FOUR YEAR UNDERGRADUATE PROGRAMME (FYUGP)

BBA (HONOURS)

SYLLABUS
2024

SREENARAYANAGURU
OPEN UNIVERSITY

SREENARAYANAGURU OPEN UNIVERSITY
(The State University for Education, Training and Research in Blended Format, Kerala)

Sreenarayanaguru Open University

Four Year Under Graduate Programme
(FYUGP)

SYLLABUS

Major Discipline: Bachelor of Business Administration (BBA)
(Effective from 2024-25 admissions)

Programme Structure of Four Year Under Graduate Programme FYUGP

Semester	Major Discipline Core Course (6 Credits each) (MC)	Major Discipline Specific Elective (6 Credits each) (ME)	Minor Discipline (6 Credits each) (MI)	Ability Enhancement Course		Value Added Course (VC) (2 Credits each) (VC)	Skill Enhancement Course (4 Credits each) (SE)	Multi-Disciplinary Course (4 Credits each) (MD)	Total Credits per Semester
				English 2 Courses (4 Credits each) (AC)	MIL 2 Courses (4 Credits each) (AC)				
I	Principles of Management		Business Statistics	English for Communication				(Historical Tourism/ Computer System and Internet Technologies/ Legal literacy) **Any One**	
	6		6	4				4	**20**
II	Accounting for Managers		Business and Corporate law	Reading and Writing English				(Criminology/ Machine learning for all/ Digital Marketing) **Any One**	
	6		6	4				4	**20**
III	Marketing Management				Rozmara Hindi / Vyavahariaka Samskrutham / Communication in Arabic / Prayogikamalayalam **Any One**	(Financial Literacy/ Technology & Society/ Mahatma Gandhi/ Democracy & Development) **Any One**	(Data Analytics/ Python for All/ Humanism & Logic/ MOOC 01) **Any One**	(Information Security/ Social ethics/ Banking and Insurance) **Any One**	
	6				4	2	4	4	**20**
	Financial Management	**Marketing-**Consumer Behaviour/ **HRM-**Training and Development/			Hindi Gadya Sahithya aur Samrachana / Gadyam Natakam Cha /	Indian Knowledge System	(IT for Business/ MOOC 02) **Any one**		

Sem									Total
IV		**Logistics-**Materials and Warehouse Management **Any One**			Functional Arabic / Malayala Sahithayam; Kavitha, Kadha, Upanyasam – Novel **Any One**	(**Compulsory**)			24
						Environment, Climate Change and Sustainable Development (**Compulsory**)			
		6	6			4	4	4	
V	Human Resource Management Business Environment	**Marketing-**Service Marketing/ **HRM-** Talent and Knowledge Management/ **Logistics-** Distribution Management (**Any One**)	Industrial relations and Labour Law						24
	12	6	6						
VI	Logistics and Supply chain Management Business Communication	**Marketing-**Customer Relationship Management/ **HRM-**Organisational change and development/ **Logistics-**Port and Air Cargo Management (**Any One**)	Managerial Economics						24
	12	6	6						
Total	**48**	**18**	**24**	**8**	**8**	**2**	**8**	**12**	**132**

Programme Structure of Four Year Under Graduate Programme FYUGP - Programme Structure for 4th Year

Semester	Advanced Discipline Specific Course (6 Credits each) AM	Internship (Vocational/ Skill Engagement/ Community Engagement) or Project (6 Credits) IC/PROJ	Foundational Skills for Research & Writing (4 Credits) FR	Research Methods / Discipline Specific Courses DSC (4 Credits)	Additional Advanced Major Disciplines Specific Course (6 Credits each) AA	Total Credits
VII	International Business	IC/PROJ	Foundational Skills for Research and Writing			22
	Business Analytics					
	12	6	4			
VIII	Entrepreneurship and Start-ups			Operations Management/ Organisational Behaviour	Strategic Management	22
					Business Project Management	
	6			4	12	
Total	18	6	4	4	12	44

Course Structure

Major discipline core courses (MC)

Sl.No	Course Name	Course Code	Credit
1	Principles of Management	SGB24BB101MC	6
2	Accounting For Managers	SGB24BB102MC	6
3	Marketing Management	SGB24BB201MC	6
4	Financial Management	SGB24BB202MC	6
5	Human Resource Management	SGB24BB301MC	6
6	Business Environment	SGB24BB302MC	6
7	Logistics and Supply Chain Management	SGB24BB303MC	6
8	Business Communication	SGB24BB304MC	6

Major Discipline Specific Electives (DS)

Sl.No	Course Name	Course Code	Credit
Marketing			
1	Consumer Behaviour	SGB24BB201E	6
2	Service Marketing	SGB24BB501E	6
3	Customer Relationship Management	SGB24BB504E	6
Human Resource Management			
1	Training and Development	SGB24BB202ME	6
2	Talent and Knowledge Management	SGB24BB502ME	6
3	Organisational Change and Development	SGB24BB505ME	6
Logistics & Supply Chain Management			
1	Materials and Warehouse Management	SGB24BB203ME	6
2	Distribution Management	SGB24BB503ME	6

3	Port and Air Cargo Management	SGB24BB506 ME	6

Minor Discipline Courses

Sl.No	Course Name	Course Code	Credit
1	Business Statistics	SGB24ST101MI	6
2	Business and Corporate Laws	SGB24LW101MI	6
3	Industrial and Labour Laws	SGB24LW201MI	6
4	Managerial Economics	SGB24EC201MI	6

Ability Enhancement Courses

Sl.No	Course Name	Course Code	Credit
1	English for Communication	SGB24EG101AC	4
2	Reading and Writing English	SGB24EG102AC	4
3	Rozmara Hindi / Vyavahariaka Samskrutham / Communication in Arabic / Prayogikamalayalam	SGB24HD101AC/ SGB24SN101AC/ SGB24AR101AC/ SGB24ML101AC	4
4	Hindi Gadya Sahithya aur Samrachana / Gadyam Natakam Cha / Functional Arabic / Malayala Sahithayam; Kavitha, Kadha, Upanyasam – Novel	SGB24HD102AC/ SGB24SN102AC/ SGB24AR102AC/ SGB24ML102AC	4

Value Added Courses

Sl.No	Course Name	Course Code	Credit
1	Financial Literacy / Technology and Society / Mahatma Gandhi / Democracy and Development	SGB24CM101VC/ SGB24SO101VC / SGB24HS101VC / SGB24PS101VC	**2**
2	Indian Knowledge System	SGB24UC101VC	**2**
3	Environment, Climate Change and Sustainable Development	SGB24UC102VC	**2**

Skill Enhancement Courses

Sl.No	Course Name	Course Code	Credit
1	Data Analytics/ Python for All/ Humanism & Logic/ MOOC	SGB24CS201SE/ SGB24CS202SE/ SGB24UC201SE SGB24MO201SE	4
2	IT For Business/ MOOC	SGB24BB201SE/ SGB24MO202SE	4

Multi-Disciplinary Courses

Sl.No	Course Name	Course Code	Credit
1	Historical Tourism / Computer System and Internet Technologies / Legal Literacy	SGB24HS101MD/ SGB24CA101MD/ SGB24PS101MD	4
2	Criminology / Machine Learning for All / Digital Marketing	SGB24SO101MD/ SGB24CA102MD/ SGB24BB101MD	4

3	Information Security / Social Ethics / Banking and Insurance	SGB24CA103MD/ SGB24PH101MD/ SGB24CM101MD	4

Advanced Discipline Specific Courses

Sl.No	Course Name	Course Code	Credit
1	International Business	SGB24BB401AM	6
2	Business Analytics	SGB24BB402AM	6
3	Entrepreneurship and Startups	SGB24BB403AM	6

Additional Advanced Major Disciplines Specific Course

Sl.No	Course Name	Course Code	Credit
1	Strategic Management	SGB24BB401AA	6
2	Business Project Management	SGB24BB402AA	6

Foundational Skills for Research & Writing

Sl.No	Course Name	Course Code	Credit
1	Foundation Skills for Research and Writing	SGB24UC401FR	4

Research methods /Discipline-Specific Course

Sl.No	Course Name	Course Code	Credit
1	Operations Management / Organisational Behaviour	SGB24BB401DS/ SGB24BB402DS	4

SEMESTER-WISE COURSE STRUCTURE

First Semester

Sl.No.	Course Category	Course Code	Course Name
1	Major Discipline Core Course (MC)	SGB24BB101MC	Principles of Management
2	Minor Disciple Course (MI)	SGB24ST101MI	Business Statistics
3	Ability Enhancement Course (AC)	SGB24EG101AC	English for Communication
4	Multi-Disciplinary Course (MD)	SGB24HS101MD/ SGB24CA101MD/ SGB24PS101MD	Historical Tourism / Computer System and Internet Technologies / Legal Literacy

Second Semester

Sl. No.	Course Category	Course Code	Course Name
1	Major Discipline Core Course (MC)	SGB24BB102MC	Accounting For Managers
2	Minor Disciple Course (MI)	SGB24LW101MI	Business and Corporate Laws
3	Ability Enhancement Course (AC)	SGB24EG102AC	Reading and Writing English
4	Multi-Disciplinary Course (MD)	SGB24SO101MD/ SGB24CA102MD/ SGB24BB101MD	Criminology / Machine Learning for All / Digital Marketing

Third Semester

Sl. No.	Course Category	Course Code	Course Name
1	Major Discipline Core course	SGB24BB201MC	Marketing Management
2	Ability Enhancement Course	SGB24HD101AC/ SGB24SN101AC/ SGB24AR101AC/ SGB24ML101AC	Rozmara Hindi / Vyavahariaka Samskrutham / Communication in Arabic / Prayogika Malayalam
3	Value Added Course	SGB24CM101VC/ SGB24SO101VC/ SGB24HS101VC/ SGB24PS101VC	Financial Literacy / Technology and Society/ Mahatma Gandhi / Democracy and Development
4	Skill Enhancement Course	SGB24CS201SE/ SGB24CS202SE/ SGB24UC201SE SGB24MO201SE	Data Analytics/ Python for All/ Humanism & Logic / MOOC 01
5	Multi-Disciplinary Course	SGB24CA103MD/ SGB24PH101MD/ SGB24CM101MD	Information Security / Social Ethics / Banking and Insurance

Fourth Semester

Sl. No.	Course Category	Course Code	Course Name
1	Major Discipline Core Course (MC)	SGB24BB202MC	Financial Management
2	Major Discipline Specific Elective	SGB24BB201ME/ SGB24BB202ME/ SGB24BB203ME	**Marketing**: Consumer Behaviour **HR**: Training and Development **Logistics**: Materials and Warehouse management
3	Ability Enhancement Course (AC)	SGB24HD102AC/ SGB24SN102AC/ SGB24AR102AC/ SGB24ML102AC	Hindi Gadya Sahithya aur Samrachana / Gadyam Natakam Cha / Functional Arabic / Malayala Sahithayam;

			Kavitha, Kadha, Upanyasam – Novel
4	Value Added Courses	SGB24UC101VC	Indian Knowledge System
5		SGB24UC102VC	Environment, Climate Change and Sustainable Development
6	Skill Enhancement Course	SGB24BB201SE/ SGB24MO202SE	IT for Business/ MOOC 02

Fifth Semester

Sl. No.	Course Category	Course Code	Course Name
1	Major Discipline Core Course (MC)	SGB24BB301MC	Human Resource Management
2		SGB24BB302MC	Business Environment
3	Major Discipline-Specific Elective	SGB24BB501ME/ SGB24BB502ME/ SGB24BB503ME	**Marketing:** Service Marketing **HR**: Talent and Knowledge Management **Logistics**: Distribution Management
4	Minor Discipline Specific Course	SGB24LW201MI	Industrial and Labour Laws

Sixth Semester

Sl.No.	Course Category	Course Code	Course Name
1	Major Discipline Core Course (MC)	SGB24BB303MC	Logistics and Supply Chain Management
2		SGB24BB304MC	Business Communication
3	Major Discipline-Specific Elective	SGB24BB504ME/ SGB24BB505ME/ SGB24BB506ME	**Marketing**: Customer Relationship Management **HR**: Organisational Development and Change

			Logistics: Port and Air Cargo Management
4	Minor Discipline-Specific Course	SGB24EC201MI	Managerial Economics

Seventh Semester

Sl. No.	Course Category	Course Code	Course Name
1	Advanced Discipline Specific Course (AM)	SGB24BB401AM	International Business
2		SGB24BB402AM	Business Analytics
3	Internship (Vocational/Skill Engagement/Community Engagement) or Project IC/PRJ	SGB24BB401IN/ SGB24BB401PR	IC/PRJ
4	Foundational Skills for Research and Writing	SGB24UC401FR	Foundation Skills for Research and Writing

Eighth Semester

Sl.No.	Course Category	Course Code	Course Name
1	Advanced Discipline Specific Course (AM)	SGB24BB403AM	Entrepreneurship and Startups
2	Research methods/ Discipline Specific Course	SGB24BB401DS/ SGB24BB402DS	Operations Management/ Organisational Behaviour
3	Additional Advanced Major Discipline-Specific Course	SGB24BB401AA	Strategic Management
4		SGB24BB402AA	Business Project Management

FIRST SEMESTER

Major Discipline Core Course

Principles of Management
SGB24BB101MC
(Number of Credits: 6)

Course Objectives:

- To provide basic knowledge to the learner about Principles of Management.
- To equip students to formulate solutions to problems based on their understanding of the Principles of Management.

Course Outcomes:

- Understand the basic principles and evolution of management.
- Conscious about planning, organizing, staffing and directing functions of management.
- Enrich knowledge about motivation and leadership.
- Informed about effective supervision and communication.
- Attain knowledge about controlling and acquire the skill to solve case studies

Course Outline:

Block 1: Introduction to Management

Block 2: Planning

Block 3: Organising and Staffing

Block 4: Directing

Block 5: Controlling

Block 1: Introduction to Management

Unit-1: Management
Introduction, Meaning and Definition of Management, Features of Management, Functions of Management, Mintzberg's managerial roles.
Unit -2: Schools of Management
Levels of Management, Evolution of Management Thought – Classical- Scientific Management, Bureaucratic, General Administrative, Neo Classical- Human Relations, Behavioural Science, Contemporary – Quantitative approach, System approach and Contingency approach

Block 2: Planning

Unit -1: Planning
Planning- Meaning- Definition- Nature- Objectives of planning- Steps in planning
Unit 2: Types of Plans
Types of Plans-Single use plan, Standing plan, Operational plan, Tactical plan, Strategic plan,
Contingency plan

Block 3: Organising and Staffing

Unit-1: Organising
Organising: Meaning and Definition, Process, Principles of Organising, Organisation Structure-
Types- Organisation charts and manuals- Authority, Responsibility and Accountability,
Delegation and Decentralization
Unit-2: Staffing
Staffing-Meaning-Definition- Elements- Functions- Process of staffing- Manpower Planning-
Job Analysis - Recruitment and Selection- Training- Performance Appraisal

Block 4: Directing

Unit -1: Directing
Directing- Meaning, Definition, Characteristics, Importance, Principles of Directing-Elements
of Directing
Unit -2: Motivation and Leadership
Motivation- Meaning, Significance, Types of Motivation, Theories of Motivation- Maslow's
Hierarchy of Human Needs, Alderfer's ERG theory, McGregor's theory X and theory Y,
Herzberg's motivation-hygiene theory- Leadership- Introduction, Importance of Leadership,
Theories of Leadership- Trait theory, Behavioural theory, Situational theory, Managerial Grid,
Qualities of a good leader. (Brief study)
Unit 3- Supervision and Communication
Supervision- Meaning, Functions and Responsibilities of a supervisor-Communication-
Concept - Formal and Informal Communication, Barriers to Effective Communication, How to
overcome the barriers

Block 5: Controlling
Unit-1: Controlling
Controlling- Meaning and Definition, Need of Controlling, Steps in control Process
Unit-2: Techniques of controlling
Techniques of Controlling - Traditional and Modern Techniques

References:

- Meenakshi Gupta, Principles of Management, PHI Learning Private Ltd. (Block – I, II and III)
- Joseph.L.Massie, Essentials of Management, Prentice Hall of India Pvt Ltd. (Block -I)
- Koontz & O'Donnel, Management, Mc Graw Hill (Block – I, II and III)

- T.Ramaswamy, Principles of Management, Himalaya Publishing House (Block – I and II)
- H R Appannaiah, H R Ramanath, D.M.Gujarathi. Principles of Management, HP (Block –II)
- R.K.Sharma, Shashi.K.Gupta, Business Management –Kalyani Publishers(Block -III)
- L.M.Prasad, Principles and practice of Management, Sultan chand& sons (Block – III, IV and V)

Minor Discipline Course

Business Statistics
SGB24ST101MI
(Number of credits – 6)

Course Outcomes:

- The students can be able to understand the fundamental concept, meaning, definition, importance and functions of statistics. Become an expert in the statistical investigation process, calculation of various measure of central tendency and various measures of dispersion.
- The students can get basic knowledge in correlation analysis and the interpretation of its results.
- Be able to develop the basic skills in Regression analysis and forecasting based on the Regression analysis on the students.
- Possible to build up the aptitude among the students to analyze the trend and time series and its use in business decision making process.
- Can create a fundamental knowledge about the construction and use of index numbers in business.

Course Objectives:

1. To introduce various concepts of statistics in general and various measure of central tendency and measures of dispersion, in particular.
2. To familiarize the students with the application of correlation and regression analysis.
3. Provide basic knowledge on time series analysis and its application in the business.
4. Build a foundation on various aspects of index numbers and its application in business and management.

Course Outline:

Block 1: Introduction to Business Statistics
Block 2: Correlation Analysis
Block 3: Regression Analysis
Block 4: Time Series
Block 5: Index Numbers

Course Details

Block I: Introduction to Business Statistics

Unit 1

Introduction - meaning, definition, importance, and functions of statistics. Statistical investigation – Census and Sampling methods, Collection of data – Primary and secondary data – Methods of data collection.

Unit 2

Measures of Central value - Characteristics of an ideal average - mean, median, mode, geometric mean – Application in Business decisions

Unit 3

Measures of Dispersion – Absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation

(20 Hrs)

Block II: Correlation Analysis

Unit 1

Correlation analysis: Meaning and Significance – Correlation, various types of Correlation, Methods of studying Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation,

Unit 2

Other Methods: Spearman's Rank Correlation co-efficient and concurrent deviation methods – Probable error.

(15 hrs)

Block III: Regression Analysis

Unit 1

Regression Analysis – Meaning, definition and types - Regression lines - Linear Regression, Regression equations.

Unit 2

Applications: Applications of regression equations in business, Regression Vs. Correlation.

(10 hrs)

Block IV: Time Series

Unit 1

Time Series – Meaning, definition – utility, components of Time series - Measurement of long term trend – Moving average method - Method of least squares

Unit 2

Applications: Applications of time series in business and management.

(10 hrs)

Block V: Index Numbers

Unit 1

Index numbers - Meaning and importance, Problems in construction of index numbers,

Methods of constructing index numbers – Simple and Weighted index, Aggregative methods, Average Price relative method, Laspeyer's method, Paasche's Method, Fisher's ideal index number, Bowley's and Dorbish Method, Marshal Edgeworth Method

Unit 2

Test of adequacy of index numbers – Time Reversal and Factor Reversal tests - computation.

Unit 3

Cost of living Index numbers – Factors affecting Cost of living Index numbers - computation.

(17 hrs)

Books Recommended:

1. Gupta.S.P. *Statistical Methods*, Sultan Chand & Sons, New Delhi.

2. Elhance.D.L .*Fundamentals of Statistics*, KitabMahal, Allahabad.

3. Gupta.B.N. *Statistics - Theory and Practice*, SahityaBhawan Publications, Agra.

4. Sanchetti D.C and Kapoor V.K .*Statistics - Theory, Methods and Application,* Sultan Chand &Sons, New Delhi.

5. Nabendu Pal and HadedSarkarS.A .*Statistics - Concept and Application*, PHI, NewDelhi.

6. Agarwal.B.M. *Business Mathematics and Statistics*, Ane Books Pvt.Ltd., New Delhi.

7. Richard I.Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.

8. Richard Levin & David Rubin, (1998). Statistics for Management, Prentice Hall, New Jersey.

9. Andrew F. Siegel, Practiacal Business Statistics, VI th Edition, Department of Information system (E-Edition - https://www.pdfdrive.com/business-statistics-books.html)

Ability Enhancement Course

ENGLISH LANGUAGE
ENGLISH FOR COMMUNICATION
SGB24EG101AC
(Number of Credits: 4)

Course Objectives

1. To reinforce the importance of English as a tool for global communication.
2. To develop the linguistic and communicative competence of learners.
3. To initiate the learner to explore practical applications of language in real life contexts.
4. To make learners understand the nuances of communication and its effective usage by enhancing their LSRW and cultural skills.
5. To enhance the skills of the learner to be an effective communicator in a digitally interconnected world.

Course Outcomes

Upon completing the course, learners will,

1. have been exposed to a variety of learner -friendly modes of language use and practice.
2. be proficient in LSRW skills, along with social media language.
3. be capable of using language related to digital and electronic technology, by employing the advantages of ICT enabled learning.
4. be oriented to the possibilities and pitfalls of communication in formal and informal situations.

