

**YEAR II**  
**SEMESTER 3**

The NorthCap University

## Course Template, Fundamentals of Operations Management, BSL201

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Fundamentals of Operations Management	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5. Credits</b>
	Code:BSL201	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b>	Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every <input type="checkbox"/> semester		
<b>8. Brief Syllabus:</b> Operations Management is the field of study that examines the production of goods and services within an organization. Decisions made in the operations function have a strong impact on customers and financial results, meaning that Operations management decisions strongly impacts the performance of all other departments- marketing, accounting, and financial performance and hence on the performance of the overall organization.			
<b>9. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials: 0 hours</b>	<b>Practicals: 12 hours</b>	
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Coherently understand the role of operations management contributing to business management and display multi-disciplinary knowledge toward managing and leading enterprises.		
<b>CO 2</b>	Develop a systems approach to management and learn to operate under various business contexts.		
<b>CO 3</b>	Display creativity and analytical ability in business decision making.		
<b>CO 4</b>	Coherently understand the scope of inventory management		
<b>CO5</b>	Understand the importance of quality management and supply chain management		

## Course Template, Human Resource Management, BSL203

<b>1. Department: SOM</b>		<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>		<b>3. Course Code</b>	<b>4.L-T-P</b>	<b>5.Credits</b>
HUMAN RESOURCES MANAGEMENT		BSL203	2-0-2	3
<b>6. Type of Course (Check one):</b>		<input checked="" type="checkbox"/> Programme Core <input type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any</b> (Mention course code and name)				
None				
<b>8. Frequency of offering (check one):</b>		<input type="checkbox"/> Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>				
<p>The course starts with a brief introduction to HRM and its importance for all managers. It is the human resources of an organization who are instrumental in getting a competitive edge for an organization. Organizations have increasingly been giving importance to this factor. It is the contribution of these human resources that ultimately leads to the organizational effectiveness and performance. The objective of the course is to impart knowledge, understanding and key skills that are required by all managers and to enable students to effectively contribute to dynamic organizations. For students who have interest in this course, it could serve as a foundation while choosing a career in HR.</p>				
<b>Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>				
<b>Lectures: 28</b>		<b>Tutorials:</b>		<b>Practical 14</b>
<b>10. Course Outcomes (COs)</b>				
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				
<b>CO 1</b>	Knowledge of human resource functions, role of an HR expert and changing role of HRM.			
<b>CO 2</b>	Develop a basic understand of manpower planning and ability to apply the forecasting techniques for HRP.			
<b>CO 3</b>	Procure the knowledge of the recruitment practices followed by the companies and the mode of employee selection, designing training needs.			
<b>CO 4</b>	Learn to design performance appraisal system and suggest performance appraisal technique based on the nature and size of organization.			
<b>CO 5</b>	Understand the importance of Industrial Relations system in India. Effectively analyze the role of expatriate management, HRIS, HR Audit and other recent trends in HRM.			

## Course Template, Fundamentals of Financial Management, BSL205

<b>1.Department: SOM</b>		<b>School of Management</b>		
<b>2. Course Name:</b> Fundamentals of Financial Management		<b>3. Course Code</b>	<b>4. L-T- P</b>	<b>5.Credits</b>
		<b>Code: BSL205</b>	2-0-2	3
<b>6. Type of Course (Check one):</b>		Programme Core <input type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b>		<input checked="" type="checkbox"/> Odd	<input type="checkbox"/> Even	<input type="checkbox"/> Other semester
				<input type="checkbox"/> Every seme <input type="checkbox"/>
<b>8. Brief Syllabus:</b> Introduction to financial management, sources of finance, capital structure, cost of capital, capital budgeting, working capital management and ratio analysis				
<b>9. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>				
<b>Lectures: 30 hours</b>		<b>Tutorials: 14 hours</b>		<b>Practical:</b>
<b>10. Course Outcomes (COs)</b> After the completion of this course students will be able:				
<b>CO 1</b>	To acquaint the students of management with the basic knowledge of finance function in a corporate enterprise and to get familiar with the various sources of raising finance.			
<b>CO 2</b>	To create an understanding how a firm can create value through its financing decisions			
<b>CO 3</b>	To understand how the profits are distributed so as to maximize the wealth of shareholders			
<b>CO 4</b>	To understand the long term and short term investment decisions taken in an enterprise			

## Course Template, Introduction to Marketing Management, BSL207

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Introduction to Marketing Management	<b>3. Course Code</b>	<b>4. L – T -P</b>	<b>5. Credits</b>
	<b>Code: BSL207</b>	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Pre-requisite(s), if any -- None</b>			
<b>8. Frequency of offering (check one):</b> Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
<b>9. Brief Syllabus:</b> Marketing is a value-enhancing function that identifies opportunities, develops markets, and builds brands. Consequently, good marketing enables companies to charge price premiums, sustain competitive advantage and maintain long-run profitability. To this end, the course covers the following topics: marketing mix, branding, New product development process. Consumer adoption process. Product Life Cycle, Introduction to various objectives of pricing and pricing process, concept of geographical pricing, promotional pricing, discriminatory pricing, product-mix pricing and price discounts. Pricing strategies in face of competitive pressures and reactions, nature of Marketing Channels, Channel Functions and Flows. Channel Design and Management Decisions, Marketing process and Marketing Plan, Introduction to Distributor, Wholesaler and Retailer, Brief introduction to various elements of Integrated Marketing Communication. The process of deciding the Marketing communication mix based on objectives and the budget. Examination of distinct advantages and cost of each promotional tool, challenges and opportunities of Globalization. Marketing Mix for Global Markets.			
<b>10. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials: 0 hours</b>	<b>Practicals: 14 hours</b>	
<b>11. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Design marketing mix		
<b>CO 2</b>	Apply product related concepts like classification of products, product levels, product life cycle, new product development process for marketing a product.		
<b>CO 3</b>	Design model of service quality to improve service quality		
<b>CO 4</b>	Design pricing strategies for setting prices of products and services		
<b>CO 5</b>	Design distribution channel		
<b>CO 6</b>	Use integrated marketing communication mix		

