organizations.				
Module 4	Attitudes, beliefs, Values and their impact on behavior			8 Sessions
Personal change- meaning, nature and requisites. Locus of control. Habit Formation - Habits of personal effectiveness. Seven habits of highly effective people.				
Module 5	Interpersonal relations and personal growth	Personality assessment tool	FIRO-B	11 Sessions
Interpersonal relations and personal growth: Interpersonal needs for openness, inclusion and control. Discovering the interpersonal orientation through FIRO-B. Conflict resolution and negotiation, Time management and honoring the commitments				
Transactional Analysis: Ego states, types of transactions and time structuring. Life position, scripts and games; strokes and stamps. Experiential learning methodologies: T-group sensitivity training, encounter groups and appreciative enquiry.				
Project work/Assignment: Course project on any three personality assessment tools				
Experiential learning: Understanding personality through personality assessment tools Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)				
Text Book Organizational Behaviour: Human Behavior at work – John W. Newstrom and Keith Davis, 11/e, Tata McGraw Hill, 2003.				
References Human Relations in organizations - Robert N. Lussier, 6/e, Mc-Graw Hill Education. Development of Management Skills - Whetten& Cameron, 7/e, PHI. Competency Mapping Assessment and Growth - Naik G.P, IIHRM, 2010.				
Articles L. S. Baird, "Self and Superior Ratings of Performance: As Related to Self-Esteem and Satisfaction with Supervision," in <i>IEEE Engineering Management Review</i> , vol. 8, no. 4, pp. 59-68, Dec. 1980, doi: 10.1109/EMR.1980.4306853. <u>Shenton, A.K. (2007), "Viewing information needs through a Johari Window", <i>Reference Services Review</i>, Vol. 35 No. 3, pp. 487-496. https://doi.org/10.1108/00907320710774337</u>				

PU Library link https://ieeexplore-ieee-org-presiuniv.knimbus.com/document/4306853 https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/00907320710774337/full/html Online Resources	
Topics relevant to EMPLOYABILITY : XXXXXX for Employability through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr Hemanth Kumar
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3019	Course Title: Social Media and HRM Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	This course provides an understanding of various sub-functionalities of Human Resource Management and the execution of these functionalities through social media platforms. It is conceptual in nature and offers an overview of different social media platforms and their effectiveness in practicing HRM functions. The course helps students understand the role of social networking websites in performing HR activities.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of social media and HRM and attain Employability through Participative Learning techniques.					
Course Outcomes	On successful completion of the course, the student shall be able to: CO1: Describe the applicability of social media in performing HR functionalities. CO2: Explain the practice of recruitment and employer branding through social media platform. CO3: Use Social media for Internal and External Branding of Employer CO4: Discuss the integration of social media in employee training development and engagement. CO5: Apply social media tools in manpower planning and performance appraisal practices.					
Course Content:						
Module 1	Introduction to Social Media and HRM	Assignment	Participative Learning	10 Sessions		
Topics: Social Media and Human Resource Management, Meaning, Terms in social media, SNW for HR Functions, Benefits & Challenges of using SNW for HR Functions.						
Module 2	Social media in Recruitment and Employer Branding	Group Presentation	Participative Learning	15 Sessions		

Topics: Recruitment, Types of recruitment, Sources and methods, Use of social media for recruitment function, Company recruitment practices through social media. Employer branding, digital employer branding, Internal and external digital branding, communicating employee value proposition through social media				
Module 3	Training and Development through Social Media Platforms	Group Discussion	Participative Learning	10 Sessions
Topics: Training, Instructional approaches, Methods, Training and SNW, CBT and SNW- - Using SNWs for knowledge sharing and collaborative learning				
Module 4	Social media in HR Planning & Performance	Case Study	Participative Learning	10 Sessions
Topics: HRP, HRP relevance, HRP methods, talent management, HRP through SNW. performance appraisal, types, errors, PAS and SNW, challenges in using SNW for PAS.				
Targeted Application & Tools that can be used: Targeted Application: Developing content for HR function for social media. Using social media for employee engagement and strategic HR decision-making. Tools that can be used: MS office, MS excel, social media platforms, Canva and Adobe Express.				
Project Work/ Assignment:				
1. Content Development: Developing content for HR function for social media 2. Presentation: Presentation on ad campaign for recruitment activity. 3. Case Study				
Text Book(s): 1. V.S.P. Rao, <i>Human Resource Management</i> , Taxmann Publications Pvt. Ltd. 2. Susan L. Verhulst, <i>Human Resource Management</i> , Wiley India Pvt Ltd. 3. Raman Preet, <i>Future of Human Resource Management: Case Studies with Strategic Approach</i> , Wiley India Pvt. Ltd.				
Reference Book (s): 1. Dr. A. Narasimha Venkatesh, Anam Aslam, Dr. B.S. Mishra, V. Dhanraj, <i>Human Resource Management: A Toolkit for Business</i> , Wiley India Pvt. Ltd.; 1st edition (2023); ISBN: 978-9355153753 2. Gary Dessler, <i>Human Resource Management</i> , Pearson Education; Fifteenth edition (26 December 2017); ISBN: 978-9352862658 Online Resources (e-books, notes, ppts, video lectures etc.): 1. https://presidencyuniversity.linways.com 2. Video Lecture on Social media in HR- https://www.youtube.com/watch?v=RzpUvTMgJ5U&t=354s 3. Video Course: "Social Media Recruitment for Human Resource Professionals" – Udemy; https://www.udemy.com/course/social-media-recruitment-an-advanced-workshop/				

4.	presiuniv.knimbus.com/openFullText.html?DP=https://www.sciencedirect.com/science/article/pii/S014829632200947X?dgcid=api_sd_search-api-endpoint
5.	presiuniv.knimbus.com/openFullText.html?DP=https://www.emerald.com/insight/content/doi/10.1108/S0742-730120160000034011/full/html
Topics relevant to "SKILL DEVELOPMENT": The objective of the course is to familiarize the learners with the concepts of social media and HRM and attain Employability through Participative Learning techniques.	
Catalogue prepared by	Dr Ziliya K P
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: HRM3020	Course Title: Leadership and Team Management Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	This course focuses on the fundamentals of effective leadership and team management in modern organizations. Students explore leadership theories, assess their own leadership styles, and participate in activities to build skills in communication, collaboration, and team building.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of social media and HRM and attain Employability through Participative Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to : CO1: Explain key leadership theories, styles, and traits CO2: Describe the principles of self-leadership and the role of emotional intelligence in leadership. CO 3: Explain the Rationale and Behavioural aspects of Decision making in Leadership CO4: Discuss the stages of team development, roles, and team dynamics. CO5: Apply team management techniques and demonstrate conflict resolution strategies in business contexts.					
Course Content:						
Module 1	Introduction to leadership	Assignment/ Quiz	Participative learning	11 Sessions		
TOPICS : Meaning and importance of leadership in business, Roles, functions and characteristics of a leader. Competencies and Skills of Leaders. Leadership vs Management, Leadership theories: Trait, Behavioural, Contingency, Situational, Leadership styles: Autocratic, Democratic, Transformational, Laissez-faire, Real-life case examples of business leaders						
Module 2	Self-Leadership and decision making	Group presentation	Participative learning	11 Sessions		

Self-awareness and self-leadership, Motivation, Decision-making and ethics in leadership, building leadership presence and trust. Decision Making: Meaning, Definition and Nature; Types of decisions; Decision Making Process; Rational Perspectives and Behavioral Aspects of decision making.				
Module 3	Team Formation and Group Behaviour	Group Discussion	Participative learning	10 Sessions
Teams- Meaning, Types; Team Structure, Stages of Team Development; Writing a Team Charter; Roles and Responsibilities on a Team; Leading Teams; Gain Consensus, Team Facilitation. Tuckman's Model: Forming, Storming, Norming, Performing, Adjourning, Team roles and responsibilities (Belbin's Team Roles) Team culture, norms, and diversity, Common team challenges and solutions				
Module 4	Team Leadership and Conflict Management	Case study analysis	Participative learning	13 Sessions
Leading a team: setting goals, delegation, motivation, Effective team communication and collaboration tools, Conflict resolution: Thomas-Kilmann model Managing underperformance in teams, Application of leadership skills in team-based business problems				
Targeted Application & Tools that can be used: 1. Creating personal leadership and emotional intelligence profiles 2. Managing team roles and collaboration in group projects Tools: MS Word, PowerPoint, Trello, Canva, DISC Assessment Tool, Google Forms				
Project Work/ Assignment:				
1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format. 2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/demonstrate the working and discuss the applications for the same. 3. Case Study: - At the end of the course students will be given a 'real-world'				

Text Book(s):

3. Peter G. Northouse, *Leadership: Theory and Practice*, Sage Publications,
4. Richard L. Daft, *The Leadership Experience*, Cengage Learning,

Reference Book (s):

5. Stephen P. Robbins & Timothy A. Judge, *Organizational Behavior*, Pearson, 2019
6. Jon R. Katzenbach & Douglas K. Smith, *The Wisdom of Teams*, Harvard Business Review Press
7. Gary Yukl, *Leadership in organisations*, Eighth edition

Online Resources (e-books, notes, ppts, video lectures etc.):

6. <https://presidencyuniversity.linways.com>
7. https://onlinecourses.nptel.ac.in/noc22_mg39/preview
8. <https://www.youtube.com/watch?v=qzoIAJYPQwo>

Topics relevant to "SKILL DEVELOPMENT":

9. To familiarise the learners with the concept of leadership and team management
10. To attain employability through participative learning techniques

