



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

Itgalpura, Rajankunte, Yelahanka, Bengaluru – 560064



PRESIDENCY SCHOOL OF COMMERCE

Program Regulations and Curriculum

2025-2028

BACHELOR OF BUSINESS ADMINISTRATION (AVIATION MANAGEMENT)

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

Regulations No.: PU/AC-26.23/PSOC06/BAV/2025-28

Resolution No 26.23 of the 26th Meeting of the Academic Council held on 25th July 2025, and ratified by the Board of Management in its 27th Meeting held on 28th July, 2025.

(As amended up to the 29th Meeting of the Academic Council held on 24th April 2026. This document supersedes all previous guidelines)

July-2025

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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 Commerce

To become a value-based, business-based Commerce School dedicated to creating a positive impact on commerce, the economy and society.

1.4 Mission Statement of Presidency School of Commerce

- Equip students with the knowledge, skills, and abilities to succeed in the world of commerce.
- Empower students to make proactive decisions in the face of business-related challenges.
- Sensitize students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances with industry and academia for research and its practical application.
- Instill entrepreneurial and leadership skills to address social, environmental and community needs.

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 2025-2028.
- 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 2025-2028 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 2025-2026

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, 2025-2028;
- ff. "Program" means the Bachelor of Business Administration (Aviation Management) Degree Program;
- gg. "PSOC" means the Presidency School of Commerce;
- 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 2025-2028 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 2025-2028 offered by the Presidency School of Commerce (PSOC).

- 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 program, the graduates shall be able to:

PEO1: Demonstrate competence in core areas of business enabling them to contribute effectively in diverse organizational settings.

PEO2: Exhibit strong communication, collaboration, and leadership skills to manage teams, resolve conflicts, and drive organizational initiatives in dynamic business environments.

PEO3: Practice integrity, social responsibility, and ethical decision-making, contributing to sustainable business practices and positive societal impact.

PEO4: Embrace innovation, entrepreneurial thinking, and continuous learning to adapt to evolving business challenges and pursue personal and professional growth.

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

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

8.1 Program Outcomes (PO's):

PO1: Demonstrate knowledge of business concepts, tools, and practices, and apply analytical and critical thinking to solve business problems effectively.

PO2: Able to communicate clearly, professionally, and persuasively using oral, written, and digital formats.

PO3: Develop interpersonal and leadership skills to work effectively in teams, manage conflict, and lead organizational initiatives.

PO4: Understand ethical frameworks and corporate social responsibility, enabling them to act with integrity and accountability in business contexts.

PO4: Demonstrate an entrepreneurial mindset and the ability to identify, evaluate, and implement innovative business opportunities.

PO5: Adapt to changing business environments and committed to continuous personal and professional development.

8.2 Program Specific Outcomes (PSOs):

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

PSO1: Demonstrate comprehensive knowledge of aviation operations, airport management, and regulatory frameworks, ensuring compliance with aviation standards.

PSO2: Demonstrate comprehensive knowledge of aviation operations, airport management, and regulatory frameworks, ensuring compliance with aviation standards.

PSO3: Apply management principles to improve efficiency in ground handling, air traffic coordination, safety procedures, and customer service within aviation and airport environments.

PSO4: Develop analytical and strategic decision-making skills for airline scheduling, revenue management, aviation logistics, and crisis management in aviation business contexts.

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

A student admitted to a particular BBA (Aviation Management) program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program at the end of 1st semester of the degree to eligible students in accordance with the rules framed by the University from time to time.

- 11.1 Normally, only those students, who have passed all the Courses prescribed for the 1st Semester of the degree Program and obtained a CGPA of not less than 6.00 at the end of the first Semester, shall be eligible for consideration of a change of program.
- 11.2 Change of Program, if provided, shall be made effective from the commencement of the 2nd Semester of the Degree Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.
- 11.3 The student(s) provided with the change of program shall fully adhere to and comply with the Program Regulations and Curriculum of the concerned Program, the Fee Policy pertaining to that Program, and, all other rules pertaining to the changed Program existing at the time.

- 11.4 Change of program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of program offered.
- 11.5 The eligible student may be allowed a change in Program, strictly in order of inter se merit, subject to the conditions given below:
- 11.5.1 The actual number of students in the second semester in any particular program to which the transfer is to be made, should not exceed the sanctioned strength by more than 5%, and,
- 11.5.2 The actual number of students in any program from which transfer is being sought does not fall below 75% of the total sanctioned intake.
- 11.5.3 The process of change of program shall be completed on the first five (5) days of the Registration for the 2nd Semester.

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. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.
- b. 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 (2025-2028) 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 (SPC)	
	a) Specialization Core Courses	12
	b) Specialization Elective Courses	6
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	CBS1021	Fundamentals of Financial Accounting	3	1	0	4
2	CBS1001	Managerial Economics	3	0	0	3
3	CBS1030	Business Environment	3	0	0	3
4	CBS1017	Business Statistics	3	1	0	4
5	CBS1002	Business Law	4	0	0	4
6	CBS3035	Entrepreneurship and Business Ethics	4	0	0	4
7	CBS1014	Principles of Management	3	0	0	3
8	CBS1042	Human Resource Management	3	0	0	3
9	CBS1018	Introduction to Marketing	3	0	0	3
10	CBS3001	Strategic Management	3	0	0	3
11	CBS2001	International Business	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	AVM1003	Introduction to Aviation and Airlines Industry	3	0	0	3
2	AVM2002	ATC and Airport Operations	4	0	0	4
3	AVM2003	Logistics and Air cargo Management	4	0	0	4
4	AVM2004	Travel and Hospitality Management	4	0	0	4
5	AVM2005	Passenger Ground Service	3	0	0	3
6	AVM2006	Aviation Safety and Security	4	0	0	4
7	AVM2007	Aviation Law and Regulations	4	0	0	4
8	AVM2008	Aviation Maintenance Management	3	0	0	3
9	AVM2015	Consumer Behaviour in Aviation	3	0	0	3
Total No. of Credits						32

Table No. _6: List of Specialization Courses						
Specialization Elective Courses						
S. No.	Course Code	Course Name	L	T	P	C
1	AVM3002	Inflight Management	3	0	0	3
2	MKT3004	Services Marketing	3	0	0	3
3	AVM3001	Certifications in Airlines/ Airport	3	0	0	3
4	AVM2009	Cabin Crew Management	3	0	0	3
Track: Marketing						
Specialization Elective Courses (Choose any TWO Courses only)						
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
7	MKT3006	Customer Relationship Management	3	0	0	3
Track: Human Resource Management						
Specialization Elective Courses (Choose any TWO Courses only)						
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/ FRL 1004	Sarala Kannada / Savi Kannada / Introduction to French Language/*Foreign Language	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, 'S' grade is awarded for "satisfactory completion" of the Internship and 'NC' grade is awarded for "non-completion" of the Internship. The student who receives the "NC" grade shall repeat the Internship, until the concerned student secures the "S" grade in the Internship. The "S" and "NC" grades are subject to fulfilling the requirements as stated in the course plan and do not carry grade points. Hence not included in the SGPA, CGPA computations.

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 of the 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

Semester I							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	CBS1021	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	AVM1003	Introduction to Aviation and Airlines Industry	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	CBS1030	Business Environment	3	0	0	3	SCC
8	PPS1025	*Industry Readiness Program - I	0	0	2	0	MNC
		TOTAL				22	

*30 Hours Course

Semester II							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	AVM2002	ATC and Airport Operations	4	0	0	4	PCC
2	AVM2005	Passenger Ground Service	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/KAN 2002/ FRL 1004	Sarala Kannada / Savi Kannada / Introduction to French Language/ Foreign Language	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	

*MOOC

30 Hours Course

Semester III							
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	AVM2004	Travel and Hospitality Management	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	

Semester IV							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	AVM2008	Aviation Maintenance Management	3	0	0	3	PCC
2	AVM2007	Aviation Law and Regulations	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	CHE7601	*Environmental Studies	1	0	0	0	MNC
6	AVM2015	Consumer Behaviour in Aviation	3	0	0	3	PCC
7	PPS4002	Aptitude Training	0	0	2	1	VAC
		TOTAL				18	

* MO

Semester V							
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	AVM3001	Certifications in Airlines / Airport	3	0	0	3	SPC
4	AVM2009	Cabin Crew Management	3	0	0	3	SPC
5	XXXXX	Specialization Core Course - I	3	0	0	3	SPC
6	XXXXX	Specialization Core Course - II	3	0	0	3	SPC
7	CBS2037	Data Analysis for Decision Making	0	0	4	2	SEC
8	CBS7000	Summer Internship	-	-	-	2	SEC
		TOTAL				22	

Semester VI							
S. No.	COURSE CODE	COURSE NAME	L	T	P	C	Course Type
1	AVM2006	Aviation Safety and Security	4	0	0	4	PCC
2	XXXXX	Specialization Elective Course - I	3	0	0	3	SPC
3	XXXXX	Specialization Elective Course - II	3	0	0	3	SPC
4	CBS7001	Capstone Project	-	-	-	4	SEC
		TOTAL				14	

Course Catalogues

School Core Courses

Course Code: CBS1021	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	None					
Anti-requisites	None					
Course Description	This course introduces students to the foundational principles and practices of financial accounting. Through problem-solving and case-based learning, students develop the ability to record, classify, and summarize business transactions and prepare basic financial statements for sole proprietors. The course also imparts an understanding of accounting conventions, depreciation, and adjustments necessary for accurate financial reporting.					
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: Apply double entry book keeping to systematically record transactions. (Apply) CO3: Prepare subsidiary books, bank reconciliation statement and trail balance after incorporating depreciation. (Apply) CO4: Prepare final accounts—Trading Account, Profit & Loss Account, and Balance Sheet—for a sole proprietorship after necessary year-end adjustments.					
Course objective	The objective of the course is to familiarize the learners with the concepts of Basics of Financial Accounting and attain Employability through Problem Solving Methodologies.					
Course Content:	Fundamentals of Financial Accounting					
Module 1	Introduction to Financial Accounting.	MCQs/Case Study	Solving problems	14 Sessions		

Topics: Meaning and Objectives of Financial Accounting, Types of Accounting, Users of Financial Statements, Types of Business Entities, Define and Understand the Accounting Concepts of Money Measurement, Business Entity, Going Concern, Matching, Accounting Period, Double-Entry Concept, Cost Concept, Full Disclosure, Define and Understand the Accounting Conventions of Convention of Consistency, Conservatism, Disclosure and Materiality.