COURSE DETAILS
BLOCK 1:   Communication and Language

UNIT 1   Introduction to Communication – Language – Origin and Development – Development of Speech and Writing

UNIT 2   Barriers of Communication through Languages – Formal and Informal Communication – Communication Etiquettes – Written Versus Oral Communication

UNIT 3   The Four Skills of Communication – LSRW – The Fifth Skill of Cultural

Awareness – Bilingualism

UNIT 4   Significance of English as a Global Language – Communication in English – English in India

BLOCK 2: Receptive or Passive Skills

UNIT 1   Learning to Listen – Listening Etiquettes – Problems Affecting Effective Listening – Developing Listening Skills

UNIT 2   Listening to the Media – Enhancement of Listening Through the Internet: TED Talks – Music with Lyrics on YouTube

UNIT 3   Ready to Read – Enhancing Vocabulary – Scanning and Skimming

UNIT 4   Print and Online Reading – Online Resources for Literary Reading

BLOCK 3: Productive or Active Skills

UNIT 1   Speaking it Out – Speaking to the Mirror – Understanding Your Audience – Overcoming Inhibitions

UNIT 2   Audio Chats to Enhance Speaking – The Practice of Self-Recording – Online Pronunciation Aids

UNIT 3   The Written Word – The Writing Process - Writing Plan-Drafts and Revisions – The Well Written Sentence – Diction – Meaning, Clarity and Simplicity – Figurative Language – Collocations – Punctuations

UNIT 4   Conventions of Social Media Writing – Linguistic Checks – Online Tools to Help

BLOCK 4:   Communication and Technology

UNIT 1   Origins of Technology in Language – The Evolution of Writing – Print and Publication – Technology in Language – Systems of Sound and Motion Recording

UNIT 2   Evolution of Electronic and Digital Technology – Language and the Cyberspace – Language and ICT – Technical Terms Commonly Used in ICT – The Internet: Aspects of Efficiency and Economy

UNIT 3   Authenticity of New Media – Misuse and Abuse in Cyber Space

UNIT 4   Contributing to Social Media – Appropriate and Upright Conduct on Social Media Platforms

References

Bailey, Stephen. *Academic Writing*. Routledge, 2006.

Coe, Norman, Robin Rycroft and Pauline Ernest. *Writing Skills: A Problem-solving Approach*. Cambridge University Press, 1983.

Ferguson. *Public Speaking: Building Competency Stages*. Oxford Publishing, 2007.

Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge UP, 2008.

Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.

Langan, J. *English Skills with Reading* (3rd Ed.). McGraw Hill. New York. 1995.

Lynch, Tony. *Study Listening*. New Delhi. CUP, 2008.

Marks Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.

McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.

Mehta, D.S. *Mass Communication and Journalism in India*, 2001.

Mukhopadhyay, Lina et al. *Polyskills: A Course in Communication Skills and Life Skills*.

Foundation, 2012.

Quirk, Randolph. *The Use of English*. Longman, 1968.

Robert, Barraas. *Learners Must Write*. London: Routledge, 2006.

Swan, Michael. *Practical English Usage.* Oxford University Press, 2005.

HS01MD: HISTORICAL TOURISM
SGB24HS101MD
(Number of Credits: 4)

Course Objectives:

The course aims to:
1. familiarise the learners with historical monuments in India and Kerala.
2. create an awareness of the significance of historical sites.
3. equip the learners to learn about the importance of historical tourism.

Course Outcomes:

The course enables the learners to :
1. conceptualise the nature and significance of historical tourism.
2. have a better understanding of the cultural ethos of the country.
3. have a better understanding of the tourism promotions in India and Kerala.
4. study tourism in a historical context.

Course Outline:

> Block 1: An Introduction to Historical Tourism
> Block 2: Historicising travel in India
> Block 3: Tourist destinations in India and their significance
> Block 4: Tourist destinations in Kerala and their significance

Course Details:

BLOCK 1: AN INTRODUCTION TO HISTORICAL TOURISM

> **Unit 1: What is Historical Tourism?**
> > Types of Tourism- Historical Tourism and Economy- Impact
> **Unit 2: Conservation of Historical Sites**
> > Role of ASI- UNESCO

BLOCK 2: HISTORICISING TRAVEL IN INDIA

> **Unit 1: Significance of Travelogues in the Reconstruction of History**
> > Travels and Travelogues- Travelogues and Periodization of
> > History - Travelogues and Fixing of the Boundaries of Empires

Unit 2: Foreign Travellers in India and their Accounts

Ancient period- Megasthanese - Fahien- Huen Tsang- Medieval period- Ibn Batuta - Marco Polo - Amir Khusrau- Jean-Baptiste Tavernier - Francois Bernier - Peter Mundy- Modern period - William Hawkins- Sir Thomas Roe- Edward Terry

BLOCK 3: TOURIST DESTINATIONS IN INDIA AND THEIR SIGNIFICANCE

Unit 1: Religious and Cultural Destinations in India and their Significance

Amritsar- Tirupati- Bodh Gaya- Puri - Haridwar - Ajmer- Santiniketan- Wardha- Tiruchirappalli- Velankanni

Unit 2: Historical Destinations in India and their Significance

Keezhadi- Khajuraho- Hampi - Bhimbetka- Mahabalipuram- Thanjavur- Ajanta and Ellora- Harappan sites- Tughlaqabad Fort- Mehrauli Archeaological Park- Taj Mahal- Qutub Minar- Jama Masjid- Purana Qila- Red Fort- Agra Fort- Fatehpur Sikri- Museums

BLOCK 4: TOURIST DESTINATIONS IN KERALA AND THEIR SIGNIFICANCE

Unit 1: Historical Destination of Kerala

Edakkal Caves- Padmanabhapuram Palace- Bekal Fort - Palakkad Fort- Archaeological sites of Kerala- Pattanam- Eyyal Burial cave and Chovvanur burial cave in Thrissur - Megalithic burials in Wayanad- Thunchan Parambu

Unit 2: Sacred Geography

Sabarimala- Cheraman Mosque- Malayattoor Church - Parassinikkadavu- Kodungallur Bhagavathy Temple

Suggested Readings:

1. A Sreedhara Menon, *Cultural Heritage of Kerala*, DC Books, 2019
2. Amir Khusrau: Memorial Volume, Ministry of Information and Broadcasting, Government of India, 2006
3. Clement R Markham, *The Hawkin's Voyages during the Reigns of Henry VIII, Queen Elizabeth and James I*, London, 1878
4. Dominique Shila Khan, *Sacred Kerala*, Penguin India, 2009
5. F. Fawcett, *Rock Carvings in the Edakal Cave in Indian Antiquary*, Volume XXX, 1901
6. Francois Bernier, *Travels in the Mogul Empire*, 1862
7. H. K Kaul, *Traveller's India: An Anthology*, OUP, 1998
8. Hugh Murray, *The Travels of Marco Polo*, Edinburgh, 1845
9. John Gollings, John M Fritz, and George Michell, *City of Victory: Vijayanagara the Medieval Hindu Capital of Southern India*, New York: Aperture, 1991

10. Pran Nath Seth, *India-A Travellers Companion*, Sterling Publications, 1996
11. Ratan Deep Singh, *Dynamics of Modern Tourism*, Kanishka Publications, India, 2006
12. Ratan Deep Singh, *Economic Impact of Tourism Development: An Indian Experience*, Kanishka Publications, India, 1995
13. Ratan Deep Singh, *Infrastructure of Tourism in India*, Kanishka Publications, India, 2007
14. Rita Banerjee, *Thomas Roe and the Two Courts of Emperor Jahangir and King James*, Dand Etudes Anglaises, 2017/2 (Vol 70)
15. Salini Modi, *Tourism and Society*, Rawat Publications, 2001
16. S.P Gupta, *Cultural Tourism in India*, D.K. Print World, 2003
17. Tansen Sen, *The Travel Records of Chinese Pilgrims Faxian, Xuanzang and Yijing*, Volume 11, Number 3, 2006
18. The Travels of Peter Mundy in Europe and Asia, 1608-1667, Volume II *Travels in Asia (1628-1634)*, Second Series, No XXXV, Council of Hakluyt Society, 1914
19. Upinder Singh, *A History of Ancient and Early Medieval India,* Pearson Education India, 2009
20. V. Ball, *Travels in India by Jean-Baptiste Tavernier Vol I and II*, OUP, 1925
21. W.H Moreland and Atul Chandra Chatterjee, *A Short History of India*, Longman, London, 1953
22. William Foster, *Early Travels in India 1583-1619*, OUP, 1921

MULTI DISCIPLINARY COURSE

COMPUTER SYSTEM AND INTERNET TECHNOLOGIES
SGB24CA101MD
(Number of credits: 4)

COMPUTER SYSTEM AND INTERNET TECHNOLOGIES	
CO1: To understand the working of a computer	
CO2: To know about computer connectivity	
CO3: To make aware of cloud and wireless technologies	
CO4: To familiarise with cyber etiquette	
Block 1: Computer System Fundamentals	
Unit 1	**Fundamentals of Computers:** Types of Computers, Functional Units - Input-Output interface, Software and Hardware, Memory, Bus - Bus Structures and Types
Unit 2	**Hardware Components:** Input/Output Devices- voice, text, gestures, Memory- Primary Memory- RAM, ROM, Registres, Secondary Memory - Storage- HDD, SSD, Peripheral Devices, Mobile Devices, Selecting a System Specification Based on Requirements
Unit 3	**Software Components :** System Software - Operating Systems, Utility Programs, Language Processor. Application Software - Types and Examples, Software Development - Programming Languages and Development Tools.
Unit 4	**Operating System Concepts:** Components, Common operating systems, RTOS, Mobile OS, Files and file system, BIOS and booting, Remote connections
Block II : Networking Fundamentals and System Security	
Unit 1	**Basics of Networking:** Definition and importance of computer networks, Types of networks: LAN, WAN, MAN, PAN, Network topologies: Bus, Star, Ring, Mesh,
Unit 2	**Network Devices and Media:** Routers, Switches, Hubs, Modems, Access Points, Transmission media - Wired (Coaxial, Twisted pair, Fiber optic) and Wireless
Unit 3	**System Security and Protection:** Importance of network security, Security threats: Malware, Phishing, Denial of Service attacks, Security measures: Firewalls, Antivirus software, Encryption, VPNs
Unit 4	**Cyber Literacy and Etiquette:** Search engine usage - Google Scholar; Social media platforms - Relevance and use; Social media interaction; Credibility and fact-Checking in cyberspace
Block III: Networking Protocols	
Unit 1	**Connectionless Protocols :** UDP, ICMP, HTTP
Unit 2	**Connection oriented services :** TCP/IP/ UDP, FTP, SMTP
Unit 3	**Network Standards:** OSI Model Layers, TCP/IP Protocol Suit

Unit 4	**Network addressing:** IP addressing (IPv4, IPv6), MAC addresses
Block IV: Internet Technologies	
Unit 1	**Web Technologies:** Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS), Client-side scripting: JavaScript basics Server-side scripting: Introduction to PHP, Node.js
Unit 2	**Cloud Computing Concepts:** types and services; applications of cloud computing- online data storage, backup and recovery, Big-data analysis, Deployment models: Public, Private, Hybrid clouds, Development and Testing, IoT and wearable devices
Unit 3	**Wireless andMobile Technologies:** Bluetooth, Wifi, Wi-max, Zigbee; Mobile communication- GPS, GPRS, GSM, 3G, 3.5G, Features of 4G & 4G LTE, VoLTE, 5G,
Unit 4	**Web Pages creation and hosting:** web client, web servers, HTTP request-response, web page creation and web hosting

References:

- Sinha, Pradeep K., and Priti Sinha. ‒Computer fundamentals‖. BPB publications, 2010.
- White, Ron, and Timothy Edward Downs. ‒How computers work‖. Que, 1998.
- Comer, Douglas E. ‒The Internet book: Everything you need to know about computer networking and how the Internet works‖. Chapman and Hall/CRC, 2018.
- Buyya, Rajkumar, Christian Vecchiola, and S. Thamarai Selvi. ‒Mastering cloud computing: foundations and applications programming‖. Newnes, 2013.
- Anthony T. Velte, ‒Cloud Computing: A Practical Approach‖, Tata McGraw Hill, 2009.
- Kukushkin, Alexander. Introduction to mobile network engineering: Gsm, 3g-wcdma, lte and the road to 5g. John Wiley & Sons, 2018.

Multi-Disciplinary Course

LEGAL LITERACY
SGB24PS101MD
(Number of credits: 4)

Course Objectives:

After completion of the course, the learners will be able to:

- Understand the structure and manner of the functioning of the legal system in India
- Develop an understanding of the formal and Alternate Dispute Redressal (ADR) mechanisms that exist in India
- Explore the Specific Laws pertaining to sections such as women, children and the SCs & STs

Block 1: Fundamentals of Legal Literacy in India

- **Unit 1:** Constitution – Fundamental rights
- **Unit 2:** Fundamental Duties & Directive Principles of State Policy
- **Unit 3:** Introduction to Bharatiya Nyaya Samhita (IPC) Code of Civil Procedure (CPC), Bharatiya Nagarik Suraksha Sanhita(Cr.PC), and Bharatiya Sakshya Sanhita (Indian Evidence Act)

Block 2: Specific Sections and Specific Laws

- **Unit 1:** Women and Children- Protection of Women from Domestic Violence Act, 2005 and The Juvenile Justice (Care and Protection) Act 2005
- **Unit 2:** Scheduled Caste and Scheduled Tribes - The Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Act, 1989
- **Unit 3:** Consumer Protection Act, 2019 and Right to Information Act, 2005

Block 3: Basic Understanding of Criminal Procedure

- **Unit 1:** Offences and their Categories – Cognizable and non – Cognizable, Bailable and non- Bailable, Compoundable and non – Compoundable

- **Unit 2:** First Information Report (FIR), Investigation and Charge sheet
- **Unit 3:** Warrant, Arrest and Bail
-

Block 4: **Judicial System and Law Enforcement in India**

- **Unit 1:** System of courts and their jurisdiction in India
- **Unit 2:** Legal Service Authorities Act and Right to Legal Aid – Lok Adalats
- **Unit 3:** Role of Police in Law Enforcement

Suggested Readings:

1. Basu, D. D & Others, (2008) *Introduction to the Constitution of India*, Nagpur: Lexis Nexis Butterworths.

2. Kashyap, S, (1994) *Our Constitution: An Introduction to India's Constitution and Constitutional Laws,* New Delhi, National Book Trust.

3. D. Srivastava, (2007) ‗Sexual Harassment and Violence against Women in India: Constitutional and Legal Perspectives', in C. Kumar and K. Chockalingam (eds) *Human Rights, Justice, and Constitutional Empowerment*, Delhi: Oxford University Press.

4. Zariski, A. (2014). *Legal literacy: An introduction to legal studies*. Athabasca University Press.

SECOND SEMESTER

Major Discipline Core Course

Accounting for Managers
SGB24BB102MC
(Number of Credits: 6)

Course Objectives:

- To introduce the accounting process and system with emphasis on understanding sound concepts and their managerial implications.
- To familiarize students with financial statements and principles underlying them with the objective of developing their skills in reading Annual Reports.
- To nurture the skill of interpreting financial statements and decision making.

Course Outcomes:

- Ability to understand the fundamental accounting principles, concepts, accounting conventions, accounting standards and the concepts such as double entry book-keeping, accounting process, financial statements, and analysis and interpretation of financial statements.
- Understand the preparation of Day Books, Ledger, Trial Balance, Financial statements and related accounting statements.
- Acquire the skill to cross check and locate errors in accounting statements
- Attain the skill to analyse profitability, liquidity and solvency of business.
- Understand the basics of Cost accounting Course Outline

Course Outline:

Block 1: Accounting Process and System

Block 2: Final Accounts of Sole Proprietor

Block 3: Fund Flow and Cash Flow Statements

Block 4: Ratio Analysis

Block 5: Introduction to Cost accounting

Course Details

Block 1: Accounting Process and System:

Unit 1: Introduction to Accounting process

Accounting Process, GAAP, Accounting Terms, Book keeping, Concept of Double Entry System, Types of Accounts

Unit 2: Journal and Trial balance

Journal – Preparation of journal, Subsidiary Books, Ledger – Preparation of Ledger, Trial Balance – Preparation of Trail Balance

Block 2: Final Accounts of Sole Proprietor:

Unit 1: Introduction to Final Accounts

Final Accounts – Trading and P&L account - Balance Sheet

Unit 2: Final accounts with adjustments

Final accounts with adjustments – closing stock, outstanding and prepaid expenses, accrued income, income received in advance, depreciation, bad debts and provision for doubtful debts, Interest on capital and on drawings, transfer to general reserve. (Simple problems)

Block 3: Fund Flow and Cash Flow Statements

Unit 1: Fund flow statement

Fund Flow Statement-Meaning and Preparation (Simple problems)

Unit 2: Cash flow statement

Cash Flow Statement – Meaning and Preparation (Simple problems)

Block 4: Ratio Analysis:

Unit 1: Introduction to Accounting ratios

Accounting Ratios – Meaning –Uses- Advantages and limitations

Unit 2: Types of Ratios

Liquidity Ratios (Current Ratio, Acid Test Ratio and Absolute Liquid ratio) – Profitability Ratios (Gross Profit Ratio, Net Profit Ratio, Operating Ratio) – Turnover ratios (Stock turnover ratio, Debtors turnover ratio, Creditors turnover ratio) – Solvency Ratios (Debt-Equity ratio, Interest Coverage Ratio)

Block 5: Introduction to Cost Accounting

Unit 1: Basics of Cost Accounting

Cost, Classification of Cost- Direct and Indirect - Variable Cost and Fixed Cost, Cost Accounting, Differences among Cost accounting, Financial accounting and Management accounting,

Unit 2: Marginal Costing

Marginal Costing – Contribution - Profit-Volume Ratio (P-V Ratio), Break Even Point - Margin of safety-Application of Marginal costing in decision making. (Concepts only)

References:

1. Shukla, M. C., Grewal, T. S.: Advanced Accounts, New Delhi: S. Chand & Company Ltd.
2. Jain, S. P. &Narang, K. L. Advanced Accountancy, New Delhi: Kalyani Publishers.
3. Gupta, R. L., Radhaswamy M.: Advanced Accountancy, NewDelhi: Sultan Chand & Sons.
4. D. Chandra. Bose, Advanced Accounting, PHI Learning Private Limited
5. Gupta R. L. and Radhaswamy .M. Advanced Accounting , Sultan Chand & Sons , New Delhi.

BUSINESS AND CORPORATE LAWS

SGB24LW101MI
(Number of Credits: 6)

Course objectives:

The course aims to familiarize the learners with the legal framework influencing business decisions. The intention of the course is also to develop among learners an idea about Indian Contract Laws and Company law and to provide learners with the basic knowledge of legal principles behind contractual agreements. The course also intends to familiarize the learners about the salient provisions and procedures of the Companies Act 2013.

Course Outcomes:

After the completion of the course, the learners will be:

1. Able to identify and understand the fundamental legal principles behind contractual agreements.
2. Able to appreciate the relevance of business laws to individuals and business organisations and the role of the laws in economic, political and social context.

COURSE OUTLINE:

BLOCK 1: INTRODUCTION TO MERCANTILE LAW

BLOCK 2: BAILMENT AND PLEDGE

BLOCK 3: INDEMNITY AND GUARANTEE

BLOCK 4: SALE OF GOODS ACT 1930

BLOCK 5: COMPANIES ACT 2013

Block-1: Introduction to Mercantile Law

Unit -1:Introduction to Mercantile Law

Law of Contract - Definition - Types of Contracts

Unit-2:Essentials of a Valid Contract

Offer - Acceptance and its Revocation – Agreement- Consideration - Capacity to Contract - Free Consent- Legality of Object and Consideration

Unit-3: Performance and Termination of a Contracts

Performance of Contract - Discharge of Contract -Breach of Contract - Remedies for Breach of Contract **-** Contingent and Quasi Contract

Block-2: Bailment and Pledge

Unit -1:Bailment

Bailment- Definition- Essential Elements-Rights and Duties of Bailor and Bailee– Lien - Finder of Lost Goods

Unit 2: Pledge

Pledge- Essentials- Rights and Duties of Pawner and Pawnee

Block 3: Indemnity and Guarantee

Unit 1: Indemnity

Indemnity - Meaning and Definition- Rights

Unit 2: Guarantee

Contract of Guarantee - Kinds of Guarantee - Rights and Liabilities of Surety - Discharge of Surety

Block-4: Sale of Goods Act 1930

Unit -1:Introduction to Sale of goods Act 1930

Essentials of Contract of Sale of Goods - Classification of Goods- Condition and Warranties - Transfer of Property in Goods

Unit-2:Unpaid Seller

Right of Unpaid Seller - Buyer's Right Against Seller - Auction Sale

Block-5: Companies Act 2013

Unit -1: Introduction to Companies – An Overview

Company - Characteristics –Types of Companies - Promotion and Formation of a Company

Unit- 2: **Introduction to Companies Act**

Major highlights of Companies Act 2013

REFERENCES

1. Aswathappa, K., *Business Laws*, Himalaya Publishing House, Bengaluru.
2. Kapoor,N.D., *Business Laws*, Sultan Chand publications New Delhi.
3. Sharma,S.C., *Business Law*, International Publishers,Bengaluru
4. Tulsian, *Business Law*, McGraw-Hill Education Mumbai.
5. Indian Contract ActNo. IX, 1972 6. Indian Sale of Goods Act, 1930
6. Ravinder Kumar, *Legal Aspects of Business* 3rd Edition, Cengage Learning
7. Chandha P.R, *Business law*, New Delhi
8. BARE Acts: Contract Act, Sale of Goods Act, Indian Companies Act 2013

ABILITY ENHANCEMENT COURSE

READING AND WRITING ENGLISH
SGB24EG102AC
(Number of credits – 4)

Learning Objectives

1. Reinforcement of critical thinking through various technicalities of reading.

2. Familiarisation with the nuances of language in literature

3. Recognition and understanding of the grammatical structures of language to communicate effectively and learning to self-edit documents.