## Course Template, E Commerce, BSL209

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
E-Commerce	BSL209	2-0-2	3
<b>6. Type of Course (Check one):</b>	<input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Programme Core <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any</b> (Mention course code and name)			
NA			
<b>8. Frequency of offering (check one):</b>	<input type="checkbox"/> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>			
A comprehensive overview of how firms compete in today's environment with a focus on strategic choices and the infrastructure enabling e-commerce. The course equips students with contemporary e-commerce business models and practices This course describes the basic principles of e-business technologies. Upon the completion of this course, students should have a good working knowledge of e-commerce concepts, applications and technologies.			
<b>Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures:28</b>	<b>Tutorials: NIL</b>	<b>Practical: 12</b>	
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Understand e-commerce , its building blocks and importance for organizations, society and customers.		
<b>CO 2</b>	Identify various business models of e-commerce and comprehend components of the online business model.		
<b>CO 3</b>	Familiarize with online consumer and able to analyze market in the new online environment.		
<b>CO 4</b>	Comprehend implementation of e-commerce technology in various fields and understand about e-commerce payment security mechanisms.		

**YEAR II**  
**SEMESTER 4**

The NorthCap University

## Course Template, Introduction to Organizational Behavior, BSL202

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Introduction to Organizational Behavior	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5. Credits</b>
	Code: BSL202	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Pre-requisite(s), if any</b> NA			
<b>8. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
<b>9. Brief Syllabus:</b> The course intends to disseminate knowledge of organizational behaviour amongst students and hence, prepare them toward monitoring their own behaviours and managing the behaviours of others in organizational settings. Its contents include, 1. Introduction to Organizational Behaviour; 2. Individual Behaviour and Processes; 3. Perception, Learning and Workplace Attitudes & Ethics; 4. Motivation and Applied Performance Practices; 5. Stress Management; 6. Group Processes and Team effectiveness; 7. Communication, Power & Influence and, Conflicts and 8. Organizational Processes.			
<b>10. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials:</b>	<b>Practical: 14</b>	
<b>11. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Effectively assess individual personality types and plan contingent responses to different personalities toward monitoring individual behaviour in organizational settings and foster effective interpersonal relationships.		
<b>CO 2</b>	Gauge individual behaviour processes of perception, learning, emotions & moods, values, attitudes, motivation and learning and utilize these concepts in devising strategies for promoting desired workplace behaviours		
<b>CO 3</b>	Display relevant and appropriate on the job behaviours and overcome issues of anxiety, stress, unplanned/deliberate deviance, etc.		
<b>CO 4</b>	Display ability in communicating, leading and resolving conflicts and; facilitating cooperation toward advancement of individual, group and organizational goals.		
<b>CO5</b>	Gauge the difference between organizational culture and climate and analyze the predictors.		



## Course Template, Fundamentals of Consumer Behavior, BSL204

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
Fundamentals of Consumer Behavior	BSL204	2-0-2	3
<b>6. Type of Course (Check one):</b>	<input checked="" type="checkbox"/> Programme Core <input type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any</b> (Mention course code and name)			
SML XXX MARKETING MANAGEMENT			
<b>8. Frequency of offering (check one):</b>	<input type="checkbox"/> Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>			
The course has both theoretical and practical objectives that will explore theoretical frameworks that are relevant to understanding consumer psychology and behaviour, and apply these frameworks to show how they can be used to develop effective marketing techniques and tactics. The course will cover an introduction to consumer behaviour, consumer decision making, Environmental Determinants of Consumer Behavior and Influencing Consumer Behavior			
<b>Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures:28</b>	<b>Tutorials: NIL</b>	<b>Practical:12</b>	
<b>10. Course Outcomes (COs)</b>			
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Apply of consumer behaviour for marketing products.		
<b>CO 2</b>	Identify factors affecting consumer behaviour.		
<b>CO3</b>	Examine consumer decision making process		
<b>CO 4</b>	To describe the target market and determine the marketing strategy according to consumer characteristics and behaviour.		

**Year III**

**Semester 5**

## Course Template, Business Policy & Strategy, BSL301

<b>1.Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Business Policy & Strategy	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5.Credits</b>
	Code: BSL301	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
<b>Brief Syllabus:</b> THE NATURE OF BUSINESS PLANNING AND STRATEGIC MANAGEMENT: What is BP? What is SM? Key terms of SM. Levels of strategies. Decision making criteria and approaches STRATEGIC MANAGEMENT PROCESSES The SM Model and its limitations BUSINESS VISION AND MISSION, Importance and characteristics. Issues in setting the objectives ENVIRONMENT SCANNING AND SWOT ANALYSIS, Environment components. INDUSTRY ANALYSIS Competitive forces. Competitive analysis: Porters 5- forces. Formulation of strategies BUSINESS FORECASTING Need and steps. Forecasting techniques INTERNAL ANALYSIS Nature of internal environment. Value chain analysis. Evaluation of key internal factors. Financial statements/ratio analysis LONG TERM OBJECTIVES AND GRANDSTRATEGIES Long term objectives. Grand strategies. Integration and diversification. Mergers and acquisition. Turnaround strategies ANALYSIS OF STRATEGIES Portfolio and matrix analysis. SWOT analysis			
<b>8. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials: 0 hours</b>	<b>Practicals: 14 hours</b>	
<b>9. Course Outcomes (COs)</b>			
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Identify the forces impacting on corporate and business strategies		
<b>CO 2</b>	Be critically aware of factors involved in strategy making		
<b>CO 3</b>	Assess the resources and constraints for strategy making in a business context		
<b>CO 4</b>	Explain the importance of social, economic and political forces; and technological		
<b>CO5</b>	Specific knowledge of perspectives, frameworks and concepts within strategy formation, strategic change, and strategic innovation.		