Catalogue prepared by

Dr Ziliya K P

Recommended by the Board of Studies on

6th Board of Studies conducted on 5th June 2025

Date of Approval by the Academic Council

25th July 2025

Course Code: HRM3021	Course Title: HR Analytics	L-T-P-C	1 -1 - 2 -3
Version No.	1.0		
Course Pre-requisites	Essentials of Business Analytics – ANL1007		
Anti-requisites	None		
Course Description	This course provides an insight towards having an analytical perspective knowledge, skills, and competencies to address human capital. It introduces the central concepts of people orientated analytics and via hands-on exercises, builds skills and competencies around the management, analysis and representation of data. The subject explores how analytics helps managers to address both tactical and strategic level human capital issues.		
Course objective	The objective of the course is to familiarize the learners with the concepts of HR Analytics and attain Skill Development through Experiential Learning techniques .		
Course Outcomes	CO1: Explain the role of HR Analytics in enhancing organizational value.CO2: Construct metrics for various HR functions CO2: Calculate HR metrics to support decision-making across the workforce lifecycle, from onboarding to exit of employees. CO3: Use descriptive analysis techniques to summarize and interpret HR data.CO5: Prepare prescriptive and advanced HR modelling CO4: Prepare HR dashboards using Excel functions, PivotTables, charts, slicers, and data visualization techniques to communicate descriptive HR insights effectively CO5: Interpret predictive and prescriptive HR analytics outcomes using advanced statistical techniques to support strategic workforce planning and decision-making		
Course Content:			
Module 1	Introduction to HR analytics		10 Sessions
Topics: HR Analytics - Defining HR Analytics, Role of Analytics, HR Analytics: The Third Wave for HR value creation, HR Measurement journey in tune with HR maturity journey, Understanding the organizational system (Lean) , Locating the HR challenge in the system, Valuing HR Analytics in the organizational system, Typical problems (working session).			
Module 2	HR Metrics		10 Sessions
Topics: HR Metrics - HR metrics – types, application and exercises – HR planning, Training and development, Staffing, Payroll, Performance Appraisal.			

Module 3	Descriptive analytics in HR			15 Sessions
Topics: Descriptive analytics in HR - Key excel functions – VLOOKUP, INDEX, SUMIF, AVERAGEIF, COUNTIF, etc. Creation of HR dashboards, story boarding. Pivot table, charts and tables, slicers. HR data visualization – Data mapping, Scatter chart, bar charts, data merging and blending.				
Module 4	Predictive and Prescriptive analytics in HR			15 Sessions
Topics: Predictive and Prescriptive Advanced HR analytics - T Test, ANOVA, Correlation analysis, regression analysis, Multiple regression analysis, Factor analysis, , sensitivity analysis, Cluster analysis.				
Targeted Application & Tools that can be used: Data analysis using MS Excel, PSS				
Project work/Assignment:				
Solve problems of HR metrics using MS Excel, PSPP, SPSS, Power Bi				
Text Book				
Banerjee P., Pandey J., Gupta M. (2019) <i>Practical application of HR analytics</i> , SAGE				
Camm J., Cochran J., Fry M., Ohlmann J., Anderson D., Sweeney D., Williams T., (2015) <i>Essentials of Business Analytics</i> Cengage Learning				
References				
Online Resources				
1. https://www.linkedin.com/learning/people-analytics				
2. https://www.udemy.com/course/complete-human-resource-management-setup-workflow-toolkit/				
3. https://www.coursera.org/learn/wharton-people-analytics				
Topics relevant to SKILL DEVELOPMENT : XXXXXX for Skill Development through Experiential Learning Techniques . This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Dr. Chaitra VH			
Recommended by the Board of Studies on	6th BOS held on 5th June 2025.			
Date of Approval by the Academic Council	25th July 2025			

Course Code: HRM3022	Course Title: Strategic Human Resource Management. Type of Course: Specialization Elective	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	CBS1042 – Human Resource Management					
Anti-requisites	None					
Course Description	This course utilizes an experiential learning approach for gaining enhanced knowledge about the HR process and how to align as per the organizational goals and strategies. The course utilizes an experiential learning approach to know about the foundation of strategic human resource management. It will help to understand strategic human resource management from global context as well as from change context. It includes topic related to strategic human resource development, talent management, employee engagement, new forms of strategic management.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Strategic Human Resource Management and attain Employability through Participative Learning techniques. through Class Presentation and Case Study					
Course Outcomes	On successful completion of this course the students shall be able to: CO1: Explain the importance of Strategic Human Resource Management in achieving organizational effectiveness. <i>(Understand)</i> CO2: Describe the concepts and process of Human Resource Strategy formulation and implementation. <i>(Understand)</i> CO3: Recognize the role and benefits of HR strategies in achieving organizational goals. <i>(Analyze)</i> CO4: Summarize strategic HR practices applied across key human resource functions in organizations. <i>(Understand)</i> CO5: Evaluate the strategic role of Human Resources in the implementation of Strategic Human Resource Management practices. <i>(Evaluate)</i>					
Course Content:						
Module 1	Introduction to strategic human resource management	Assignment/ Quiz	Numerical solving Task	10 Sessions		

Topics: Meaning of strategic human resource management. strategic HRM Nature, benefits and key features of shrm, 5 P Models of shrm. Development of strategic human resource management.

Module 2	Strategy: concept and process	Assignment/ Quiz	Memory Recall based Quizzes	12 Sessions
Meaning of strategy. Aims of strategic HRM, Approaches to strategic HRM, The fundamentals of strategy, The formulation of strategy. Human resource strategy and process issues. Implementing issues related to HR strategy. Types of HR strategies; Criteria for an effective HR strategy.				
Module 3	Hr Strategies	Assignment/ Quiz	Memory Recall-based Quizzes	12 Sessions
Strategies for improving organizational effectiveness, Strategies for organizational development; Strategies for organizational transformation; Strategies for culture management; Strategies for knowledge management; Commitment strategy; Strategies for developing a climate of trust				
Module 4	Strategic HRM in action	Assignment/ Quiz	Numerical solving Task	11 Sessions
Topics: Improving business performance through strategic HRM, HR impacts on organizational performance; How HRM strategies make an impact; Strategic HRM concepts impact on practice, Roles in strategic HRM, The strategic role of top management; The strategic role of front-line management; The strategic role of the HR director; The strategic role of HR specialists				
Targeted Application & Tools that can be used: The students will use case study and article review related to performance management.				
Project Work/ Assignment:				
1. Article review: At the end, of course an article topic will be given to an individual or a group of students. They need to refer the library resources and write a report on their understanding about the assigned article in appropriate format.				
2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to explain/demonstrate the working and discuss the applications for the same.				

3. Case Study: - At the end of the course students will be given a 'real-world' application based circuits like Power Amplifier, Signal/Function Generator etc. as a case study. Students will be submitting a report which will include Circuit Diagrams, Design, Working Mechanism and Results etc. in appropriate format

Text Book(s):

T1 Michael Armstrong, Strategic Human Resource Management, Kogan page, Third Edition – 2008

Reference Book (s):

R1 Charles R.Greer- Strategic Human Resource Management, Prentice Hall, Second Edition - 2003.

R2 Ashish Malik - Strategic Human Resource Management and Employment relation, Springer Singapore ,First Edition-2003

R3 Ashish Malik-**Strategic Human Resource Management and Employment Relations: An International Perspective**, Springer Texts in Business and Economics, Second Edition ,2022

Online Resources (e-books, notes, ppts, video lectures etc.):

11. <https://presidencyuniversity.linways.com>

12. Management and organisation Review. Vol7 No. 1pp. 153-174 Link:
<https://www.cambridge.org/core/journals/management-and-organization-review/article/abs/putting-strategic-human-resource-management-in-context-a-contextualized-model-of-high-commitment-work-systems-and-its-implications-in-china/8106F86CC82C3878F8EF2C636BD3821E>

Topics relevant to "SKILL DEVELOPMENT": : Role of HR Specialists for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr. Anouja Mohanty
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Ability Enhancement Courses

Course Code: ENG1901	Course Title: Essentials of Communication Type of Course: Ability Enhancement Courses	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This foundational course introduces students to the core principles of human communication through the lens of language, perception, psychology, storytelling, persuasion, and digital media. By exploring how communication is shaped by cultural, emotional, and technological forces, students will develop critical awareness and creative expression. The course emphasizes interactive learning through real-world activities, helping students become thoughtful, persuasive, and adaptive communicators in both personal and public contexts.					
Course Out Comes	On successful completion of the course the students shall be able to: CO1: Relate language to perception, thought, and culture by interpreting examples from diverse contexts and explaining how communication shapes identity. CO2: Apply listening and non-verbal communication strategies to improve interpersonal engagement and emotional understanding. CO3: Construct meaningful narratives using storytelling principles to express ideas effectively across academic and informal contexts. CO4: Utilize rhetorical appeals (ethos, pathos, logos) and media analysis techniques to evaluate and develop persuasive content. CO5: Develop effective digital communication strategies by experimenting with AI tools, analysing online discourse, and reflecting on digital identity.					