4. Development of the skill to use appropriate and contextual vocabulary and use of the skill to integrate the resources effectively.

5. Cultivation of the skills to merge the thoughts into verbal expressions, utilizing the techniques involved in writing academic documents to achieve specific purposes.

Learning Outcomes

Upon completing the course, learners will

1. Have knowledge of various communication contexts which will enable the use of context-specific appropriate language.

2. Be equipped with the skills to appreciate and evaluate a text, gaining the acquired skills in comprehending, even complex passages.

3. Will have the competency to handle language in various literary and life contexts.

4. Display acquired knowledge in structuring grammatical sentences while writing and speaking.

5. Be able to process information from various sources and present it in a coherent manner.

6. Understand the relevance of writing academic documents and display proficiency in using language in different styles and formats.

COURSE OUTLINE:

1. **BLOCK 1– READING- THE EFFECTIVE SKILL**
2. **BLOCK 2 – LANGUAGE DEVELOPMENT-PART I**
3. **BLOCK 3 – LANGUAGE DEVELOPMENT-PART II**
4. **BLOCK 4 – PRACTICE, PRACTICE, PRACTICE**

BLOCK – 1: Reading- The Effective Skill

Unit 1: Introduction to Reading

Unit 2: Types of Reading - Methods and Techniques involved in Reading

Unit 3: Reading Comprehension

Unit 4: Analysing Literature

    a. Essays
- ―The Dream and the Message‖ (Chapter 1 of *Ignited Minds*)– A. P. J. Abdul Kalam

    b. Short Story
- *The Open Window*- H.H. Munro

    c. Poetry
- *The Blessed Damozel*- Dante Gabriel Rossetti

BLOCK – 2: Language Development-Part I

Unit 1: Parts of Speech

Unit 2: Sentences

Unit 3: Concord

Unit 4: Tenses

BLOCK – 3: Language Development-Part II

Unit 5: Reported Speech

Unit 6: Active and Passive Voice

Unit 7: Sentence Transformation

Unit 8: Common Errors

BLOCK – 4: Practice, Practice, Practice

Unit 1: Reading Comprehension Passages

Unit 2: Analysing Literature

Unit 3: Grammar and Vocabulary

Unit 4: Precis

Unit 5: Essay Writing

Unit 6: Report Writing

REFERENCES

♦ Barrass, Robert. *Students Must Write*: *A Guide to Better Writing in Coursework and Examinations.* Routledge, 2006.
♦ DeVito, Joseph A. *Communication: Concepts and Processes*. Prentice-Hall Inc, 1976.
♦ Kalam, APJ Abdul. *Ignited Minds. Unleashing The Power Within India.* Penguin, 2003.
♦ Mishra, Sunitha and C. Muralikrishna. *Communication Skills for Engineers*. Pearson, 2011.
♦ Raman, Meenakshi and Sangeetha Sharma. *Technical Communication: Principles and Practice.* Oxford, 2004.
♦ Prasad, Prajapati. *The Fundamental Aspects of Communication Skills*. S. K. Kataria& Sons, New Delhi, 2011-12.

♦ Kumar, Sanjay and Pushpalata. *English for Effective Communication*. Oxford, 2013.

♦ Greenbaum, Sidney. *Oxford English Grammar*. Indian Edition. Oxford University Press, 2005.

♦ Carter, Ronald and Michael McCarthy. *Cambridge Grammar of English*. CUP, 2006.

♦ Eastwood, John. *Oxford Guide to English Grammar*. Oxford University Press, 1994.

CRIMINOLOGY
SGB24SO101MD
(Number of credits: 4)

Course Objectives:

The course introduces basic concepts in criminology and criminal administration. It helps society, government, correction institutes, and administrators to understand societal elements in cultivating crimes, criminals, and correction methods.

Course Outcomes:

- Acquaint the learners with concepts in criminology for the promotion of welfare and cooperation in society.
- Give exposure to the learners about different types of crime prevailing in society.
- Familiarize learners criminal justice system and different ways of preventing crime in society.

BLOCK 1: CRIME AND PERSPECTIVES

Unit I: Crime and Criminology
- Definitions: Crime, Criminology and Criminal Justice
- Differences between concepts: Sin, Crime, Vice & Wrong
- Meaning: Deviance and Delinquency
- Historical Development of Criminology - Nature and Scope- Criminology

Unit 1I: Conceptual Approaches to Crime
- Legal, behavioral, sociological, deviance, crime and delinquency

Unit III: Perspectives on Crime Causation
- Classical and Positivist school of criminology
- Psychological School of Criminology
- Sociological (Marxian, Structural-Functional and Symbolic Interactionism)

BLOCK II: TYPES OF CRIME

Unit I: Typology of Crimes
- Crimes against the Human body
- Crimes against Property
- Crimes against vulnerable groups: Crimes against women and children

Unit II: Types of Crime
- Economic and violent crime
- White-collar and corporate crime
- Organized and cybercrime

Unit III: Socio-Economic Profiles
- Changing the socio-economic profile of criminals in contemporary India

BLOCK III: CRIMINAL JUSTICE SYSTEM
Unit I: Introduction to CJS

- CJS: Meaning, Purpose and Social Relevance
- Legislative Process in CJS.
- International Perspective: American, British, Chinese, French and Islamic CJS.

Unit II: Police System
- Historical Overview of the Police System in India and its Function;
- Police Act 1861
- The organization set up of the Indian Police in Modern Society
- Objective of the Police System: Maintenance of Law and Order, Investigation of Crimes Protection of Life, Protection of Property Rights, Prevention of Crime

Unit III: Judicial & Prosecution System
- Judicial Administration in India: Structure and Functions of Criminal Courts.
- Modern Judicial Systems: Fast Track Court, Children Court, JJB.
- Salient Features of Indian Judicial System: Independence, Public and Fair Trial.
- Fundamental Elements in Judicial Functioning: Due Process, Speedy Trials and Access to Justice. Prosecution System.

BLOCK IV: PUNISHMENT AND CORRECTIVE METHODS

Unit I: Punishment Related to Crime
- Types of punishment
- Penology in India
- Indian Penal Code
- Retributive and reformative theory
- Deterrent theory

Unit II: Correction Methods
- Significance and forms of correction,
- History of prison reforms in India,
- National policy on prisons,
- Correctional programs- educational, vocational, psychiatric, meditation, recreation,
- Problems of correctional administration

Unit III: Alternative to Imprisonment
- Probation
- Parole
- Open prisons
- After-care and rehabilitation
- Victimological perspective

SUGGESTED READINGS:

1. Mohanty, R. K. & Mohanty, S. (2016). *Criminology Penology and Victimology*. Bengaluru: Himalaya Publishing House Pvt. Ltd.
2. Sharma, R.K.(2017). *Criminology and Penology*. New Delhi: Atlantic Publishers.

3. Gaur, K.D. (2020). *Indian Penal Code*. New South Wales: Universal Law Publishing Co. Pvt. Ltd.

4. Paranjape, N.V. (2012). *Criminology and Penology with Victimology*. Allahabad: Central Law Publications.

5. Schmalleges, F. (1999). *Criminal Justice Today*, New Jersey: Prentice Hall.

6. Albanese, J. S. (2000). *Criminal Justice*. Boston: Allyn and Bacon.

7. Phelps, T.R. (1979). *Introduction to Criminal Justice*. UK: Goodyear Publishing Company. Inc.

8. Mir, M. (1984). *Crime and Criminal Justice System in India*. New Delhi: Deep and Deep Publications.

9. Justice Malimath Committee on Criminal Justice Reforms. (2003). Universal Law Publication.

10. K. Padmanabhaiah Committee Police Reforms. (2001).

11. Srivastava, A. (1999). *Policing in the 21st Century*. Hyderabad: Indian Institute of Police Administration.

12. Guharoy J. T. (1999). *Role of Police in Changing Society*. New Delhi: APH Publications.

13. Sharma, P.D., (1985). *Police and Criminal Justice Administration in India*. Delhi: Uppal Publishing House.

14. Gupta, A. S. (2007). *Crime and Police in India*. Agra: Sahitya Bhavan.

15. Banerjee, D. (2005). *Central Police Organizations Part I and Part II*. Bengaluru: Allied Publishers Pvt. Ltd.

16. Ebbe, O.N. I. (2000). *Comparative and International Criminal Justice System: Policing, Judiciary and Corrections*. Boston: Butterworth.

17. Reid, S.T. (2006). *Crime and Criminology*. New York: Mc. Graw Hill Publishers.

18. Shweta. (2009). *Crime, Justice and Society*. New Delhi: MD Publications.

19. Ahuja, R. (2000). *Criminology*. Delhi: Rawat Publications.

20. Chaturvedi J.C. (2006). *Penology and Correctional Administration*, Delhi: Isha Books.

MULTI DISCIPLINARY COURSE

MACHINE LEARNING FOR ALL

SGB24CA102MD

(Number of credits: 4)

MACHINE LEARNING FOR ALL	
CO1: To learn the basics of Machine Learning	
CO2: To understand about various Supervised Learning algorithms	
CO3: To understand about Unsupervised Learning and Reinforcement Learning	
CO5: To list various ML applications	
Block I: Introduction to Machine Learning	
Unit 1	Introduction to Machine Learning (ML)
Unit 2	Types of Machine Learning – Supervised, Unsupervised and Reinforcement Learning
Unit 3	Performance Evaluation Metrics: Confusion Matrix, ROC curves
Unit 4	Cross Validation Techniques, Bias-Variance Tradeoff
Block II: Supervised Learning	
Unit 1	Basics of Neural Networks: Perceptron, Multilayer Perceptron
Unit 2	Classification : Naïve Bayes, Decision Trees and Support Vector Machines
Unit 3	Regression: Linear Regression, Logistic Regression
Unit 4	Overfitting and Underfitting, Regularisation
Block III: Unsupervised Learning and Reinforcement Learning	
Unit 1	Partition Clustering: K-means Clustering, K-Medoid
Unit 2	Hierarchical Clustering :Agglomerative Clustering
Unit 3	Dimensionality Reduction – Principal Component Analysis, Singular Value Decomposition
Unit 4	Introduction to Reinforcement Learning, Markov Decision Processes (MDPs)
Block IV: Advanced Topics and Applications of Machine Learning	
Unit 1	Introduction to Generative AI and LLMs
Unit 2	Demonstration of basic concepts of ML using Teachable Machine/Weka
Unit 3	Introduction to Natural Language Processing (NLP) and Computer Vision
Unit 4	Introduction to Recommender Systems and Time Series Analysis

References:
- ‒Machine Learning‖, Tom M. Mitchell, McGraw Hill.
- K. P. Murphy, ‒Machine Learning: A probabilistic perspective‖, MIT Press, 2012.
- Stephen Marsland, ‒Machine Learning An Algorithmic Perspective‖, CRC Press.
- Yoshua Bengio, ‒Learning Deep Architectures for AI‖, Now Publishers Inc (2009)
- Ian Goodfellow, Yoshua Bengio and Aaron Courville, ‒Deep Learning‖, MIT Press

Multi-Disciplinary Course

Digital Marketing

SGB24BB101MD

(Number of credits: 4)

Course Objective:

- To familiarize the students with the concept of Digital marketing
- To develop understanding on website planning and designing.
- To equip the students with knowledge of search engine optimization and its strategies
- To help the students understand the concept of Social media marketing and its scope in marketing a business.

Course Outcomes:

- Understand the basics of digital marketing
- Enrich knowledge about the process of web planning and analysis
- Attain the knowledge about the concepts of Social Media Marketing
- Gain knowledge about the process of Search engine optimization

Course Outline:

Block 1: Basics of Digital Marketing

Block 2: Website Planning and Analysis

Block 3: Search Engine Optimization

Block 4: Social Media Marketing

Course Details

Block 1: Basics of Digital Marketing

Unit 1: Introduction to Digital Marketing

Digital Marketing – Importance of Digital Marketing, Evolution of Digital Marketing, Scope of Digital Marketing, Traditional Marketing vs. Digital Marketing.

Unit 2: Types of Digital Marketing

Types of Digital Marketing– Content Marketing, Mobile Marketing, Affiliate Marketing, E-mail Marketing, PPC Advertising - Increasing visibility – Lead Generation – Latest Trends in Digital Marketing – Digital Marketing Budgeting

Block 2: Website Planning and Analysis

Unit 1: Website planning

Introduction to Website– Types of website, Basics of web design, Website tools for speed improvement, various design platforms.

Unit 2: Website analysis

Website analysis tools, Competitor analysis, Competitor research tools, Keyword research and analysis, Types of keywords, Localized keyword research, Tools used for Keyword research

Block 3: Search Engine Optimization

Unit 1: Introduction to SEO

Introduction to SEO – Fundamentals and concepts of SEO, Google Algorithm, Google search Console, Search Engine Results Page, Traffic and its meaning

Unit 2: Strategies and techniques

Strategies for keyword optimization, On page SEO, Off page SEO, SEO techniques, Link Building, Indexing and Crawling – Meaning - SEM Metrics

Block 4: Social Media Marketing

Unit 1: Overview of Social media marketing

Meaning of Social Media Marketing, SMM Channels, Facebook optimization, Creating Facebook page for business, Fan Page vs. Profile vs. group, Facebook Advertising, Facebook Analytics.

Unit 2: Modes of Social Media Marketing

Introduction to Twitter – Followers, Re Tweets, Clicks, Linked In – Branding on Linked In, You Tube channel, Pintrest, Profile optimization on Instagram, Google plus for businesses, CPC bidding

References:

- Bhatia (2017). Fundamentals of Digital Marketing, 2e. Pearson Education India
- Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
- George Pain (2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
- Social Media Marketing: Tracy L. Tuten (2021).
- Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts (2022).
- Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

THIRD SEMESTER

Major Discipline Core Course

Marketing Management
SGB24BB201MC
(NumberofCredits: 6)

Course Objectives:

- To introduce the basic concepts of Marketing and to familiarize the learners with micro and macro environment of marketing
- To create an awareness about the behavior of consumers and segmentation of markets
- To enhance the marketing abilities in learners with respect to various promotional strategies

Course Outcomes:

- Develop knowledge on the concept of modern marketing
- Apply the concept of Consumer behaviour and Segmentation
- Enhance knowledge on product decision and pricing strategies
- Identify the promotional and Place Strategies for the Product
- Understand the emerging marketing concepts

Course Outline

Block1: Introduction to Marketing
Block2: Product and Pricing Decisions
Block3: Promotion and Place Decisions
Block4: Consumer Behaviour and Segmentation
Block 5: Emerging concepts in Marketing

Course Details

Block 1: Introduction to marketing:

Unit 1: Introduction to Marketing, -Meaning, Nature, Scope and Importance.
Unit 2: Functions of Marketing
Unit 3: Evolution of marketing concept- Production concept, Product concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic marketing concept
Unit 4: MarketingVsSelling, Marketing mix.
Unit 5: Marketing Environment-Micro Environment and Macro environment

Block 2: Product and Pricing Decisions:

Unit 1: Product- Concept and Classification
Unit 2: Product line and product Diversification
Unit 3: Product Life Cycle Stages

Unit 4: New Product Development stages
Unit 5: Importance of Branding and Packaging in marketing
Unit 6: Concept of Pricing -Objectives of Pricing, Factors influencing Price determination, Pricing Strategies, Pricing Strategies for new Products.

Block 3: Promotion and Place Decisions:

Unit 1: Concept of Promotion and Promotion Mix
Unit2: Advertising, Personal Selling, Direct Marketing, Publicity and Public
 Relations, Sales Promotion, AdvertisingVs.SalesPromotion
Unit 3: Physical Distribution- Functions of Physical Distribution, Channels of Distribution.

Block 4: Consumer Behaviour and Segmentation

Unit 1: Consumer Behaviour- Nature, scope & application- Importance of consumer behaviour in marketing decisions
Unit 2: Determinants of Consumer Behaviour
Unit 3: Consumer Decision Making Process
Unit 4: MarketSegmentation, Targeting, Positioning (STP).

Block 5: Emerging Concepts in Marketing

Unit 1: Global Marketing, Green Marketing, Meta Marketing, Synchro Marketing, Tele Marketing.
Unit 2: Social Marketing, Online Marketing, Direct Marketing, Service Marketing, Niche Marketing
Unit 3: De-marketing, Remarketing-Guerilla marketing,Ambush Marketing, Relationship Marketing (concepts only).

   References

   1. Kotler,Philip:PrenticeHall, *MarketingManagement*,NewJersey.(Block 1)
   2. KSChandrasekar,*MarketingManagement-Textandcases,*VijayNicoleImprintswithMcGrawHillEducation (Block1)
   3. RichardPettiger.*Introduction toManagement*,New York,PalgraveMacmillan. (Block1)
   4. D Chandra Bose . Modern Marketing – Principles and Practice PHI Learning Private Ltd. (Block 2 & 3)
   5. Mehta&Subhas, *ConsumerBehaviour*(Block2)
   6. StantonW.J.,EtzelMichaelJandWalterBruceJ;*FundamentalsofMarketing*;New York,McGrawHill. (Block3)
   7. Karanakaran,*MarketingManagement*,Himalaya Publishers.(Block3)
   8. Aaker,DavidandMyersJohanG,et.al,:*AdvertisingManagement*;NewDelhi,PrenticeHallofIndia.(Block4)
   9. RorsiterJohanR,PercyLarry,*AdvertisingandPromotionManagement*;NewYork:

McGrawHill.
(Block4)

10. RakeshKumarS,Vivek SA.*BusinessAnalytics,AnIntroduction*.KollamSSBookSeries(Block5)

11. PhilipRCaterop.*Internationalmarketing*,TataMcGrawHillPublications.(Block5)

12. S.M.Jha,*ServicesMarketing.* HimalayaPublishingHouse.2017 (Block5)
AlokKumarRai,*CustomerRelationshipManagement-ConceptsandCases*,PHILearningPvt.Ltd,2012.(Block5)

Ability Enhancement Course

रोजमर्रा हिंदी

(Rozmara Hindi)
SGB24HD101AC
(Number of Credits: 4)

पाठ्यक्रम उद्देश्य (Objectives)

छात्रों को हिंदी भाषा में प्रभावी और धारा प्रवाही ढंग से बोलने के लिए प्रशिक्षित करना। हिंदी भाषा में कम या बिल्कुल क्षमता वाले छात्रों को जीवन के सभी क्षेत्रों में हिंदी बोलने में सक्षम बनाना और उन्हें हिंदी के विभिन्न साहित्यिक रूपों और लेखकों से परिचित कराना ।

पाठ्यक्रम परिणाम (Course Outcomes)

1. जीवन के सभी क्षेत्रों में हिंदी भाषा बोलने में सक्षम बनाना और हिंदी के सामान्य

व्याकरण के सही उपयोग को समझता है ।

2. वाक्यों, संवादों आदि के अनुवाद करने में सक्षम बनता है और कहानी कहने या किसी घटना के वर्णन करने में सक्षम बनता है ।

पाठ्यक्रम रूपरेखा (Course Outline)

ब्लॉक 1 : भाषा की बुनियादी संरचना और दैनिक गतिविधियाँ

ब्लॉक 2 : शुभकामनाएं, अभिलाषाएँ एवं कहानी

ब्लॉक 3 : मेरी छुट्टी, दोस्त और यात्रा।

ब्लॉक 4 :पशु-पक्षी ,त्यौहार-मेले, पेशा-धंधा ,मनपसंद फिल्म आदि |

ब्लॉक 1 : भाषा की बुनियादी संरचना और दैनिक गतिविधियाँ।

इकाई 1 :नाम और स्थानों के अक्षरों को पहचानें और लिखें और मूल वाक्य संरचना को समझें। एक दूसरे को संबोधन करें और उचित तरीके से विदा लेने की अनुमति मांगें |

इकाई 2: 'क्या' और 'कहां' जोड़कर प्रश्न पूछना । वाक्य संरचना समझें और 'होना' क्रिया का प्रयोग समझें । वहाँ 'क्या है' और 'क्या नहीं' के बारे में समझना। 'प्रत्यय जैसे में, पर, के पास, से दूर और निश्चयवाचक सर्वनाम जैसे ये, वे, यह, वह का प्रयोग करें। विशेषणों का प्रयोग करें: जैसे बड़ा, छोटा, गंदा, साफ, थोडा, ज्यादा, कम, बहुत आदि।