## Course Template, International Business, BSL303

<b>1.Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> International Business	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5.Credits</b>
	Code: BSL303	2- 0 -2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Pre-requisite(s), if any</b>			
<b>8. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
<b>Brief Syllabus:</b> This course is “macro” in nature in that it will look at international business from a general focus with emphasis on the impact and overriding theories and will not focus extensively on individual management decisions. The primary objective of this Course is to introduce the students to the global economy to obtain a basic introduction regarding this subject matter and the major issues involved therein. The course will cover basic terminology and theoretical structure as well as practical implications.			
<b>9. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials: 0 hours</b>	<b>Practicals: 12 hours</b>	
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Understanding of basics of the International trade and their linkage with business		
<b>CO 2</b>	Analyze the local and global business environment.		
<b>CO 3</b>	Identify and evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.		
<b>CO 4</b>	Analyze current conditions in developing emerging markets, and evaluate present and future opportunities and risks for international business activities		
<b>CO 5</b>	Develop strategies to utilize domestic and foreign government programs, policies, and agencies which facilitate international trade.		

## Course Template, Creative thinking and Negotiation Skills, BSV301

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Creative Thinking & Negotiation Skills	<b>3. Course Code</b> Code: BSV301	<b>4. L- T-P</b> 2-0-2	<b>5. Credits</b> 3
<b>6. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b>	Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>		
<b>Brief Syllabus:</b> Providing the students an insight into the nuances of ‘Art and Practice of Creative Thinking and Negotiation Skills’; familiarize with them with the tools and techniques to develop these skills.			
<b>8. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials: 0 hours</b>	<b>Practicals: 14</b>	
<b>9. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO1</b>	Make better decisions through critical thinking and creative problem solving		
<b>CO2</b>	Develop your personal creativity		
<b>CO3</b>	Transform your creativity into practical business solutions		
<b>CO4</b>	Learning the art of negotiation		
<b>CO5</b>	Exploring the negotiation Process		

**Year III**

**Semester 6**

The NorthCap University

## Course Template, Leadership, BSL302

<b>1. Department:</b>	School of Management		
<b>2. Course Name:</b> Leadership	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5. Credits</b>
	Code: BSL302	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Elective <input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b>	Odd <input type="checkbox"/> Even <input type="checkbox"/> Either Semester <input type="checkbox"/> Every semester <input type="checkbox"/>		
<b>8. Brief Syllabus:</b> It is important for an education system to develop leaders. The course aims to make the students conversant with the concept of leadership and its relevance especially in today's dynamic business environment. Includes theories of leadership, development of leaders and succession planning, building a team, ethics and leadership and contemporary issues in leadership.			
<b>9. Total lecture, Tutorial and Practical Hours for this course (Total Hours 42)</b>			
Lectures: 28 hours		Tutorials: 0	Practical: 14 hours
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Identifying personal strengths, weaknesses, leadership styles		
<b>CO 2</b>	Understanding the value of people leadership		
<b>CO 3</b>	Learning to manage and lead people effectively		
<b>CO 4</b>	Understanding how to align oneself and others towards a common goal		

## Course Template, Investment Management, BSL304

<b>1. Department:</b>	School of Management		
<b>2. Course Name:</b> Investment Management	<b>3. Course Code</b>	<b>4. L- P</b>	<b>5. Credits</b>
	Code: BSL304	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b>	Odd <input type="checkbox"/> Even <input type="checkbox"/> Either Sem. <input checked="" type="checkbox"/> Every Sem. <input type="checkbox"/>		

<b>8. Brief Syllabus:</b> During the recent financial turmoil, we have experienced wide ride in the stock markets not only at home but abroad as well. Such volatile markets provide both challenges and opportunities for investors. This course is intended to provide a general overview of capital markets, financial instruments, and investment process. The course would emphasize the role of modern financial theory in portfolio management.	
<b>9. Total lecture and Practical Hours for this course</b> <b>56 Hours</b> The class size is maximum 60 learners.	
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed	
<b>CO 1</b>	Understand the fundamentals of Indian financial system.
<b>CO 2</b>	Acquire knowledge regarding various investment alternatives and their assessment
<b>CO 3</b>	Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
<b>CO 4</b>	Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
<b>CO 5</b>	To apply different valuation models to evaluate fixed income securities, stocks,

## HR Electives

### List of Subjects

BSL339 Recruitment and Selection LTP (2-0-2) 3 CREDITS

BSL340 Performance and Competency Management LTP (2-0-2) 3 CREDITS

BSL341 Employee Training and Development LTP (2-0-2) 3 CREDITS

BSL342 Industrial Relations and Labour Laws LTP (2-0-2) 3 CREDITS

BSL343 Compensation and Reward Management LTP (2-0-2) 3 CREDITS

BSL344 Organization Change and Development LTP (2-0-2) 3 CREDITS

BSL345 Cross Culture HRM LTP (2-0-2) 3 CREDITS

BSL346 Fundamentals of Strategic HRM LTP (2-0-2) 3 CREDITS



## Course Template, Recruitment and Selection, BSL339

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
Recruitment & Selection	BSL339	2-0-2	3
<b>6. Type of Course (Check one):</b>	<input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any</b> (Mention course code and name)			
SML 201 Human Resource Management			
<b>8. Frequency of offering (check one):</b>	<input type="checkbox"/> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>			
<p>The course will help in analyzing the role of recruitment and selection in relation to the organization's business and HRM objectives in Indian context. This includes demonstrating the appropriate use of job descriptions, application forms and related staffing tools such as internet recruiting. The course contents broadly are Manpower Planning, Recruitment Challenges, Interviewing, Selection, and Orientation &amp; Onboarding. At the end of the course the student will be able to use manpower planning techniques; identify, define, assess and optimally apply appropriate sources of recruitment; define and utilize various selection tools, techniques and tests; plan appropriate selection strategies and formulate selection procedures across a variety of verticals and business situations; plan and devise orientation and onboarding programmes.</p>			
<b>Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>			
<b>Lectures: 28</b>	<b>Tutorials: NIL</b>	<b>Practical: 12</b>	
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Recognize how staffing strategy contributes to organizational effectiveness. (analysis)		
<b>CO 2</b>	Analyze, integrate and assess the core staffing activities, e.g. internal and external recruitment, selection, and employment		
<b>CO 3</b>	Analyze, integrate and assess the staffing support activities, e.g. legal compliance, planning, and job analysis. (analysis, synthesis and evaluation)		
<b>CO 4</b>	Demonstrate a global outlook and an understanding of cultural diversity when dealing with issues of equal opportunities and staffing of human resources in organizations		
<b>CO 5</b>	Identify and resolve ethical issues pertaining to recruitment, selection and staffing decisions and their impact to firm performance		