Course Content:				
Module 1	Language, Perception, and Culture	Cultural Lens Mapping	Interpret Perspectives	8 Classes
Topics: Language and thought: Linguistic relativity Language and identity: Gender, culture, community Semiotics: How meaning is constructed Cultural codes and communication norms Recourses: Sapir- Whorf Hypothesis How Language Shapes the Way We Think – Lera Boroditsky				
Module 2	Cognitive and Interpersonal Dimensions of Communication	Bias Simulation Roleplay	Identify Bias	9 Classes
Topics: Communication models (transactional, interactive) Active listening & barriers to listening Non-verbal communication: Facial expressions, gestures, tone Emotions, perception, and cognitive bias in messaging Recourses: Essentials of Human Communication – Joseph A. DeVito				

The Power of Listening – Harvard Business Review				
Inside Out				
Module 3	Narrative Strategies in Communication	Narrative Circle	Construct Narrative	9 Classes
Topics: Elements of effective storytelling Personal narrative, cultural narrative, brand narrative Visual storytelling and multimodal narratives Ethical storytelling and representation Recourses: Made to Stick – Chip & Dan Heath The Danger of a Single Story (TED Talk)- Chimamanda Ngozi Adichie The Clues to a Great Story – Andrew Stanton				
Module 4	Persuasion, Argumentation, and Media Influence	Debate Lab	Apply Persuasion	10 Classes
Topics: Ethos, Logos, Pathos in persuasion Argument structures and fallacies Influence of traditional vs digital media Media bias and rhetorical strategies				

Recourses: Thank You for Arguing – Jay Heinrichs Visual Rhetoric – Purdue OWL The Social Dilemma (Netflix)				
Module 5	Digital Communication and AI Literacy	AI Chat Critique	Analyze Interaction	9 Classes
Topics: Digital identity and self-presentation Online engagement: Tone, context collapse, cancel culture Introduction to AI tools in communication Misinformation, algorithms, and ethical AI usage Resources: What Is Digital Communication? – TechTarget Digital Body Language in VR – YouTube				
Targeted Application & Tools that can be used: Applications: Quizziz, Netflix, YouTube				
Project work/Assignment:				
Academic Project				

References	
R1 Lakoff, G., & Johnson, M. (2003). Metaphors we live by. University of Chicago Press.	
R2 Hall, E. T. (1976). Beyond culture. Anchor Books.	
R3 Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). Nonverbal communication (1st ed.). Routledge.	
R4 McCornack, S. (2022). Reflect & relate: An introduction to interpersonal communication (6th ed.). Bedford/St. Martin's.	
R5 Aristotle. (2007). On rhetoric: A theory of civic discourse (G. A. Kennedy, Trans.). Oxford University Press. (Original work published ca. 350 B.C.E.)	
R6 Denning, S. (2005). The leader's guide to storytelling: Mastering the art and discipline of business narrative. Jossey-Bass.	
R7 Toulmin, S. (2003). The uses of argument. Cambridge University Press.	
R8 McLuhan, M. (1994). Understanding media: The extensions of man. MIT Press.	
R9 Pariser, E. (2011). The filter bubble: What the Internet is hiding from you. Penguin Press.	
R10 Sundar, S. S., & Marathe, S. S. (2010). Personalization versus customization: The importance of agency, privacy, and power usage. Human Communication Research, 36(3), 298–322. https://doi.org/10.1111/j.1468-2958.2010.01377.x	
Topics Relevant to "Employability":	
Topics Relevant to "Human Values and Professional Ethics":	
Catalogue prepared by	Dr. Tychicus P David
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025

Date of Approval by the Academic Council	25th July 2025
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Course Code: ENG 2020	Course Title: Business English Type of Course: Ability Enhancement Course	L-T-P-C	3-0-0-3
Version No.	3.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	This course provides an in-depth exploration of Business English tailored for the undergraduate students of commerce and management streams. It aims to develop advanced communication skills vital for the global business environment. The curriculum encompasses business comprehension, professional correspondence, digital media communication, cross-cultural interactions, and effective speaking in business contexts. Through innovative pedagogical approaches grounded in language education methodologies, the course emphasizes linguistic proficiency, critical thinking, and intercultural competence. By integrating theoretical frameworks such as Multiple Intelligences and Transfer of Learning, students enhance their ability to apply language skills across diverse contexts. Interactive activities—including role-playing, case studies, and digital portfolio creation—offer immersive experiences that bridge theoretical concepts with practical applications.		
Course Objective	The main course objective is Skill Development by using Participative Learning Techniques.		
Course Outcomes	On successful completion of the course, the students shall be able to:		

	CO1: Interpret language cues to understand business vocabulary and communication etiquette effectively. (Understand) CO2: Develop professional correspondence and generate clear, concise business documents. (Create) CO3: Construct persuasive digital content by applying strategies for brand identity and message retention. (Create) CO4: Evaluate cross-cultural communication dynamics and ethical considerations in resolving business conflicts. (Evaluate) CO5: Assess business meeting scenarios, demonstrating advanced negotiation and interpersonal communication strategies. (Evaluate)			
Course Content:				
Module 1	Business Comprehension	Quiz	Business Articles	9 Classes
Topics: Generating Meaning: Inferencing from language cues Business Vocabulary Incidental Vocabulary Business Crossword Puzzle: Solving a business vocabulary puzzle from clues				
Module 2	Writing	Assignment	Business Correspondence	7 Classes
Topics: 2.1. Business Language Etiquettes 2.2. Business Correspondence: PAIBOC				

2.2. Business Circulars: Importance and Characteristics of Circulars.				
2.3. Business Reports: Types, Importance, and Characteristics of Business Reports.				
Module 3	Business in the Digital World	Assignment	Podcast/Jingles/Digital Portfolio	7 Classes
Topics: 3.1. Web Content Development. 3.2. Language in Brand Identity 3.3. Cognitive Biases and Communication				
Module 4	Business in a Diverse World	Activity	Case Study/Interview/Debate	11 Classes
Topics: 4.1. Intercultural and Cross-Cultural Communication 4.2. Misinformation 4.3. Ethics and Diversity 4.4. Negotiation and Conflict Resolution				
Module 5	Business Speaking	Activity	Role Playing	11 Classes
Topics: 5.1. Effective Meetings 5.2. Meeting Agendas 5.3. Meeting Etiquette: Online Vs Offline				

5.4. Meeting Minutes

5.5. Asking and Responding to Questions

Assignment proposed for this course

1. 'Developing Business Correspondence' as part of Module 2

2. 'Developing Digital Portfolio/Podcast/Jingles' as part of Module 3

References,

Guffey, Mary Ellen, and Dana Loewy. Business Communication: Process and Product. 9th ed., Cengage Learning, 2018.

Corballis, Tony. Essential English for Business Communication. 1st ed., Cambridge University Press, 2002.

Thill, John V., and Courtland L. Bovee. Excellence in Business Communication. 13th ed., Pearson, 2021.

Ramsey, Jon R. Business Writing Scenarios: Writing from the Inside. Wadsworth Publishing, 2013.

Kissane, Erin. The Elements of Content Strategy. A Book Apart, 2011.

Miller, Donald. Building a StoryBrand: Clarify Your Message So Customers Will Listen. HarperCollins Leadership, 2017.

Cialdini, Robert. Pre-Suasion: A Revolutionary Way to Influence and Persuade. Simon & Schuster, 2016.

Neuliep, James W. Intercultural Communication: A Contextual Approach. 8th ed., SAGE Publications, 2020.

Page, Scott E. The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy. Princeton University Press, 2017.

Patterson, Kerry, et al. Crucial Conversations: Tools for Talking When Stakes Are High. 2nd ed., McGraw-Hill Education, 2021.

Running Meetings: Expert Solutions to Everyday Challenges. Harvard Business Review Press, 2016.

Griffin, Jack. How to Say It at Work: Putting Yourself Across with Power Words, Phrases, Body Language, and Communication Secrets. Prentice Hall Press, 2008.

Parker, Priya. The Art of Gathering: How We Meet and Why It Matters. Riverhead Books, 2018.

Course Material, PPT and Videos by the Instructor.

Topics relevant to SKILL DEVELOPMENT: While the course as a whole emphasizes enhancing business communication skills, special focus is given to activities like role-playing, digital portfolio creation, and case study analysis, fostering advanced skills in professional writing, critical thinking, and effective verbal communication through immersive and participative learning methodologies.

Catalogue prepared by Dr. Ajith K

Recommended by the Board of Studies on 6th Board of Studies conducted on 5th June 2025

Date of Approval by the Academic Council 25th July 2025

Course Code: KAN1001	Course Title: Sarala Kannada Type of Course: Ability Enhancement Course	L-T- P- C	2-0-0-2
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	This course aims to help the Non Kannada speaking students to converse in Kannada for their day- to –day life activities. It supports to develop strong cognitive skills, use of local language, helps to mingle with the local society. At the end of the course, the students will have better skills, to the students of commerce and management for a better communication. Furthermore, this course is offered to all the students, irrespective of their domain.		

Course Out Comes	On successful completion of the course the students shall be able to: Identify Alphabets and few words with phonetic sound in Kannada language for social interaction and basic reading capacity. Differentiate the nuances of basic Kannada vocabulary to know about others perspectives. Use simple kannada in the different contexts. Recognize the Regional Language and Culture. Express Kannada language for social interaction and basic reading capacity.			
Course Content:	The course contents 5 modules with 2 credit. Those modules are mentioned below.			
Module 1	Alphabet –Varnamale,	Assignment and activities related to the phonetics.	Listening and Pronouncing letters with phonetic	No. of classes 6
*Alphabet –Varnamale, *vowels-Short vowels,Long vowels, Pronunciation of vowels,writing vowels *Consonants,(vyanjanagalu)-classified consonants, unclassified consonants, pronunciation of consonants, Unseparated (alpa praana), Aspirated (mahaapraana),Nasals(anunaasika), *Origin of sound				
Module 2	Kannada Alphabets, simple words and sentence Writing	Writing Practice / Assignment	Recognizing kannada Letters and writing	No. of classes 4
Kannada Alphabets – Writing *Simple kannada words. *Simple kannada sentences				