इकाई 3 : नाम और घरेलू वस्तुओं से परिचय पाना, योजकों को समझना और उनका उपयोग करना । एकवचन/बहुवचन स्त्रीलिंग /पुलिंग आदि का प्रयोग समझना | दैनिक दिनचर्या के बारे में प्रश्न पूछें और उत्तर दें । विभिन्न दैनिक गतिविधियों की सूची बनाएं और उन्हें समझाएं । समय के बारे में जानें और सप्ताह के दिनों को पहचानें ।

इकाई 4 :संज्ञा, सर्वनाम, विशेषण, लिंग आदि के प्रयोग समझना । उसके व्यावहारिक रूपों से परिचय पाना। दैनिक जीवन का अनुभव बॉट लें। निजवाचक सर्वनाम का प्रयोग करें । मित्रों से दैनिक कार्य और उनकी प्राथमिकताओं के बारे में प्रश्न पूछें और उत्तर दें । फलों और सब्जियों के नाम समझें और पहचानें । भारत के क्षेत्रीय वस्तुओं को पहचानें और नाम दें।

इकाई 5 : संज्ञा के साथ क्रियाओं का प्रयोग समझ लें । "चाहिए" क्रिया का विशेष प्रयोग समझ लें।

ब्लॉक 2 :शुभकामनाएँ, अभिलाषाएँ एवं कहानी ।

इकाई 1 :परिवार और दोस्तों के साथ की जाने वाली गतिविधियों के बारे में जानकारी प्राप्त करें । व्यक्तियों, व्यक्तित्व और उपस्थिति के बारे में पूछें और उनका वर्णन करें । इच्छाओं और वरीयताओं के बारे में पूछें और व्यक्त करें । सप्ताह और महीनों के दिनों को पहचानें और उनका उपयोग करें ।

इकाई 2 : 'चाहना' के साथ डायरेक्ट इनफिनिटिव का प्रयोग करें । 'पसंद होना', 'अच्छा लगना' के साथ इनफिनिटिव का प्रयोग करें । प्रश्नवाचक शब्दों का प्रयोग करें: कैसे, क्यों, किस प्रकार आदि | विशेषणों की तुलनात्मक और अतिशयोक्तिपूर्ण डिग्री का प्रयोग करें।

इकाई 3 :पिछली घटनाओं की एक श्रृंखला का वर्णन करें । कहानी कहने के लिए परिचयात्मक और समाप्त होने वाले पारंपरिक वाक्यांशों का उपयोग करें । इसके बाद, इसी लिए, उसका मतलब, आदि का उपयोग करें।

इकाई 4 : (बाद , इसी के लिए , उसका मतलब)। वस्तुओं पर ध्यान केंद्रित करते हुए पूर्ण काल का प्रयोग करें । पुल्लिंग एकवचन का प्रयोग करें । किसी भी मलयालम या हिंदी फिल्म की कहानी सुनाना।

ब्लॉक :3 मेरी छुट्टी,दोस्त और यात्रा।

इकाई 1 : छुट्टी के बारे में जानकारी का आदान-प्रदान करें - कहाँ , क्या , कैसे, किसके साथ । सकना, चुकना और पाना का प्रयोग ।

इकाई 2 : समय के बारे में जानकारी । जैसे सवा तीन ,साढे नौ ,पौने चार आदि | को + INFINITE का प्रयोग (उसको जाना है, मुझे आना है या आना पडेगा आदि का प्रयोग)

इकाई 3: एक यात्रा कार्यक्रम की पहचान करें। कारण बताएं कि कोई स्थान देखने लायक क्यों है ? मौसम के अनुसार क्या अच्छा है क्या बुरा है इस बारे में प्रश्न पूछें और उत्तर दें | जितना-उतना, जैसे-वैसे, जहां-वहां, जिधर-उधर, जब तक –तब तक आदि का प्रयोग समझना |

ब्लॉक4: पशु-पक्षी, त्यौहार-मेले, पेशा-धंधा, मनपसंद फिल्म आदि |

इकाई 1 : भारत में पाए जानेवाले पशु-पक्षियों के बारे में बात करना | भारत के उत्सवों के बारे में   बात करना|

इकाई 2 : विभिन्न प्रकार के पेशे व् धंधे के बारे में बातें करना |

इकाई 3 : अगर-तो, ताकि का प्रयोग समझना |

इकाई 4: किसी मनपसंद फिल्म के बारे में बताना | उसके पात्रों के बारे में चर्चा करना |

सन्दर्भ ग्रंथ सूची

1.रोजमर्रा हिंदी : प्रोफ: डी .पी .वनामामलाइ।

2.Everyday Hindi : डॉ सुंगोक होंग ।

3 .सरल सामान्य हिंदी : रजीत कुमार त्रिपाठी ।

ABILITY ENHANCEMENT COURSE

व्यावहारिकसंस्कृतम्
(Vyavaharikasamskrutham)
SGB24SN101AC
(Number of credits: 4)

लक्ष्यम् (Course Objectives:)
- संस्कृतभाषायाः अनुसन्धरणे प्रचोदनम् ।
- संस्कृतभाषायाम् उपलब्धानां प्रसारणमाध्यमानां विषयावगमनम् ।
- भाषाध्ययने उपयुक्तानां संस्कृतानुप्रयोगाणां जालस्थानानां च अवगमनम् ।
- निर्गले भाषणे कौशलोपार्जनम् च।

उद्देश्यानि (Course Outcomes:)
1. संस्कृतभाषाश्रवणेन सम्यगर्थावगमनम्।
2. संस्कृतभाषायाम् उपलब्धानां प्रसारमाध्यमानां वस्त्ववगमनक्षमता।
3. निर्गलभाषणकौशलम्।
4. भाषाध्ययने उपयुक्तानां संस्कृतानुप्रयोगाणां जालस्थानानां च यथाविध्युपयोगक्षमता।

Course Details

खण्डः1: श्रवणम्
1. 1. वर्णानामुच्चारणम्
1. 2. शब्दसम्पत्तिः
1. 3. कथाश्रवणम्
1. 4. सम्भाषणकार्यशाला- प्राथमिका।

खण्डः2:प्रसारमाध्यमानांभाषा

2. 1. संस्कृते विज्ञापनचित्राणि
   - i. Sanskrit songs
   - ii. Sanskrit films

खण्डः 3: भाषणम्
3. 1. अक्षराणां पदानां च मौखिकाभ्यासः।
3. 2. कथाकथनशिक्षणम्।
3. 3. वार्तावाचनशिक्षणम्।
3. 4. सम्भाषणशाला- द्वितीयस्तरीया।

खण्डः 4: सङ्गणकयुगे संस्कृताध्ययनम्।

4. 1. प्रत्याह्निकाः संस्कृतानुप्रयोगाः।
   - i. App for greetings in Sanskrit-
   - ii. Online Spoken Sanskrit Dictionary

4. 2 सङ्गणकाधारिताः साम्प्रदायिककोशाः
   - i. Amarakosha App
   - ii. Shabdakalpadruma App

4. 3. भाषाध्ययने उपयुक्ताः संस्कृतानुप्रयोगाः
   - i. Sanskrit Verb forms and roots- Sanskrit Dhatu 360o App
   - ii. Shabdroopmala App

4. 4. सङ्गणकाधारिताः लेखागाराः।
   - i. Sanskrit e- books App - Sanskrit Pustakalaya
   - ii. Internet archive

References

1. Samskrita Vyavahara sahasri, *Viswa Samskrita Pratishthan*, Kerala, 2004.
2. Kutumbhasastri, V. *Vakyavyavahara*. New Delhi, 2002.
3. Poulose. K.G. *Lakhusamskritam*. Edappal: Kamadhenu Samskrita Pathanakendra, 2006

Web Resources:

खण्डः 1: श्रवणम्

1. Samskrita Bodhini: "A Study Guide for Spoken Sanskrit Language, International edition", Sanjeev Majalikar, 2018 https://store.pothi.com/book/sanjeev-majalikar-samskrita-bodhinii/

खण्डः 2: प्रसारणमाध्यमानां भाषा

1) संस्कृते विज्ञापनचित्राणि

i. Sanskrit in 5 Minutes, Goodnight Ad in Samskrit, 25th June 2019

ii Sanskrit in 5 Minutes, Bru coffee Ad in Samskrit, 10th June 2019

(https://youtu.be/aLxhgAJxpBQ) (https://youtu.be/q2mnJVdtBUU)

2) संस्कृतगानानि, चलच्चित्राणि च

i. Sanskrit songs (https://sa.wikiquote.org/)

ii. Sanskrit films (https://en.wikipedia.org/wiki/Sanskrit_cinema)

खण्डः 3: भाषणम् ।

i.Sanskrit in 5 Minutes, Goodnight Ad in Samskrit, 25th June 2019

(https://youtu.be/aLxhgAJxpBQ)

खण्डः 4: सङ्गणकयुगे संस्कृताध्ययनम्।

1. प्रत्याह्निकाः संस्कृतानुप्रयोगाः।

i. App for greetings in Sanskrit-

i.i Sansgreet App, LiveSanskrit.

https://play.google.com/store/apps/details?id=com.sans.greet.livesanskrit

ii. Online Spoken Sanskrit Dictionary, Klaus Glashoff, Lugano, 2017

www.learnsanskrit.cc

2. साम्प्रदायिककोशाः

i. Amarakosha App

(https://play.google.com/store/apps/details?id=org.srujanjha.amarkosh);

ii.Shabdakalpadruma App

(https://play.google.com/store/apps/details?id=org.shrutijha.sanskrit_sanskrit)

Unit 3. भाषाध्ययने उपयुक्ताः संस्कृतानुप्रयोगाः- 2

i.SanskritVerbformsandroots-SanskritDhatu360°App

(https://play.google.com/store/apps/details?id=com.labs.aeiun.sanskritDhatu360)

ii.Shabdroopmala App (https://play.google.com/store/apps/details?id=org.shrutijha.shabdroopmala

Unit 3. लेखागाराः।

i Sanskrit e- books App -

SanskritPustakalaya (https://play.google.com/store/apps/details?id=org.srujanjha.sanskritbooks

 ii Internet archive

www.archive.org

ABILITY ENHANCEMENT COURSE

COMMUNICATION IN ARABIC
SGB24AR101AC
(Number of credits: 4)

Course Objectives

1. The learner would identify the basic structure of Arabic Language.

2. The learner would acquire essential vocabularies in Arabic for various situations

3. The learner would be able to construct sentences in Arabic

4. The learner would be able to communicate in Arabic in various situations

Course Outcomes

At the end of the course students will be able to,

1. Identify the basic structure of Arabic Language.

2. Acquire essential vocabularies in Arabic for various situations

3. Construct sentences in Arabic

4. Communicate in Arabic in various situations

COURSE DETAILS

BLOCK 1: Greetings and Introduction in Arabic التحيات والتعارف

UNIT 1   Greetings in Arabic تحيات

UNIT 2   Self-Introduction in Arabic. التعريف بنفسه

UNIT 3   Introduce Others in Arabic. تعريف الآخرين

UNIT 4   Pronouns: هذا، هذه :الضمائر

BLOCK 2: Conversations and Interviews – لقاء ومقابلات

UNIT 1   Interview. مقابلة -

UNIT 2   In the Airport –Conversation – في المطار

UNIT 3	Meet - لقاء
UNIT 4	Question words أدوات الاستفهام

BLOCK 3: Numbers and Days in a week العدد وأيام الأسبوع

UNIT 1	In the library - Conversation. – في المكتبة
UNIT 2	What does he do- Conversation – ماذا يفعل؟
UNIT 3	I am Busy - Conversation. أنا مشغول
UNIT 4	الفعل المضارع

BLOCK 4: Time- التوقيت.

UNIT 1	In a travel agency in the Airport – conversation – في مكتب الطيران في المطار
UNIT 2	Reception – conversation – استقبال
UNIT 3	Between two students – conversation –بين الطالبين

Book for study:
العربية للحياة: منهج متكامل في تعليم العربية لغير الناطقين بها، (الكتاب الأول)، تأليف: ناصيف مصطفى عبد العزيز ومحي الدين صالح، الناشر: عمادة شؤون المكتبات، جامعة الملك سعود، الرياض، المملكة العربية السعودية، ط3، 1994

(Al Arabiyya Li l-Hayath – Book 1, by Nasif Musthafa Abdul Aziz and Muhyudhin Swalih, Published by: Kind Saud University, Riyadh, Ed:3, 1994)

References.

'Al Arabiyya Li N-naashieen', Book of Students, Part 3, Published by Education Ministry, Kingdom of Saudi Arabia

ABILITY ENHANCEMENT COMPULSORY COURSE
MIL

പ്രായോഗികമലയാളം
(Prayogikamalayalam)
SGB24ML101AC
Credits-4

Objectives

1. മാതൃഭാഷയിലുള്ള ആശയവിനിമയശേഷി മെച്ചപ്പെടുത്തുകയും ഫലപ്രദമാക്കുകയും ചെയ്യുക
2. മാതൃഭാഷയിൽ പ്രാവീണ്യം നേടുന്നതിനാവശ്യമായ പരിശീലനം നേടുക
3. മലയാളഭാഷയുടെ വ്യത്യസ്തങ്ങളായ പ്രയോഗമേഖലകളെ പരിചയപ്പെടുക
4. വ്യത്യസ്തങ്ങളായ നാല് പ്രയോഗമേഖലകളിലൂടെ ഭാഷ തെറ്റുകൂടാതെ പ്രയോഗിക്കാനുള്ള ശേഷി ആർജ്ജിക്കുക
5. മലയാളഭാഷയെ കൂടുതൽ അടുത്തറിയാനും പഠിക്കാനും പ്രയോഗിക്കാനും സാധിക്കുക

Course Outcome

1. മാതൃഭാഷയിൽ ഫലപ്രദമായും സംവേദനപരമായും ആശയവിനിമയം നടത്താനുള്ള ശേഷി ആർജ്ജിക്കുന്നു
2. മാതൃഭാഷയുടെ വ്യത്യസ്ത പ്രയോഗമേഖലകളെ പരിചയപ്പെടുന്നു
3. മാതൃഭാഷയിലെ സാഹിത്യസമ്പത്തുക്കളെക്കുറിച്ച് അറിവുനേടുന്നു
4. മാതൃഭാഷയുടെ പ്രയോഗത്തിൽ പ്രാവീണ്യം നേടുന്നു.
5. മാതൃഭാഷയുടെ വിജ്ഞാന നിർമ്മാണ പ്രക്രിയയിൽ പങ്കാളിയാവുന്നു

COURSE DETAILS

ബ്ലോക്ക് -1 : എഴുത്ത്
വിശദപഠനം

1. മലയാളശൈലി (മൂന്നാം അദ്ധ്യായം) – കുട്ടികൃഷ്ണമാരാർ
2. ശൈലിയെപ്പറ്റി ചില ചിന്തകൾ (സമാലോചന) - എസ്. ഗുപ്തൻ നായർ
3. ഭാഷയും ആശയവിനിമയവും (ഭാഷയും മനഃശാസ്ത്രവും) - ഡോ. കെ. എം. പ്രഭാകരവാര്യർ

ബ്ലോക്ക്- 2 :– പ്രഭാഷണം
ആധുനികകേരളത്തിന്റെ സൃഷ്ടിയിൽ നവോത്ഥാന നായകരും സാംസ്കാരികപ്രവർത്തകരും നിർവ്വഹിച്ച പ്രഭാഷണങ്ങൾ നിർണ്ണായക പങ്ക് വഹിച്ചിട്ടുണ്ട്. പ്രഭാഷണകലയെക്കുറിച്ച് മനസ്സിലാക്കുകയും മികച്ച പ്രഭാഷണമാതൃകകൾ പരിചയിക്കുകയും ചെയ്യുകയെന്നതാണ് പഠനോദ്ദേശ്യം.

വിശദപഠനം

1. പ്രഭാഷണകല - സുകുമാർ അഴീക്കോട്
2. ഭാരതത്തിന്റെ സർഗാത്മകഭാവന (ജ്ഞാനപീഠപുരസ്കാര സ്വീകരണപ്രസംഗം) - ജി. ശങ്കരക്കുറുപ്പ്
3. മരുഭൂമികൾ പൂക്കുമ്പോൾ - എം. എൻ. വിജയൻ

ബ്ലോക്ക് -3 : മാധ്യമങ്ങൾക്കുവേണ്ടിയുള്ള രചന

വിശദപഠനം

1. വാർത്താമൂലകങ്ങൾ, വാർത്താഘടന (വാർത്ത വോള്യം 2) - ജോയി തിരുമൂലപുരം
2. പംക്തിയെഴുത്തിന്റെ രാഷ്ട്രീയം (പത്രാനന്തര വാർത്തയും ജനാധിപത്യവും) - എൻ. പി. രാജേന്ദ്രൻ
3. കോവിലനുമായി എസ്. വി. വേണുഗോപൻനായർ നടത്തിയ അഭിമുഖസംഭാഷണം. (കോവിലൻ, മൾബറി ബുക്ക്, കോഴിക്കോട്, എന്ന പുസ്തകത്തിൽ)

ബ്ലോക്ക് -4 : വിവർത്തനം

മലയാളഭാഷയുടെയും സാഹിത്യത്തിന്റെയും വികാസപരിണാമങ്ങളിൽ വിവർത്തനം നിർണ്ണായക പങ്ക് വഹിച്ചിട്ടുണ്ട്. തുടക്കത്തിൽ സംസ്കൃതത്തിൽ നിന്നും തമിഴിൽ നിന്നുമായിരുന്നു വിവർത്തനമെങ്കിൽ ആധുനികമായ പാശ്ചാത്യാശയങ്ങൾ മലയാളത്തിൽ കടന്നെത്തുന്നത് ഇംഗ്ലീഷിലൂടെയാണ്. വിവർത്തനം എന്ന പ്രക്രിയയെ ശാസ്ത്രീയമായി ഗ്രഹിക്കുകയും സ്വയം പരിശീലിക്കുകയും ചെയ്യുകയാണ് പഠനോദ്ദേശ്യം.

വിശദപഠനം

1. വിവർത്തനം എന്ന ഗ്രന്ഥത്തിന്റെ അവതാരിക- എൻ. വി. കൃഷ്ണവാര്യർ
2. തർജ്ജമപഠനത്തിലെ പുത്തൻ പുതുമകൾ (തർജ്ജമ സിദ്ധാന്തവും പ്രയോഗവും
3. മലയാളത്തിൽ പുസ്തകത്തിന്റെ ആമുഖപഠനം)- ഡോ. സ്ക്കറിയ സക്കറിയ
4. ഇംഗ്ലീഷിൽ നിന്നും മലയാളത്തിലേക്കുള്ള വിവർത്തനപരിശീലനം.

സഹായകരചനകൾ

1. പ്രൊഫ. പന്മന രാമചന്ദ്രൻനായർ, നല്ല ഭാഷ, ഡി. സി. ബുക്ക്, കോട്ടയം.
2. സ്ക്കറിയ സക്കറിയ, ജയ സുകുമാരൻ, തർജമ, സിദ്ധാന്തവും പ്രയോഗവും മലയാളത്തിൽ - താപസം, ചങ്ങനാശ്ശേരി.
3. പി. കെ രാജശേഖരൻ,മലയാളിയുടെ മാധ്യമജീവിതം, കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം.
4. രാമകൃഷ്ണപിള്ള. കെ, വൃത്താന്ത പത്രപ്രവർത്തനം, മാളുബെൻ, തിരുവനന്തപുരം.
5. പി. കെ അനിൽകുമാർ, പ്രഭാഷണകലയിലെ വചനവഴികൾ, സൈന്ധവ ബുക്ക്, കൊല്ലം.
6. പി. പവിത്രൻ, മാതൃഭാഷയ്ക്കു വേണ്ടിയുള്ള സമരം,മലയാള ഐക്യവേദി,ചെറുതുരുത്തി

7. Stephen E. Lucas,The Art of Public Speaking , McGraw Hill, New York.

8. K. Tim Wulfemeyer, Contemporary Media: Structures, Functions, Issues and Ethics, Kendall Hunt Publishing Company, Dubuque.

9.Douglas Robinson, Western Translation Theory from Herodotus to Nietzsche,Routledge, London

Value Added Course

FINANCIAL LITERACY
SGB24CM101VC
(Number of Credits: 2)

OBJECTIVES
- To familiarise learners with traditional and innovative financial products and services.   - To provide insights to the learners on various modes of digital payments, including their features, functionalities, and security measures.   - To equip learners with essential financial knowledge and skills to make informed financial decisions

Course Outcomes:
After the completion of the course, the learners will be able to:
1. Identify feasible financial products based on their risk, return, and tax implications. 2. Familiarize yourself with various innovative financial options. 3. Develop a well-diversified financial plan 4. Compare different financial instruments (e.g., stocks, bonds, mutual funds, ETFs) by analyzing their risk profiles, potential returns, and tax treatments.