Module 2	Double-entry Accounting, Subsidiary Books & Trial balance.	MCQs/Case Study	Solving problems	16 Sessions
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Topics: Double-Entry Accounting, Ledger Accounts, Books of Prime Entry and Journals, the Accounting Equation. Accounting cycle

Module 3	Subsidiary Books and cash book	MCQs/Case Study	Solving problems	16 Sessions
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Topic: Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book. Preparing a Bank Reconciliation Statement (Simple problems) (Simple meaning and nature of Bills Receivable Book, Bills Payable Book, Journal Proper.) Preparation of Trial Balance, Errors which can and cannot be located by a Trial Balance. Concept, Need and Factors affecting Depreciation, Depreciation Methods (Original cost method and Diminishing Balance Method). Accounting Treatment of Depreciation

Module 4	Financial Statements	MCQs/Case Study	-Solving problems	14 Sessions
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Topics: Preparation of Trading And Profit & Loss from the Trial Balance, Preparation of Balance Sheet (Sole proprietorship only), Adjustment Entries Relating to Outstanding Expenses, Prepaid Expense, Accrued Income, Provisions, Interest on Capital and Drawing.

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. SHANKARGOUDA B. LAKKANGOUDR
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: 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, price quantity relationship, determinants, exceptions. Demand schedule, equations and diagrams, shift and movement along the demand curve. Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand and supply – Calculating Price Elasticity of Demand, Categories of Price Elasticity of demand, determinants of price elasticity of demand, cross price elasticity, income 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 – Average, marginal and total product, equation, schedule and diagrams – Three stages of production- concept of isoquant. Defining costs and various cost concepts – Fixed and variable costs - Average, marginal and total costs, equation, schedule and diagram – Cost curves and their shapes in short and long runs, numerical problems.				
Module 3	Market Structure	Assignments	Effects of Government Intervention – price control(Case study)	8 Sessions
Topics: Meaning and types of Market. Perfect competition -Features - profit maximization - Monopoly, why and how they arise – characteristics. Monopolistic competition – Characteristics. Oligopoly - Features.				
Module 4	Key Concepts of Macroeconomics	Discussion	Union Budget analysis	12 Sessions
Topics: Meaning and Key Concepts of Macroeconomics. Importance and issues of Macroeconomics. Circular flow models of Economy. Measurement of National Income. Meaning and scope of fiscal Policy-Fiscal Instruments-Kinds of fiscal policy. The union budget process, functions of a Central bank -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: 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 course provides students with an understanding of the business environment and the factors affecting business organizations. It helps students examine the relationship between business and government. The course also enables students to understand the political, economic, legal, and social policies that influence business activities.					
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the fundamentals of business environment CO2: Recognize the influence of the technological and cultural environment on business. CO3: Explain the political and economic environment influencing business. CO4: Illustrate the legal environment and its role in business. CO5: Discuss the impact of globalization on business.					
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		Quiz	10 Sessions		
Meaning, Nature, Scope and Importance of Business Environment. Components of Business Environment: Internal and External Environment. Environmental Scanning: Process, SWOT Analysis, PESTLE Analysis. Risk Assessment in Business Environment. Foreign						

Direct Investment (FDI): Policies and Trends in India. WTO: Objectives, Functions and Challenges. Emerging Business Environment in the Digital Economy.				
Module 2	Technological & Socio-Cultural Environment		Quiz	12 Sessions
Technological Environment: Nature and Features, Industry 4.0 and Digital Transformation, Artificial Intelligence (AI) in Business, Cloud Computing, Big Data and Internet of Things (IoT), Digital India Initiative, Innovation Ecosystem and Start-up India. Culture and Business, Cultural Dimensions (Hofstede), Demographic Trends, Consumer Behaviour and Lifestyle Changes, Corporate Social Responsibility (CSR), Business Ethics and Corporate Governance, Sustainability and ESG (Environmental, Social and Governance)				
Module 3	Political & Economic Environment		Quiz	12 Sessions
Political Institutions, Government and Business, Public Sector and Private Sector, Public Sector Reforms, Role of MSMEs in Economic Development, Public-Private Partnership (PPP) Economic Systems, Economic Planning and Liberalization, Industrial Policy, Economic Reforms (LPG), Fiscal and Monetary Policies, Inflation, Employment and GDP, Make in India (Atmanirbhar Bharat), National Logistics Policy.				
Module 4	Legal & Global Environment		Quiz	11 Sessions
Consumer Protection Act, 2019, Competition Act, Information Technology Act, Right to Information Act (overview), Intellectual Property Rights (IPR), Data Protection and Privacy (Digital Personal Data Protection Act, 2023). Globalization, Modes of Entry into International Business, Global Trade Trends, WTO Agreements, Regional Trade Agreements, Global Supply Chain Management, Sustainable Development Goals (SDGs)				
Targeted Application & Tools that can be used: Microsoft PowerPoint Presentation, Google Forms / Microsoft Forms – For conducting quizzes or feedback				
Reference Text Book:				
T1: Cherunilam, F. Business Environment: Text and Cases. Himalaya Publishing House. Latest Edition.				

T2: Gupta, C.B. Business Environment. Sultan Chand & Sons. Latest Edition.

T3: Saleem, S. Business Environment. Pearson India. Latest Edition.

Reference:

E-Reading / Essential Reading:

R1. Fernando, A.C. Business Environment. Pearson India. Latest Edition.

R2: Paul, J. Business Environment: Text and Cases. McGraw Hill Education. Latest Edition.

R3: Aswathappa, K. Essentials of Business Environment. Himalaya Publishing House. Latest Edition.

R4: Raj Aggarwal. Business Environment. Excel Books. Latest Edition.

Web Resources:

W1: Ministry of Commerce & Industry (India)

W2: DPIIT (Department for Promotion of Industry and Internal Trade)

W3: Ministry of MSME

W4: World Trade Organization (WTO)

W5: UNCTAD (United Nations Conference on Trade and Development)

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	Dr.Jency Priyadharshany
Recommended by the Board of Studies on	6 th Board of Studies

Date of Approval by the Academic Council	
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Course Code: CBS1017	Course Title: Business Statistics				
	Type of Course: School Core	L-T- P-C	3	1	0 4
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. 3. https://www.digimat.in/nptel/courses/video/110107114/L06.html	
PU E-Library resources for articles:	
1. 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

Course Code: CBS3035	Course Title: Entrepreneurship and Business Ethics.	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 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	1. Introduce the entrepreneurial mind-set, innovation process, and start up lifecycle. 2. Explore ethical issues commonly encountered in entrepreneurship. 3. Develop practical skills in venture creation, business planning, and responsible decision-making. 4. Analyse successful and failed ventures from ethical and strategic perspectives. 5. Foster sustainable entrepreneurship aligned with social responsibility.					
Course Outcomes	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 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. Vijayasree
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: 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, Hertzberg'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=hgsBEAAQBAJ&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-mqEACAAJ&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>

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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: CBS1042	Course Title: HUMAN RESOURCE MANAGEMENT Type of Course: School Core Course	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	None					
Anti-requisites	None					
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 practices such as manpower planning, selection, training, appraisal, and promotion. 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 understand the basic concepts of HR and apply them to real time situations 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	15 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: Recent 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 8 th edition “Human Resource Management”, Tata McGraw-Hill 2. V S P Rao 3 rd Edition: Human Resource Management: Text & Cases. Excel Books				

Reference Book (s):

R1. Robbins D A (2010) 8th edition: 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 OPPORTUNITIES, 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. Anouja Mohanty
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Recommended by the Board of Studies on	
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Date of Approval by the Academic Council	25th July 2025
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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/ODIjY2E4ODIyODViZjFkODgzNDUxYWZlNWZhZmY2MGE5MDc0ZDVmYw==.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: 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/Case let 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, Mc Kinsey'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/Case let 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/Case let 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

1. Gregory Dess, Gregory G. Dess, Gerry McNamara (2020): Strategic Management: Creating Competitive Advantages, McGraw- Hill
2. R. Maheshwari (Author), Saurabh Agrawal (Author), Saurabh Agrawal R. Maheshwari (2020): Strategic Management
3. Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones (2016): Strategic Management: An Integrated Approach, Wiley.

4. 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 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. (Understand) CO2: Apply the FTP 2023–2028 framework, export schemes, and investment theories to support effective global trade decisions. (Apply) CO3: Apply concepts of trade barriers and regional economic integration in international trade analysis. (Apply) CO4: Distinguish the components of BoP, foreign investments, and cross-border business procedures. (Analyze) CO5: Categorize foreign investment types and international trade procedures in business operations. (Analyze)					
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: CBS3002	Course Title: Operations Research Type of Course: School core	L- T-P- C	3	0	0	3
Version	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	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.					
Course Out Comes	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.					
Course Objective	Skill Building Though Problem Solving					
Course Content:						
Module 1	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				
Module 2	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.				
Module 3	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).				
Module 4	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). <i>Operations Research: An Introduction</i>. Pearson Education. – A comprehensive and widely used textbook that covers both theory and applications of OR.	
Reference Vohra, N.D. (2022). <i>Quantitative Techniques in Management</i> . McGraw Hill Education. – Useful for business-oriented applications of OR techniques. Paneerselvam, R. (2017). <i>Operations Research</i> (2nd Edition). PHI Learning. – Provides a simple and conceptual explanation of OR tools with case studies. Hillier, F.S., & Lieberman, G.J. (2021). <i>Introduction to Operations Research</i> (11th Edition). McGraw Hill. – A classic reference with in-depth mathematical models and solution techniques. Winston, W.L. (2004). <i>Operations Research: Applications and Algorithms</i> (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.	
Catalogue prepared by	Prof. Baktha Sbari Rajan

Recommended by the Board of Studies on	6 th BoS held on 05 th June 2025
Date of Approval by the Academic Council	25 th July 2025

Program Core

Course Code: AVM1003	Course Title: Introduction to Aviation and Airlines Industry Type of Course: Program Core	L-T- P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	The course provides the foundation to the Aviation industry and airline business. 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. World Geography and airline terminology		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Outline the history and evolution of Aviation Industry CO2: Explain international regulatory bodies CO3: Detail the role of major organizations in the aviation sector CO4: Describe the functions of airport at different operational levels and recall IATA airport codes, phonetics, time zones		
Course objective	The objective of the course is to familiarize the learners with the aviation terminology and operations and attain Employability through Participative Learning techniques.		
Course Content:			
Module 1	Introduction	Article Review	Case Study
12 Sessions			
Global Aviation History , Indian Aviation, Growth of Civil Aviation in India post II nd World War, Air Transport Nationalization – Air Corporation Act 1953, Open Sky Policy of Government of India , Freedom of Air, Emergence of Low-Cost Carriers (LCC)			