Module 3	Parts of Speech	Pronunciation Practice	Vocabulary Practice to remember the words, Translation and transliteration	No. of classes 8
Parts of Speech- Nouns Pronoun Adjective Verbs Adverbs Prepositions Conjunctions Interjections				
Module 4	TENSES & GENDER	Assignment	Speaking Listening Practice conversation	No. of classes 8
*Tenses – Types and Examples *Genders – Types and Examples * Simple sentences using tense and gender				
Module 5	SAMBHASHANE (CONVERSATION)	Assignment/self- introduction activity/model conversation activity	Listening Kannada words and Speaking Practice	No. of classes 4

		based on different situation.		
* Conversation (sambhaashane) Interrogative Words and Sentences Introducing each other, About Children's Education				
Assignment: Assignment proposed for this course: students should write Alphabet and simple kannada vocabularies in English Transliteration form, students should record audio or video of kannada vocabularies and simple sentence reading. Practice speaking, self-introduce video with audio or audio, Translation Activities by telling and giving examples of other Languages if those Lecturer know other.				
Text Book: SARALA KANNADA - Published by: Presidency University, Bengaluru				
REFERENCE BOOKS: Kannada Kali – Lingadevaru Halemane, Publication – Publication Division, Prasara Kannada University, Hampi, Vidyananya-583276. 2002 Kannada Kirana – Publication – Bangalore Institute of Languages, Bangalore560008.2012 Spoken Kannada – Kannada Sahitya Parishattu, Pampa Mahakavi Road, Chamrajpet, Bangalore-560018. 2018 Web sources https://kptcl.karnataka.gov.in/storage/pdf-files/KAN-DEP-EXM-STDY-MTSL/Part%2001%20-%20Spoken%20Kannada.pdf https://dtek.karnataka.gov.in/storage/pdf-files/CDC/balake%20kannada-1.pdf				
Course content development committee	Dr. Sheeladevi S Malima			

members and content developers	
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: KAN1002	Course Title: Savi Kannada Type of Course: Ability Enhancement Course	L- T-P- C	2-0-0-2
Version No.	1.0		
PREREQUISITES	None		
ANTIREQUISITES	None		
OBJECTIVES OF THE COURSE	The objective of the course is SKILL DEVELOPMENT of student by using PARTICIPATIVE LEARNING techniques.		
DETAILS OF THE COURSE:	The objective of this course is to introduce students to communication strategies and the skills they need to communicate. The abilities will improve their ability to communicate with customers and		

	stakeholders. The course's portions will concentrate on communication processes, cross-cultural communication, and communication tactics. The focus is on understanding society and acting accordingly.			
COURSE OUTCOME:	With an understanding of the content, students will be better able to act in accordance with the new time and grow personally during the adjustment period. With an attention to social, political, economic, religious, cultural, folk, and gender issues comes sense of equality among students. Also, it develops the spirit of discussion on such matters. It enhances personal abilities by teaching commercial business ideas as well as agriculture and information technology. And it improves the probability of bringing together learned subjects with life-related issues. It tells and promotes patience and humanity in dealing with all forms of emotions that arise in modern life.			
TEACHING TOPICS	This subject contains 3 modules. Those are story, Article and translation, vachana(poem).			
Module 1	Poem	Reading clearly with intonation.	Listing good lyrics in poetry recitals and film songs	3 Classes
1.1 Dr. Sheeladevi S Malimath - Vidhi				
Module – 2	Article	Discussion, Question Method	A healthy debate on ideological issues	7 classes
Sanchalana tandide company masoode				

Jaahiraatugalu				
Module – 3	Story	Dramatic Method	Present the stories you have heard in class	5 classes
3.1 Kallatana – Dr. Malarvili K				
Module - 4	Folktale	Narrative method	Listing features of other folk genres	5 classes
4.1 Ghati Sose				
Module - 5	Business article	Analytical approach	PPT/ preparation related to business content and presentation of video and audio	7 classes
5.1 Japanyara Business Style				
Assignments : 1. Collecting information about Business article and folktale. Making an audio and video related to the story. Other creative activities related to the content. Collecting information about Company acts.				

TEXT BOOK: SAVI KANNADA – PUBLISHERS: PRESIDENCY UNIVERSITY, BANGLORE

Reference Books :

Samagra kannada saahitya charitre: Samputa – 5, Bhaaga – 2, Honnu Siddartha. C.B, Mamata Giriraja(sampadakaru), Bengaluru vishvavidyalaya, Adhyayana Kendra, Bengalore.2014

Saamanyanige saahitya charitre-Samputa 1-10. G. S Shivarudrappa. Swapna Book House, Bengaluru. 2013.

Course content development committee members and content developers	Dr. Sheeladevi S Malima
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: FRE1006	Course Title: Elementary French Type of Course: Language Elective	L-T-P-C	2	0	0	2
Version No.	1.0					
Course Pre-requisites	Not Applicable					
Anti-requisites	Not Applicable					
Course Description	This Course is designed for beginners and provides an introduction to the French language, including basic grammar, conjugation, everyday vocabulary, and fundamental conversations, as well as an overview of French culture. This Course is designed to build up all of the basic skills of French listening, reading, speaking, and writing introduced in the lessons. The Course offers access to the French world, helping students to break cultural boundaries and raise cultural literacy.					

Course Objective	This course is designed to enhance the learner's French language and communication skills, as well as their employability skills, by utilising participatory learning techniques to develop students' language proficiency and cross-cultural competence through active and participatory teaching methods.			
Course Outcomes	On successful completion of this course the students shall be able to: CO.1 Identify the basics of French Grammar, vocabulary and Conjugation. CO.2 Apply the basic strategies of listening, reading, speaking and writing skills. CO.3 Use of French on everyday topics such as greetings, personal information, time and schedule. CO.4 Practice conversations in French with peer speakers in different situations.			
Course Content:	Learning Basic French Skills			
Module 1	Greetings and introducing yourself	Assignment	Introducing yourself or someone else	6 Sessions
• Communication Objectives: Greetings, introducing yourself • Grammar: Construction of a sentence, Mas or Fem noun, adjectives, present tense • Culture: Introducing oneself / asking for someone's personal information. • Vocabulary: Seasons, the days of the week, the months, time, Nationality, Professions, numbers • Usage of audio-visual files				
Module 2	Expressing likes/dislikes and introducing someone	Presentation	Presenting likes	6 Sessions
• Communication Objectives: Expressing likes and dislikes, Describing someone • Grammar: Negative form, singular and plural. • Culture: The polite way to address people in French • Vocabulary: Family, animals				
Module 3	Inviting someone and asking questions	Group discussions & Practice conversations	Writing short dialogues, Role-Play Interactions	9 Sessions
• Communication Objectives: Inviting someone, acceptance or refusal of the invitation, • Grammar: Future tense, Interrogation. • Culture: The art of accepting and declining an invitation politely in French • Vocabulary: Asking for information, and giving information • Skills: Interacting in group discussions				
Module 4	Making a reservation and giving directions	Practice conversations	Writing their own dialogues and conversing	9 Sessions

• Communication Objectives: Making a reservation, giving directions • Grammar: Imperative tense • Skills: Practicing conversations	
Targeted Application & Tools that can be used:	
Project Work/ Assignment:	
1. Assignment: Students need to speak and write an introduction. 2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to present and discuss their topic. 3. Group discussion /Project (interactions): - At the end of the course, students will be given a 'real-life' example where they need to implement it in an innovative and creative way.	
Text Book	
3. Saison 1 - - Méthode de Français--- Niveau A1 (Didier, 2015) 4. Festival 1- - Méthode de Français--- Niveau A1 (CLE International – 2005)	
References	
Learning materials designed by the instructor	
Topics relevant to the development of the French language with communication and employability Skills through participative learning techniques:	
Foreign language proficiency and cross-cultural competence by active and participatory teaching methods.	
Catalogue prepared by	Dr. Linda Barbara Foote
Recommended by the Board of Studies on	BoS No: XV th BoS held on / /2026
Date of Approval by the Academic Council	Academic Council Meeting held on / /2026

GER1004	Course Title: Elementary German	L- T- P- C	2	0	0	2
	Type of Course: Language Elective					
Version No.	1.0					
Course Pre-requisites	Not Applicable					

Anti-requisites	Not Applicable			
Course Description	This Basic German course is designed for beginners who have little to no prior knowledge of the German language. This Course is framed to develop all the four language skills listening, speaking, reading, and writing in German language. This course also connects students with the German-speaking world, enabling them to explore diverse cultures and broaden their cultural understanding.			
Course Objective	This course aims to enhance learners' employability skills through interactive learning techniques that foster language proficiency and cross-cultural competence, employing active and participatory teaching methods.			
Course Outcomes	On successful completion of the course the students shall be able to: CO.1 Identify simple grammatical structures and conventions governing the use of German language CO.2 Demonstrate basic listening, speaking, reading, and writing skills in German on informal and some formal topics related to personal, professional, and academic activities CO.3 Interact with fellow learners and native speakers through group activities, discussions, and language exchange programs. CO.4 Develop a basic awareness of German-speaking cultures and customs, and to communicate effectively and respectfully.			
Course Content:	Learning Basic German Skills			
Module 1	Greetings and introducing yourself	Assignment	Introducing yourself or someone else	7 sessions
• Communication Objectives: Greetings, introducing yourself, how to welcome someone, • Grammar: Construction of a sentence, the days of a week and the months				

• Culture: Introduce oneself / ask for someone's personal information. • Vocabulary: Masculine, Feminine, Neutral noun, adjectives, Conjugation of regular verbs				
Module 2	Expressing likes/dislikes and introducing someone	Assignment	Presenting likes	6 sessions
• Communication Objectives: Expressing likes and dislikes. Describing someone • Grammar: Negative form, singular and plural. • Culture: The polite way to address people in German • Vocabulary: family, Possessive articles, Conjugation of Irregular verbs				
Module 3	Inviting someone and asking questions	Group discussions & Practice conversation	Write dialogues and conversing	9 Sessions
• Communication Objectives: Inviting someone, accept or refuse the invitation, Read the time • Grammar: Time entries, Interrogation • Culture: The art of accepting and declining an invitation politely in German • Vocabulary: Asking for information, giving information • Skills: Interacting in group discussions				
Module 4	Making a reservation and giving directions	Practice conversations	Write dialogues and conversing	8 Sessions
• Communication Objectives: Shopping, speak about food, Ordering at a Restaurant • Grammar: Cases in German, Imperative sentences • Skills: Practicing conversations				