COURSE OUTLINE:
BLOCK 1: AN OVERVIEW OF FINANCIAL LITERACY BLOCK 2: DIGITAL PAYMENTS AND SECURITY MEASURES

Block	Unit
Block 1: An Overview of Financial Literacy	**Unit 1: Basic Concepts** Financial literacy- Meaning- Components of financial literacy- Financial planning – Need for Financial planning – Steps in Financial planning - Investment- Need for investment- Investment, speculation, and gambling.
	Unit 2: Traditional Financial Products and Services Retirement benefits schemes-National Pension Scheme- Insurance-Government bonds- Tax saving schemes-Small savings schemes- Post office savings account- Public Provident Fund- National Savings Certificate-Selection of appropriate financial productsand services (based on risk, return, and tax implication).
	Unit 3: Innovative Financial Products and Services Crypto currency- Real Estate Investment Trusts- Mutual funds: ULIP, Systematic Investment Plan, Systematic Withdrawal Plan - Exchange Traded Funds-Crowd funding- Sovereign Gold Bonds- Selection of appropriate financial products and services (based on risk, return, and tax implication).

Block 2: Digital Payments and Security Measures	**Unit 1: Modes of Digital Payments** Banking Cards- Mobile Banking: UPI- Internet Banking: RTGS- NEFT- IMPS- E-wallet- Unstructured Supplementary Service Data- Aadhaar Enabled Payment System- Point of Sale.
	Unit 2: Financial Fraud Phishing- Ponzi schemes- Money laundering- Identity theft- Cyber trapping- Investment fraud- Tax evasion- Spoofing-Debit/ credit card fraud- Online payment fraud
	Unit 3: Security and Preventive Measures Tips for preventing financial frauds- Authentication and Authorization (PIN, OTP, Biometrics etc.)- Data security and encryption (PCI DSS compliance and data protection regulations)-Highlights of RBI guidelines on digital payments and customer protection in unauthorized banking transactions.

PRACTICAL ACTIVITIES: -

1. Use financial websites or tools to research different types of ETFs (e.g., sector-specific, international, bond ETFs) and analyze their past performance, dividend yields, and management fees.
2. Research and choose mutual funds based on investment goals, risk tolerance, and time horizon. Consider factors like historical performance, fund manager reputation, and expense ratios.
3. Compare the costs associated with different mutual funds, including load fees, management fees, and other expenses. Calculate the impact of these costs on potential returns.
4. Compare the yields of different debt funds, focusing on current yield and yield to maturity. Analyze how yield relates to risk and return.
5. Walk through the process of purchasing SGBs through various channels (e.g., banks, post offices, online). Document the steps and requirements.

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1. Prasad, N. S. (2017). Financial Freedom: A Roadmap to Achieving Your Financial Goals. Taxmann Publications.
2. Khan, M. Y., & Jain, P. K. (2005). Basic Financial Management.Tata McGraw Hill.
3. Avadhani, V. A. (2017). Marketing of Financial Services.Himalayas Publishers.
4. Murthy, D. K., &Venugopal. (2006). Indian Financial System.I K International Publishing House.
5. Gupta, R. (2015). I Do What I Do: Seven Simple Steps to Achieving the Life You Desire. Rupa Publications India Pvt. Ltd.
6. Keshavanathan, R. (2009). Banking and Insurance Management. Academic Excellence Publications.
7. www.sebi.gov.in
8. www.cdslindia.com
9. https://nsdl.co.in
10. www.nseindia.com
11. www.bseindia.com

Value Added Course

Technology and Society
SGB24SO101VC
(Number of credits: 2)

Course Objectives

1. To describe the history of technology and list the technological advancements in five industrial revolutions and its societal impact.
2. To familiarize the trio: Science, Engineering, and Technology
3. To highlight the importance of research and innovation for human development.
4. To demonstrate how technological advancements are intrinsically entwined with the history of humankind.

Course Outline

Block 1: The Evolution of Technology: A Journey Through Advancements

Block 2: Humanity and Technology

Course Details

Block 1: The Evolution of Technology: A Journey Through Advancements

Unit 1: History of Technology - Fire, Wheel and Metal : Stone Age and Metal Age - Overview of Industrial Revolutions and its societal impact :

- Steam Power
- Electricity
- Electronics and Computers
- Information Technology
- Internet of Things and AI

Unit 2: **Science, Engineering and Technology** : Defining trio : Science, Engineering, and Technology - Ethical considerations in scientific and technological advancements.

Unit 3: **Importance of Research and Innovation for Human Progress** - Defining the core of Research and Innovation - Research and Innovation leading to human development: R&I Organisations - Ethical frameworks and guidelines for responsible innovation.

Block 2: Humanity and Technology

Unit 1: Sedentary settlements in Early Civilization
- Human hands and transition- food gatherers
- Fire, metals and agriculture - food producers
- Private property, state and boundaries, slaves and trade

Unit 2: Science and Reason for Human Progress
- Enlightment influencers over reason and scientific temper
- Inventions, discoveries and change in mode of production
- Factories, long distance trade and gun powder
- Colonisation and urbanisation
- Markets, nation state, and world wars

Unit 3: Knowledge Fission and New World Order
- Electronics, and changed mode of life
- Computer and shift in production patterns- information technology and Internet- disappearance of communication boundaries
- Globalisation and cross continental interdependence
- Artificial Intelligence (AI) and restatement of human engagement.

References

Arthur, W. B. (2009). The Nature of Technology: What it is and how it evolves. Simon & Schuster.

Baumann, F. (2010). Humanism and Transhumanism. *The New Atlantis*, 29, 68–84. http://www.jstor.org/stable/43152560

Berg, Maxine, and Pat Hudson. "Rehabilitating the Industrial Revolution 1." *The Economic History Review* 45, no. 1 (1992): 24-50.

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Crafts, Nicholas. "The Industrial Revolution." *The Economic History of Britain Since 1700,* 1 (1994): 1-16.

Graham, E. (2002). ―Nietzsche Gets A Modem‖: Transhumanism and the Technological Sublime. *Literature and Theology*, 16(1), 65–80. http://www.jstor.org/stable/23926848

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Mazzucato, Mariana. "Mission-oriented research & innovation in the European Union." *European Commission* 36 (2018).

Noble, Stephanie M., et al. "The Fifth Industrial Revolution: How harmonious human–machine collaboration is triggering a retail and service [r] evolution." *Journal of Retailing* 98.2 (2022): 199-208.

Paschek, Daniel, Anca Mocan, and Anca Draghici. "Industry 5.0—The expected impact of the next industrial revolution." In *Thriving on future education, industry, business, and Society, Proceedings of the Make Learn and TIIM International Conference, Piran, Slovenia*, pp. 15-17. 2019.

Stearns, Peter N. *The industrial revolution in world history*. Routledge, 2020.

Xu, M., David, J. M., & Kim, S. H. (2018). The fourth industrial revolution: Opportunities and challenges. *International journal of financial research*, *9*(2), 90-95.

<p style="text-align: center;">**Value Added Course**</p>

<p style="text-align: center;">**MAHATMA GANDHI**
SGB24HS101VC
(Number of Credits: 2)</p>

Course Outcomes:

The course will enable learners to:

- get into the biopic of Mahatma Gandhi.
- get introduced to philosophy, and the life of Gandhiji
- get familiarised with Gandhian Satyagraha, Gandhian Ahimsa, and Civil Disobedience.
- know how Gandhi emerged as a mass leader in various popular movements.

Course Outline:

BLOCK 1: EARLY YEARS OF GANDHIJI

BLOCK 2: EMERGENCE OF GANDHI AS A LEADER

Course Details:

BLOCK 1: EARLY YEARS OF GANDHIJI

Unit 1: Biographical Sketch of Gandhi

Childhood - Education - Early Marriage- Gandhi in South Africa - Return to India

Unit 2: Influences on Gandhi

Porbandar - Mother - Early education- Ancient Indian Thought - Western Education and Liberalism on Gandhian perspectives - The Apartheid and its impact

Unit 3: Experience in South Africa

Genesis of Satyagraha in South Africa - Gandhism in Making- Gandhi's encounters with apartheid

BLOCK 2: EMERGENCE OF GANDHI AS A LEADER

Unit 1: Gandhian Philosophy

Doctrine of Ahimsa (Non-violence)- Civil Disobedience - Significance of Gandhian Ideology in the National Movement

Unit 2: Gandhian Leadership and Popular Movements

Champaran Satyagraha, Ahmedabad Mill Strike - Rowlatt Satyagraha- Khilafat Movement- Non-Cooperation Movement - Civil Disobedience Movement

Unit 3: Gandhi as a Mass Leader

Trial and Imprisonment- Transformation from _Bapu' to _Mahatma' - Communalism and Partition of India- Reflections on Gandhi by contemporary thinkers

Suggested Readings:

1. Bhattacharya, Buddhadeva. *Evolution of the Political Philosophy of Gandhi.* Calcutta: Calcutta Book House, 1969.
2. Fischer, Louis. *The Life of Mahatma Gandhi*. Harper Collins, 2006.
3. Gandhi, M.K. *An Autobiography or The Story of My Experiments with Truth (Autobiography)*. Ahmedabad: Navajivan Publishing House, 2001.
4. Gandhi, Mahatma. Louis Fischer (ed.). *The Essential Gandhi: An Anthology of His Writings on His Life, Work, and Ideas*. Vintage Publisher, 1962.

Value Added Course

Democracy and Development
SGB24PS101VC
(Number of credits - 2)

Course Objectives

1. To Familiarize the evolution of the idea of Democracy.
2. To examine the types, values and principles of Democracy
3. To make aware of the making of Indian Constitution and its Salient features
4. To expose the lessons of Personal Development and Social Wellbeing.
5. To summarize the trajectory of India's survival as a seat of Democracy.

Block 1- Democracy

Unit I: Origin and Evolution of Democracy

• Evolution of democratic Ideas- Greek, Indian and British (Medieval) Experience • Modern Democracy and its features- Parliamentary and Presidential Forms • Modern Indian Democracy

• Meaning and Concept of Democracy

Unit II- Values of Democracy

• Concept of Rule of Law- Supremacy of Law and Equality before law • Constitutionalism- British Experience

• Separation of powers and Checks and Balances in India

• Human Rights

• Gender Equality

• Majoritarianism and Inclusiveness

Unit III – Indian Constitution

- Constituent Assembly and making of Indian Constitution

- Salient Features of Indian Constitution

- Recent Constitutional Developments and Amendments (Abrogation of Art 370 and Women Reservation Act)

Block 2 Development

Unit I: Ideas of Social Development

- Social Cohesion

- Social Values

- Social Integrity & Social Harmony

Unit II- Personal Development

- Personal Hygiene

- Mental Health and Stress Management

- Physical Fitness – Yoga, Sports and Games

- Happiness Index

Unit III

Development of the Nation

- Five Year Plans and the development in

    o Industry

    o Irrigation

    o Education and Health

- New Economic Policy

- NITI Ayog

Reference

1. Almond, G. A. (1996). *Political Science: The History of the. A new handbook of political science*, (75-82), 50.

2. Austin, G. (2003). *Working a Democratic Constitution: A History of the Indian Experience.* Oxford University Press.

3. Basu, D. D. (2015). *Introduction to the Constitution of India.*
LexisNexis. 4. Dahl, R. A. (2020). *On democracy*. Yale university press.

5. Erikson, E. H. (1963). *Childhood and Society.* W.W. Norton & Company. 6.
Giddens, A. (1991). *Modernity and Self-Identity: Self and Society in the Late Modern Age.* Stanford University Press.

7. Khosla, M. (2012). *The Indian Constitution*. Oxford University Press. 8.
Smith, A. R., & Johnson, K. L. (2020). . Oxford University Press.

Skill Enhancement Course

Data Analytics
SGB24CS201SE
(Number of credits: 4)

Course Objectives

1. To introduce statistical and probability concepts for data analysis.
2. To know about the life cycle of data analytics.
3. To familiarize clustering, classification and regression algorithms.
4. To choose appropriate data visualization methods for different types of data.
5. To develop basic skills in R and Weka for data analysis techniques.

Course Outline

Block 1 Mathematical Foundations of Data Analysis

Block 2 Introduction to Data Analytics

Block 3 Data Visualisation and Techniques

Block 4 Familiarisation of Data Analysis Tools

Course Details

Block 1

Mathematical Foundations of Data Analytics

Unit 1 Statistical Foundations

Mean, Median, Mode, Skewness, Range, Sample, Population, Variance, Standard Deviation, Scaling, Shifting, Correlation Coefficient, Root Mean Square Error, Outliers and Normalization

Unit 2 Probability for Exploratory Data Analysis

Introduction to Probability, Rules of Probability, Venn Diagram, Disjoint Events and Non-disjoint Events, Dependent and Independent events, Marginal Probability, Joint Probability, Bayes Theorem, Gaussian (Normal) Distribution

Block 2
Introduction to Data Analytics

Unit 1 Concepts of Data Analytics

Concept of Data, Data Usages, Types of Data, Data Preprocessing Techniques, Need for Big Data, Data Warehousing, Data Analytics Life Cycle, Analytics for Unstructured Data

Unit 2 Familiarisation of Different Algorithms for Data Analytics

Classification: Naïve Bayes Classifier, Decision Trees Classifier, Clustering: Partition Clustering- K-Means, Density Based Clustering - DBSCAN, Agglomeration Clustering, Regression: Linear Regression, Gaussian Regression, Polynomial Regression, Model evaluation techniques: Cross validation, Hyper parameter tuning

Block 3
Data Visualisation and Techniques

Unit 1 Data Visualisation Concepts

Purpose of Visualization, Challenges in Visualization, Presentation of Quantitative Data, Types of Graphs and Charts, Visualization of Geospatial Data, Numerical and Non-Numerical Data

Unit 2 Data Visualisation Methods

Data Visualization Cycle, Creating Visualizations – Charts, Graphs, Maps, KPIs, Slicers, Filters, Drill Thru, Drill Down, Custom Visuals, Publishing a Report

Block 4
Familiarisation of Data Analysis Tools

Unit 1 Introduction to Data Analysis Using R

R programs for Mathematical Operations: Vectors, Matrices, Lists and Data frames, Data Manipulation Using dplyr Package (Filtering, Grouping, Summarizing), Data Visualization in R (ggplot2), Qualitative and Quantitative Data

Unit 2 Familiarisation of Data Analytics tool – WEKA

Implementations using WEKA: Decision Tree Classifier, Naïve Bayes Classifier, K-Means Clustering, Agglomeration Clustering, Linear Regression

References:

- Agarwal, B. L. (2013). *Basic statistics.* New Age International Publishers.

- Bhat, B. R., Sri Venkata Ramana T, & Rao Madhava K. S. (1977). *Statistics: A beginners Text* Vol. 2. New Age International (P) Ltd., New Delhi.

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- James, G., Witten, D., Hastie, T., & Tibshirani, R. (2017). *An Introduction to Statistical Learning: with Applications in R.* Springer.

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Python for All
SGB24CS202SE
(Number of credits: 4)

Course Objectives

1. To learn the fundamentals of computing and programming concepts.
2. To introduce Python as a user-friendly programming language and to solve their discipline specific problems.
3. To familiarize different data structures and various libraries in Python.
4. To make them familiar with object oriented programming concepts and file handling.

Course Outline

Block 1: Introduction to programming and Fundamentals of Python

Block 2: Data Structures and Libraries in Python

Block 3: Concepts of OOPs and File Handling

Block 4: Database programming, Exception handling and Application Illustration

Course Details

Block 1

Introduction to programming and Fundamentals of Python

Unit 1: Introduction to Computing and Concepts of Programming - Data, Information and processing**,** Basic components of computer system, Computer language, Language Translators, Simple algorithms and Flowcharts, Stored program Concept, Approaches in problem solving- Top down and Bottom approach, Phases of programming,

Unit 2: Fundamentals of Python - Introduction to Python and its applications, Setting Up Python Environment - Installing Python, Using an Integrated Development Environment (IDE), Python Character set, literals, variables, data types and operators, Control Structures, Looping, Functions.

Block 2

Data Structures and Libraries in Python

Unit 1: Introduction to Data Structures - Arrays, Lists and Tuples - Creating, indexing, and manipulating lists and tuples, Dictionaries and Sets - Understanding and operations on dictionaries and sets, String manipulations in python.

Unit 2: Libraries - Introduction to libraries - Numpy: N-dimensional array, data types, array attributes, Array from existing data, Array from numerical ranges, Indexing & Slicing, joining and splitting, joining of arrays, and Array operations; Familiarisation of Pandas, Matplotlib, SciPy, Scikit-learn.

Block 3

Concepts of OOPs and File Handling

Unit 1: Concepts of object oriented programming (OOP) and File Handling - Introduction of object oriented programming - class, object, Inheritance, Encapsulation and polymorphism.

Unit 2: File handling - Concept of Files - File opening in various modes and closing of file, Reading from a file, Writing onto a file, File functions-open(), close(), read(), readline(), readlines(), write(), writelines(), tell(), seek().

Block 4

Database programming, Exception handling and Application Illustration

Unit 1 : Database programming and Exception handling - Introduction, Basics of relational databases, SQLite and other databases, Basic SQL queries, Integrating Python with databases. Introduction to Exception handling , Difference between exception and errors, try, catch, Finally.

Unit 2: Application Illustration - Build a simple calculator application that can perform basic arithmetic operations using TKinter, Develop a simple console-based chat application that allows users to send messages to each other, Create Currency converter, Random password generator, BMI calculator, number guessing game, word counter, reminder app, Electricity - water bill calculator.

References

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- Charles Dierbach, *"Introduction to Computer Science Using Python"*, 1st Edition, Wiley India Pvt Ltd. ISBN-13: 978-8126556014.

- Wesley J Chun, *"Core Python Applications Programming"*, 3rd Edition, Pearson Education

India, 2015. ISBN-13: 978-9332555365.

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- ReemaThareja, *"Python Programming using problem solving approach"*, Oxford University press, 2017. ISBN-13: 978-0199480173

- Charles R. Severance, *"Python for Everybody: Exploring Data Using Python 3"*, 1st Edition, Shroff Publishers, 2017. ISBN: 978-9352136278.

Web Resources:

https://www.python.org

https://www.w3schools.com/python

https://www.learnpython.org/

https://numpy.org

Exercise programs:

- Build a simple online code compiler where students can write, compile, and run code in various programming languages.
- Create a system that analyzes students' academic performance, identifies trends, and provides insights for improvement.
- Develop expense and savings tracker.
- Build a system to manage and organize patient records for medical students.
- Create a program that allows students to view and manipulate 3D models of mechanical components.
- Develop a tool that estimates material quantities needed for construction based on project specifications.
- Create a simulator for electrical circuits that allows students to design and test circuits virtually.
- Create a program that simulates chemical reactions and their outcomes.
- Develop a simulator that allows students to interact with and observe molecular biology processes.
- Build a simulator that allows students to simulate buying and selling stocks with real-time market data.
- Create a tool that helps students understand and practice medical diagnosis based on symptoms.
- Build a tool for analyzing and visualizing weather data for environmental studies, Use a weather API to fetch real-time weather data based on the user's location or a specified city.

SKILL ENHANCEMENT COURSE

HUMANISM AND LOGIC
SGB24UC201SE

(Number of Credits: 4)

Course Objectives

The course will enable the learners to:

- get a general awareness on the fundamentals of logic
- familiarise deductive, inductive, and abductive reasoning
- get a basic awareness on traditional and symbolic logic
- get a general idea of employing reasoning in various contexts.
- recognize and appreciate the humanistic philosophy in various Indian and western traditions

Course Outline

Block 1: Humanism

Block 2: Fundamentals of Traditional Logic

Block 3: Fundamentals of Symbolic Logic

Block 4: Basics of Reasoning

Course Details

Block 1: Humanism

Unit 1 Foundational Terms

Sradha/ Care, Katha Upanisad, Arul -Thirukkural, Jagratha, Dharmapada, Agape/ Empathetic Love, Kenosis/ Self emptying

Insaniyya / Humanity, Rahma / Mercy. Anukampa / Compassion, Anukambadasakam, Karuna: Budha. Emancipation. Ubuntu/ Fraternal Love.