## Course Template, Performance and Competency Management, BSL340

1. Department:	School of Management		
2. Course Name: Performance & Competency Management	3. Course Code Code: BSL340	4. L- T-P 2-0-2	5. Credits 3
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
7. Frequency of offering (check one):	Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>		
<b>Brief Syllabus:</b> Performance appraisal system implementation: Defining performance, determinants of performance, performance dimensions, approaches to measuring performance, Conducting Staff Appraisals: Introduction, need, skills required, the role of the appraiser, job description & job specification, appraisal methods, raters errors, data collection, conducting an appraisal interview, Performance Consulting: Concept, the need for performance consulting, role of the performance consulting, Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency.			
8. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)			
Lectures: 28 hours		Tutorials: NIL	Practical: 12 hours
9. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
CO 1	Holistic understanding of performance management as an important function of HR		
CO 2	Understanding of the competencies required for performance and design the tools for performance measurement.		
CO 3	Complete knowledge of the role of HR Manager in coordinating the Performance Appraisal.		
CO 4	Skill to design the performance appraisal parameters and knowledge of the appraisal techniques at all levels.		
CO5	Designing the combination of competency and performance appraisal to improve the performance.		

## Course Template, Employee Training and Development, BSL341

1. Department:	SCHOOL OF MANAGEMENT		
2. Course Name:	3. Course Code	4. L-T-P	5. Credits
Employee Training and Development	BSL341	2-0-2	3
6. Type of Course (Check one):	<input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
7. Pre-requisite(s), if any (Mention course code and name)			
SML 201 Human Resource Management			
8. Frequency of offering (check one):	<input type="checkbox"/> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
9. Brief Syllabus:			

The present course is designed to study the concepts and processes of training and development (T&D). The course seeks to enable learners to understand the concepts, principles and process of training and development; to develop an understanding of how to assess training needs and design training programmes in an organisational setting; to familiarize learners with the levels, tools and techniques involved in evaluation of training

Effectiveness and; to develop an understanding on various training and non-training solutions to improve employee performance. The course shall provide, as far as possible, hands - on learning experience related to aims.

**Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)**

<b>Lectures: 28</b>	<b>Tutorials: NIL</b>	<b>Practical: 14</b>
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**10. Course Outcomes (COs)**

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him/her once it is completed

<b>CO 1</b>	Effectively assess and differentiate between training and non-training needs in an organization or its department.
<b>CO 2</b>	Gauge organizational, group and individual learning needs, situational requirements, environmental context and stakeholder's characteristics and effectively design training programmes
<b>CO 3</b>	Demonstrate ability in utilizing variety of training methods, tools and techniques.
<b>CO 4</b>	Display ability in assessing and evaluating training programmes' effectiveness in terms of training ROI, learning & performance improvements and strategic impact.
<b>CO 5</b>	Devise strategies for employee and management development career management

**Course Templates, Industrial Relations and Labour Laws, BSL342**

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
INDUSTRIAL RELATIONS & LABOUR LAWS	BSL342	2-0-2	3
<b>6. Type of Course (Check one):</b>	<input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any (Mention course code and name)</b>			
SML 201 Human Resource Management			
<b>8. Frequency of offering (check one):</b>	<input type="checkbox"/> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>			
The course starts with a brief introduction to Industrial Relations and origin of Labour Laws. It covers topics like Collective bargaining, Health and Safety, Social Security measures. Major Laws related to factories like The Factories Act, 1948, Industrial Disputes Act, 1947, Trade Unions Act, 1923, Payment of Wages Act, 1936. Other areas like equal remuneration, provident fund, gratuity, ESI, Standing Orders Act are covered. The course covers the dispute resolution techniques			
<b>Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>			
<b>Lectures: 28</b>	<b>Tutorials: NIL</b>	<b>Practical: 12</b>	

<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed	
<b>CO 1</b>	Display the ability in dealing with Industrial Relations issues and handle grievances. In depth knowledge of the regulatory mechanisms guiding Industrial Relations.
<b>CO 2</b>	Ability to form a trade union and follow the registration process. Gauge the difference between registered and recognized unions.
<b>CO 3</b>	Display the efficiency in handling a strike as per the Act and resolve the disputes. Display relevant skills of Collective bargaining and deal with third party interventions.
<b>CO 4</b>	Ability to design the policies for contract labour and their welfare at workplace. Design a equal remuneration policy and compute the workmen's compensation under the Act.
<b>CO 5</b>	Effectively conduct the health welfare and safety standards at workplace. Calculate the gratuity, ESI , bonus and provident fund.

### Course Template, Compensation and Reward Management, BSL343

<b>1. Department:</b>		<b>School of Management</b>		
<b>2. Course Name: Compensation &amp; Reward Management</b>		<b>3. Course Code</b> Code: BSL343	<b>4. L- T-P</b> 2-0-2	<b>5. Credits</b> 3
<b>6. Type of Course (Check one):</b>		Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7.Frequency of offering (check one):</b>		Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>		
<b>Brief Syllabus:</b> The course starts with a brief introduction to factors affecting compensation, theory of wages, role of different parties contributing to the compensation system. Role of performance appraisal in compensation system, team based pay, merit pay, legislations affecting compensation systems, salary progressions, Designing the salary structure of top middle and lower management. Designing incentives and benefit programs.				
<b>7. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>				
<b>Lectures: 28 hours</b>		<b>Tutorials: NIL</b>		<b>Practical: 12 hours</b>
<b>8. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				
<b>CO 1</b>	Understand the role of economic and behavioral theory of wages and the factors influencing compensation along with the role of different parties.			
<b>CO 2</b>	Knowledge of Indian scenario for designing the compensation structure, team based pay, merit pay and salary progressions.			
<b>CO 3</b>	An ability to implement performance standards and link it to compensation, role of compensation in sales force success.			
<b>CO 4</b>	Skill to design incentives at different levels in the organization.			
<b>CO5</b>	Understanding the role of managerial compensation and retirement schemes.			