Targeted Application & Tools that can be used	
Project work /Assignments 1) Assignment (oral and written submission) 2) Internal (oral and written assessments) 3) Group work / Group discussions 4) Dialogue	
<u>Text book :</u> Evans, Sandra u.a.: Menschen. Deutsch als Fremdsprache. A1.1. Kursbuch. 1 Aufl. HueberVerlag. Ismaning, Deutschland, 2012. Glas-Peters, Sabine: Menschen. Deutsch als Fremdsprache. A1.1. Arbeitsbuch. 1 Aufl. HueberVerlag. Ismaning, Deutschland, 2012. Dengler, Stefanie, Rusch, Paul u.a.: Netzwerk Neu A1 in Teilbänden - Kurs- und Arbeitsbuch,Teil 1 mit 2 Audio-CDs und DVD: Deutsch als Fremdsprache. Langenscheidt, 2023.	
References Learning materials designed by the instructor	
Topics relevant to the development of the German language with communication and employability Skills through participative learning techniques: Foreign language proficiency and cross-cultural competence by active and participatory teaching methods.	
Catalogue prepared by	Asha A Menon
Recommended by the Board of Studies on	BoS No: BoS held on / /2026

Date of Approval by the Academic Council	XXth Academic Council Meeting held on DD/MM/2026
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Course Code: ESP1001	Course Title: Elementary Spanish Type of Course: Language Elective	L-T-P-C	2	0	0	2
Version No.	1.0					
Course Pre-requisites	Not Applicable					
Anti-requisites	Not Applicable					
Course Description	This Course is designed for beginners and provides an introduction to the Spanish language, including basic grammar, conjugation, everyday vocabulary, and fundamental conversations, as well as an overview of Spanish culture. This Course is designed to build up all of the basic skills of Spanish listening, reading, speaking, and writing introduced in the lessons. The Course offers access to the Spanish world, helping students to break cultural boundaries and raise cultural literacy.					
Course Objective	This course is designed to enhance the learner's Spanish language and communication skills, as well as their employability skills, by utilising participatory learning techniques to develop students' language proficiency and cross-cultural competence through active and participatory teaching methods.					
Course Outcomes	On successful completion of this course the students shall be able to: CO.1 Identify the basics of Spanish Grammar, vocabulary and Conjugation. CO.2 Apply the basic strategies of listening, reading, speaking and writing skills. CO.3 Use of Spanish on everyday topics such as greetings, personal information, time and schedule. CO.4 Practice conversations in Spanish with peer speakers in different situations.					
Course Content:	Learning Basic Spanish Skills					
Module 1	Greetings, and introducing yourself	Assignment	Short-written introduction	6 Sessions		

• Communication Objectives: Greetings, introducing yourself • Grammar: Construction of a sentence, Mas or Fem noun, adjectives, present tense • Culture: Introducing oneself / asking for someone's personal information. • Vocabulary: Seasons, the days of the week, the months, time, Nationality, Professions, numbers • Usage of audio-visual files				
Module 2	Expressing likes/dislikes and introducing someone	Presentation	Present/ Talk about the festivals of Spain	6 Sessions
• Communication Objectives: Expressing likes and dislikes, Describing someone • Grammar: Negative form, singular and plural. • Culture: The polite way to address people in Spanish • Vocabulary: Family, animals				
Module 3	Inviting someone and asking questions	Group discussions	Practice conversations	9 Sessions
• Communication Objectives: Inviting someone, acceptance or refusal of the invitation, • Grammar: Future tense, Interrogation. • Culture: The art of accepting and declining an invitation politely in French • Vocabulary: Asking for information, and giving information • Skills: Interacting in group discussions				
Module 4	Making a reservation and giving directions	Dialogue Practice	Practice conversations between partners	9 Sessions
• Communication Objectives: Making a reservation, giving directions				

• Grammar: Imperative tense • Skills: Practising conversations	
Targeted Application & Tools that can be used:	
Project Work/ Assignment:	
1. Assignment: Students need to speak and write an introduction. 2. Presentation: There will be a group presentation, where the students will be given a topic. They will have to present and discuss their topic. 3. Group discussion: - At the end of the course, students will be given a 'real-life' example where they need to implement it in an innovative and creative way.	
Text Book Aula Internacional 1 ----- Nivel A1 (Agustín Garmendia) Nuevo Prisma A1 ----- Nivel A1	
References Learning materials designed by the instructor	
Topics relevant to the development of the Spanish language with communication and employability Skills through participative learning techniques: Foreign language proficiency and cross-cultural competence by active and participatory teaching methods.	
Catalogue prepared by	Ms. Pooja B V
Recommended by the Board of Studies on	

Date of Approval by the Academic Council	
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Skill Enhancement Courses

Course Code: CBS1023	Course Title: Spreads Sheets for Business Course type: Skill Enhancement Course	L-T-P-C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Demonstrate the use of basic Excel functions and spreadsheet operations for data handling. (Apply) CO2: Apply mathematical and logical functions such as SUMIF, COUNTIF, IF, and IFERROR for data computation and validation. (Apply) CO3: Analyze and manipulate data using text, date, and time functions to support business-related tasks. (Analyze) CO4: Analyze datasets using sorting, filtering, and advanced Excel tools to extract meaningful information. (Analyze) CO5: Illustrate data using charts and formatting techniques to create clear and effective visual reports. (Apply)					
Course objective	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will					

	be able to perform excel functions and prepare visual reports after the completion of the course.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Basics of Excel and attain Skill Development through Experiential Learning.		
Course Content:			
Module 1	Basic Function of Excel		5 Sessions
Topics: Excel Introduction - An overview of the screen, navigation and basic spreadsheet concepts , Various selection techniques , Shortcut Keys. Customizing Excel , Customizing the Ribbon , Using and Customizing AutoCorrect , Changing Excel's Default Option. Using Basic Functions , Using Functions – Sum, Average, Max,Min, Count, Counta , Absolute, Mixed and Relative Referencing. Formatting and Proofing , Currency Format , Format Painter , Formatting Dates , Custom and Special Formats , Formatting Cells with Number formats, Font formats, Alignment, Borders, etc ,Basic conditional formatting.			
Module 2	Mathematical functions in Excel		5 Sessions
Mathematical Functions - SumIf, SumIfs CountIf, CountIfs AverageIf, AverageIfs, Nested IF, IFERROR Statement, AND, OR, NOT Protecting Excel , File Level Protection , Workbook, Worksheet Protection Text Functions , Upper, Lower, Proper , Left, Mid, Right , Trim, Len, Exact , Concatenate , Find, Substitute. Date and Time Functions , Today, Now ,Day, Month, Year , Date, Date if, DateAdd , EOMonth, Weekday Advanced Paste Special Techniques , Paste Formulas, Paste Formats , Paste Validations , Transpose Tables			
Module 3	Excel chart and functions		5 Sessions
Excel charts and functions - New Charts, Auto complete a data range and list, Quick Analysis Tool, Smart Lookup and manage Store. Sorting and Filtering, Filtering on Text, Numbers & Colors , Sorting Options. Printing Workbooks, Setting Up Print Area, Customizing Headers & Footers, Designing the structure of a template, Print Titles –Repeat Rows / Columns.			
Lab Experiments			
Mathematical functions of Excel			

Formatting functions of excel Advanced Paste Special Techniques Data and chart creation in excel Excel dashboard	
Targeted Application & Tools that can be used: PPT, Videos and board & Chalk Method	
Reference Adam Ramirez (Author), Excel Formulas and Functions 2020: The Step-by-Step Excel Guide with Examples on How to Create Powerful Formulas: 1 (Excel Academy) Paperback – 21 June 2020 Text book Bryan Crosland Excel: Simple Excel Functions: Master Excel Functions from Basic to Advanced Kindle Edition.	
PU library link Not Applicable E resources: https://nptel.ac.in/courses/110106064	
Topics relevant to SKILL DEVELOPMENT : Skill Development through Experiential Learning . This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Chaitra
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2035	Course Title: Advanced Spreadsheets Type of Course: Skill Enhancement Course	L- T- P - C	1	1	2	3
Version No.	1.0					
Course Pre-requisites	CBS2035 – Spreadsheets for Business					
Anti-requisites	None					
Course Description	The course is conceptual and practical in nature, it focuses on providing a theoretical insight about excel functions and its application through excel worksheets. Students will be able to perform excel functions and prepare visual reports after the completion of the course.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Business Analytics and attain Skill Development through Experiential Learning.					
Basic skill sets required for the laboratory:	The students shall be able to develop: An attitude of enquiry. Confidence and ability to tackle new problems. Ability to interpret events and results. Ability to work as a leader and as a member of team. Assess errors and eliminate them. Observe and measure physical phenomenon. Write Reports. Select suitable equipment, instrument and materials. Locate faults in systems. Manipulative skills for setting and handling equipment.					