Unit 2: Concepts

Ahimsa/ Nonviolence in Different Traditions, Equality, Basheer's short story: ―Oru Manushyan‖,
Guru's Human as species, Jathilakshanam & Jatinirnayam, Environmental concerns: Gandhi, Thoreau,
Deep Ecology

Block 2: Fundamentals of Traditional Logic

Unit 1: Logic: An Introduction

Definition, Proposition (Kinds of propositions, Distribution of terms), Argument (Premise,
conclusion), Logical Paradoxes (Liar's Paradox)

Unit 2: Inference

Deductive, Inductive & Abductive Reasoning- Formal and informal Fallacies –

Unit 3: Syllogism Rules & Fallacies

Block 3: Fundamentals of Symbolic Logic

Unit 1: Introduction to Symbolic Logic

Advantages of Symbolic Logic

Unit 2: Simple and Compound Statements

Conjunction, Negation, Disjunction, Implication – Exercises

Unit 3: Statement Forms: Tautology, Contingent, and Contradiction

Block 4: Basics of Reasoning

Unit 1: Types of Reasoning

Verbal and Non-Verbal Reasoning, Quantitative reasoning, Spatial reasoning, Ethical
Reasoning

Unit 2: Verbal Reasoning

Situation-Based Reasoning, Comprehension-based Exercises, Jumbled Sentence, Alphabet
Test, Seating Arrangement, Direction Test, Blood Relation, Logical Venn Diagram,
Syllogistic Exercises, Analogy

Unit 3: Non- Verbal Reasoning

Coding Decoding (Number & Alphabet), Series Test, Ranking Test, Calander, Clock Test, Completion of Incomplete Pattern, Figure Matrix, Embedded Figures

Reference

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- Dharmapada (Apramadavarga)
- The Quran (49:13, 17:70, 2:256).
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INFORMATION SECURITY

SGB24CA103MD
(Number of credits: 4)

INFORMATION SECURITY	
CO1: To Interpret the basics of Information security	
CO2: To understand the Risk, Threat and Vulnerability techniques	
CO3: To understand the Identity Management and Authentication techniques	
CO5: To understand about the Malwares and OS security	
Block I: Basic Concepts of information security	
Unit 1	Core Information Security Principles
Unit 2	CIA (Confidentiality, Integrity, Availability)
Unit 3	A Taxonomy of Cryptography and Cryptanalysis
Unit 4	Symmetric and Asymmetric key algorithms
Block II: Risk, Threat and Vulnerability	
Unit 1	Information Risk Management – Risk Acceptance, Risk Avoidance, Risk Mitigation
Unit 2	Risk Assessment: Risk Identification Techniques and Risk Analysis Methods
Unit 3	Threats and Vulnerabilities
Unit 4	Attack Vectors and their Countermeasures
Block III: Identity Management and Authentication	
Unit 1	Identity Management – Identification
Unit 2	Authorization and Access Controls
Unit 3	Authentication Methods, Passwords, Biometrics
Unit 4	Authentication Protocols, Challenge Response based authentication, Two-Factor Authentication
Block IV: Malwares and OS Security	
Unit 1	Software Flaws, Virus and Malwares
Unit 2	Operating System Security Functions
Unit 3	Trusted Operating System
Unit 4	Next Generation Secure Computing Base.

References:
- William Stallings, ‑*Cryptography and Network Security: Principles and Practice",* Fifth edition Pearson.
- Mark Stamp's Information Security: Principles and Practice by Deven N Shah, Wiley Publishers.
- Charlie Kaufman, Radia Perlman, Mike Speciner, Network Security- Private Communication in a Public World, Pearson Education
- Atul Kahate, Cryptography & Network Security, TMH, 2013

Multi-Disciplinary Course

SOCIAL ETHICS

SGB24PH101MD

(Number of credits: 4)

Course Outcomes:

By studying this course, the learner will be able to:

· understand the nature and scope of ethics and analyse major ethical theories

· apply ethical reasoning in the problems related to media, information, communication and technology

· examine social justice issues through an ethical lens, understand the ethical dimensions of social inequalities, discrimination, and exclusion, and explore ethical approaches to addressing these issues.

· recognize the ethical principles underlying democratic governance, citizenship, and civic engagement.

· apply ethical principles to promote social change

Block 1: Foundations of Ethics

Unit 1: Introduction to Ethics

· Nature and scope of ethics

· Personal ethics vs. social ethics

· Professional ethics and Environmental ethics

Unit 2: Moral Reasoning and Major Ethical Theories

· Common ethical principles: Beneficence, nonmaleficence, autonomy, and justice

· Utilitarianism, Deontology, Virtue ethics

· Cultural relativism vs. universal ethics

· Ethical pluralism

Unit 3: Social Ethics: Theory and Practice

· Social ethics as applied ethics

· Ethical considerations in social interactions.

· Case studies of the intersection of ethics and social issues

Block 2: Human Rights and Social Justice

Unit 1: Human Rights

· Historical evolution of Human Rights

· Concept of Human Rights; Right to Life, Liberty, and Security

· Universality of human rights vs. cultural relativism

· Ethical justifications for equal social, economic, and political rights

Unit 2: Equality

· Equality before the law

· Inequalities based on race, gender, caste and community

· Social and political exclusion and labour exploitation: Ethical Implications

· Social inclusion and diversity

Unit 3: Social Justice

· Overview of major theories such as Rawlsian justice, capabilities approach.

· Application of distributive justice theories to social policy and resource allocation/redistribution

· Promotion of Social Justice and equity strategies for addressing systemic injustices

Block 3: Ethics of Information and Technology

Unit 1: Ethics in Information Literacy and Media Analysis

· Ethical considerations and responsibilities in information production and dissemination

· Analysis of the political influences on information and content creation.

· Ethical challenges in communication and consumption of media content

Unit 2: Critical Analysis of Media Sources

· Detecting fake news, deep fakes and misinformation and identifying bias and propaganda

·   Media manipulation and the spread of disinformation

·   Consequences of media manipulation for public discourse and democratic processes

·   Importance of developing critical thinking skills for discerning facts from fakes

Unit 3: Ethical Considerations in Technology

·   Unequal access to technology and digital resources (Digital divide) and social inequality

·   Ethical considerations in technological innovation and development

·   Balancing technological advancement with societal well-being and ethical values

·   Ethical dilemmas in emerging technologies such as AI and biotechnology

Block 4: State, Sovereignty, and Citizenship

Unit 1: Theories of State and Sovereignty

·   Historical perspectives on the development of political entities

·   Theories regarding the emergence and evolution of the state

·   Social contract theory and its ethical justifications for political authority

·   State sovereignty versus individual rights in the modern world

·   State sovereignty, individual freedom and international norms and obligations

Unit 2: Citizenship and Civic Virtue

·   Ethical responsibilities and obligations of citizenship

·   Importance of civic education for ethical and citizenship and civic engagement

·   Obligations of citizens in upholding democratic values and principles

Unit 3: Accountability and Democracy

·   Transparency, accountability, and the rule of law as ethical principles

·   Democracy as an ethical principle

·   Ethical foundations of democratic legitimacy and governance

·   Democracy, Development, Decentralization and Governance

Unit 4: Ethics and Power

·   Impact of abuse of power and corruption on social justice.

·   Ethical considerations on public policies and governance

·   Ethical challenges in decision-making and policy formulation, including issues of justice, equity, and human rights

·   Role of ethics in combating corruption and promoting social justice.

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Mappes, T. A., & Zembaty, J. S. (2011). Social ethics: Morality and social policy. McGraw-Hill.

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Gutmann, A., & Thompson, D. (1996). Democracy and disagreement. Harvard University Press.

Beetham, D. (1991). The legitimation of power. Palgrave Macmillan.

Multi Disciplinary Course

BANKING AND INSURANCE

SGB24CM101MD

(Number of credits: 4)

OBJECTIVES
To expose the students to the changing scenario of Indian banking and Insurance.

Course Outcomes:
After the completion of the course, the learners will be able to:

1. To provide a basic knowledge about the theory and practice of banking
2. To provide a basic understanding of Insurance business.
3. To familiarize the students with the changing scenario of Indian Banking and Insurance.

COURSE OUTLINE:
BLOCK 1: BANKING BLOCK 2: BANKING REGULATION BLOCK 3: INSURANCE BLOCK 4: INSURANCE CLAIMS AND REGULATIONS

Block	Unit
Block -1: Banking	**Unit -1: Basics of banking** Bank- functions -Types - CORE bank solutions- Retail bank product and services-Mergers in banking- Central bank system- functions - Role of RBI - Commercial banks -Credit Creation
	Unit- 2: Banker and Customer Meaning and Definition- Relationship- General and Special- Different Types of Accounts- Cheque- dishonour of cheque – payment in due course – Crossing – Endorsement.
Block-2: Banking Regulation	**Unit-1: Banking Practice** Recovery of Debts due to Banks and Financial Institutions Act, 1993 (DRT Act), SARFAESI, Payment & Settlements Act, 2007, Banking Ombudsman. Basel reforms- Capital adequacy norms- NPA management
	Unit-2: Account Opening Process in Banks Account opening, filling up of forms, KYC formalities – loan application forms- necessary documents - submission of documents, verification, and account opening - smart card/debit card
Block 3: Insurance	**Unit -1: Introduction to insurance** Risk-Classification of risk-features of insurable risk- Meaning and functions of Insurance-Importance of Insurance – Principles of life insurance
	Unit -2 Types of insurance Classification of insurance business in India-Life – General - fire, accident,

	asset, medical, home, commercial travel, rural, and marine -Underwriting-meaning-procedure of life Insurance and Non-Life Insurance-Insurance Premium-Insurance documents.
Block -4: Insurance Claims and Regulations	**Unit -1: Insurance Claims** Meaning-Importance-types of claims-Procedure of settlement of Life Insurance claims and Non-Life Insurance claim
	Unit-2: Insurance Regulations Privatization of insurance industry-FDI in insurance – Bancassurance - IRDA regulations

PRACTICAL ACTIVITIES: -

1. Collect application forms for opening Account in banks and make a presentation in class.
2. Study the Internet banking and Mobile banking procedure and document it.
3. Collect cheques with different types of crossing and examine the differences.
4. Collect model Insurance Policy documents- Life/ General and identify different conditions and implications

REFERENCES

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2. Maheswari S.N. Banking Theory Law and Practice, Kalyani Publishers New Delhi.
3. Sekhar K.C. Banking Theory Law and Practice, Vikas Publishing House, New Delhi.
4. Gordon E. and Natarajan K. Banking Theory Law and Practice, Himalaya Publishing House, Mumbai.
5. Lall Nigam B.M. Banking Law and Practice, Konark Publishers Pvt. Ltd., New Delhi.
6. Radhaswamy M. Practical Banking, Sultan Chand & Sons, New Delhi.
7. O P Agarwal, Principles and practice of insurance.
8. M N Mishra, and S B Mishra: Insurance Principles and Practice, S. Chand Publishers

FOURTH SEMESTER

Major Discipline Core Course

Financial Management

SGB24BB202MC

(Number of Credits: 6)

Course Objectives:

- To introduce the basic concept of Financial Management and to provide an in-depth view of the process in financial management of the firm.
- Introducing the concept of Profit Maximisation and Wealth Maximisation.
- This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

Course Outcomes:

- To make the learners understand the fundamental financial concepts, especially time value of money, profit maximization and Wealth Maximization.
- Develop knowledge on the allocation, management and funding of financial resources.
- To show managers how to interface with accounting and finance departments, help them to understand how firms meet their financial objectives utilizing financial decision-making.
- Enhancing learners ability in dealing with short-term finance, dealing with day-to-day working capital decision; and also, longer-term dealings, which involves major capital investment decisions and raising long-term finance.
- To acquire the knowledge about dividends, its different models and its application

Course Outline

Block 1: Introduction to Financial Management

Block 2: Investment Decision

Block 3: Financing Decision

Block 4: Dividend decision

Block 5: Working capital Decision

Course Details

Block 1: Introduction to Financial Management

Unit I. Financial Management – Meaning, Definition, Nature and Scope – Financial Goals – Profit Maximisation and Wealth Maximisation - Concept of Time Value of Money, present value, future value, and annuity- Risk and Return

Unit II Finance functions – investment, financing and dividend decisions - Role of Financial Management in business.

Block 2:Investment Decision

Unit I Nature of investment decisions; investment evaluation criteria-Pay Back Period, ARR, Net Present Value, Internal Rate of Return, Profitability Index, - NPV and IRR comparison;

Unit II Capital rationing - Capital Budgeting –Nature and meaning of capital budgeting-Cash flow-Capital budgeting techniques

Block 3: **Financing Decision:**

Unit I Capital structure, NI approach, NOI approach, Traditional and MM hypotheses; .

Unit II Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings;

Unit III Leverages -Operating, financial and combined leverages.

Block 4: **Dividend decisions:**

Unit I Types of dividends- dividend models—principles of dividend policy

Unit II Legal and procedural aspects of payment of dividend.

Block 5: Working capital Decision:

Unit I Meaning, significance, and types of working capital; financing of working capital; sources of working capital

Unit II Dimensions of working capital management - Inventory, cash and receivables management - optimum credit policy; credit collection; factoring service

Unit III Regulation of Working Capital finance in India.

References

1. Chandra Bose, Fundamentals of Financial Management;PHI Learning Private Limited, New Delhi. (Module 1,2,3,4,and 5)

2. Battacharya, Hrishikas, Working Capital Management: Strategies and Techniques; New Delhi, Prentice Hall of India. (Module 3)

3. Chandra, Prasanna, Financial Management; Delhi. Tata McGraw Hill. (Module 1,2,3,4,and 5)

4. Pandey, I.M, Financial Management, New Delhi, Prentice Hall of India. (Module 1,2,3,4,and 5)

5. Khan M.Y. and Jain P.k, Financial Management; Delhi, Tata McGraw Hill. (Module 1, 2 and 3)

6. Vanhorne, J.C, Financial Management and Policy; New Delhi, Prentice Hall of India. (Module 2,and 4)

7. Ravi M kishore, Fundamentals of Financial Management (Tax man) (Module 1 and 2)

Major Discipline-Specific Electives - Marketing

Consumer Behaviour

SGB24BB201ME

(Number of Credits: 6)

Course Objectives:

- To introduce the student to consumer behaviour and its role in effective marketing.
- To familiarize the learners with the buying decision process and the factors influencing buying decisions.
- To enable learners in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

Course Outcomes

- Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- Understand the process of consumer decision making.
- Identify and explain factors which influence consumer behaviour.
- Relate internal dynamics such as personality, perception, learning, motivation and attitude to the choice's consumers make.
- Distinguish between individual consumer behaviour and industrial consumer behaviour

Course Outline

Block 1: Introduction to Consumer Behaviour

Block 2: Consumer Decision Making

Block 3: Individual Determinants of Consumer Behaviour

Block 4: Environmental Determinants of Consumer Behaviour

Block 5: Industrial Buying Behaviour

Block 1: Introduction to Consumer Behaviour

Unit I Consumer and Customer-Buyers and Users-Consumer Behaviour Meaning- Nature-Scope –Importance

Unit II Application of Consumer Behaviour in Marketing-Evolution and recent developments in the field of Consumer Behaviour.

Block 2: Consumer Decision Making

Unit I Types of Decision Process: extended, limited and routine – Buying Roles

Unit II Types of Buying Behaviour: Complex, Dissonance-reducing, habitual, variety seeking

Unit III Stages of Buying Behaviour – Post Purchase behaviour. Basic Models of Decision Making.

Block 3: Individual Determinants of Consumer Behaviour Personal Factors

Unit I Age and stages in life cycle, Occupation and financial position, life style, Personality and Self-Concept.

Unit II Psychological factors: Motivation, Perception, Learning, Beliefs and Attitude.

Block 4: Environmental Determinants of Consumer Behaviour

Unit I Culture and core values-Influence of culture, sub culture & cross culture on consumer behaviour- Social class and consumer behaviour

Unit II Family: Concept-Roles and influences on Consumer Behaviour-Reference groups and their influence on Consumers.

Block 5: Industrial Buying Behaviour

Unit I Industrial Markets - Characteristics -Factors Influencing Industrial Markets-

Unit II Participants of Industrial Buying Decisions-Stages of Industrial Buying Process

References

1. Batra, S.K. and Kazmi, S.H.H., Consumer Behavior Text and Cases, Excel Books. (All Modules)

2. Blackwell, R.D, Miniard, P.W, and Engel, J.F. Consumer Behaviour, Cengage. (All Modules)

3. Loudon, D.L. and Bitta, A.J.D. , Consumer Behavior Concepts and Applications, TMH. (All Modules)

4. Majumdar, Ramanuj. Consumer Behavior.Prentice Hall India. (All Modules)

5. Schiffman, L.G. and Kanuk, L.L. Consumer Behavior, Prentice Hall. (All Modules)

6. Solomon, Michael R. Consumer Behavior, Prentice Hall. (All Modules)

Major Discipline-Specific Electives - HR

Training and Development

SGB24BB202ME

(Number of Credits: 6)

Objectives:

1. To familiarize the learners with the concept of Training and Development.
2. To introduce learners to the training process.
3. To equip learners in designing an effective training programme.

Course Outcomes

1. Understand the concept of training and development as a performance enhancer
2. Identify the different stages in training process
3. Choose the appropriate method of training required
4. Evaluate the effectiveness of a training programme
5. Design an impressive training programme

Course Outline

Block 1: Basics of Training and Development

Block 2: Method of Training

Block 3: Training Process

Block 4: Designing and Implementing a Training Program

Block 5: Evaluation of Training Program

Block 1: Basics of Training and Development

Unit I

Training -Meaning-Definition-Importance for Training- Development-Importance of Development Difference between Training and Development-

Unit II

Career planning - Assessment and development centres – Succession planning - Determinants to improve effectiveness of training – Future of Management training.

Block 2: Methods of Training

Unit I

On-the-Job training –, Advantages and Disadvantages – Methods of On-the-Job Training - job instruction training, coaching, job rotation, Job enlargement, syndicate method.

Unit II

Off the Job training–Advantages and Disadvantages – Methods of Off-the-Job training-Knowledge based methods, Simulation Methods, Experiential Methods - factors influencing selection of Training Methods

Block 3: Training Process

Unit I

Steps in Training, Identification of Job Competencies-Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis)-

Unit II

Assessment of Training Needs-Methods and Process of Needs Assessment.

Block 4: Designing and Implementing a Training Program

Unit I

Steps in designing an effective training Programme - Training Programme Framework Development, Need Assessment, Learning Objectives, Learning Styles, Delivery Mode, Budget, Delivery style, Audience, Content Development, Timeliness, Communication, Feedback.

Unit II

Methods and Techniques of designing Training Programmes - Determinants in designing good training programme.

Block 5: Evaluation of Training Program

Unit I

Evaluation of Training Program: Measuring Effectiveness of Training, Stages of evaluation

Unit II

Models of Evaluation - Kirkpatrick Model, CIRO Model, Cost-Benefit Analysis.

References

1. Aswathappa, K. Human Resource to Personnel Management, Tata McGrawHill (All modules)

2. Gary Dazzler, Human Resource Management, Pearson Education (All modules)

3. Mamoria C.B and Mamoria S., Personnel Management, Himalaya Publishing Company (All modules)

4. Noe, R.A., Employee Training & Development. McGraw-Hill (All modules)

Major Discipline-Specific Electives - Logistics

Materials and Warehouse Management

SGB24BB203ME

(Number of Credits: 6)

Course Objectives:
- To get a thorough knowledge of Materials Management function in logistics operations.
- To understand details on inventory functions in logistic Management
- To understand the necessity of a warehousing
- To give necessary information on facility layout and material handling

Course Outcomes:
- Getting acquainted with Material Management functions in logistics Management
- Practicing inventory Management function in logistic operations
- Knowing the importance of Warehousing
- Managerial Skills in Warehouse Operations
- Having a very good understanding of facilities Management in Warehousing

Course Outline:
Block 1: Introduction to Materials Management
Block 2: Inventory Management
Block 3: Warehousing
Block 4: Warehouse Operations
Block 5: Facilities Management

Course Details

Block 1: Introduction to Materials Management

Unit 1: Fundamentals of Materials Management

Objectives of materials management; Significance and key functions of materials management; Materials classification and its techniques; codification.

Unit 2: Strategic Sourcing, Supplier Management, and Contracting

Strategic sourcing procedures and policies; Integrated supply management (ISM); Supplier management and development; Elements of contracts and non-traditional contracting; IT system contracts in materials management.

Block 2: Inventory Management

Unit 1: An Overview of Inventory Management

Overview of inventory management; Types of inventory and their characteristics; Reasons for holding inventory and its importance in decision-making; Inventory management policies and strategies; LIFO, FIFO

Unit 2: Inventory Costs

Inventory costs; Types of Inventory Costs - Ordering/Replenishment Costs, Holding/Carrying Costs; Cost-Volume Analysis; Break-even analysis; Economic Ordering Quantity; Inventory Cost Reduction Strategies;

Unit 3: Inventory Control Methods

Reactive inventory control methods; Planning-based inventory control methods; Collaborative inventory replenishment methods; Techniques for optimizing Inventory Levels – ABC, VED etc.

Block 3: Warehousing Fundamentals

Unit 1: Introduction to Warehousing

Need for warehousing and its functions; Importance of warehousing in supply chain management; Types of warehouses and their characteristics; Customer groups and ownership in warehousing; Material flow and storage systems in warehouses; Units of handling and store-keeping units (SKUs).

Unit 2: Warehouse Management Systems and Automation

Warehouse management systems (WMS): features, implementation, and benefits; Automation in warehousing: dedicated vs. shared processing; Economic benefits of consolidation, break-bulk, and sorting operations

Block 4: Warehouse Operations and Efficiency

Unit 1: Inbound, Outbound, and Order Picking Operations

Inbound and outbound operations in warehouses; Order-picking processes and methods; Storage systems for efficient order-picking.

Unit 2: Warehouse Efficiency and Improvement Techniques

Measuring warehouse efficiency and productivity; Techniques for improving warehouse efficiency; Workforce design and development for warehouse operations

Unit 3: Warehouse Safety and Hazardous Material Handling

Warehouse safety rules and procedures; Identification and handling of hazardous cargo; Personal protective equipment (PPE) and its use in warehouses

Block 5: Facilities Management and Layout

Unit 1: Warehouse Location Selection and Site Analysis

Factors influencing warehouse location selection; Macro-level analysis for warehouse site selection; Computer-based models for warehouse location selection.