## Course Template, Organization Change and Development, BSL344

1. Department:	School of Management			
2. Course Name: Organization Change and Development	3. Course Code	4. L- T-P	5. Credits	
	Code: BSL344	2-0-2	3	
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>			
7. Frequency of offering (check one):	Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
<b>Brief Syllabus:</b> This course emphasizes the theories and practices of managing change and the Organizational development Process. This course examines the forces that have been driving organizations to change and development, explore the dimensions of change and the approaches of the developmental process. The course also provides students with adequate answers to key questions. Among these questions: why organizational change is difficult? Why people tend to resist this change? And how organizations institutionalize change and make it more effective.				
1. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)				
Lectures: 28 hours		Tutorials: NIL		Practical: 12 hours
2. Course Outcomes (COs) Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				
CO 1	To be able to understand the theory and practice relating to the processes of organization development and change.			
CO 2	To realize and apply the stages of the organizational development process			
CO 3	To develop insight and competence in diagnostic and intervention processes and skills for initiating and facilitating change in organizations.			
CO 4	To gain necessary self-insight, skills and techniques to become effective change agents and internal OD consultants.			

## Course Template, Cross Culture HRM, BSL345

1. Department:	School of Management			
2. Course Name: Cross Culture HRM Management	3. Course Code	4. L-T-P	5. Credits	
	BSL345	2-0-2	3	
6. Type of Course (Check one):	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>			

<b>7. Pre-requisite(s), if any:</b> SML 201 Human Resource Management		
<b>8. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>		
<b>9. Brief Syllabus:</b>  Recent definitions concern IHRM with activities of how MNCs manage their geographically decentralized employees in order to develop their HR resources for competitive advantage, both locally and globally. The role and functions of IHRM, the relationship between subsidiaries and headquarters, and the policies and practices are considered in this more strategic approach. IHRM is also defined as a collection of policies and practices that a multinational enterprise uses to manage local and non-local employees it has in countries other than their home countries.		
<b>Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>		
<b>Lectures: 28 hours</b>	<b>Tutorials: 0 hours</b>	<b>Practicals: 14 hours</b>
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed		
<b>CO 1</b>	Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM	
<b>CO 2</b>	Appreciate the implications of increasing globalisation for the management of human resources, with particular reference to IHRM in multinational corporations	
<b>CO 3</b>	Demonstrate a basic understanding of different tools used in forecasting and planning cross cultural human resource needs	
<b>CO 4</b>	Use concepts and tools for explaining and developing theories and methods which can be integrated into practical applications of cross cultural HRM	
<b>CO 5</b>	Identify and appreciate the significance of ethical issues in cross cultural HR practices and the management of people in the workplace.	

### Course Template, Fundamentals of Strategic HRM, BSL346

<b>1. Department:</b>	School of Management		
<b>2. Course Name: Fundamentals of Strategic HRM</b>	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5. Credits</b>
	Code: BSL346	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>			
<b>Brief Syllabus:</b> This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic, dimension so as to illustrate the concept of competitive advantage applied to human resources. The emphasis will be on the strategic significance of HRM.			
<b>7. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>			

<b>Lectures: 28 hours</b>		<b>Tutorials: NIL</b>	<b>Practical: 12 hours</b>
<b>8. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Distinguish the strategic approach to human resources from the traditional functional approach.		
<b>CO 2</b>	Understand the relationship of HR strategy with overall corporate strategy		
<b>CO 3</b>	Understand the strategic role of specific HR systems		
<b>CO 4</b>	Appreciate SHRM in the context of changing forms of organization.		

## Marketing Electives

### List of Subjects under Marketing Electives

BSL331 Customer Relationship Management LTP (2-0-2) 3 Credits

BSL332 Management of Sales and Distribution LTP (2-0-2) 3 Credits

BSL333 Marketing and Consumer Analytics LTP (2-0-2) 3 Credits

BSL334 Fundamentals of Retail Management LTP (2-0-2) 3 Credits

BSL335 Marketing of Services LTP (2-0-2) 3 Credits

BSL336 Advertising and Promotion LTP (2-0-2) 3 Credits

BSL337 Fundamentals of Strategic Marketing

BSL338 Marketing in Digital era LTP (2-0-2) 3 Credits

### Course Template Customer Relationship Management, BSL331

<b>1. Department:</b>		<b>School of Management</b>		
<b>2. Course Name: Customer Relationship Management</b>		<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
		<b>Code: BSL331</b>	<b>2-0-2</b>	<b>3</b>
<b>6. Type of Course (Check one):</b>	<b>Programme Core Elective</b> <input type="checkbox"/> <b>Programme Elective</b> <input checked="" type="checkbox"/> <b>Open</b> <input type="checkbox"/>			
<b>7. Frequency of offering (check one):</b> <b>Odd</b> <input type="checkbox"/> <b>Even</b> <input type="checkbox"/> <b>Either semester</b> <input type="checkbox"/> <b>Every semester</b> <input type="checkbox"/>				

<b>8. Brief Syllabus:</b> Fundamentals of CRM, CRM strategy, CRM vision, CRM Process, marketing metrics, customer profiling, Assessing customer value (e.g., RFM, LTV and other analyses), Assessing customer profitability. Customer acquisition tools, Measuring and improving customer loyalty, media allocation, distribution channels and marketing campaign management. Several advanced statistical techniques will be introduced including: linear regression, logit, decision trees, lift charts, hazard models and linear programming. CRM Technology: In keeping with the hands-on nature of the course, students will be instructed on how to implement the CRM techniques using industry-standard software. Individual customer approach and the role of technology in CRM. .		
<b>9. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>		
<b>Lectures: 28 hours</b>	<b>Tutorials:</b>	<b>Practicals : 12 hours</b>
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed		
<b>CO 1</b>	Develop an understanding of the benefits of CRM on a company's bottom line	
<b>CO 2</b>	Analyse the different components of a CRM plan	
<b>CO 3</b>	Develop checklist for readiness and success in CRM	
<b>CO 4</b>	Use customer acquisition tools and advanced statistical techniques	
<b>CO 5</b>	Implement CRM techniques using software	