Module 2	International Regulatory Organizations	Assignment	Analysis of Research	11 Sessions
IATA , ICAO, ACI , FIATA, UFTAA				
Module 3	Major Organizations in Indian Aviation	Article Review	Case Study	11 Sessions
DGCA , AAI , MoCA , BCAS , CISF				
Module 4	Introduction of Aviation Sector and IATA Airline & Airport Codes	Experiential Learning	Industry Visit	11 Sessions
Bilateral Agreements ,Present Aviation Scenario in India, Growth, Competition & Future, IATA airline and airport codes, IATA Traffic Conference Areas, Airline Phonetics , Oceans & Continents , Minimum Connecting Time , Time Calculations – GMT, UTC, DST , Entry of Private Airlines in India				
Text Book(s): 1) Introduction to the Airline Industry (IATA Aviation Distance Learning) 2) Introduction to Aviation Operations Management by Sheikh Imran Ishrat et al. (CRC Press)				
Reference Book (s): 1) The Global Airline Industry by Peter Belobaba, C. Barnhart, and A. Odoni (Wiley) 2) Introduction to Aviation by Fred Mabonga (AuthorHouse)				
Online Resources Link (e-books, notes, ppts, video lectures etc.): 1) MIT OpenCourseWare Lecture Notes – Airline Management; ocw.mit.edu 2) Free E-Book – Commercial Aviation 101 by Greg Gayden; freecomputerbooks.com 3) SKYbrary – A comprehensive aviation safety and operations wiki by ICAO & EUROCONTROL				

Topics Relevant to Skill Development :	
Catalogue prepared by	Ms Lizy
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: AVM2002	Course Title: ATC and Airport Operations Type of Course: Program Core	L-T-P-C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	This comprehensive course equips aviation students with in-depth knowledge of ATC and airport operations. The course will explore critical aspects of aviation management, including ATC technologies, airport infrastructure, ground handling, safety protocol, and practical decision-making scenarios through industry-aligned case studies and professional development modules.		
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the basics of Air Traffic Control (ATC), its role in aviation safety, and key elements of global ATC systems. (Understand) CO2: Identify the technologies used in ATC, including radar, communication, and navigation systems. (Understand) CO3: Explain airport operations such as terminal management, runway operations, and ground handling procedures. (Understand) CO4: Recognize safety and security measures, emergency response plans, and regulatory requirements in airport operations. (Understand)		

	CO5: Discuss airport operations management challenges. (Apply)			
Course objective	The objective of the course is to familiarize the learners with the concepts of ATC and Airport operations and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	ATC	Assignment	Analysis of Research	12 Sessions
Air Traffic control fundamentals-ATC introduction and infrastructure, role of ATC in aviation safety, Global ATC systems and networks, communication protocols , Air traffic management, flight planning and clearance, air space classification, separation standards, and procedures.				
Module 2	ATC	Article Review	Case Study	12 Sessions
ATC technologies, Radar systems, communication systems, navigation technologies, emerging technologies in air traffic management.				
Module 3	Airport operations management	Experiential Learning	Industry Visit	12 Sessions
Airport infrastructure - layout and design, terminal operations, runway and airfield management, ground handling operations -aircraft servicing, baggage handling systems, passenger and cargo handling systems.				
Module 4	Airport operations management	Experiential Learning	Industry Visit	12 Sessions
Safety and security protocols, emergency response planning , security screening procedures , compliance with international aviation regulations				
Module 5	Airport operations Management	Experiential Learning	Industry visit	12 Sessions

Integrated case studies and practical applications. Scenario based learning-ATC decision-making simulations, airport operations management challenges, Industry best practices, real-world case analysis, current trend and future perspectives, professional development, career pathway exploration and professional communication and networking.	
Text Book(s):	
1) Fundamentals of Air Traffic Control by Michael Nolan 2) Air Traffic Control Fundamentals: The Definitive Guide by Charles Spratt	
Reference Book (s):	
1) The Pilot's Guide to Air Traffic Control: Who's Really in Control? by Andy Watson 2) Airport Planning & Management (7th Edition) by Clifton A. Young	
Topics Relevant to Skill Development: Practicing ATC communication protocols, Interpreting airspace maps and flight plans.	
Catalogue prepared by	Ms Lizy
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: 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	None		
Anti-requisites	None		

Course Description	Logistics and Air Cargo Management is a comprehensive course designed to provide students with an in-depth understanding of the regulatory authorities' procedures and documentation for Logistics and Air Cargo Industry. It provides in depth knowledge of Handling various types and natures of cargo.			
Course Out Comes	At the end of the course, the student shall be able to: C01: Explain the regulations of Logistics C02: Describe working of various regulatory Organizations C03: Illustrate handling procedures for different types of cargo. C04: Analyze Airline rates and charges. C05: Evaluate handling facilities at airport and describe Aircraft types.			
Course objective	The objective of the course is to familiarize the learners with the concepts of Logistics and Procedure for handling Air Cargo. Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction to Logistics	Assignment	Case Study	12 Hours
Introduction to logistics, Concepts of 7 R', Components of Logistics, Types of Logistics and advantages. Logistics in Global Organization, Marketing and Logistics Channel, Environmental and Marketing issue, Inventory Management – Purpose / Type / Objective, Inventory Costs, Inventory models-EOQ, ABC, JIT				
Module 2	International Trade and Regulations	Assignment	Analysis of Research	12 Hours
India's Foreign Trade Policy, Impact of foreign trade on economy, DGFT, IEC Code. Regulatory Organizations – ICAO, DGCA, IATA, Function of IATA., IATA agent. Export and Import definition. Customs Authorities and functions. Documents required and procedures for Export. Imports clearance. and duty calculation. Shipping Bill, Bill of Entry, Customs House Agent (CHA). Freight Forwarding Agent – Definition, role and services provided. Incoterms.				
Module 3	Air Cargo Acceptance.	Article Review	Case Study	12 Hours

Introduction and History of Air Cargo, International and Domestic cargo. Air Cargo Acceptance, Instruction for carriage SLI, Components of Shippers letter of Instruction, Types and Nature of cargo. Handling and acceptance of special Cargo- Dangerous Goods, Live Animals, Valuable Cargo, Perishable Cargo, Human Remains, Cargo Booking Procedures-, Documents ready for carriage				
Module 4	Airway Bill and Airline rates and Charges.	Experiential Learning		12 Hours
Airway Bill- Types of Airway Bill and their functions, Contents of Airway Bill. Labelling and marking cargo, Conditions of Contract, Consolidation Agent, and Breakbulk agent. Consolidation benefits. Master Airway Bill, House Airway Bill. Chargeable weight, Gross weight, Volume weight – Calculations. Freight Prepaid/Freight collect. Air Cargo Rates and Charges- Air Cargo Tariff (TACT), Types of Rates and charges - Minimum charges, General Cargo Rates (GCR), Specific Commodity rates (SCR), Class rates, Weight break points.				
Module 5	Handling Facilities at Airport	Learning	Industrial Visit	12 Hours
Aircraft – Types of Aircraft, Aircraft categories, Unit Load Device (ULD) – Types of ULDs, Aircraft Pallets, Igloos, Containers. Cargo Handling Facilities at airport. – Functions of Ground Handling Agent, Airport Cargo Zones, Loading and Unloading of Cargo, Ground handling equipment for cargo. Cargo Terminal Facilities- Custodian of Cargo Terminal, Facilities provided for cargo at cargo terminal. Cool Port- Storage and handling of Parma, perishables, meat products. Strong Room facility- Valuable Cargo Handling (VAL). Export Cargo Handling-process from unloading till Palletisation. NOTAC. Import Cargo-Process from receiving cargo from Aircraft to delivery to importer.				
Text Book(s): 1) Logistics Management: The Supply Chain Imperative – Sople Vinod V. 2) Air Cargo Management: Air Freight and the Global Supply Chain – Michael Sales				
Reference Book (s): 1) Global Logistics and Supply Chain Management – John Mangan, Chandra Lalwani, Tim Butcher 2) Introduction to Air Transport Economics – Bijan Vasigh, Ken Fleming 3) IATA Cargo Handling Manual (ICHM) – International Air Transport Association				
Topics Relevant to Skill Development: Drafting Export/Import Documentation,				
Catalogue prepared by	Ms Lizy			

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: AVM2004	Course Title: Travel and Hospitality Management Type of Course: Program 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 an overview of the hospitality industry and gives insights into effectively managing clients through effective hospitality.		
Course Out Comes	At the end of the course, the student shall be able to: CO 1: Explain the evolution of the hospitality CO 2: Describe the elements of front office CO 3: Explain the different types of personnel managements CO 4: Apply the housekeeping techniques CO 5: Recognize the food and beverage control & service methods		
Course Content:			
Module 1	Introduction to Hospitality Management		Lecture and PPT 10 Sessions
Evolution of Accommodation, Types and classification of hotels. Meal plans, room types, reservation types, mode of payment, Reservation & Billing Procedures. Hotel Circuits in India, Private Public Participation Model and Hotel Industry, sustainable hotel practices.			
Module 2	Front Office Management		Lecture and PPT 15 Session
Basic activities, Various Sections, Organization Structure of FO, Role of the front office in security, Key controls, Handling master keys, lost and found and damaged keys, Use of key cards, guest and staff movement, access control, safe deposit boxes, International Hotel Regulations.			
Module 3	Personnel Management		Lecture and PPT 10 Sessions

Principles of Personnel management, Recruitment process for hospitality roles, Performance appraisal, Incentives, FAM Tour, Skill training, staff scheduling and staff motivation, Benefits of training, On the Job Training, Hospitality etiquettes, Telephonic transcripts, Personnel function, Crisis management in tourism				
Module 4	Housekeeping Management		Lecture and PPT	15 Sessions
Meaning, Importance, Responsibilities of Housekeeping, Layout of guest rooms, floor pantry, Accessories & checklist, Forms, registers used in the desk reports, Lost & found, Indenting from stores, Key control, Gate pass, Inventory system, Storage facilities Functions of uniform room & tailor room- linen, sizes & exchange. Discard & re-use of discard procedure.				
Module 5	Food & Beverage Management	Knowledge Level	Lecture and PPT	10 sessions
Meaning, types and objectives of food and beverage control, Responsibilities & Constraints of Food and Beverage Management. Introduction, Types of Menu, Menu Pricing styles, Menu schedules, Familiarization of Furniture, Linen, Trays and Trolleys, Tableware, Crockery, Glassware, Flatware, Hollowware, Disposables				
Targeted Applications & Tools that can be used: Hotel CRS, Restaurant equipment familiarization.				
Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: 1. Orientation tour for hotel industry visit. 2. Hospitality etiquette roleplay.				
Text Book: T1: Andrews, S. Hotel front office. New Delhi: McGraw Hill Education.				
Reference Book: - RI: Lundberg, D. The Hotel and Restaurant, Business Boston, Massachusetts, CBI Publishing Company. - R2: Andrews, S. Food beverage service. New Delhi, India: Tata McGraw Hill. Online Resources				
Topics relevant to Employability Skills: Front office reservations Entrepreneurial skill: Housekeeping, Food and beverage management				

Environment and sustainability: Sustainable hotel practices	
Catalogue prepared by	Dr. Sneha. N
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: AVM2005	Course Title: Passenger Ground Service Type of Course: Program 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 the foundation to Terminal Operations. 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: List the components of airport and its organization structure (Remember) CO2: Interpret the process of Ground Handling (Understand) CO3: Explain the components of airport terminal (Understand) CO4: Illustrate the cargo handling procedures (Application)		
Course objective	The objective of the course is to familiarize the learners with the concepts of Passenger Ground Services and gain Employability through Participative Learning techniques .		