Unit 2: Warehouse Layout, Equipment, and Material Handling Systems

Principles of warehouse layout design; Material storage equipment and systems; Material handling system design and analysis

Unit 3: Automated Storage and Retrieval Systems (AS/RS) and Emerging Technologies

Automated storage and retrieval systems (AS/RS); Stock-to-picker systems and emerging technologies; Material handling technologies in warehousing.

References

- J.R. Tony Arnold, Stephen N Chapman & Lloyd M. Clive, (2011). *Introduction to*
- *Materials Management*. Pearson Education
- N. Chandrasekaran, (2012). *Supply Chain Management. Process, System and Practice*.
- New Delhi: Oxford University Press.
- Donald J Bowersox, David J Closs& M. Bixby Cooper. (2017). *Supply Chain Logistics*
- *Management*. Chennai: McGraw Hill Education (India) Pvt Ltd.
- N. Chandrasekaran, (2012). *Supply Chain Management. Process, System and Practice*.
- New Delhi: Oxford University Press.
- B. Chandrabose, Inventory *Management,* PHI Learning Pvt. Ltd, New Delhi.
- Donald J Bowersox, David J Closs& M. Bixby Cooper. (2017). *Supply Chain Logistics*
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- Gwynne Richards. (2017). *Warehouse Management*. Kogan Page
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- Ronald H. Ballou& Samir K. Srivastava. (2009). *Business Logistics/Supply Chain*

Modern Indian Language (Hindi)
SGB24HD102A
हिंदी गद्य साहित्य और संरचना
(Hindi Gadya Sahitya Aur Samrachana)
(Number of credits: 4)

पाठ्यक्रम उद्देश्य (Objectives):

छात्रों को हिन्दी साहित्य के विभिन्न गद्य रूपों से परिचित कराना। छात्रों को महत्वपूर्ण विचारों और मूल्यों की पहचान देना और ऐसी रचनाओं के विश्लेषण, व्याख्या और वर्णन करने में सक्षम बनाना।

पाठ्यक्रम परिणाम (Course Outcomes)

Co -1: गद्य के उद्भव और विकास ,गद्य के विभिन्न प्रकार आदि से परिचय पाना और इनकी विशेषताओं का गहन ज्ञान प्राप्त करना ।

Co -2: गद्य के विभिन्न तत्वों का विश्लेषण करें और छात्रों को महत्वपूर्ण सोच और रचनात्मक कौशल से समृद्ध करें। नाटकों के आस्वादन और उसकी आलोचना करने की क्षमता हासिल करना और एकांकी के बुनियादी तत्व हासिल करना, प्रख्यात नाटककारों के रचनाओं से परिचय पाना ।

Co-3: हिन्दी कथा साहित्य की विशेषताओं का गहन ज्ञान प्राप्त करना और इसकी पारदर्शी चित्र प्राप्त करने में सक्षम होना। हिन्दी कथा साहित्य की उत्पत्ति और विकास और इसके विभिन्न रूपों से परिचय पाना । प्रतिनिधि लेखकों की मुख्य रचनाओं का परिचय करना, एवं उनके शिल्प को समझना, प्रमुख कहानियों का विश्लेषण करना और प्रमुख लेखकों के योगदान का मूल्यांकन करना ।

Co -4: छात्रों को उचित शब्दावली के प्रयोग में सक्षम बनाना, बेहतर अभ्यास विकसित करना, हिन्दी भाषा में बेहतर संचार और लेखन कौशल विकसित करना ।

पाठ्यक्रम रूपरेखा (Course Outline):

ब्लॉक : 1 गद्य का उदभव और विकास

ब्लॉक : 2 विविध गद्य रूपों का परिचय

ब्लॉक : 3 हिन्दी कहानी का सामान्य परिचय

ब्लॉक : 4 संरचनात्मक व्याकरण

ब्लॉक : 1 गद्य का उदभव और विकास

इकाई 1: गद्य के प्रकार

इकाई 2: निबंध, जीवनी, आत्मकथा, यात्रावृत्त, सामान्य निबंध

इकाई 3: संस्मरण-रेखाचित्र, एकांकी, व्यंग्य आदि

ब्लॉक : 2 विविध गद्य रूपों का परिचय

इकाई 1:ईदगाह - प्रेमचंद (कहानी)

इकाई 2: सदाचार का तावीज़ - हरिशंकर परसाई (व्यंग्य)

इकाई 3: रज़िया – रामवृक्ष बेनीपुरी (रेखाचित्र)

ब्लॉक : 3 हिन्दी कहानी का सामान्य परिचय

इकाई 1: हिन्दी कहानी का विकास

इकाई 2: हिन्दी के प्रमुख कहानीकार

इकाई 3: प्रेमचंद, प्रसाद, जैनेंद्र, अज्ञेय और उषा प्रियंवदा का योगदान

इकाई 4: वापसी - उषा प्रियंवदा

ब्लॉक : 4 संरचनात्मक व्याकरण

इकाई 1: शब्द-विचार

इकाई 2: संज्ञा, लिंग, वचन, कारक, सर्वनाम, विशेषण

इकाई 3: क्रिया, क्रिया विशेषण, संबंधबोधक, समुच्चय बोधक, विस्मयादी बोधक और काल

 इकाई 4: व्याकरण के व्यावहारिक प्रयोग,शुद्ध कीजिए, अभ्यासार्थ अनुच्छेद

सन्दर्भ ग्रंथ सूची

1. हिंदी साहित्य का इतिहास | नागेन्द्र , डॉ हरदयाल |
2. हिंदी साहित्य का इतिहास | रामचंद्र शुक्ल
3. स्वातंत्रयोत्तर हिंदी कहानी : सं .कमलेश्वर ।
4. हिंदी कथा साहित्य एक दृष्टि : सत्यकेतु सांस्कृत ।
5. हिंदी का गद्य साहित्य : डॉ. रामचन्द्र तिवारी ।
6. परिष्कृत हिंदी व्याकरण : बद्रिनाथ कपूर ।

गद्यं नाटकं च
(Gadyam Natakam Cha)
(Number of credits: 4)

लक्ष्यम् (Course Objectives)

संस्कृतमण्डले गद्यकाव्यानां सामान्यपरिचयः ।

उद्देश्यानि (Course Outcomes)

1.पञ्चतन्त्राध्ययनेन पशुपक्षिकथापरिचयः, मूल्यबोधनञ्च ।
2.नाट्यशास्त्रस्य नाट्यप्रयोगस्य च सामान्यपरिचयः ।
3.नाटकादिदशरूपकाणां सामान्यज्ञानम् ।
4.प्राचीनसंस्कृतकथासमग्रज्ञानम्।
5.भासकवेः नाट्यप्रयोगपरिज्ञानम् ।

Course Details
प्रथमखण्ड: - कथासाहित्यमधिकृत्य सामान्यज्ञानम्।
        1. 1. कथासाहित्यम् ।
1. 2. पञ्चतन्त्रकथा: ।
1.3. चन्द्रभूपतिकथा।
 द्वितीयखण्ड: - अपरीक्षितकारकाद् उद्धृताः कथाः।
2.1. मूर्खब्राह्मणकथा।
2. 2. भारुण्डपक्षिकथा ।
2. 3. मत्स्यमण्डूककथा ।
तृतीयखण्ड: - नाटकसाहित्याविर्भावः, विकासः, सांकेतिकपदानि, रूपकविभागाः इत्येतेषां सामान्यावगमनम्।
3. 1. रूपकविभागाः ।
3. 2. नाटकसाहित्यं विकासश्च।
3. 3. भासनाटकचक्रम्।
3. 4. नाटकान्तं कवित्वम्।
 चतुर्थखण्ड: - भासस्य मध्यमव्यायोगस्य सविशेषाध्ययनम् ।
4. 1. व्यायोगस्य सविशेषता।
4. 2. घटोत्कचप्रवेशः।
4. 3. मध्यमस्य रंगप्रवेश: ।
4. 4. भीम - हिटिम्बीसमागमः।
 आधारग्रन्थाः Reference
1. पञ्चतन्त्रम् – विष्णुशर्मा।
2.मध्यमव्यायोगः – भासः।
सहायकग्रन्थाः
1. A Short History of Sanskrit literature - T.K Ramacandra Iyer, R.S Vadyar & Sons, Kalpathy
2. Pancatantra of Vishusarma, Chowkhambha Sanskrit series,Varanasi.
3. Sanskrit Drama- A.B. Keith
4. A History of Sanskrit Literature-A.A. Macdonel, Motilal banarsidas,Delhi
5. Indian Kavya Literature, Vol II, Motilal Banarsidas, Delhi.
6. Madhyamavyayoga of Bhasa with English translation -T.K Ramacandra Iyer, Vadyar & Sons
    Kalpthy.
 अन्तर्जालसहायकसामग्रयः
1.भासनाटकरङ्गावतरणम्- यूट्यूब्

ABILITY ENHANCEMENT COURSE
SGB24AR102AC
FUNCTIONAL ARABIC
(Number of credits: 4)

Course Objectives

1. The student can communicate in Arabic in various situations
2. The student can express thoughts in oral and written form through simple sentences in   Arabic.
3. The student can read and understand literary texts in Arabic
4. The student can analyze the literary texts in the light of theories of Arabic Grammar
5. The student can assimilate humanistic and moral values in his life

Course Outcome

At the end of the course students will be able to,

1. Communicate in Arabic in various situations
2. Express thoughts in oral and written form through simple sentences in Arabic.
3. Read and understand literary texts in Arabic
4. Analyze the literary texts in the light of theories of Arabic Grammar
5. Assimilate humanistic and moral values in his life

COURSE DETAILS

BLOCK 1: رمضان مبارك

UNIT 1   رمضان مبارك

UNIT 2   رمضان شهر الصوم

UNIT 3   هل قضيت إجازة سعيدة

UNIT 4   قضاء وقت الفراغ

UNIT 5   مسابقة في المعلومات

BLOCK 2: ما رأيك في الواجب المنزلي؟

UNIT 1	ما رأيك في الواجب المنزلي؟
UNIT 2	الحفل التمثيلي
UNIT 3	صلاح الدين
UNIT 4	الوقوف في عرفات
UNIT 5	جولة في المملكة العربية السعودية

BLOCK 3: سعاد توفر

UNIT 1	سعاد توفر
UNIT 2	اليوم الرياضي
UNIT 3	هل تفكر في مستقبلك؟
UNIT 4	رحلة إلى المنطقة الشرقية
UNIT 5	في معرض الفنّ الإسلامي

BLOCK 4: ما رأيك في مصروف الجيب؟

UNIT 1	ما رأيك في مصروف الجيب؟
UNIT 2	اسأل وابحث
UNIT 3	عيد الأضحى
UNIT 4	الكلمات المتقاطعة
UNIT 5	من بيوت الله

∗ **All contents in the blocks are taken from the Book 'Al Arabiyya Li N-naashieen', Book of Students, Part 3, Published by Education Ministry, Kingdom of Saudi Arabia.**

References:

1.   A. M. Ashiurakis, (2003), Spoken Arabic self-taught, Islamic Book Service

2.   Ali, Sayed, (2003), Let's converse in Arabic, New Delhi: UBS publishers

3. Ali, Sayed, Teach Yourself Arabic, Kazi Publishers

4. Faynan, Rafi 'el Imad, (1998), The Essential Arabic, New Delhi: Good word Books

5. Hashim, Abul, (1997), Arabic made easy, New Delhi: Kitab Bhavan

6. Humisa, Michael, (2004), Introducing Arabic, New Delhi: Good word Books

7. Linguaphone Arabic Course, 2000, London: Linguaphone Institute

8. Mohiyeedin, Veeran, (2005), Arabic Speaking Course, Calicut: Al Huda Books

9. Rahman, S.A., (2003), Let's speak Arabic, New Delhi: Good word Books

10. Rapidex English Speaking Course in Arabic, New Delhi: Pustak Mahal

ABILITY ENHANCEMENT COMPULSORY COURSE
MIL

മലയാളസാഹിത്യം
കവിത-കഥ-ഉപന്യാസം-നോവൽ
(Malayalasahithyam: Kavitha- Kadha- Upanyasam-Novel)
SGB24ML102AC
(Number of credits-4)

Objectives

1. കവിത, കഥ, ഉപന്യാസം, നോവൽ എന്നീ സാഹിത്യ രൂപങ്ങളെ പരിചയപ്പെടുക
2. പ്രമേയത്തിലും കലാതന്ത്രത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുക
3. ആധുനിക കാലം മുതൽ വർത്തമാനകാലം വരെയുള്ള സാഹിത്യത്തെ പരിചയപ്പെടുക
4. സാഹിത്യ രൂപം എന്ന നിലയിൽ കഥ, കവിത, ഉപന്യാസം, നോവൽ എന്നിവയുടെ ചരിത്രത്തെ വിമർശനാത്മകമായി സമീപിക്കുക

Course Outcomes

1. നവോത്ഥാനകാല കാഥികരുടെ കാലം മുതൽ വർത്തമാനകാലം വരെയുള്ള കഥകളുടെ ചരിത്രത്തെ പരിചയപ്പെടുന്നു
2. പ്രമേയത്തിലും കലാതന്ത്രത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുന്നു
3. ഉപന്യാസ സാഹിത്യത്തിന്റെ വൈവിധ്യം തിരിച്ചറിയുകയും പ്രതിപാദനരീതി പരിചയിക്കുകയും ചെയ്യുന്നു
4. മലയാള നോവലിന്റെ ചരിത്രവും പരിണാമവും മനസ്സിലാക്കുന്നു

COURSE DETAILS

ബ്ലോക്ക് -1: കവിത ആധുനികം

ആധുനികതയുടെകാലം മുതൽ വർത്തമാന കാലം വരെയുള്ള മലയാള കവിതാ സാഹിത്യത്തെ പരിചയപ്പെടുക മലയാളകവിതയുടെ

പ്രമേയത്തിലും കലാതന്ത്രത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുക.

വിശദപഠനം
1. വിഷുക്കണി- വൈലോപ്പിള്ളി ശ്രീധരമേനോൻ
2. എനിക്കു മരണമില്ല- വയലാർ രാമവർമ്മ
3. അമ്പലമണി- സുഗതകുമാരി
4. നാടെവിടെ മക്കളേ - അയ്യപ്പപണിക്കർ
5. ആൾമറ - റഫീക്ക് അഹമ്മദ്
6. ഇൻസ്റ്റലേഷൻ - വീരാൻകുട്ടി

ബ്ലോക്ക് - 2 : നവോത്ഥാനകഥകൾ

നവോത്ഥാനകാല കാഥികരുടെ കഥകളുമായി പരിചയം നേടുക, അവ ആ കാലഘട്ടത്തിന്റെ അടയാളപ്പെടുത്തലുകളാണ് എന്ന് മനസ്സിലാക്കുക. പ്രമേയത്തിലും കലാതന്ത്രത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനം ആധുനിക കഥകളിൽ നിന്നു മനസിലാക്കുക.

വിശദപഠനം
1. ജന്മദിനം - വൈക്കം മുഹമ്മദ് ബഷീർ
2. വെള്ളപ്പൊക്കത്തിൽ - തകഴി ശിവശങ്കരപിള്ള
3. കോലാട് - മാധവിക്കുട്ടി
4. പാപത്തറ - സാറാ ജോസഫ്
5. ദൽഹി 1981 – എം. മുകുന്ദൻ
6. റെയിൽപ്പാളത്തിലിരുന്ന് ഒരു കുടുംബം ധ്യാനിക്കുന്നു - യു. കെ. കുമാരൻ

ബ്ലോക്ക് -3 : ഉപന്യാസം

ഉപന്യാസസാഹിത്യത്തിന്റെ വൈവിധ്യം തിരിച്ചറിയുകയും പ്രതിപാദനരീതി പരിചയിക്കുകയും ചെയ്യുക.ആശയാവതരണം ഗ്രഹിക്കുക.

വിശദപഠനം
1. സത്യവും സൗന്ദര്യം - കുട്ടികൃഷ്ണമാരാർ (സാഹിത്യവിദ്യ)
2. കാളിദാസനും കാലത്തിന്റെ ദാസൻ - ജോസഫ് മുണ്ടശ്ശേരി
3. ആദർശമാനവികതയുടെ സംഗീതം - കെ. പി. അപ്പൻ (ചരിത്രത്തെ അഗാധമാക്കിയ ഗുരു)
4. സാമന്തസാഹിത്യം - വി. സി. ശ്രീജൻ

ബ്ലോക്ക് -4 : ആധുനിക നോവൽ

വിശദപഠനം

1. എ മൈനസ് ബി- കോവിലൻ
2. കൊച്ചരേത്തി- നാരായൻ

സഹായകരചനകൾ.

1. ഡോ. എം. ലീലാവതി, മലയാളകവിതാസാഹിത്യചരിത്രം, കേരള സാഹിത്യ അക്കാദമി, തൃശ്ശൂർ
2. എം. അച്യുതൻ, ചെറുകഥ ഇന്നലെ ഇന്ന്, ഡി സി.ബുക്ക്, കോട്ടയം
3. സുകുമാർ അഴീക്കോട്, മലയാള സാഹിത്യ വിമർശനം, ഡി സി.ബുക്ക്, കോട്ടയം
4. കെ. എം. തരകൻ, മലയാള നോവൽ സാഹിത്യം, കേരള സാഹിത്യ അക്കാദമി, തൃശ്ശൂർ
5. ഡോ.എം.ലീലാവതി, വർണ്ണരാജി, എൻ.ബി.എസ്. കോട്ടയം
6. ഡോ.കെ.എം. ജോർജ് ,ആധുനിക സാഹിത്യ ചരിത്രം പ്രസ്ഥാനങ്ങളിലൂടെ, ഡി സി ബുക്ക് , കോട്ടയം
7. കെ.പി. അപ്പൻ, മാറുന്ന മലയാള നോവൽ, ഡി സി.ബുക്ക് ,കോട്ടയം
8. ഡോ. ഷാജി ജേക്കബ്, ആധുനികാനന്തര മലയാള നോവൽ, വിപണി, കല, പ്രത്യയ ശാസ്ത്രം, കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം
9. ഡോ.എം.എം.ബഷീർ, മലയാളചെറുകഥാസാഹിത്യചരിത്രം, കേരള സാഹിത്യ അക്കാദമി, തൃശ്ശൂർ
10. .പി.കെ.രാജശേഖരൻ, അന്ധനായ ദൈവം, ഡി സി.ബുക്ക് ,കോട്ടയം
11. പന്മന രാമചന്ദ്രൻ നായർ എഡി., മലയാള സാഹിത്യനിരൂപണം ഡിസി.ബുക്ക്, കോട്ടയം.
12. വി. രാജകൃഷ്ണൻ, ചെറുകഥയുടെ ഛന്ദസ്സ്, ഡി സി ബുക്ക് ,കോട്ടയം
13. പി. കെ. രാജശേഖരൻ,കഥാന്തരങ്ങൾ, മാതൃഭൂമി ബുക്ക് , കോഴിക്കോട്
14. എം. എൻ. വിജയൻ , കവിതയും മനശാസ്ത്രവും, ഡി സി.ബുക്ക്,കോട്ടയം

Value Added Course

Indian Knowledge System
SGB24UC101VC
(Number of Credits: 2)

Course Objectives

The course aims to provide learners with a comprehensive understanding of ancient Indian knowledge systems, encompassing philosophical, scientific, and cultural foundations. By exploring these systems, learners will gain insights into their enduring influence on contemporary thought and practices globally.

Course Outcomes

The course enables the learners to:

- Expose to the philosophical, scientific, and cultural foundations of ancient Indian civilization.
- Familiarise learner with the relevance of the Indian knowledge system in contemporary society.

Course Outline:

Block 1 - Development of Ancient Knowledge
Block 2 - Ancient Indian Knowledge

Course Details:

Block 1 - Development of Ancient Knowledge

Unit 1. Development of Knowledge Systems

An overview of Indian Knowledge System- its importance - vedas and vedangas - ancient education system - Tirukkural

Unit 2 Ancient Indian Philosophy and literature

Six systems of philosophy - Nyaya, Vaisheshika, Samkhya, Yoga, Mimamsa, Vedanta-Jain, Buddhist, Ajivika, Ajnana, and Charvaka

Unit 3 - Language and Art

Sanskrit Ithihasa - Panini's work on grammar - Prakrit - Mural Paintings -Sculptures- Gandhara School of Art-Mughal Art- Music

Block 2 - Ancient Indian Knowledge

Unit1- Astronomy and Mathematics

Astronomy - Ancient Astronomers - Planetary System-Mathematics- Arithmetic- Algebra- Geometry - Trigonometry - Discovery of zero- Concept of Pi- Indian Numeric System

Unit 2 - Engineering and Architecture

Harappan Civilisation-Architecture-Town Planning - Pottery- Metallurgy- Irrigation and Agriculture - Temples and Stupas -Medieval Developments

Unit 3 - Life and Health

Concept of matter and life - Flora and Fauna-Medicine -Ayurveda-Susrusta Samhita- Charaka-Unani-Siddha-Yoga

Suggested Readings

1. Bridget & Raymond Allchin. *The Rise of Civilization in India and Pakistan.* CUP,

1982.