### Course Template, Management of Sales and Distribution, BSL332

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b> MANAGEMENT OF SALES AND DISTRIBUTION	<b>3. Course Code</b> Code: BSL332	<b>4. L-T-P</b> 2-0-2	<b>5. Credits</b> 3
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every <input type="checkbox"/> semester			
<b>8. Brief Syllabus:</b> The main objective of the course is to make the students aware of issues related to sales force management focusing on “selling” as a tool of Marketing Communication. This course will prepare students to manage sales and channel teams for different types of selling, with the purpose of enhancing value based output and productivity. The main topics covered in this course are concept and effect of sales organization and sales effort, sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.			
<b>9. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>			



<b>Lectures: 28 hours</b>		<b>Tutorials: 0 hours</b>	<b>Practicals: 12 hours</b>
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed. Upon completion of this course, students should be able to:			
<b>CO 1</b>	Recognise and demonstrate the significant responsibilities of sales person as a KEY individual.		
<b>CO 2</b>	Describe and Formulate strategies to effectively manage company's sales operations.		
<b>CO 3</b>	Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.		
<b>CO 4</b>	Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.		
<b>CO 5</b>	Evaluate the fundamentals of channel design, development and management decisions.		

### Course Template, Marketing and Consumer Analytics, BSL333

1. Department:	SCHOOL OF MANAGEMENT		
2. Course Name:	3. Course Code	4. L-T-P	5. Credits
Marketing and Consumer Analytics	BSL333	2-0-2	3
6. Type of Course (Check one):	<input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
7. Pre-requisite(s), if any (Mention course code and name)			
Knowledge related to basic statistical techniques			
8. Frequency of offering (check one):	<input checked="" type="checkbox"/> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
9. Brief Syllabus:			
<p>Organizations large and small are flooded with data about consumer choices. Knowing how to interpret data is the challenge and marketers in particular are increasingly expected to use analytics to inform and justify their decisions. This course introduces the students to the tools to measure brand and customer assets, perform regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. This course is ideal for learners who want to grow their knowledge, develop their career portfolio, and improve the effectiveness of their marketing campaigns.</p> <p>The broad areas covered are resource allocation, product management: segmentation, conjoint analysis, marketing mix allocation, customer management: customer profits and</p>			

retention using logistic regression, cross selling and optimization, digital marketing.		
<b>Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>		
<b>Lectures:28</b>	<b>Tutorials: NIL</b>	<b>Practical:12</b>
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed		
<b>CO 1</b>	To be able to apply understanding of utility theory to measure customer preferences	
<b>CO 2</b>	To be able to identify what customers' value in a product, and assess what they are willing to pay for it	
<b>CO 3</b>	To be able to segment customers based on the differences in what they value, using different techniques, including state of the art latent class methods	
<b>CO 4</b>	To be able to determine the most effective target markets, and how to market to those markets efficiently	
<b>CO 5</b>	To be able to design a study that incorporates all of the above	
<b>CO 6</b>	To possess the ability to illustrate how different tools and frameworks are used in an integrated manner to solve strategic marketing problems.	

### Course Template, Fundamentals of Retail Management, BSL334

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>			
<b>2. Course Name: Fundamentals of Retail Management</b>	<b>3. Course Code</b>	<b>4. L-T- P</b>	<b>5. Credits</b>	
	<b>Code: BSL334</b>	2 -0- 2	3	
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>			
<b>7. Frequency of offering (check one):</b>	Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every <input type="checkbox"/> semester			
<b>Brief Syllabus:</b> The course is designed to provide an in-depth understanding of the retail marketing, building sustainable relationships, decision making skills related to retailing, buyer's behavior, pricing strategies and delivery channels to the end users. Its contents include, Basic Concepts: Definition, Importance and scope of Retailing; The Retail Scenario in India; Retail Formats. Information Gathering in Retailing; Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays. Merchandise Planning, Buying and Handling, Customer Relationship Management. Retail Management Information Systems: Online Retailing; Global Retailing; Legal and Ethical Issues.				
<b>8. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>				

<b>Lectures: 28 hours</b>		<b>Tutorials: 0 hours</b>	<b>Practicals: 12 hours</b>
<b>9. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed. Upon completion of this course, the students will be able to:			
<b>CO 1</b>	Comprehend the concept of retail its evolution from traditional retail and modern retail formats.		
<b>CO 2</b>	Evaluate the conceptual and organizational aspects of the retail sector, including retail consumer behavior and management in the retail industry.		
<b>CO 3</b>	Develop a retail strategy that appeals to a specific target market, which includes Location, layout/design, merchandising planning & buying, pricing, and promotions.		
<b>CO 4</b>	Develop the strategies relating to visual merchandising, such as store layouts and presentation and Compare different customer service strategies that can be used to improve the consumer experience		
<b>CO 5</b>	Demonstrate the concept of e-retailing and describe how technology in retailing affects all channel members and strategize		

### Course Template, Marketing in Digital Era, BSL338

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
Marketing in Digital Era	BSL338	2-0-2	3
<b>6. Type of Course (Check one):</b>	<input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any</b> (Mention course code and name)			
Nil			
<b>8. Frequency of offering (check one):</b>	<input checked="" type="checkbox"/> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>			
This course provides learners the ability to formulate and enact intelligent, data-driven marketing strategies. Core content will focus on identifying and understanding digital marketing metrics to gauge success of both social media and traditional digital marketing efforts.			
<b>Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>			
<b>Lectures: 28</b>	<b>Tutorials: NIL</b>	<b>Practical: 12</b>	

<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed	
<b>CO 1</b>	Explain and illustrate core components and key concepts associated with digital marketing
<b>CO 2</b>	Evaluate tools and strategies for successfully integrating traditional, multi-channel, and digital marketing data into business practices.
<b>CO 3</b>	Discuss core metrics, integration systems, data providers and benchmarks associated with effective digital analytics.
<b>CO 4</b>	Interpret and integrate core search engine optimization/marketing analytics into decision-making procedures.
<b>CO 5</b>	Formulate and enact data-driven strategies for varied business types and marketing objectives.