	The ability to follow standard test procedures. An awareness of the need to observe safety precautions. To judge magnitudes without actual measurement.			
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Apply logical functions such as IF, Nested IF, and IFERROR for effective data analysis. CO2: Use lookup functions including VLOOKUP, HLOOKUP, INDEX, and MATCH to retrieve and manage data efficiently. CO3: Analyze datasets using advanced Excel tools such as What-If Analysis, Goal Seek, and Solver for decision-making. CO4: Interpret data using Pivot Tables, charts, and slicers to generate meaningful business insights. CO5: Prepare dashboards integrating advanced formulas, data validation, and visualization tools for business reporting.			
Course Content:				
Module 1	Analysis using Excel	Assignment	Functions and syntax	20 Sessions
What If Analysis, Goal Seek, Scenario Analysis, Data Tables (PMT Function), Solver Tool Logical Functions, If Function, How to Fix Errors – if error, Nested If, Complex if and or functions Data Validation, Number, Date & Time Validation, Text and List Validation, Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List				
Module 2	Look up functions	Assignment	Data Analysis	20 Sessions
Lookup Functions, Vlookup / Hlookup, Index and Match, Creating Smooth User Interface Using Lookup, Nested VLookup, Reverse Lookup using Choose Function, Worksheet linking using Indirect, Vlookup with Helper Column				
Module 3	Data Visualization through excel	Assignment	Group presentations	20 Sessions

Pivot Tables, Creating Simple Pivot Tables , Basic and Advanced Value Field Setting, Classic Pivot table, Choosing Field , Filtering PivotTables , Modifying PivotTable Data, Grouping based on numbers and Dates , Calculated Field & Calculated Items , Arrays Functions , What are the Array Formulas, Use of the Array Formulas, Basic Examples of Arrays (Using ctrl+shift+enter) , Array with if, mid functions formulas., Array with Lookup functions., Advanced Use of formulas with Array. Charts and slicers, Various Charts i.e. Bar Charts / Pie Charts / Line Charts, Using SLICERS, Filter data with Slicers, Manage Primary and Secondary Axis. Excel Dashboard, planning a Dashboard Adding Tables and Charts to Dashboard, Adding Dynamic Contents to Dashboard

List of Laboratory Tasks:

Experiment No 1: What If Analysis, Goal Seek, Scenario Analysis, Data Tables (PMT Function), Solver Tool

Experiment No 2: Logical Functions, If Function, How to Fix Errors – if error , Nested If

Experiment No 3: Complex if and or functions Data Validation , Number, Date & Time Validation, Text and List Validation

Experiment No 4: Custom validations based on formula for a cell, Dynamic Dropdown List Creation using Data Validation – Dependency List

Experiment No 5: Look up functions

Experiment No 6: Look up functions

Experiment No 7: Data Visualization through excel

Experiment No 8: Data Visualization through excel

Experiment No 9: Data Visualization through excel

Targeted Application & Tools that can be used: 1. The course will find its application across varied areas viz. Financial Analysis & Budgeting, Business Intelligence & Reporting, Data Analysis & Decision Making , HR & Workforce Management , Sales & Marketing , Academic and Research Applications , Operations and Inventory Management and Project Management.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course:

Preparation of HR/Marketing / Finance/Sales dashboard

Text book

William L. Fischer Excel: QuickStart Guide - From Beginner to Expert (Excel, Microsoft Office) Paperback – May 7, 2016	
References	
Michael Alexander (Author), Richard Kusleika (Author), John Walkenbach (Author) (2018), Excel 2019 Bible Paperback – 4 December	
Online learning resources:	
https://onlinecourses.nptel.ac.in/noc21_ge21/preview	
https://support.microsoft.com/en-us/excel	
https://www.coursera.org/specializations/excel	
Topics relevant to SKILL DEVELOPMENT : Pivot Table for Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Dr. Nandita Malini Barua
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CBS2037	Course Title: Data Analysis for Decision Making Course Type: Skill Enhancement Course	L-T-P-C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The course is practical in nature and aims at helping students in developing the data sets, have an understanding about usage of suitable statistical tools for analysis based on the nature of the data and perform statistical analysis using statistical analysis software.					
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Demonstrate the use of Statistical software for data entry, dataset management, and preliminary data handling. CO2 : Apply data transformation techniques such as recoding, computing variables, sorting, and grouping data for effective data preparation CO3 : Analyze data using descriptive statistical tools to summarize and interpret continuous and categorical variables CO4 : Analyze relationships and differences in data using inferential statistical techniques and interpret statistical outputs for data-driven decision-making					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Data Analysis for decision making and attain Skill Development through Experiential Learning techniques.					
Course Content:						

Module 1	Introduction to analysis of data			15 Sessions
Data Environment: data editor, output viewer, syntax editor – Data view window – statistical software Syntax – Data creation – Importing data – Variable types and Defining variables – Creating a Codebook in SPSS.				
Module 2	Working with Data			15 Sessions
Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.				
Module 3	Exploring Data			15 Sessions
Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptives - Compare Means - Frequencies for Categorical Data.				
Module 4	Analysing Data			15 Sessions
Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired- Samples T Test, Independent Samples T Test, One-Way ANOVA.				
Lab experiments SPSS Syntax Data creation Importing data, Variable types and Defining variables, Creating a Codebook Recoding Categorical String Variables, Automatic Recode Rank Cases , Sorting Data , Grouping or Splitting Data Descriptive statistics Chi-square Test of Independence Correlation				

One Sample t Test

Paired- Samples T Test

Independent Samples T Test

One-Way ANOVA.

DELIVERY PROCEDURE (PEDAGOGY):

Lecture - All Modules 1,2,3,4 & 5

Participative learning: All Modules 1,2,3,4 & 5

Textbook

T1: HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.

Reference Books

R1 : SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.

R2 : Using IBM SPSS statistics for research methods and social science statistics, William E. Wagner, Fifth edition published in 2015 by SAGE Publications, Inc.

Web Sources:

W1: <https://www.statisticssolutions.com/spss-statisticalpackageforsocialsciences/>

W2: <https://www.spss-tutorials.com/spss-what-is-it/>

PU E-resources

E1: <http://surl.li/grmio>

E2: <http://surl.li/grmiw>

Swayam & NPTEL Video Lecture Sessions	
1. https://nptel.ac.in/courses/110107113	
SPECIFIC GUIDELINES TO STUDENTS:	
Attend the classes regularly	
Topics relevant to SKILL DEVELOPMENT : XXXXXX for Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.	
CATALOGUE PREPARED BY	Dr. Jency
RECOMMENDED BY THE BOARD OF STUDIES ON	6th Board of Studies conducted on 5th June 2025
DATE OF APPROVAL BY THE ACADEMIC COUNCIL	25th July 2025

Course Code: CBS7000	Course Title: Summer Internship Course type: Skill Enhancement Course	L-T-P- C	0-0-0-2
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	The Summer Internship is a vital component of the BBA curriculum, aimed at bridging the gap between academic knowledge and professional practice. Over an 8-week period, students engage with organizations across industries, gaining real-world exposure to business operations. This hands-on learning experience enhances employability skills, encourages professional networking, and fosters practical understanding of functional areas such as marketing, finance, operations, HR, or analytics.		
Course Outcomes	Upon successful completion of the internship, students will be able to: CO1: Demonstrate an understanding of the functional operations of a business CO2: Apply business concepts to solve or support real-world tasks CO3: Exhibit professional and ethical behavior in the workplace CO4: Document and communicate internship experiences through reports and presentations		
Course objective	To offer practical exposure to business and organizational environments To apply theoretical knowledge from classroom learning in a work setting To cultivate professional skills like teamwork, communication, and adaptability To enable reflective learning through structured reporting and presentations		
Expected Deliverables:	Internship Joining Letter / Certificate from the company		

	Weekly Logbook / Diary (signed by company mentor) Internship Report (approx. 15–20 pages) Final Presentation (PPT summarizing learnings and outcomes) Feedback Forms (from company and faculty mentor)										
Evaluation Components:	<table border="1"> <thead> <tr> <th>Component</th><th>Weightage</th></tr> </thead> <tbody> <tr> <td>Internship Report</td><td>40%</td></tr> <tr> <td>Final Presentation / Viva</td><td>30%</td></tr> <tr> <td>Industry Supervisor Feedback</td><td>20%</td></tr> <tr> <td>Faculty Mentor Evaluation</td><td>10%</td></tr> </tbody> </table>	Component	Weightage	Internship Report	40%	Final Presentation / Viva	30%	Industry Supervisor Feedback	20%	Faculty Mentor Evaluation	10%
Component	Weightage										
Internship Report	40%										
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Faculty Mentor Evaluation	10%										
Catalogue prepared by											
Recommended by the Board of Studies on	6th Board of Studies, 5th June, 2025										
Date of Approval by the Academic Council	25th July 2025										

Course Code: CBS7004	Course Title: Dissertation Type of Course: Skill Enhancement Course	L-T-P-C	0	0	0	4
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	The Dissertation is an individual, research-intensive course that enables students to investigate a specific business problem, concept, or phenomenon using structured academic methodology. This course deepens the student's analytical, critical thinking, and writing skills, while preparing them for either postgraduate studies or research-based career roles. Under faculty guidance, students explore a problem area, conduct literature review, gather data, and present findings in a formal academic format.					
Course Objective	To develop deep understanding of research methods and academic inquiry To foster independent thinking and intellectual curiosity To enable students to explore business issues through theoretical and empirical research To prepare a well-documented dissertation report meeting academic standards					
Course Outcomes	CO1: Formulate a clear research problem and design a suitable research methodology CO2: Conduct a comprehensive literature review and identify research gaps CO3: Collect, analyze, and interpret data using appropriate tools CO4: Compile and present research findings in a scholarly dissertation format					
Dissertation Scope and topics:	Students can choose topics across specializations including:					

	Marketing: Digital consumer trends, brand loyalty, social media influence Finance: ESG investing, FinTech adoption, risk analysis HR: Employee engagement, remote work culture, HR analytics Operations: Inventory models, digital supply chains, lean systems Entrepreneurship/Strategy: Startup models, innovation strategy, growth hacking		
Suggested Dissertation Phases:	Phase	Weeks	Key Activities
	Topic Identification	Weeks 1–2	Define problem area, align with faculty guide
	Proposal Submission	Week 3	Objectives, RQs, hypothesis, methodology
	Literature Review	Weeks 4–5	Theoretical framework, identification of gaps
	Data Collection	Weeks 6–8	Primary surveys, interviews, or secondary data
	Data Analysis	Weeks 9–10	Using tools like Excel, SPSS, R, Power BI
	Report Writing	Weeks 11–13	Chapter-wise compilation, formatting, citations
	Viva / Defense	Week 14	Oral presentation and Q&A with review panel
Targeted Application & Tools that can be used:			