Course Content: Targeted Applications & Tools that can be used: - Airport Collaborative Decision Making (A-CDM) systems ; - Total Airport Management Suite (TAMS); - Simio/ARENA (airport simulation)				
Module 1	Airport as an Operational System	Assignment	Analysis of Research	10 Sessions
the airport as a system, National airport systems, The function of the airport, Centralized and De centralized passenger terminal systems, Text Book: The complexity of airport operations, Management and operational structures 1) Airport Operations – Norman Ashford, Safer Mumayiz, Paul H. Wright				
Module 2	Ground Handling	Article Review	Case Study	12 sessions
Reference Books: 1) Ground Handling and Airport Support – Keith G. Debbage 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	13 Sessions
Employability Skills: Airport systems management, ground handling operations, air freight logistics, security protocols 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
Recommended by the Board of Studies on 05 th June 2025 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 Date of Approval by the Academic Council 25 th July 2025				

Course Code: AVM2006	Course Title: Aviation Safety and Security Type of Course: Program Core	L- T-P- C	4-0-0-4
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		

Course Description	To enable the students to learn importance of safety and security in Airport Transportation. They would be learning about the technique and methodology of protecting passenger, Crew, Cargo, Ground Personnel, Aircraft and Passengers.			
Course Outcomes	On completion of this course, the student will be able to: CO1: Explain the principles and frameworks of Safety Management Systems, referencing ICAO, IATA, FAA, and EASA standards. CO2: Analyze passenger and baggage security procedures to identify risks and suggest mitigations aligned with international best practices. CO3: Evaluate historical and contemporary terrorism and hijacking incidents to propose preventive security strategies. CO4: Assess the legal frameworks (Tokyo Convention, Air Transport Security Act, etc.) and international protocols for aviation security. CO5: Demonstrate an understanding of technological advancements in aviation safety and security systems.			
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Aviation safety and security Employability through Participative Learning Techniques.			
Module 1	Safety management systems	Article review	Case Study	12 Sessions
Safety management system- introduction, organisation safety chart, need of safety management system in aviation. Safety management systems in aerodromes. Key success factors in airport safety management. ICAO/IATA standard and recommended practises. FAA, EASA				
Module 2	<u>Passenger and Baggage Security Procedures</u>	ASSIGNMENT	CASE STUDY	12 Sessions
Security Procedures at Check-in, Dangerous Articles in Baggage, Weapons and Ammunitions, armed on Board – Air Marshalls, Passenger with Weapons as Baggage, boarding procedures for Passengers, Action Taken for No-Show Passengers. Bomb Threat and Response. Classification of Bomb Threat callers, Response to a Bomb Threat Call. Drug & Explosive				
Module 3	Terrorism	Article Review	Case Study	12 Sessions

Terrorism –Introduction & causes. Rival claim of Palestine –Palestine liberation organisation. Nuclear terrorism, Aircraft as missiles-9/11 Terrorist Act and its Consequences, steps to compact terrorism				
Module 4	Hijacking	Article Review	Case Study	12 Sessions
Hijacking –security measures, airport security program a steps taken to content with hijacking- cockpit door –sky marshal programme .public law about hijacking, crimes about humanity . The Tokyo convention and summit ,Air transport security act of 2001.				
Module 5	Technological improvements aviation safety and security	Assignment	Analysis of Research	12 Sessions
Introduction micro wave holographic Imaging, body or fire security scanner,,new generation of video security system ,Biosimmer-Biometric systems. Transport Security Aviation (TSA), Aviation and Transportation Security Act-(ATSA).				
Targeted Application & Tools that can be used: ICAO iSTARS (Safety management platform), - Boeing SMS Toolkit - FAA's SMS Documentation Tools, CT X-ray Screening Systems (Smiths Detection, Rapiscan).				
Text Book T1. Aviation and Airport Security – KATHLEEN m. sweet-personal education Inc.				
References Books: R1. Aviation in crisis-Ruwantissa I.R Abeyrante. Ashgate Publishing LTD.. R2. Aviation safety programs – Richard H wood- Jeppesen sanderson INC.				
Topics relevant to EMPLOYABILITY SKILLS : Employability skills for aviation safety and security are critical for individuals seeking to work in the aviation industry Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Ms. ANITHA .P			
Recommended by the Board of Studies on	6th BoS held on 05th June 2025			
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Course Code: AVM2007	Course Title: Aviation Law and Regulations Type of Course: Program Core		L- T-P- C	4-0-0-4
Version No.	1.0			
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	Aviation Law and Regulation is a comprehensive course designed to provide students with an in-depth understanding of the legal frameworks and regulatory standards governing the aviation industry. The course covers key aspects of national aviation law and various conventions, exploring topics such as Aircraft rules, Legislations, Civil Aviation requirements, and the rights and responsibilities of operators, passengers, and stakeholders.			
Course Out Comes	At the end of the course, the student shall be able to: CO1: Describe the roles and functions of DGCA and other civil aviation regulatory bodies in India and globally. CO2: Interpret key aviation Acts and Rules, understanding their implications for safe and compliant aviation operations. CO3: Analyze national and international aviation legislations, conventions, and agreements influencing civil aviation policies. CO4: Evaluate Civil Aviation Requirements (CAR) across various sections to ensure adherence to airworthiness, safety, and operational standards. CO5: Apply knowledge of international conventions and agreements to real-world scenarios in global aviation governance. (Apply)			
Course objective	The objective of the course is to familiarize the learners with the concepts of Aviation law and Regulations for Employability through Participative Learning techniques.			
Course Content:				
Module 1	Introduction	Article Review, Case Study	10 sessions	
Introduction to Directorate General of Civil Aviation, Civil Aviation regulations authority, DGCA functions, Organization, DGCA as a regulatory authority.				

Module 2	Understanding the various Acts	Assignment	12 sessions
The Various Acts- Aircraft Act 1934 ,The Aircraft Rules 1937, Flight Rules, Types of Flight Rules, The AAI Act 1994, The carriage by Air Act 1962 (CAA), Aircraft Rules 2003 (Carriage of Dangerous Goods), Suppression of Unlawful Acts against Safety of Civil Aviation.			
Module 3	Aviation and Legislations	Article Review, Case Study	13 sessions
National Legislation-Air Corporations Act, 1953 (27 of 1953), The Air Corporations (Transfer of Undertakings and Repeal Ordinance), 1994), The Air Corporations (Transfer of Undertakings and Repeal) Act, The International Airports Authority of India act, 1971(43 of 1971), national Airports Authority of India, The carriage by Air Act, 1972(64 of 1972), The Tokyo Convention Act, 1975(20 of 1975), The Anti-hijacking Act, 1982(65 of 1975), The suppression of unlawful acts against safety of Civil Aviation Act, 1982(1982).			
Module 4	Civil Aviation Requirements	Experiential Learning	13 sessions
Civil Aviation Requirements (CAR)-Section 1-General, Section 2- Airworthiness, Section 3-Air Transport, Section 4- Aerodrome standards and Air Traffic Services, Section 5-Air Safety, Section 6-Design standards and type certification, Section 7-Flight crew standards, training and licensing, Section 8-Aircraft operations.			
Module 5	International Conventions	Article Review, Case Study	12 sessions
The Chicago conventions, 1944, The International Air Services Transit Agreement, 1944, The International Air Transport Agreement, 1944, The Warsaw Conventions, 1920, The Geneva Convention, 1948, The Rome Convention, 1952, The Tokyo Convention, 1963.			
Text Book : 1) Civil Aviation: Law and Policy in India – Ruwantissa Abeyratne			

Course Code: AVM2008	Course Title: Aviation Maintenance Management Type of Course: Program Core		L-T-P-C	3-0-0-3
Version No.	1.0			
Course Pre-requisites	None			
Anti-requisites	None			
Course Description	The course provides detailed and in-depth information about how aviation maintenance works. It focuses on 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.			
Course Out Comes	At the end of the course, the student shall be able to: CO1: Discuss the definitions, goals, and objectives of maintenance CO2: Recognize the various documentation for maintenance process CO3: Illustrate the various process involved in Production Planning and Control & Maintenance Control Centre CO4: Discuss the process of Quality Assurance & Quality Control			
Course objective	The objective of the course is to familiarize the learners with the concepts of Aviation Maintenance Management and attain Employability through Participative Learning techniques.			
Course Content:				
Module 1	Definitions, Goals, and Objectives	Article Review	Case Study	10 sessions
Definitions of Important Terms in Maintenance - Line maintenance and base maintenance - Scheduled vs. unscheduled maintenance - Maintenance classifications (A-check, C-check, D-check)				
Module 2	Documentation for Maintenance	Assignment	Analysis of Research	10 sessions
Types of Documentation - Manufacturer's documentation - Regulatory documentation - Airline-generated documentation - ATA document standard - Importance of accurate record-keeping and logbooks				

Module 3	Production Planning and Control & Maintenance Control Centre	Article Review	Case Study	13 sessions
Forecasting- Production Planning &Control - Feedback for Planning - Organization of PPC Technical Publications- Functions of Technical Publication Technical Training – Training for Aviation Maintenance - Responsibilities of Line Maintenance Operations - Maintenance Crew Skill Requirement				
Module 4	Quality Assurance and Quality Control	Experiential Learning	Industry Visit	12 sessions
Requirement for Quality Assurance - Quality audit- Reliability- Types of Reliability Maintenance Safety – Safety Rules- Accident & Injury Reporting Targeted Application: Airline Operations Tools that can be used:				
Text Book T1. Kinnison, H. A. (2013). Aviation maintenance management. McGraw-Hill Education.				
References Books - R1. Lee, S. G., Ma, Y. S., Thimm, G. L., & Verstraeten, J. (2008). Product lifecycle management in aviation maintenance, repair and overhaul. <i>Computers in industry</i>, 59(2-3), 296-303. - R2. Mendes, N., Vieira, J. G. V., & Mano, A. P. (2022). Risk management in aviation maintenance: A systematic literature review. <i>Safety science</i>, 153, 105810. PU online library link - Andreatta, G., Brunetta, L., & Righi, L. (2007). Evaluating terminal management performances using SLAM: The case of Athens International Airport. <i>Computers & Operations Research</i>, 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. <i>Journal of Air Transport Management</i>, 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				

Online Resources • 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 EMPLOYABILITY SKILLS : Maintenance in case of Bird Strike for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	BIA&L Team Faculty, Department of Aviation
Recommended by the Board of Studies on	6th BoS held on 05th June 2025
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Course Code: AVM2015	Consumer behavior in Aviation	L- T - P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	• AVM1003 Introduction to Aviation and Airlines Industry • CBS1018 Introduction to Marketing					
Anti-requisites	Nil					
Course Description	Course is conceptual in nature, aims at providing an understanding of significance of consumer behaviours, its process , factors affecting consumer behaviours and its impact on effectiveness on handling customers in aviation industry.					