### Course Template, Marketing of Services, BSL335

<b>1. Department:</b>		<b>School of Management</b>		
<b>2. Course Name: Marketing of Services</b>		<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
		<b>BSL335</b>	<b>2-0-2</b>	<b>3</b>
<b>6. Type of Course (Check one):</b>		Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open <input type="checkbox"/> Elective		
<b>7. Frequency of offering (check one):</b>		Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every <input type="checkbox"/> semester		
<b>8. Brief Syllabus:</b> Introduction to services, Consumer behaviour in services, Service development, Service people, Service communication and pricing, Physical evidence in services				
<b>9. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>				
<b>Lectures:28</b>		<b>Tutorials: 0</b>		<b>Practicals:12</b>
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				
<b>CO 1</b>	Develops an understanding of the concept and characteristics of services and helps in recognizing unique challenges of service marketing.			
<b>CO 2</b>	Develops an understanding of Gaps model of service marketing			
<b>CO 3</b>	Demonstrates a clear understanding of customer expectations, perceptions and behavior in service context.			

<b>CO 4</b>	Develops an understanding of how to minimize the Knowledge Gap by listening to customer requirements
<b>CO 5</b>	Develops an insight about aligning service design and standards with customer requirements to minimize the Standard Gap.
<b>CO 6</b>	Develops an understanding of various strategies for delivering and performing services.
<b>CO 7</b>	Demonstrate how to manage service promises to minimize communication gap.

### COURSE TEMPLATE, Fundamentals of Strategic Marketing, BSL337

<b>1. Department:</b>	School of Management			
<b>2. Course Name:</b> Fundamentals of Strategic Marketing	<b>3. Course Code</b>	<b>4. L-T/ P</b>	<b>5. Credits</b>	
	BSL337	(2-0-2)	3	
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/>	Programme Elective <input checked="" type="checkbox"/>	Open Elective <input type="checkbox"/>	
<b>7. Pre-requisite(s), if any:</b> Fundamentals of Marketing Management.				
<b>8. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>				
<b>9. Course Description:</b> The course prepares learner to lead integrated marketing tactics that align business with consumer needs and differentiate it from the competition. Whatever be the industry, you will emerge with the frameworks to drive new levels of revenue growth through a more forward-thinking approach to marketing strategy development and implementation.				
<b>Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>				
<b>Lectures: 30 hours</b>		<b>Tutorials : NIL</b>		<b>Practical: 30 hours</b>
<b>10. Course Outcomes (COs)</b>				
<b>CO 1</b>	Familiarize students with analysis of markets, customer needs, and buying behaviors			

<b>CO 2</b>	Demonstrate ability to align marketing strategies with business objectives
<b>CO 3</b>	Sharpen skills to assess the performance of marketing function, including talent, programs, and infrastructure
<b>CO 4</b>	Develop marketing skills to synchronize marketing activities across the organization to create and capture more value

### Course Template, Advertising and Promotion, BSL336

<b>1. Department:</b>	<b>SCHOOL OF MANAGEMENT</b>		
<b>2. Course Name:</b>	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
Advertising and Promotion	BSL336	2-0-2	3
<b>6. Type of Course (Check one):</b>	<input type="checkbox"/> Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective		
<b>7. Pre-requisite(s), if any</b> (Mention course code and name)			
Nil			
<b>8. Frequency of offering (check one):</b>	<input checked="" type="checkbox"/> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester		
<b>9. Brief Syllabus:</b>			

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behaviour perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

**Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)**

**Lectures: 28**

**Tutorials: NIL**

**Practical: 12**

#### **10. Course Outcomes (COs)**

Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed

<b>CO 1</b>	To apply the key terms, definitions, and concepts used in integrated marketing communications.
<b>CO 2</b>	To examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.
<b>CO 3</b>	To understand marketing communications mix to achieve the communications and behavioral objectives of the IMC campaign plan.
<b>CO 4</b>	To be able to develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
<b>CO 5</b>	To be able to measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.

## **Finance Electives**

### **List of Subjects for Finance Electives**

BSL347 Financial Reporting and Analytics

BSL348 Introduction to Financial Institutions and Market

BSL349 Insurance and Risk Management

BSL350 Fundamentals of Money and Banking

BSL351 Introduction to Portfolio Management

BSL353 Microfinance in India

BSL353 Cost and Management Accounting

**BSL347 Financial Reporting and Analytics**

<b>1. Department:</b>		<b>School of Management</b>		
<b>Course Name:</b> Financial Reporting and Analysis		<b>2. Course Code</b> Code BSL347	<b>3. L- T-P</b> 2-0-2	<b>4. Credits</b> 3
<b>5. Type of Course (Check one):</b>	Programme Core <input checked="" type="checkbox"/> Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>			
<b>Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>				
<b>Brief Syllabus:</b> This course aims to familiarize the students with various accounting concepts, tools and techniques and its application in managerial decision making. It also acquaints the students with the latest accounting practices and reporting standards.				
<b>6. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>				
<b>Lectures: 60 hours</b>		<b>Tutorials: NIL</b>		<b>Practical: NIL</b>
<b>7. Course Outcomes (COs)</b>				
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				
<b>CO 1</b>	Developing skills for interpretation business information and application of financial theory in financing related decisions			
<b>CO 2</b>	To familiarize the students with financial statements and principles underlying them and to develop their skills in reading Annual Reports.			
<b>CO 3</b>	Learn the concept of Financial & Ratio Analysis.			
<b>CO 4</b>	Learn the concept of Fund Flow and Cash Flow Statements			

### BSL348 Introduction to Financial Institutions and Market

<b>7. Department:</b>		<b>School of Management</b>		
<b>8. Course Name:</b> Introduction to Financial Institutions and Markets		<b>9. Course Code</b> Code: BSL348	<b>10. L- T-P</b> 2-0-2	<b>11. Credits</b> 3
<b>12. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>			
<b>7. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input type="checkbox"/> Either semester <input checked="" type="checkbox"/> Every semester <input type="checkbox"/>				
<b>Brief Syllabus:</b> The basic purpose of this course is to develop a broad understanding of the various markets comprising the Indian Financial System in a global context and the roles played by various institutions in the functioning of this system.				
<b>3. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>				
<b>Lectures: 28hours</b>		<b>Tutorials: NIL</b>		<b>Practical: 14 hours</b>
<b>4. Course Outcomes (COs)</b>				
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed				