SPSS / R / Python – Statistical analysis

Excel / Power BI – Visualization and modeling

Survey Tools – Google Forms, Typeform

Citation Managers – Zotero, Mendeley

Writing Tools – Grammarly, MS Word (APA/MLA styles)

Evaluation Criteria:

Component	Weightage
Proposal & Problem Framing (Report)	5%
Literature Review & Framework(Report)	5%
Methodology & Data Collection (Report)	20%
Data Analysis & Insight Quality (Report)	20%
Supervisor Evaluation	20%
Viva Voce / Oral Defence	30%

Final Deliverables:

Approved Research Proposal

Full Dissertation Report (60–100 pages)

Abstract and Executive Summary	
Bibliography (APA/MLA/Harvard style)	
Presentation Slides for Viva	
Plagiarism Check Certificate (as per institute norms)	
Supervision:	
Each student is assigned a Faculty Research Guide	
Fortnightly meetings to review progress	
Internal panel to review final report and viva performance	
Topics relevant to "SKILL DEVELOPMENT":	
Academic and applied research skills	
Critical literature review and synthesis	
Data literacy and analytical thinking	
Structured writing and academic formatting	
Research communication and defense	
Catalogue prepared by	
Recommended by the Board of Studies on	6th BOS, 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Value Added Courses

Course Code: PPS4002	Course Title: Introduction to Aptitude	L- T-P- C	0-0-2-1
	Type of Course: Value Added Course		
Version No.	1.0		
Course Pre- requisites	None		
Anti-requisites	None		
Course Description	The objective of this course is to prepare the trainees to tackle the questions on various topics and various difficulty levels based on Quantitative Ability, and Logical Reasoning asked during the placement drives. There will be sufficient focus on building the fundamentals of all the topics, as well as on solving the higher order thinking questions. The focus of this course is to teach the students to not only get to the correct answers, but to get there faster than ever before, which will improve their employability factor.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Aptitude and attain Skill Development through Problem Solving techniques.		
Course Outcomes	On successful completion of the course the students shall be able to: CO1: Recall all the basic mathematical concepts they learnt in high school. CO2: Identify the principle concept needed in a question. CO3: Solve the quantitative and logical ability questions with the appropriate concept. CO4: Analyze the data given in complex problems. CO5: Rearrange the information to simplify the question		

Course Content:				
Module 1	Quantitative Ability	Assignment	Bloom's Level : Application	02 Hours
Topics: Introduction to Aptitude, working of Tables, Squares, Cubes				
Module 2	Logical Reasoning	Assignment	Bloom's Level : Application	18 Hours
Topics: Linear & Circular Arrangement Puzzle, Coding & Decoding, Blood Relations, Directions, Ordering and Ranking, Clocks and Calendars, Number Series, Wrong number series, Visual Reasoning				
Targeted Application & Tools that can be used:				
Application area: Placement activities and Competitive examinations. Tools: LMS				
Text Book				
Quantitative Aptitude by R S Aggarwal				
Verbal & Non-Verbal Reasoning by R S Aggarwal				
References				
www.indiabix.com				
www.youtube.com/c/TheAptitudeGuy/videos				
Topics relevant to Skill development: Quantitative and reasoning aptitude for Skill Development through Problem solving Techniques. This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	L&D Department faculty members			

Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th June 2025

Course Code: PPS3018	Course Title: Preparedness for Interview	L- T- P- C	0	0	2	1
	Type of Course: Skill Enhancement Course					
Version No.	1.0					
Course Pre- requisites	None					
Anti-requisites	None					
Course Description	This course is designed to enable students to understand soft skills concepts to be corporate ready. The modules are set to improve self-confidence, communicate effectively and Prepare for the Interview to assist in employability. It helps the students to get a glimpse of the acceptable corporate readiness and equip them with the fundamental necessities of being able to confidently deal with the highly competitive corporate environment and helps in crafting different types of resumes. The pedagogy used will be group discussions, flipped classrooms, continuous feedback, role-play and mentoring.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of "Preparing for Interview" and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.					
Course Out Comes	On successful completion of this course the students shall be able to: CO1: Develop professional Resumes					

	CO2: Illustrate Resumes effectively			
	CO3: Apply skills and knowledge learnt for active and effective Group Discussions and Interview			
Course Content:				
Module 1	Resume Building	Classroom activity		10 Hours
Topics: Resume structure, use of templates, Do's and Don'ts, ATS methods, Cover Letter and Video Resume				
Activity: Real world scenarios				
Module 2	Group Discussion	Mock G D		9 Hours
Topics: -Group discussion as a placement process, GD techniques like Keyword. SPELT & POV of affected parties. Do & Don't of GD, Case-lets and topics for GD, practice session and evaluation				
Activity:- Real world scenarios				
Module 3	Personal Interview	Grooming checks + Evaluation + Mock Interview+ Role Play		9 Hours
Topics: Placement process, Different interview rounds, HR interviews, Interview questions and desired answers, Different types of interviews, Do's and Don'ts.				
Activity: - Role Play & Real-world scenario				
Module 4	Recap/Revision /Feedback Session	Practice sessions		2 Hours
Targeted Application & Tools that can be used:				
TED Talks				
You Tube Links				

Role Play activities	
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course : Continuous Individual Assessment	
The Topics related to Skill Development: Art of Presentation and Group Discussion for Skill Development through Participative Learning Techniques. This is attained through assessment Component mentioned in course handout.	
Catalogue prepared by	Faculty of L&D
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Mandatory Non-Credit Courses

Course Code: PPS 1025	Course Title: Industry Readiness Program – I Type of Course: Mandatory Non-Credit Course		L-T-P-C	0	0	2	0
Version No.	1.0						
Course Pre- requisites	None						
Anti-requisites	None						
Course Description	This course is designed to enable students to set SMART goals, form professional & personal ethics for success and learn various email writing techniques. The course will benefit learners in presenting themselves effectively through various activities and learning methodologies.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of “Employability for Young Professionals” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.						
Course Out Comes	On successful completion of this course the students shall be able to: CO1 : Define their career goals CO2 : Practice ethical habits for better career success CO3 : Demonstrate effective email writing techniques						
Course Content							
Module 1	Goal Setting & Grooming	Classroom activities			10 Hours		
Topics: SMART Goals, formal grooming through self-introduction activity Activity: Real world scenarios							
Module 2	Habit Formation	Role plays			10 Hours		

Topics: Professional and Personal ethics for success and activity-based practice			
Activity: Students to present 2 min video on building professional ethics			
Module 3	Email Etiquettes	Individual and group presentation	10 Hours
Topics: Types of prompts to generate effective or desired results for email etiquettes			
Activity: Individual student presenting various search prompts			
Faculty: L&D			
Targeted Application & Tools that can be used:			
TED Talks			
You Tube Links			
Activities			
Assignment proposed for this course			
Assignment 1: SMART Goal			
Assignment 2: AI tools for prompt search			
Continuous Individual Assessment			
Module 1: Presentation			

Module 2: Activity based assessment

Module 3: Class assessment

The topics related to skill development:

Students acquire knowledge on SMART goals, implement grooming standards, practice ethical behavior in class and campus, acquire hands-on experience to use AI tools to get search prompts for desired email etiquettes.

Catalogue prepared by	Faculty of L&D
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: PPS 1026	Course Title: Industry Readiness Program – II Type of Course: Mandatory Non-Credit Course	L- T - P- C	0	0	2	0
Version No.	1.0					
Course Pre- requisites	None					
Anti-requisites	None					
Course Description	This course is designed to enable students learn styles of communication, team building and use empathy in leadership. The course will benefit learners in preparing themselves effectively through various activities and learning methodologies.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of “Industry Readiness for Young Professionals” and attain SKILL DEVELOPMENT through PARTICIPATIVE LEARNING techniques.					
Course Out Comes	On successful completion of this course the students shall be able to: CO1: Apply different communication skills for success in workplace CO2: Practice team building skills for career success CO3: Demonstrate ethical leadership skills in workplace					
Course Content						
Module 1	Effective Communication	Classroom activities	10 Hours			

Topics: Practice effective communication skills (Verbal, Non-verbal, Written and Visual)			
Activity: Use social media prompts to prepare self-introduction videos			
Module 2	Team Building	Group Activity	10 Hours
Topics: Skills of an effective team player			
Activity: Student group activity to build class networking			
Module 3	Leadership	Case study	10 Hours
Topics: Types of leadership, using empathy in leadership			
Activity: Individual presentation by students on corporate leaders.			
Faculty : L&D			
Targeted Application & Tools that can be used:			
TED Talks			
You Tube Links			
Activities			
Assignment proposed for this course			
Assignment 1: One minute reel			
Assignment 2: Team building assignment			
Continuous Individual Assessment			