Course Out Comes	After completion of the course students shall be able to CO1 Explain the fundamentals of consumer behaviour in the aviation industry CO2 Summarize psychological, social, and cultural factors affecting airline passengers CO3 Describe customer satisfaction and service quality dimensions in aviation services CO4 Assess consumer decision-making processes in airline selection and travel behavior CO5 Use customer relationship and engagement strategies to enhance customer satisfaction in aviation organizations.			
Course objective				
Course Content:				
Module 1	Introduction to Consumer Behaviour in Aviation			
Meaning and importance of consumer behaviour , Evolution of airline consumer markets, Characteristics of aviation consumers , Nature of airline services , Role of consumer behaviour in aviation marketing , Emerging trends in aviation consumer markets				
Module 2	Factors Influencing Airline Consumer Behaviour			
Psychological factors: motivation, perception, learning, attitude , Personal factors: age, occupation, lifestyle, income , Social and cultural influences on travel decisions , Family and group influence , Consumer expectations in aviation services, Travel motivations and passenger segmentation.				
Module 3	Consumer Decision-Making in Aviation			
Airline ticket purchase behaviour , Consumer decision-making process , Information search and evaluation of alternatives , Factors influencing airline choice , Brand preference and loyalty ,Online booking behaviour and digital platforms.				
Module 4	Customer Experience and Service Quality			

Service quality dimensions in aviation , Passenger satisfaction and dissatisfaction , Managing customer complaints and service recovery , Airport and in-flight experience management ,CRM practices in airlines Loyalty programs and frequent flyer programs

Module V	Digital Consumer Behaviour and Emerging Trends			
Social media influence on airline consumers , E-commerce and mobile applications in aviation , AI and personalization in airline services , Sustainable consumer behaviour in aviation , Post-pandemic travel behaviour , Future trends in aviation consumer engagement.				
Targeted Application & Tools that can be used: PPT, MS Excel				
Reference books • Schiffman, L. G., & Wisenblit, J. (2019). <i>Consumer behavior</i> (12th ed.). Pearson. • Solomon, M. R., Prasad, R. K., & Zaidi, N. (2018). <i>Consumer behaviour: A South Asian perspective</i>. Pearson India. • Kotler, P., & Keller, K. L. (2016). <i>Marketing management</i> (15th ed.). Pearson Education. • Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). <i>Services marketing: Integrating customer focus across the firm</i> (7th ed.). McGraw-Hill Education. • Pizam, A., & Mansfeld, Y. (2000). <i>Consumer behavior in travel and tourism</i>. Haworth Hospitality Press. • Cook, G. N., & Billig, B. G. (2017). <i>Airline operations and management: A management textbook</i> (2nd ed.). Routledge. • Budd, L., & Ison, S. (2017). <i>Air transport management: An international perspective</i>. Routledge. • Senguttuvan, P. S. (2006). <i>Fundamentals of air transport management</i>. Excel Books. • Kumar, S. R. (2017). <i>Consumer behaviour</i>. Pearson India Education Services. • Shaw, S. (2016). <i>Airline marketing and management</i> (7th ed.). Routledge.				
Catalogue prepared by	Faculty School of Management – UG			
Recommended by the Board of Studies on				
Date of Approval by the Academic Council				

Specialization Courses

Course Code: AVM3002	Course Title: Inflight Management Type of Course: Specialization Core Course			L- T-P- C	3-0-0-3
Version No.	1.0				
Course Pre-requisites	Basic knowledge about grooming and Cabin crew department.				
Anti-requisites	NIL				
Course Description	This course provides an in-depth knowledge of cabin crew profession, its origin and current practices.				
Course Outcomes	On completion of this course, the student will be able to: CO1 : List the basics of airline grooming standards. [Knowledge] CO2 : Practice the various safety procedures followed by Airlines. [Application] CO3 : Illustrate the procedures followed in case of an emergency. [Application] CO4 : Explain the in-flight standards of airline. [Comprehension] CO 5 : Discuss the service standard provided by airlines during flight. [Comprehension]				
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Inflight Operations Management and attain Employability through Participative Learning techniques .				
Module 1	Introduction to grooming standards.	Article Review	Case Study	9 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	Article Review	Case Study	9 Sessions	
Aircraft rules, types and familiarisation, 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	9 Sessions	

Minor inflight medical emergencies, otic barotrauma, hypoxia, decompression sickness, transportation of injured passenger, minor burns and wounds, emergency resuscitation				
Module 4	Standards expected during flight	Experiential Learning	Industry Visit	9 Sessions
Dress code, etiquette, body language, personal hygiene, discipline and code of conduct, effective communication, social skills, courtesy, correct forms of greeting and conversation.				
Module 5	Inflight service standards	Assignment	Analysis of Research	9 Sessions
Introduction, food and beverage management, galley equipment, service types, food plating, TSU, special meals, menu card, trolley service, wine, champagne, beverage cart and tools.				
Targeted Application & Tools that can be used: Research Paper, Case Study.				
Project work/Assignment:				
Text Book T1. Emmy Arsonval . Airline cabin crew training manual.				
References Books: R1. John Furst, The complete first aid pocket guide R2. Paul Claybrook, The basics of nutrition and wellness PU Library References Stojković, M., Soumis, F., & Desrosiers, J. (1998). The operational airline crew scheduling problem. <i>Transportation Science</i>, 32(3), 232-245. Link: https://www-jstor-org-presiuniv.knimbus.com/stable/25768821?searchText=cabin+crew&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Dcabin%2Bcrew%26so%3Drel&ab_segments=0%2F5YC-6451%2Ftest&refreqid=fastly-default%3A5407f307ea94cf756e82be404ca496a3#metadata_info_tab_contents Videos https://www.youtube.com/watch?v=c-8rLmxAyH0				

<https://www.youtube.com/watch?v=iStj7EiO7xg>
https://www.youtube.com/watch?v=mya_Uqdxey4

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

Catalogue prepared by	Sowmya Kumble
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: AVM2009	Course Title: Cabin Crew Management Type of Course: Specialization course	L- T-P- C	3-0-0-3
Version No.	1.0		
Course Pre-requisites	None		
Anti-requisites	None		
Course Description	The course provides detailed and in-depth information about the Airline industry concerning cabin crew, regulation and safety standards. This course Provide comprehensive knowledge of cabin crew roles, responsibilities, and operations in the aviation industry. Develop leadership skills and managerial competencies for supervising cabin crew teams. Teach safety and emergency procedures, ensuring students understand their importance in daily operations..		
Course Outcomes	On completion of this course, the student will be able to: CO 1: Explain the importance of cabin crew on board CO 2: Classify various types of CC TRAINING.		

	CO 3: Illustrate the importance safety training for cabin crew CO 4: Analyse team dynamics, performance, and crisis management situations.			
Course Objective:	The objective of the course is to familiarize the learners with the concepts of Airline and Cabin crew Management and attain Employability through Participative Learning techniques.			
Module 1	INTRODUCTION – CABIN CREW	ASSIGNMENT	Case Study	10 HRS
Definition. Need for Cabin Crew on Board Cabin crew,–Minimum requirement and Qualification of cabin crew- Cabin crew skills -Roles and Responsibilities of cabin crew. Pre-flight Preparations- Flight Preparation Boarding process-Pre Take-off Preparations- Passenger Safety Brief- Crew team –Cabin Crew training -validity of training - Cabin crew competency card – meaning. FDTL & FTL				
Module 2	OBJECTIVE & SAFETY AND EMERGENCY Procedures	ASSIGNMENT	CASE STUDY	11HRS
Safety and Emergency Procedures (SEP)-Medical Standards -Airline Flight travel safety information- Turbulence -Causes of Turbulence- Turbulence Risk- Types of cabin fires- Basic firefighting Principles - Emergency Landing -Belly Landing- Water Landing, Aircraft Hijacking, Dangerous good				
Module 3	OBJECTIVE AND STANDARD OF CABIN CREW	Article Review	Case Study	12HRS
Objective of cabin crew training -Responsibilities of cabin crew safety training manager -CRM training method- CRM for Cabin Crew- Initial training and objectives – Types of Training-Initial training -Aircraft type training - Recurrent training - Differences training-Familiarization flight - Refresher training -Senior cabin crew training - Safety and emergency response procedure				

- Practical training - General principal of cabin crew training.				
Module 4	GROOMING and AIRLINE Catering	Article Review	Case Study	12 hrs
Importance of grooming-Skin Care - Types of Skin- - Hair care tips- Hair Styles, Importance of make up for men and women – Make up requirements- -Manicure and Pedicure for Men and Women- Wardrobe Essentials for Men and Women -How to dress for a Cabin Crew Interview for Men and women- Difference between formal, semi-formal and informal dress, Introduction to Airline Catering and Food Service- The importance of catering Activities- Delivery and acceptance of catering Supplies on Aircraft: Ramp Safety, Ramp Security, Delays and cancellations- Expected Food safety standards-Cleaning and Maintenance of Routable Equipment-Replenishment of Supplies- Checking Procedures -Hygiene for Cabin crew: - Food and Foreign object SOP-IATA Meal codes used in Airlines(Special meals)- - Beverages: Classification .				
Targeted Application & Tools that can be used: CABIN CREW TRAINING MANUAL				
Text Book : T1. Crew Resource Management 2nd Edition: Barbara Kanki, Robert Helmreich & Jose Anca; Academic				
References Books: R1. Cabin Crew Airhostess by FlySky Aviation. Edition 2020 R2. Global Aviation And Hospitality Management Hardcover – 1 January 2008 by Gagandeep Singh				
Topics relevant to EMPLOYABILITY SKILLS : Necessity and Importance of Flight attendants for Employability Skills through Participative Learning Techniques. This is attained through assessment component mentioned in course handout.				
Catalogue prepared by	Ms. ANITHA .P			

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: 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=ktcEbZJk1kC&oi=fnd&pg=PP1&dq=iata+and+icao&ots=kL-m2vjHRX&sig=8Mew65fzyFPFPgFyPaOOQin0_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	6th BOS held on 5th June 2025.
Date of Approval by the Academic Council	25 th July 2025

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: CO1: Describe consumer behavior, consumer decision-making process, and emerging trends influencing consumer choices in the digital age.					