<b>CO 1</b>	Analyze the role of various markets in financial intermediation
<b>CO 2</b>	Analyze the roles of various market regulators in Indian Financial System
<b>CO 3</b>	Identify the principles of operations of financial institutions and the issues faced by them

## COURSE TEMPLATE BSL349 Insurance and Risk Management

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Insurance and Risk Management	<b>3. Course Code</b>	<b>4. L- T-P</b>	<b>5. Credits</b>
	<b>Code: BSL349</b>	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		
<b>7. Frequency of offering (check one):</b> Odd <input checked="" type="checkbox"/> Even <input type="checkbox"/> Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>			
<b>Brief Syllabus:</b> The Risk Management and Insurance program is designed to provide students with an understanding of the insurance industry and the current academic and practitioner literature on financial risk management. In this program, students will explore investment and financing policies, as well as pricing and underwriting activities. Students will learn how to measure and manage the types of risks facing financial institutions, corporations, and individuals. This program prepares students for careers in the financial services industry, including insurance companies, banks, securities firms, pension funds.			
<b>8. Total lecture, Tutorial and Practical Hours for this course (Take 14 teaching weeks per semester)</b>			
<b>Lectures: 28 hours</b>	<b>Tutorials: NIL</b>	<b>Practical: 28 hours</b>	
<b>9. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Student would be able to demonstrate the concept and importance of risk and insurance in the world of business.		
<b>CO 2</b>	Student would be able to perform financial analysis in Risk Management Decision Making.		
<b>CO 3</b>	Student would learn about the role of financial institutions and how to determine value of premiums and claims of insurance products.		
<b>CO 4</b>	Student would gain knowledge of various laws governing Insurance in India.		

## Introduction to Portfolio Management BSL351

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Introduction to Portfolio Management	<b>3. Course Code</b>	<b>4. L-P</b>	<b>5. Credits</b>
	<b>Code:BSL351</b>	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input checked="" type="checkbox"/>		
<b>7. Frequency of offering (check one):</b> Odd <input checked="" type="checkbox"/> Even <input checked="" type="checkbox"/> Either Sem. <input type="checkbox"/> Every Sem. <input type="checkbox"/>			
<b>8. Brief Syllabus:</b> It aims at providing an in-depth knowledge of the theory and practice of portfolio management. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the students make sound investment decisions in the context of portfolio investment.			
<b>9. Total lecture and Practical Hours for this course</b> <b>56 Hours</b> The class size is maximum 60 learners.			
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Understand the fundamentals of Indian financial system.		
<b>CO 2</b>	Acquire knowledge regarding various strategies of Bond management		
<b>CO 3</b>	Understand the risk and return associated with portfolio investment.		
<b>CO 4</b>	Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.		
<b>CO 5</b>	To evaluate existing portfolio an and understand different revision techniques.		

## Fundamentals of Money and Banking BSL350

<b>1. Department:</b>	<b>School of Management</b>		
<b>2. Course Name:</b> Fundamentals of Money and Banking	<b>3. Course Code</b>	<b>4. L-T-P</b>	<b>5. Credits</b>
	<b>Code: BSL350</b>	2-0-2	3
<b>6. Type of Course (Check one):</b>	Programme Core <input type="checkbox"/> Programme Elective <input checked="" type="checkbox"/> Open Elective <input type="checkbox"/>		

<b>7. Frequency of offering (check one):</b> Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/> Either Sem. <input checked="" type="checkbox"/> Every Sem. <input type="checkbox"/>	
<b>8. Brief Syllabus:</b> This course exposes students to the theory and functioning of the monetary and financial sectors of the economy. It highlights the organization, structure and role of financial markets and institutions. It also discusses interest rates, monetary management and instruments of monetary control. Financial and banking sector reforms and monetary policy with special reference to India are also covered.	
<b>9. Total lecture and Practical Hours for this course</b> <b>56 Hours</b> The class size is maximum 60 learners.	
<b>10. Course Outcomes (COs)</b> Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed	
<b>CO 1</b>	Understand the fundamentals of Monetary and financial sector
<b>CO 2</b>	Acquire knowledge regarding role of financial markets and institutions
<b>CO 3</b>	Understand the instruments of monetary control and their applications
<b>CO 4</b>	Understand the recent financial sector reforms and their relevance in Indian economy

### BSL353 Microfinance in India

<b>1. Department:</b>		<b>School of Management</b>	
<b>Course Name:</b> Microfinance in India		<b>2. Course Code</b>	<b>3. L- T-P</b>
		<b>Code:</b> BSL353	2-0-2
<b>4. Credits</b>		3	
<b>5. Type of Course (Check one):</b>		Programme Core <input checked="" type="checkbox"/>	Programme Elective <input type="checkbox"/> Open Elective <input type="checkbox"/>
<b>Frequency of offering (check one):</b>		Odd <input type="checkbox"/> Even <input checked="" type="checkbox"/>	Either semester <input type="checkbox"/> Every semester <input type="checkbox"/>
<b>Brief Syllabus:</b> This course will introduce students the concept of Micro credit and Micro finance. Features and Benefits of Micro Finance. Important role of Micro Finance and why it is needed. Micro Finance refers to the provision of affordable financial services such as small loans, small savings, micro insurance and funds transfer facilities extended to socially and economically poor and disadvantaged segments of the society to enable them to increase their income levels and improve standard of living. The main aim of microfinance is to provide small loans to poor people particularly living below poverty line, who are not able to raise loan for productive purposes from other sources and to improve their standard of living by increasing their earning and saving covering associated risks.			
<b>6. Total lecture, Tutorial and Practical Hours for this course (Take 15 teaching weeks per semester)</b>			
<b>Lectures:</b> 60 hours		<b>Tutorials:</b> NIL	<b>Practical:</b> NIL
<b>7. Course Outcomes (COs)</b>			
Possible usefulness of this course after its completion i.e. how this course will be practically useful to him once it is completed			
<b>CO 1</b>	Understand the rationale of Micro Finance.		

<b>CO 2</b>	Understand the Financial & Operational Evaluation
<b>CO 3</b>	Learn the role of Micro Finance in India.
<b>CO 4</b>	Learn the trends and frontiers of Micro Finance.

**BSL353 Cost and Management Accounting**