Module 1: L-S-R-W class assessment	
Module 2: Team Presentation	
Module 3: Individual Assessment	
The topics related to skill development: Students acquire knowledge on effective communication skills, team building skills and how to prepare themselves to be leaders in workplace using empathy and implement various skill sets during the course of their time in the university.	
Catalogue prepared by	Faculty of L&D
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: LAW7601	Course Title: Indian Constitution Type of Course: Mandatory Non-Credit Course	L- T- P- C	1	0	0	0
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamentals of Indian Constitution concepts and their relevance to 75+ Years of Republic of India (https://constitution75.com/) as well as #AzaadiKaAmrutMahotsav / Azadi Ka Amrit Mahotsav (https://amritmahotsav.nic.in). It is designed to equip students with the knowledge about the Constitution of India. This course aims to introduce the constitutional law of India to students from all walks of life and help them understand the constitutional principles as applied and understood in everyday life. The objective of making the Constitution of India, familiar to all students, and not only to law students, this course aims and objectifies legal understanding in the simplest of forms. This course is designed to cater to Constitutional Studies.					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	On successful completion of this course the students shall be able to: Describe the basic understanding of the Indian Constitution and the concepts and issues relevant to day-to-day life of the nation and to equip the Citizen with the zeal of capacity building. Recognizing and identify the values of the Constitution of India. Enabling the Citizen-centric Awareness of Rights and Responsibilities of the State Explain the role of the State actors in building India. Understanding the Gandhian vision over the power of the LSG (Local Self-Governance)					

Course Content:				
Module 1	Understanding the Making of the Constitution: The Constituent Assembly & The Constitution of India			
Topics: Historical Context of Constituent Assembly - Compositions & Functions of Constituent Assembly What is a Constitution? – Why have a Constitution? – Constitutional Change - Features of Indian Constitution – Preamble of Indian Constitution				
Module 2	Citizen's Fundamental Rights and State's Responsibilities (Directive Principles)			
Topics: Introduction to Fundamental Rights - Right to Equality – Facets of Right to Equality - Right to Freedom - Constitutional Position of Some Democratic Rights - Right Against Exploitation - Right to Freedom of Religion - Right to Constitutional Remedies Directive Principles of the State Policy				
Module 3	Organs Of the Government			
Topics: Executive: The President of India - Powers and Functions of President of India - Emergency Powers and the Position of the President Legislature: Union Council of Ministers - Prime Minister - The Rajya Sabha - The Lok Sabha - Relation between the Lok Sabha & Rajya Sabha - Office of the Speaker – Important Parliamentary Committees Judiciary: The Structure and Organization of the Judiciary & the High Court - The Supreme Court - Role of The Supreme Court - Judicial Activism in India - Basic Structure Doctrine & PIL				
Module 4	Federalism & Decentralization			
Topics:				

What is Federalism? - Centre-State Legislative Relations - Centre-State Administrative Relations - Centre-State Financial Relations The 5th & 6th Schedules - Municipality- (History of Indian Municipality, Organization & Functions) – Panchayat 1 (Idea of Panchayat, Organization and Powers of Panchayats in India)
Targeted Application & Tools that can be used: Application areas to familiarize students with fundamentals of Indian Constitutional concepts. Tools: Online Tools – NPTEL and Swayam.
Project work/Assignment:
Assessment Type Online end term exam will be conducted as notified by the Presidency University.
Online Link*: Prof. Amitabha Ray, SWAYAM Course: "Constitutional Government & Democracy in India" https://onlinecourses.swayam2.ac.in/cec19_hs13/preview * Other source links are available in below Resources link. Text Book Durga Das Basu --- Introduction to the Constitution of India, 23rd Edition (Gurgaon; LexisNexis, 2018). MP Jain's Constitutional Law of India, Lexis Nexis V.N Shukla's Indian Constitutional Law, M.P Singh 13th Edition MV Pylee's Constitution of India J.C.Johari -- The Constitution of India: A Politico-Legal Study (Greater Noida: Sterling Publishers Pvt. Ltd. 2013).

Himangshu Roy and M.P.Singh – Indian Political System, 4th Edition (Bengaluru; Pearson Education, 2018)

Vidya Bhushan & Vishnoolal Bhargava--- Indian Administration (S. Chand, 2011)

S.R.Maheswari --- Indian Administration (Orient Blackswan, 2001)

Dr. A.Avasthi & A.P. Avasthi --- Indian Administration (L.N. Agarwal Educational Publishing, 2017).

B. L. Fadia --- Indian Government and Politics (Sahitya a. Bhawan, 13th Revised Edition, 2017).

P.M.Bakshi – The Constitution of India (Prayagraj, UP; a. Universal Law Publishing, January, 2018)

Reference Books

HM Seervai, Constitutional Law of India, 4th Ed. Vol I, II, & III

Uday Raj Rai, Constitutional Law-I

Democracy and Constitutionalism in India, Oxford University Press 2009

Resources:

https://onlinecourses.nptel.ac.in/noc20_lw03/course?&force_user=true

https://onlinecourses.swayam2.ac.in/cec19_hs13/course?&force_user=true

<https://nptel.ac.in/courses/129106003>

<https://nptel.ac.in/courses/129106411>

<https://nptel.ac.in/courses/129105608>

<https://nptel.ac.in/courses/129106002>

Topics relevant to Skill Development:

An attitude of inquiry.

Write reports	
The topics related to Constitutional Studies and its application:	
All topics in theory component are relevant to Indian Constitution.	
Catalog prepared by	Faculty members of the Department of Law.
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025

Course Code: CHE7601	Course Title: Environmental Studies Type of Course: Mandatory Non-Credit Course	L- T- P- C	1	0	0	0
Course Pre-requisites	None					
Anti-requisites	None					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. This course is designed to cater to Environment and Sustainability					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	On successful completion of this course the students shall be able to:					

	Describe the issues related to natural resources, ecosystems and biodiversity Identify environmental hazards affecting air, water and soil quality Recognize the importance of healthy environment and finding the sustainable methods to protect the environment Convert skills to address immediate environmental concerns through changes in environmental processes, policies, and decisions			
Course Content:				
Module 1	Understanding Environment, Natural Resources, and Sustainability			
Topics: Classification of natural resources, issues related to Population growth and their overutilization, and strategies for their conservation. Water, air, soil, mineral, energy and food source. Effect of human activities on natural resources. Concept of sustainability- Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs; Sustainable practices in managing resources, including deforestation, water conservation, Desalination – types, energy security, and food security issues, Life Cycle thinking and Circular Economy.				
Module 2	Ecosystems, Biodiversity, and Sustainable Practices			
Topics: Ecosystems and ecosystem services: Various natural ecosystems, Major ecosystem types in India and their basic characteristics; forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance. The importance of biodiversity, Types of biodiversity, Biodiversity and Climate Change, the threats it faces, hotspots, and the methods used for its conservation. Strategies for in situ and ex situ conservation, mega diverse nation.				
Module 3	Environmental Pollution, Waste Management, and Sustainable Development			
Topics: Types of pollution- Chemical, - Biological, Biomedical, noise, air, water, soil, thermal, radioactive and marine pollution, and their impacts on society. Urbanization and Urban environmental problems; effects, and mitigation.				

Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management;

Sustainable Materials and Technologies: Biodegradable and compostable materials, Recycled and reclaimed materials (E-waste management), Sustainable manufacturing processes.

Module 4	Social Issues, Legislation, and Practical Applications			
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Topics: Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Hazardous waste Rule 1989, Biomedical Waste handling 1998, Fly Ash Rule 1999, Municipal Solid Waste Rule 2000, Battery Rules 2001, E- Waste Rules 2011, Plastic waste management Rules 2016, Construction Demolition waste Rules 2016 National Biodiversity Action Plan (NBAP)

Major International Environmental Agreements: Convention on Biological Diversity (CBD), The Biological Diversity (Amendment) Act, 2023, United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement.

Major International organisations and initiatives: United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC).

Targeted Application & Tools that can be used:

Application areas are Energy, Environment and sustainability

Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:

Assessment Type

Online exams (MCQs) will be conducted by the department of Chemistry

Online Link*:

Lecture by Dr. Samik Chowdhury, Dr. Sudha Goel, NPTEL course: Environmental Science, <https://nptel.ac.in/courses/109105203>, 2024.

Lecture by Dr. Padmavati, Dr Narendran Thiruthy, NPTEL Course: Biodiversity Protection, Farmers and Breeders Rights, <https://nptel.ac.in/courses/129105008>, 2024.

* Other source links are available in below Resources link.

Text Book

G. Tyler Miller and Scott Spoolman (2020), Living in the Environment, 20th Edition, Cengage Learning, USA

Poonia, M.P. Environmental Studies (3rd ed.), Khanna Book Publishing Co.

Bharucha, E. Textbook of Environmental Studies (3rd ed.) Orient Blackswan Private Ltd.

Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.

Rajagopalan, R. Environmental studies: from crisis to cure (4th ed.). Oxford University Press.

Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.

Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.

Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.

Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.

Reference Books

Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022), Conservation through Sustainable Use: Lessons from India. Routledge.

William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.

Richard A. Marcantonio, Marc Lane (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.

Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>

Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press

Resources:

<https://nptel.ac.in/courses/109105203>

<https://archive.nptel.ac.in/courses/120/108/120108004/>

<https://nptel.ac.in/courses/127105018>

https://onlinecourses.nptel.ac.in/noc23_lw06/preview

https://onlinecourses.swayam2.ac.in/ini25_bt02/preview

<https://archive.nptel.ac.in/courses/120/108/120108002/>

https://onlinecourses.swayam2.ac.in/ini25_bt02/preview

<https://nptel.ac.in/courses/102104088>

<https://nptel.ac.in/courses/124107165>

<https://nptel.ac.in/courses/109106200>

<https://archive.nptel.ac.in/content/storage2/courses/120108004/module1/lecture1.pdf>

https://onlinecourses.swayam2.ac.in/nou25_ge19/preview

https://onlinecourses.swayam2.ac.in/ini25_hs01/preview

<http://kcl.digimat.in/nptel/courses/video/105105184/L32.html>

<https://nptel.ac.in/courses/105105169>

Topics relevant to Skill Development:

An attitude of enquiry.

Write reports

The topics related to Environment and Sustainability :

All topics in theory component are relevant to Environment and Sustainability.	
Catalog prepared by	Faculty members of the Department of Chemistry
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
Date of Approval by the Academic Council	25th July 2025