	CO2; Outline the psychological factors influencing consumer behavior and their application in marketing and consumer decision-making. CO3: Apply the concepts of reference groups, family influence, social class, culture, and values to analyse their impact on consumer behaviour in real-world situations. CO4: Apply digital and social media frameworks to analyse consumer behaviour across online platforms, social commerce, mobile usage, and virtual communities. CO5: Apply consumer behaviour concepts and models to develop and evaluate marketing decisions, including segmentation, targeting, and consumer insight generation in business contexts. (Apply)			
Course Content:				
MODULE 1	INTRODUCTION TO CONSUMER BEHAVIOR	APPLICATION ORIENTED LEARNING, CASE STUDY DISCUSSIONS		10 SESSIONS
Consumer Behaviour: Concept, Nature and Scope – Determinants of Consumer Behaviour – Types of Consumers in Digital Age – Consumer Decision Making Process – Models of Consumer Decision Making (Black Box Model, Howard-Sheth Model) – Impulse Buying and Behavioural Triggers – Role of Algorithms in Consumer Choices – Emerging Trends in Consumer Behaviour (AI-driven consumption, sustainability, conscious consumption).				
Module 2	Consumer Psychology	Theoretical Depth, Practical Demonstration, Activity based		12 Sessions
Consumer Motivation: Drivers and Theories – Personality and Digital Identity Formation – Consumer Perception in Digital Environments – Selective Attention in Social Media Context – Learning Theories and Behavioural Conditioning – Attitude Formation and Change – Role of AI in Shaping Consumer Attitudes – Application of Psychological Principles in Marketing-Neuro marketing. Use of Consumer Insights for Product and Pricing Decisions				
Module 3	Consumer at Social & Cultural Setting	Sociocultural & Experiential Learning		13 Sessions

Reference Groups in Online and Offline Context – Influence of Family in Modern Decision Making – Social Class and Digital Consumption Patterns – Culture and Global Consumer Behaviour – Values: Sustainability, Ethics and Lifestyle Choices – Influence of Communities and Micro-Influencers – Role of Social Identity in Consumption – Application in Marketing Strategy. Application of Behavioural Insights in Marketing Mix.				
Module 4	Digital and Social Media Influence- Online consumer behavior	Case study based & Digital-First Experiential Learning		10 Sessions
Digital Consumer Journey – Theories of Digital Behaviour (TRA, UGT) – Social Commerce and Live Shopping – Role of Influencers and Creator Economy – Virtual Brand Communities – Mobile Commerce Behaviour – AI-Powered Personalization in Shopping – Platform-Based Consumer Behaviour (Instagram, YouTube, TikTok ecosystems) – Application in Digital Marketing Strategies. Case Study Analysis of Real Market Behaviour.				
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=JnNpdGU9ZWhvc3QtG2ZQ%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	
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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 Learning 2007.

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
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Recommended by the Board of Studies on	
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Date of Approval by the Academic Council	
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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	
Journal of Retailing: Elsevier Publications	
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.

Teaching and Learning Methods: Lecture, Discussion, Focus Groups, Socratic, Inquiry Based, Cooperative, Demonstration, Hands on Training Sessions, Laboratory Practicals and Self Learning.

Evaluation Methods: Open Book Tests, Assignments, Peer Evaluation, Closed Book Examination.

Targeted Application and Tools: IBM SPSS, Tableau.

Text Book:

Sheth, J. N. (2017). Customer Relationship Management: Emerging Concepts, Tools and Applications McGraw Hill Education.

Rai, A. K. (2012). Customer Relationship Management: Concepts and Cases Prentice Hall India.

Reference:

E-Reading / Essential Reading:

Mullick, N. H. (2016). Customer Relationship Management 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", International Journal of Productivity and Performance Management, 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/hml 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	4th Board of Studies, 11th July, 2024
Date of Approval by the Academic Council	24th Academic Council meeting held on 3rd 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 IEEE Transactions on Engineering Management, 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," 2013 Fifth International Conference on Service Science and Innovation, 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
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 and Omnichannel Distribution Management	Case study analysis	Participative learning	11 Sessions
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):

Sales & Distribution Management, Panda Tapan K. & Sahadev Sunil, Oxford University Press

Sales & Distribution Management – Text & Cases, Krishna K. Havaladar & Vasant M. Cavale, Tata McGraw-Hill

Reference Book (s):

Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education

Sales Management: Concepts, Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw-Hill

Selling & Sales Management, David Jobber & Geoffrey Lancaster, Pearson Education

Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education

Sales Force Management, Mark W. Johnston & Greg W. Marshall, Tata McGraw-Hil

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

https://onlinecourses.swayam2.ac.in/imb19_mg04/preview

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). Rural Marketing. 3rd Ed. Pearson Education.				

Prahalad, C .K (2004). The Fortune at the Bottom of the Pyramid. 5th Ed. Pearson Education. Badi, R.V. & Badi, N.V. (2010). Rural Marketing; Himalaya Publishing House.	
Reference Krishnamacharyulu C.G & Ramakrishna L. (2012). Rural Marketing. 2nd Ed. Pearson Education. Dogra, B. & Ghuman, K. (2008). Rural Marketing. 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," 2021 International Conference on Culture-oriented Science & Technology (ICCST), 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", Agricultural Finance Review, 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
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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: Recognize 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 Green Marketing Management by Robert Dahlstrom, Cengage Learning India. Latest Edition. Green Marketing - Concepts, Literatures and Examples. M.Meera. Evincepub Publishing. Latest Edition.					
References Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017. Latest Edition. 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

https://onlinecourses.swayam2.ac.in/imb19_mg04/preview

https://onlinecourses.nptel.ac.in/noc22_mg05/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: BCG / GE Matrix tools – business portfolio analysis SWOT & PESTEL Frameworks – environment scanning Simulation Platforms – strategic decision-making (e.g., Cesim, StratX) Canva / PowerPoint – for strategic brand positioning				

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� – Marketing Strategy: A Decision-Focused Approach, McGraw-Hill
References: Philip Kotler – Marketing Management David Aaker – Strategic Market Management Michael Porter – Competitive Strategy Jean-No�l Kapferer – Strategic Brand Management 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	CBS1019 – 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 T1 Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007. T2 C.S. Venkata Ratnam, Globalization and Labour Management Relations, Response Books,2007. T3. S C Srivastava, Industrial Relations and Labour laws, Vikas Publishing, 8th ed., 2022 Website: - https://labour.gov.in/industrial-relations
References R1 Industrial Relation and Labour Laws A M Sharma Himalaya Publishing House R2 Personnel management & industrial relation – P.C. Tripathi. 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	CBS1019 – 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). Training and development: Theories and applications. Sage Publications India. Rao, P. L. (2008). Training and development: Practices (2nd ed.). Excel Books.
References Noe, R. A. (2020). Employee training and development (8th ed.). McGraw-Hill Education. Goldstein, I. L., & Ford, J. K. (2002). Training in organizations: Needs assessment, development, and evaluation (4th ed.). Wadsworth. Blanchard, P. N., & Thacker, J. W. (2012). Effective training: Systems, strategies, and practices (4th ed.). Pearson. Saks, A. M., & Haccoun, R. R. (2016). Managing performance through training and development (7th ed.). Nelson Education. Articles Adamson, P. and Caple, J. (1996), "The training and development audit evolves: is your training and development budget wasted?", Journal of European Industrial Training, 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	CBS1019 – 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	
Zaptin, J. (2004), "Learning to Change: A Guide for Organization Change Agents", Journal of Managerial Psychology, 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", Journal of European Industrial Training, 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	CBS1019 – 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. (Understand) CO2: Explain the various performance appraisal methods and performance counselling techniques. (Understand) CO3: Explain the concepts of compensation management, wage theories, and strategic compensation planning. (Understand) CO4: Prepare compensation structures, incentive schemes, and employee benefit plans to support organizational objectives. (Apply) CO5: Determine the effectiveness of performance management and compensation systems in achieving organizational goals. (Apply)					
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: Conducting peer and self-assessments for performance reviews. Analysing case studies on incentive and benefits management. 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):

B.D. Singh, Performance Management System: A Holistic Approach, Excel Books

George T. Milkovich & Jerry M. Newman, Compensation, McGraw Hill Education

Reference Book (s):

T.V. Rao et al., Performance Appraisal and 360 Degree Feedback, Excel Books

Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson

Herman Aguinis, Performance Management, Pearson Education

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

<https://presidencyuniversity.linways.com>

Video Lecture on PERFORMANCE APPRAISAL IN AN AGILE ENVIRONMENT <https://www.youtube.com/watch?v=HbuOdOSB2ZM>

NPTEL course on Performance And Reward Management https://onlinecourses.nptel.ac.in/noc22_mg102/preview

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/01409170510785048/full/html>

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	CBS1019 – 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:

Probst, G.; Raub, S.; Romhardt, K. (2000): Managing Knowledge. Building Blocks for Success. Chichester u.a.: Wiley.

Krogh, G.v.; Ichijo, K.; Nonaka, I. (2000): Enabling Knowledge Creation: How to Unlock the Mystery of Tacit Knowledge and Release the Power of Innovation. Oxford: Oxford University Press.

Davenport, T.; Probst, G. (2002): Knowledge Management Case Book: Siemens Best Practice's. 2nd Ed. Munich: Publicist

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

References:

Kimiz Dalkir (2011), Knowledge Management in Theory and Practice - 2nd edition by The MIT Press.

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:

<https://hbr.org/2007/07/the-knowledge-creating-company>

<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	CBS1019 – 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 IEEE Engineering Management Review, vol. 8, no. 4, pp. 59-68, Dec. 1980, doi: 10.1109/EMR.1980.4306853.

Shenton, A.K. (2007), "Viewing information needs through a Johari Window", Reference Services Review, Vol. 35 No. 3, pp. 487-496. <https://doi.org/10.1108/00907320710774337>

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	CBS1019 – 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):

V.S.P. Rao, Human Resource Management, Taxmann Publications Pvt. Ltd.

Susan L. Verhulst, Human Resource Management, Wiley India Pvt Ltd.

Raman Preet, Future of Human Resource Management: Case Studies with Strategic Approach, Wiley India Pvt. Ltd.

Reference Book (s):

Dr. A. Narasimha Venkatesh, Anam Aslam, Dr. B.S. Mishra, V. Dhanraj, Human Resource Management: A Toolkit for Business, Wiley India Pvt. Ltd.; 1st edition (2023); ISBN: 978-9355153753

Gary Dessler, Human Resource Management, Pearson Education; Fifteenth edition (26 December 2017); ISBN: 978-9352862658

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

<https://presidencyuniversity.linways.com>

Video Lecture on Social media in HR-<https://www.youtube.com/watch?v=RzpUvTMgJ5U&t=354s>

Video Course: "Social Media Recruitment for Human Resource Professionals" – Udemy;

<https://www.udemy.com/course/social-media-recruitment-an-advanced-workshop/>

presiuniv.knimbus.com/openFullText.html?DP=https://www.sciencedirect.com/science/article/pii/S014829632200947X?dgcid=api_sd_search-api-endpoint

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
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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	CBS1019 – 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: Creating personal leadership and emotional intelligence profiles 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): Peter G. Northouse, Leadership: Theory and Practice, Sage Publications, Richard L. Daft, The Leadership Experience, Cengage Learning,	
Reference Book (s): Stephen P. Robbins & Timothy A. Judge, Organizational Behavior, Pearson, 2019 Jon R. Katzenbach & Douglas K. Smith, The Wisdom of Teams, Harvard Business Review Press Gary Yukl, Leadership in organisations ,Eighth edition Online Resources (e-books, notes, ppts, video lectures etc.): https://presidencyuniversity.linways.com https://onlinecourses.nptel.ac.in/noc22_mg39/preview https://www.youtube.com/watch?v=qzoIAJYPQwo	
Topics relevant to "SKILL DEVELOPMENT": To familiarise the learners with the concept of leadership and team management 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		15 Sessions

	analytics in HR			
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	CBS1019 – 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. (Understand) CO2: Describe the concepts and process of Human Resource Strategy formulation and implementation. (Understand) CO3: Recognize the role and benefits of HR strategies in achieving organizational goals. (Analyze)					

	CO4: Summarize strategic HR practices applied across key human resource functions in organizations. (Understand) CO5: Evaluate the strategic role of Human Resources in the implementation of Strategic Human Resource Management practices. (Evaluate)			
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.):	
https://presidencyuniversity.linways.com	
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: • <i>Sapir- Whorf Hypothesis</i> • <i>How Language Shapes the Way We Think</i> – 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: • <i>Essentials of Human Communication</i> – Joseph A. DeVito • <i>The Power of Listening</i> – Harvard Business Review • <i>Inside Out</i>				
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: • <i>Made to Stick</i> – Chip & Dan Heath • <i>The Danger of a Single Story (TED Talk)</i>- Chimamanda Ngozi Adichie • <i>The Clues to a Great Story</i> – 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: • <i>Thank You for Arguing</i> – Jay Heinrichs • <i>Visual Rhetoric</i> – Purdue OWL • <i>The Social Dilemma</i> (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: • <i>What Is Digital Communication?</i> – TechTarget • <i>Digital Body Language in VR</i> – YouTube				
Targeted Application & Tools that can be used:				
Applications: Quizziz, Netflix, YouTube				
Project work/Assignment:				
Academic Project				
References				
R1 Lakoff, G., & Johnson, M. (2003). <i>Metaphors we live by</i>. University of Chicago Press. R2 Hall, E. T. (1976). <i>Beyond culture</i>. Anchor Books. R3 Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). <i>Nonverbal communication</i> (1st ed.). Routledge. R4 McCornack, S. (2022). <i>Reflect & relate: An introduction to interpersonal communication</i> (6th ed.). Bedford/St. Martin's. R5 Aristotle. (2007). <i>On rhetoric: A theory of civic discourse</i> (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

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	Mastering English Communication		
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 <u>Skill Development</u> by using <u>Participative Learning Techniques</u> .		
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: 1. Generating Meaning: Inferencing from language cues 2. Business Vocabulary 3. Incidental Vocabulary			

4. 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, 1. Guffey, Mary Ellen, and Dana Loewy. <i>Business Communication: Process and Product</i> . 9th ed., Cengage Learning, 2018. 2. Corballis, Tony. <i>Essential English for Business Communication</i> . 1st ed., Cambridge University Press, 2002.				

3. Thill, John V., and Courtland L. Bovee. *Excellence in Business Communication*. 13th ed., Pearson, 2021.
4. Ramsey, Jon R. *Business Writing Scenarios: Writing from the Inside*. Wadsworth Publishing, 2013.
5. Kissane, Erin. *The Elements of Content Strategy*. A Book Apart, 2011.
6. Miller, Donald. *Building a StoryBrand: Clarify Your Message So Customers Will Listen*. HarperCollins Leadership, 2017.
7. Cialdini, Robert. *Pre-Suasion: A Revolutionary Way to Influence and Persuade*. Simon & Schuster, 2016.
8. Neuliep, James W. *Intercultural Communication: A Contextual Approach*. 8th ed., SAGE Publications, 2020.
9. Page, Scott E. *The Diversity Bonus: How Great Teams Pay Off in the Knowledge Economy*. Princeton University Press, 2017.
10. Patterson, Kerry, et al. *Crucial Conversations: Tools for Talking When Stakes Are High*. 2nd ed., McGraw-Hill Education, 2021.
11. *Running Meetings: Expert Solutions to Everyday Challenges*. Harvard Business Review Press, 2016.
12. Griffin, Jack. *How to Say It at Work: Putting Yourself Across with Power Words, Phrases, Body Language, and Communication Secrets*. Prentice Hall Press, 2008.
13. Parker, Priya. *The Art of Gathering: How We Meet and Why It Matters*. Riverhead Books, 2018.
14. 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	25 th 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: 1. Identify Alphabets and few words with phonetic sound in Kannada language for social interaction and basic reading capacity. 2. Differentiate the nuances of basic Kannada vocabulary to know about others perspectives. 3. Use simple kannada in the different contexts. 4. 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	No. of classes 8

			Practice to remember the words, Translation and transliteration	
Parts of Speech- 1. Nouns 2. Pronoun 3. Adjective 4. Verbs 5. Adverbs 6. Prepositions 7. Conjunctions 8. 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 based on different situation.	Listening Kannada words and Speaking Practice	No. of classes 4
* 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:				

1. Kannada Kali – Lingadevaru Halemane, Publication – Publication Division, Prasara Kannada University, Hampi, Vidyaranya-583276. 2002
2. Kannada Kirana – Publication – Bangalore Institute of Languages, Bangalore-560008.2012
3. Spoken Kannada – Kannada Sahitya Parishattu, Pampa Mahakavi Road, Chamrajpet, Bangalore-560018. 2018

Web sources

1. <https://kptcl.karnataka.gov.in/storage/pdf-files/KAN-DEP-EXM-STDY-MTLS/Part%2001%20-%20Spoken%20Kannada.pdf>
2. <https://dtek.karnataka.gov.in/storage/pdf-files/CDC/balake%20kannada-1.pdf>

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	25 th 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 objective of this course is to introduce students to		

THE COURSE:	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:	1. 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. 2. 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. 3. 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. 4. 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 Japaniyara 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 :

1. Samagra kannada saahitya charitre: Samputa – 5, Bhaaga – 2, Honnu Siddartha. C.B, Mamata Giriraja(sampadakaru), Bengaluru vishvavidyalaya, Adhyayana Kendra, Bangalore.2014
2. 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	25 th July 2025

Course Code: FRE1004	Course Title: Introduction to French Language 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 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	List the course outcomes On successful completion of this course the students shall be able to: CO1: Identify the basics of French Grammar, vocabulary and Conjugation. CO2: Apply the basic strategies of listening, reading, speaking and writing skills. CO3: Use of French on everyday topics such as greetings, personal information, time and schedule. CO4: Practice conversations in French with peer speakers in different situations.						
Course Content:	Learning Basic French Skills						
Module 1	Greetings and introducing yourself	Assignment	Memory Recall-based	6 Sessions			
Communication Objectives: Greetings, how to welcome someone, introducing yourself, and asking the same information to another person. Grammar: Construction of a sentence, Affirmative sentence, Mas or Fem noun, Adjectives, Present tense Vocabulary: Days of the weeks and the Months, Time, Nationality, Profession Culture: The art of introducing oneself politely in French Usage of audio-visual files							
Module 2	Expressing likes/dislikes and introducing someone	Assignment	Memory Recall-based assignment	6 Sessions			
Communication Objectives: How to express what you like and dislike, How to describe someone, Grammar: Negative form, singular and plural. Vocabulary: Family, Animals Culture: The polite way to address people in French							

Module 3	Inviting someone and asking questions	Group discussions	Practice conversations	9 Sessions
Communication Objectives: How to invite someone, accept or refuse the invitation. How to ask for information, giving information Grammar: Future tense, Interrogation. Culture: The art of accepting and declining an invitation politely in French Vocabulary: Places, Activities, Question words				
Module 4	Making a reservation and giving directions	Group discussions	Practice conversations	9 Sessions
Communication Objectives: How to make a reservation, How to ask for directions, Grammar: future tense, Imperative tense Vocabulary: Reservation, Directions, Mapping Culture: The art of asking for information and giving directions formally in French				
Targeted Application & Tools that can be used:				
Project Work/ Assignment:				
1. Assignment: Students need to speak and write an introduction. 2. Oral and Written 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. Project Work: During the last module, students will have to write a dialogue based on the themes of the modules, in groups. Students will submit a hardcopy and a softcopy (pdf, video)				
Text Book				
1. Saison 1 - - Méthode de Français--- Niveau A1 (Didier, 2015) 2. Festival 1- - Méthode de Français--- Niveau A1 (CLE International, 2005)				
References				
Supplementary 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 intercultural competence by active and participatory teaching methods.				
Catalogue prepared by	Dr. Linda Barbara Foote			
Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025			
Date of Approval by the Academic Council	25 th July 2025			

Skill Enhancement Courses

Course Code: CBS1023	Course Title: Spreads Sheets for Business	L-T-P-C	1	1	2	3
Course type: Skill Enhancement Course						
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 Out Comes	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	Nil					
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: 1. An attitude of enquiry. 2. Confidence and ability to tackle new problems. 3. Ability to interpret events and results. 4. Ability to work as a leader and as a member of team. 5. Assess errors and eliminate them. 6. Observe and measure physical phenomenon. 7. Write Reports. 8. Select suitable equipment, instrument and materials. 9. Locate faults in systems. 10. Manipulative skills for setting and handling equipment. 11. The ability to follow standard test procedures. 12. An awareness of the need to observe safety precautions. To judge magnitudes without actual measurement.					
Course Out Comes	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
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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
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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:

1. 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
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Recommended by the Board of Studies on	6th Board of Studies conducted on 5th June 2025
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Date of Approval by the Academic Council	25 th July 2025
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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						
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			
1. SPSS Syntax 2. Data creation 3. Importing data, Variable types and Defining variables, Creating a Codebook 4. Recoding Categorical String Variables, Automatic Recode 5. Rank Cases , Sorting Data , Grouping or Splitting Data 6. Descriptive statistics 7. Chi-square Test of Independence 8. Correlation 9. One Sample t Test 10. Paired- Samples T Test 11. Independent Samples T Test 12. 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	25 th July 2025

Course Code: CBS7000	Course Title: Summer Internship Course type: Skill Enhancement Course	C	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 Out Comes (COs)	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	1. To offer practical exposure to business and organizational environments 2. To apply theoretical knowledge from classroom learning in a work setting 3. To cultivate professional skills like teamwork, communication, and adaptability 4. 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%										
Final Presentation / Viva	30%										
Industry Supervisor Feedback	20%										
Faculty Mentor Evaluation	10%										

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

Course Code: CBS7002	Course Title: Capstone Project Type of Course: Skill Enhancement Course	C	2
Version No.	1.0		
Course Pre-requisites	Nil		
Anti-requisites	None		
Course Description	The Capstone Project is a culminating academic requirement that integrates and applies interdisciplinary knowledge acquired across the BBA program. Students work individually or in teams to address a real-world business challenge or undertake an in-depth research-based project under faculty guidance. The project can be analytical, investigative, strategic, or entrepreneurial in nature, offering students an opportunity to showcase their problem-solving, research, and managerial skills.		
Course Objective	This course is designed to integrate knowledge and skills from core and specialization courses, enabling students to identify, analyze, and solve real or simulated business problems. It emphasizes the application of research methodologies and data analysis for decision-making while enhancing communication, teamwork, and project management capabilities.		

Course Outcomes	Course Outcomes (COs): Upon successful completion of the Capstone Project, students will be able to: CO1: Identify a relevant business problem or research question and formulate clear objectives CO2: Apply appropriate theoretical frameworks and research tools for problem-solving CO3: Analyze qualitative or quantitative data to derive practical insights CO4: Prepare and deliver a comprehensive report and presentation aligned with business standards											
Project Scope and Structure	Projects may take the form of: • Industry-based problem-solving projects • Market research or consumer behavior studies • Financial performance analysis of firms • Strategic analysis or business plan development • HR or organizational behavior assessments • Operations or supply chain optimizations											
Indicative Project Phases	<table><tr><th>Phase</th><th>Duration</th><th>Activities</th></tr><tr><td>Topic Finalization</td><td>Weeks 1–2</td><td>Area selection, team formation, problem framing</td></tr><tr><td>Proposal Submission</td><td>Week 3</td><td>Objective setting, methodology, expected outcomes</td></tr></table>			Phase	Duration	Activities	Topic Finalization	Weeks 1–2	Area selection, team formation, problem framing	Proposal Submission	Week 3	Objective setting, methodology, expected outcomes
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	<table><tr><td>Data Collection</td><td>Weeks 4–7</td><td>Fieldwork, surveys, interviews, secondary data</td></tr><tr><td>Analysis & Interpretation</td><td>Weeks 8–10</td><td>Using tools like Excel/SPSS/Power BI etc.</td></tr><tr><td>Report Writing</td><td>Weeks 11–12</td><td>Drafting, formatting, executive summary</td></tr><tr><td>Final Presentation</td><td>Week 13–14</td><td>Viva, panel review, submission of report</td></tr></table>	Data Collection	Weeks 4–7	Fieldwork, surveys, interviews, secondary data	Analysis & Interpretation	Weeks 8–10	Using tools like Excel/SPSS/Power BI etc.	Report Writing	Weeks 11–12	Drafting, formatting, executive summary	Final Presentation	Week 13–14	Viva, panel review, submission of report
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Analysis & Interpretation	Weeks 8–10	Using tools like Excel/SPSS/Power BI etc.											
Report Writing	Weeks 11–12	Drafting, formatting, executive summary											
Final Presentation	Week 13–14	Viva, panel review, submission of report											
Suggested Tools & Platforms	• MS Excel / Google Sheets – Data collection & analysis • SPSS / R / Power BI – For analytics-based projects • Survey Tools – Google Forms, Typeform, SurveyMonkey • Citation Tools – Zotero, Mendeley for report documentation • Project Management Tools – Trello, Notion (optional)												
Evaluation & Grading Criteria	<table><tr><th>Component</th><th>Weightage</th></tr><tr><td>Proposal and Project Design (Report)</td><td>10%</td></tr><tr><td>Data Collection & Methodology (Report)</td><td>20%</td></tr><tr><td>Analysis and Insight Generation (Report)</td><td>20%</td></tr></table>		Component	Weightage	Proposal and Project Design (Report)	10%	Data Collection & Methodology (Report)	20%	Analysis and Insight Generation (Report)	20%			
Component	Weightage												
Proposal and Project Design (Report)	10%												
Data Collection & Methodology (Report)	20%												
Analysis and Insight Generation (Report)	20%												

		Faculty Evaluation /Feedback	20%	
		Viva Voce / Presentation	30%	
Final Deliverables	• Project Proposal (Approved by faculty guide) • Full Project Report (40–60 pages) • Executive Summary (2 pages) • Presentation Deck (10–15 slides) • Work Log / Progress Sheet • Industry validation (optional but encouraged)			
Supervision & Support	• Faculty Guide assigned for every student/team • Weekly/bi-weekly review meetings for feedback • Optional workshops on research methodology and tools			
Topics Relevant to Skill Development	• Business research and consulting mindset • Problem identification and framing • Analytical thinking and decision-making • Formal business writing and reporting • Public speaking and professional presentation			
Catalogue prepared by	Dr. Akhil Menon			

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

Value Added Courses

Course Code: PPS4002	Course Title: Aptitude Training Type of Course: Value Added Course	L- T-P- C	0-0-2-1
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 1. Quantitative Aptitude by R S Aggarwal 2. Verbal & Non-Verbal Reasoning by R S Aggarwal				
References 1. www.indiabix.com 2. 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	25 th July 2025			

Course Code: PPS3018	Course Title: Preparedness for Interview Type of Course: Skill Enhancement Course	L- T- P- C	0	0	2	1
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: 1. TED Talks 2. You Tube Links 3. 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	25 th 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							
						10 Hours	

Module 2	Habit Formation	Role plays	
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:			
1. TED Talks 2. You Tube Links 3. 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		25 th 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: 1. TED Talks 2. You Tube Links 3. 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	25 th 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:					

	1. 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. 2. Enabling the Citizen-centric Awareness of Rights and Responsibilities of the State 3. Explain the role of the State actors in building India. 4. 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*:

1. 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

1. Durga Das Basu --- Introduction to the Constitution of India, 23rd Edition (Gurgaon; LexisNexis, 2018).
2. MP Jain's Constitutional Law of India, Lexis Nexis
3. V.N Shukla's Indian Constitutional Law, M.P Singh 13th Edition
4. MV Pylee's Constitution of India
5. J.C.Johari -- The Constitution of India: A Politico-Legal Study (Greater Noida: Sterling Publishers Pvt. Ltd. 2013).
6. Himangshu Roy and M.P.Singh – Indian Political System, 4th Edition (Bengaluru; Pearson Education, 2018)
7. Vidya Bhushan & Vishnoo Bhagwan--- Indian Administration (S. Chand, 2011)
8. S.R.Maheswari --- Indian Administration (Orient Blackswan, 2001)
9. Dr. A.Avasthi & A.P. Avasthi --- Indian Administration (L.N. Agarwal Educational Publishing, 2017).
10. B. L. Fadia --- Indian Government and Politics (Sahitya a. Bhawan, 13th Revised Edition, 2017).
11. P.M.Bakshi – The Constitution of India (Prayagraj, UP; a. Universal Law Publishing, January, 2018)

Reference Books

12. HM Seervai, Constitutional Law of India, 4th Ed. Vol I, II, & III
13. Uday Raj Rai, Constitutional Law-I
14. Democracy and Constitutionalism in India, Oxford University Press 2009

Resources:

1. https://onlinecourses.nptel.ac.in/noc20_lw03/course?&force_user=true
2. https://onlinecourses.swayam2.ac.in/cec19_hs13/course?&force_user=true
3. <https://nptel.ac.in/courses/129106003>
4. <https://nptel.ac.in/courses/129106411>
5. <https://nptel.ac.in/courses/129105608>
6. <https://nptel.ac.in/courses/129106002>

Topics relevant to Skill Development:

1. An attitude of inquiry.
2. 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	25 th July 2025

Course Code: CHE1020	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 PATICIPATIVE 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: 1. Describe the issues related to natural resources, ecosystems and biodiversity 2. Identify environmental hazards affecting air, water and soil quality 3. Recognize the importance of healthy environment and finding the sustainable methods to protect the environment 4. 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			
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

1. G. Tyler Miller and Scott Spoolman (2020), Living in the Environment, 20th Edition, Cengage Learning, USA
2. Poonia, M.P. Environmental Studies (3rd ed.), Khanna Book Publishing Co.
3. Bharucha, E. Textbook of Environmental Studies (3rd ed.) Orient Blackswan Private Ltd.
4. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
5. Rajagopalan, R. Environmental studies: from crisis to cure (4th ed.). Oxford University Press.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
8. Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed.). Pearson.

Reference Books

1. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022), Conservation through Sustainable Use: Lessons from India. Routledge.
2. William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.
3. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
4. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>
5. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press

Resources:

1. <https://nptel.ac.in/courses/109105203>
2. <https://archive.nptel.ac.in/courses/120/108/120108004/>
3. <https://nptel.ac.in/courses/127105018>
4. https://onlinecourses.nptel.ac.in/noc23_lw06/preview
5. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
6. <https://archive.nptel.ac.in/courses/120/108/120108002/>
7. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
8. <https://nptel.ac.in/courses/102104088>
9. <https://nptel.ac.in/courses/124107165>
10. <https://nptel.ac.in/courses/109106200>
11. <https://archive.nptel.ac.in/content/storage2/courses/120108004/module1/lecture1.pdf>
12. https://onlinecourses.swayam2.ac.in/nou25_ge19/preview
13. https://onlinecourses.swayam2.ac.in/ini25_hs01/preview
14. <http://kcl.digimat.in/nptel/courses/video/105105184/L32.html>
15. <https://nptel.ac.in/courses/105105169>

Topics relevant to Skill Development:

1. An attitude of enquiry.
2. 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	25 th July 2025