2. A.L. Basham. *The Wonder that was India.* OUP, 1953.

3. A.L. Basham (ed.). *Cultural History of India.* OUP, India, 1975.

4. Bina Gupta. *An Introduction to Indian Philosophy: Perspectives on Reality, Knowledge, and Freedom.* Routledge, 2012.

5. Eliot Deutsch and Rohit Dalvi. *The Essential Vedanta: A New Source Book of Advaita Vedanta.* World Wisdom, 2004.

6. Ganeri, Jonardon. *The Lost Age of Reason: Philosophy in Early Modern India 1450-1700.* Oxford University Press, 2011.

7. Gier, Nicholas F. *The Virtue of Nonviolence: From Gautama to Gandhi.* SUNY Press, 2004.

8. Gopinath, P. *Buddhist Logic and Epistemology: Studies in the Buddhist Analysis of Inference and Language.* Studies of Classical India, vol. 10, Springer, 2012.

9. Halbfass, Wilhelm. *India and Europe: An Essay in Understanding.* SUNY Press, 1988.

10. D. D. Kosambi. *An Introduction to the Study of Indian History.* Popular Books Depot, Mumbai, 1956.

11. D. D. Kosambi. *The Culture and Civilization in Ancient India: A Historical Outline.* Routledge and K. Paul London, 1965.

12. Matilal, Bimal Krishna. *Perception: An Essay on Classical Indian Theories of Knowledge.* Oxford University Press, 1986.

13. McDermott, James P. (editor). *The Philosophy of Mahatma Gandhi for the Twenty-First Century.* Lexington Books, 2008.
14. P. T. Raju. *The Philosophical Traditions of India.* Motilal Banarsidass Publishers, 2004.
15. Siderits, Mark. *Buddhism as Philosophy: An Introduction.* Ashgate Publishing, 2007.

VALUE ADDED COURSE

ENVIRONMENT, CLIMATE CHANGE AND SUSTAINABLE DEVELOPMENT
SGB24UC102VC
(Number of credits: 2)

Course Objectives

1. To familiarise the meaning and scope of environmental studies, climate and weather.

2. To examine the major threats to natural resources such as forests, water, land, and minerals.

3. To inculcate the need for responsible utilization and conservation of resources that does not endanger future generations.

4. To examine social movements and initiatives aimed at environmental protection.

5. To familiarise with UN Sustainable Development Goals (SDGs) and International resolutions on climate change.

Course Outcomes

1. Learner will be acquainted with environmental studies and the topics it encompasses such as climate patterns and weather conditions. They will also gain familiarity with the meaning, scope, and focus of the field of environmental studies.

2. Learner will be able to identify the major hazards and challenges faced by the natural resources including forests, water sources, land, and minerals that provide us vital environment services. They will also acquire the ability to recognize threats endangering these important resources.

3. Learner will become aware of the need for accountable and sustainable utilization and protection of resources so that the availability of these resources is not depleted for future generations. They will comprehend the importance of responsible use that does not endanger intergenerational resource access.

4. Learner will obtain knowledge allowing them to critically analyse social movements and initiatives that are aimed at safeguarding the environment. They will also be able to discuss the impacts of the efforts by groups to promote ecological conservation through organized endeavours and campaigns.

5. Learner will demonstrate understanding of UN Sustainable Development Goals related to the environment and climate change as well as major international agreements and resolutions designed to address climate change issues.

Course Outline

Block 1: Environment and Natural Resources

Block 2: Social Issues and Sustainable Development

<u>**Course Details**</u>

Block 1

Environment and Natural Resources

Unit 1: Environment

Definition, scope, and multidisciplinary nature of environmental studies, Concepts of climate and weather.

Unit 2: Renewable and non-renewable resources

Definition and classification of renewable and non-renewable resources with examples - Solar, Wind, Hydropower, Bioenergy, Tidal, Geothermal, Nuclear, Hydrogen and Ocean energy.

Unit 3: Major Threats to the Natural Resources

Threats to Forest Resource: Over-exploitation, timber extraction, deforestation, mining in forest areas, dams and their effects on forest ecosystems, resettlement of people.

Threats to Water Resource: Overexploitation of surface and groundwater, water pollution, water logging, floods and drought.

*Threats to Land and Mineral Resources***:** Land degradation, man induced landslides, soil erosion and desertification; Minerals - Use and exploitation, environmental effects of extracting mineral resources.

Block 2

Environmental Mitigation and Sustainable Development

Unit 1: Solutions to the Contemporary Environmental Threats

Conservation strategies for Forest Resource - Reforestation, Afforestation, Social forestry, and agroforestry.

Conservation and management of water resources – Treatment and reuse of wastewater, rainwater harvesting and groundwater recharging, watershed management, Coastal Regulation Zone.

Segregation and Management of Solid Waste - Concepts of sanitary disposal of solid waste, Basic awareness on plastics and microplastics in environment; e-waste management, zero waste concept; Reduce, Reuse and Recycle (3RS).

Unit 2: Movements for Protection of Environment

History of environmental movements in India - Chipko movement, Narmada Bachao Andolan; Current environment conservation activities - Swachh Bharat Abhiyan, Haritha Keralam Mission, Role of eco-club, nature club.

Unit 3: UN Sustainable Development Goals

Definition and concept; overview and listing of 17 sustainable development goals (SDGs); International agreements, Ozone Layer protection, Green House Effect and solution to Global Warming, resolutions and treaties on climate change – G20 Summit, UNFCCC, Kyoto Protocol, Montreal Protocol, Paris Agreement, Copenhagen Accord.

References

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Agarwal,S.K. 2005. *Green Management*, APH Publishing corporation, New Delhi. Barceló, Damià, Kostianoy, Andrey, G., 2020.*The Handbook of Environmental Chemistry*, Book series. Springer (Pub).

Bharucha Erach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd.,Ahmedabad –380 013, India.

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Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, *Environmental Encyclopedia*, Jaico Publ. House, Mumabai, 1196p

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Divan, Sand Rosencranz.A. 2001. *Environmental Law and Policy in India*. Oxford University Press, New Delhi.

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Heywood, V.H & Waston, R.T. 1995. *Global Biodiversity Assessment*. Cambridge Univ.Press. 1140p.

Jadhav, H & Bhosale, V.M. 1995. *Environmental Protection and Laws*. Himalaya Pub. House, Delhi 284 p.

Mckinney, M.L. & School, R.M. 1996. *Environmental Science Systems & Solutions*, Web enhanced edition. 639p.

Odum, E.P. 1971. *Fundamentals of Ecology*. W.B. Saunders Co. USA, 574p. Poonia and Sharma, 2018. Environmental Engineering, Khanna Books, ISBN: 9789386173577, 9386173573

Prashant K. Srivastava, Sudhir Kumar Singh, U. C. Mohanty, Tad Murty, 2020. *Techniques for Disaster Risk Management and Mitigation*. Wiley. P 352. ISBN: 978-1- 119-35919-7.

Sharma B.K., 2001. *Environmental Chemistry*. Geol Publ. House, Meerut. Townsend C., Harper J, and Michael Begon, *Essentials of Ecology*, Blackwell Science. Trivedi R.K., *Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards*, Vol I and II, Enviro Media (R).

Wanger K.D., 1998. *Environmental Management*. W.B. Saunders Co. Philadelphia, USA. 499

Skill Enhancement Course (SE)

IT for Business

SGB24BB201SE

(Number of Credits: 4)

Course Objectives:

1) To introduce various concepts, definition, importance, components and functions of Information and Communication Technology among the learners.
2) To get basic knowledge on internet and its uses among the learners and also the advantages and disadvantages of the internet.
3) To make available the basic awareness on the application of ICT in Business and Management.
4) Intents to provide a familiarity to the learners on E-Business, E-Marketing, E - Procurement, E-Auction, M-Commerce and other emerging technologies.

Course Outcomes:

1) The learners can understand the fundamental concept, meaning, definition, importance, components and various functions of Information and Communication Technology.
2) The learners are able to obtain the important basic information about the evolution of internet, internet protocols, searching the web etc.
3) The learner will be aware about various application of ICT in Business and Management. They also become aware about various modern tools applied for decision making.
4) To become possible to develop a knowledge base with respect to E-Business, E-Marketing, E -procurement, E-auction etc.

Course Outline:

Block 1: Introduction to Information Technology in Business

Block 2: Information and Communication Technology (ICT)

Block 3: Application of ICT in Business and Management

Block 4: M-Commerce and other Emerging Technologies

Block 1: Introduction to Information Technology in Business

Unit1: Overview of IT and Business

Information Technology – Meaning - Definition, Importance of IT in Business – Database – Database Management System – Data Warehousing - Data vs. Information – Information Technology in different functions of Business

Unit 2: Types of Information Systems

Types of Information system – Transaction processing system (TPS), Management information system (MIS), Decision support system (DSS), Knowledge management system (KMS)

Block 2: Information and Communication Technology (ICT)

Unit 1: Introduction to Information and Communication:

Information and Communication Technology (ICT): Meaning -definition - importance and functions of ICT - components of ICT. Computer Networks - meaning and types - Network Topology.

Unit 2: Role of Internet:

Internet: evolution of internet - Internet Protocols - Search Engine - Web browser - Electronic mail- Role of internet in the contemporary business world. Wireless communication technology

Block 3: Application of ICT in Business and Management:

Unit 1: Introduction to E-business and E-Commerce

E-business: Meaning - Definition - Components of e-business - steps in building an e-business - E-Commerce - E-Commerce Models - Internet marketing

Unit 2: Other Applications of ICT

Electronic Payment System (EPS)-Internet Banking -Mobile Banking – Other Types of EPS - Office Automation, Virtual office, Enterprise Resource Planning (ERP) - Legal and ethical issues in cyber world (Basic awareness only)

Block 4: Emerging trends in Information technology

Unit 1: Cloud Computing and Security mechanisms

Cloud Computing – Meaning, Types of Cloud Computing – Public Cloud, Private Cloud, Hybrid Cloud – Cloud services –Infrastructure as a service (IaaS), Platform as a service

(PaaS), Software as a service (SaaS), Serverless Computing – Uses of cloud computing – Benefits of Cloud Computing for business - Security Mechanisms – Cryptography, Digital signature, Firewall.

Unit 2: M-Commerce (Mobile Commerce) and other Emerging Technologies

M-Commerce – Concept of M-Commerce – Applications of M-Commerce – Advantages and Limitations of M-Commerce – Mobile Computing – Green Computing – Web 3.O (Semantic Web) – Internet of Things (IoT) – Artificial Intelligence – Machine learning.

References:

1) Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi.

2) Rajaraman, Introduction to information Technology, PHI, New Delhi.

3) Henry Chan & others, E-Commerce - Fundamentals and applications, John Wiley & Sons Ltd, New York.

4) Alexis Leon & Mathews Leon. Fundamentals of Information Technology, Vikas Publishing House, New Delhi.

5) George Beekman, Eugene Rathswohl. Computer Confluence, Pearson Education, New Delhi.

6) Rajaraman, Introduction to information Technology, PHI, New Delhi.

7) Santhosh V. S., Systematic approach to E-Business, Chand Books, Trivandrum.

8) Barbara Wilson. Information Technology: The Basics, Thomson Learning.

9) Rajaraman, Introduction to information Technology, PHI, New Delhi.

10) Murthy, E-Commerce Concepts models and strategies, Himalaya Publishing House, New Delhi.

11) Alexis Leon & Mathews Leon. Fundamentals of Information Technology, Vikas Publishing House, New Delhi.

FIFTH SEMESTER

Major Discipline Core Course
Human Resource Management
SGB24BB301MC
(Number of Credits: 6)

Course Objectives:

- To introduce various concepts and fundamentals of Human resource management in general.
- To get familiarize the learners with the recent developments in Human Resource Management.
- To provide basic knowledge on Human resource planning, job analysis, and recruitment process.
- To create a foundation on training and development, performance appraisal and compensation.
- To acquaint the learners with various development initiatives like team building, QWL etc.

Course Outcomes:

- Intents to understand the fundamental concept, meaning, definition, importance, and functions of HRM. Help the learners to acquire basic knowledge in HRM and its various approaches.
- Obtain knowledge in the HR Planning, Job analysis, and recruitment process.
- Expand the basic skills in Human resource planning, job analysis, and recruitment process.
- Build up fundamental knowledge in training and development, performance appraisal and compensation.
- Learners are aware of various development initiatives like team building, QWL etc. in business and management. The learners are also expecting to know the recent developments in Human Resource Management.

Course Outline:

Block 1: Introduction to Human Resource Management
Block 2: Human Resource Planning (HRP)
Block 3: Training and Development
Block 4: Performance Appraisal and Compensation
Block 5: Grievance Redressal and Development Initiative

Block 1: Foundation on Human Resource Management

Unit 1: Introduction to HRM:
HRM - Importance and Scope - Evolution of the concept of HRM - Personnel Management vs. Human Resource Management, Traditional vs Strategic HRM.
Unit 2: Functional Areas of HRM:

Approaches to HRM - Functions of HRM - Role of human resource manager.

Block 2: Human Resource Planning (HRP)

Unit 1: Introduction to Human Resource Planning:
Manpower Planning - Need and importance, Objectives of HRP, Process of HRP - Factors Influencing HRP - Conventional Vs Strategic HRP, Forecasting Human Resource Needs.
Unit 2: Initiation of HRM:
Job analysis - Job design, Recruitment - Sources of recruitment– Selection - Methods of Selection - Selection process – interview - types of interview – Placement, Induction and internal mobility of HR.

Block 3: Training and Development:

Unit 1: Training:
Meaning - need and importance of training - objectives and methods of training - Process of training - Evaluation of Training,
Unit 2: Development:
Development - meaning - objectives of development - Development Process - types of management development – Training Vs Development.

Block 4: Performance Appraisal and Compensation:

Unit 1: Performance Appraisal:
Performance appraisal: meaning - nature - objectives, process and methods, problems of performance appraisal, Career planning - features and methods of Career Planning.
Unit 2: Compensation:
Compensation to employees Methods of compensation - Wage System - Profit sharing - Fringe benefits - Incentive wage.

Block 5: Grievance Redressal and Development Initiative:

Unit 1: Grievance Redressal:
Meaning - Procedure - approaches - Employee Discipline.
Unit 2: Development Initiative:
Workers' participation in management - Team building - Collective Bargaining - Absenteeism and turnover - QWL - Concepts and Components.

References

1. Gupta C.B. Human Resource Management - Sultan Chand & sons (Module 1 & 2)

2. SubbaRao, P. Personnel and Human Resource Management - Himalaya Publishing House (Module 1 & 2)

3. Prasad, L.M. Human Resource Management - Sultan Chand & sons (Module 3 & 4)

4. Aswathappa, K. Human Resource Management - McGraw Hill Education (Module & 4)

5. Prasad, L.M. Human Resource Management - Sultan Chand & sons (Module 5)

6. SubbaRao, P Personnel and Human Resource Management - Himalaya Publishing (Module 5)

7. Gupta, C.B. Human Resource Management - Sultan Chand & sons (All modules)

8. Aswathappa, K. Human Resource Management - McGraw Hill Education. (All modules)

Major Discipline Core Course

Business Environment
SGB24BB302MC
(Number of Credits: 6)

Course Objectives:
- To understand different aspects of business environment
- To know the minor and major factors affecting the business in various streams
- To know different environments like, economic, political, technological and global environment in the business

Course Outcomes:
- Introduction of the basic concepts and terms related to Business environment, political, economic, social, technological, legal environment of business
- Understand the relationship between environment and business; Applying the environmental analysis techniques in practice.
- Understand comprehensively the concepts of Business Environment and to make them cognitively fit for application.
- Develop skills in business environment analysis based on the understanding of the different contents delivered to apply them with illustrations and cases.
- Develop the skill to analyse the global environmental factors to assess the feasibility of making a domestic organization to a global business.

Course Outline
Block 1: Introduction to Business Environment
Block 2: Economic Environment
Block 3: Socio-cultural and Technological Environment
Block 4: Political and Legal Environment
Block 5: Global Environment

Block 1: Introduction to Business Environment:

Unit 1: Concept of Business Environment- Significance of business environment- Nature of Business Environment

Unit 2: Types of Business Environment - Internal and external environment- micro and macro environment

Unit 3: Environmental Analysis and Stages of Environmental Analysis- Methods of environmental scanning- SWOT and PEST

Block 2: Economic Environment

Unit 1: Economic environment- Meaning and significance- Elements of economic environment

Unit 2: Types of economies- economic policies; Monetary Policy and fiscal policy

Unit 3: Sectors of Indian economy; agriculture- industry and service sectors- Measures of economic performance; GDP- unemployment- inflation (overview only)- economic conditions.

Block 3: Socio-cultural and Technological Environment:

Unit 1: Social environment- Elements of social environment- Demographic trend in India- economic classes in India- Emergence of middle class in India and its impact

Unit 2: Meaning and elements of culture- Technological environment- Concept and significance of technological environment

Unit 3: Factors affecting choice of Technology, economic effects of technology, technology transfer.

Block 4: Political and Legal Environment

Unit 1: Political environment- Impact of Political Environment on Business- Government and business-

Unit 2: Functions of Government- roles of government- government and legal environment in India- Regulatory bodies in India; RBI- SEBI

Block 5: Global Environment

Unit 1: Meaning and significance of Global Environment- Emergence of global institutions; World Bank and International Monetary Fund

Unit 2: Role of GATT and WTO in promotion of international trade- Regional economic cooperations; SAARC- BRICS- ASEAN

References

1. H.L. Ahuja, S. Chand, Economic environment of business. (Module 1 and 2)

2. Cherunilam Francis, Business Environment: Text & Cases, Himalaya Publishing House. (Module1, 2 3)

3. K.Ashwathappa, Essentials of Business Environment, Himalaya Publishing House, 6th ed. (Module 1)

4. S.K.Misra&V.K.Puri, Indian Economy, Himalaya , Edition:25th (Module 1 and 3)

5. DattRuddar& K.P.M Sundharam, Indian Economy, S.Chand& Company Ltd. (Module 3)

6. K.C.Garg, V.K.Sareen, Mukesh Sharma, R.C.Chawla, Legal Environment of Business, KalyaniPublishers, Ludhiana, New Delhi, 2020 edition (Module 4 and 5)

7. R.C.Chawla and K.C.Garg, Mercantile Law, Kalyani Publishers, Ludhiana, New Delhi, 2020edition (Module 4 and 5)

Major Discipline-Specific Elective - Marketing

Service Marketing
SGB24BB501ME
(Number of Credits: 6)

Course Objectives:
- Tocreate an understandingofService Marketing.
- Tofamiliariselearners withMarketingMix in ServicesMarketing.
- Toenrich knowledge of learners with respect to CustomerBehaviour and Service Quality in Service Marketing.

Course Outcomes:
- Developanunderstandingabout thevariousconceptsofServices Marketing
- Enhanceknowledgeabout marketingmixintheservicemarketing
- Familiarize learners about customerbehaviour inserviceindustry
- Informed about servicequality
- Create an awareness aboutmarketingof service in specialisedsectors

Course Outline

Block 1: Marketing Services

Block 2: Marketing Mix in Service Marketing

Block 3: Customer Behaviour in Services Marketing

Block 4: Service Quality

Block 5: Marketing of Service in Specialised Sectors

Block1: Marketing Services:
Unit 1
Introduction-Conceptofservice-Characteristicsofservice-Classification of service - Growthoftheservicesector.
Unit 2
Service marketing-Significance of Service marketing- Designing of the service - Service marketing triangle- Emerging trends in service marketing – E-service.

Block2: Marketing Mix in Service Marketing:
Unit 1
Marketing Mix -Meaning - The seven Ps - Product decision - Pricing strategies and tactics - Promotion of service -Physical distributionmethodsforservices
Unit 2
Additionaldimensioninservicesmarketing-People-Physicalevidence-Process.

Block3: Customer Behaviour in Services Marketing:
Unit1
Customer Behaviour - Customer Expectations in Services - Service Costs Experienced by Customer -Customer perception of services-Factors that influence customer perception of service
Unit 2
Service Delivery - Role of customerinServiceDelivery-ConflictHandlinginServices–CustomerResponsesinServices-Concept of Customer Delight.

Block4: Service Quality:
Unit 1
Service Quality - Importance of service quality – GAP model
Unit 2
SERVQUAL dimensions – Delivery of High-quality service -Technique to augment the gap, Quality gap - the customer expectation vs. actual services, Performance Gap - Promise vs. Delivery

Block5: Marketing of Service in SpecialisedSectors:
Unit 1
Marketing of financial services - Health services -Hospitality services including travel, hotels and tourism –
Unit 2
Marketing of Professional service – Public utility service - Educational services.

References

- Bhattacharjee,*Services Marketing:Concepts&Cases*,ExcelBooks.
- ChristopherLovelock;*ServicesMarketing*,PeopleTechnology,Strategy,PearsonEducationAsia.
- Jha,SM,*ServicesMarketing*,HimalayaPublishingCo.
- RajendraNargundkar,*ServicesMarketing:Text&Cases*,TataMcGraw-HillPublishingCompany, New Delhi.
- Srinivasan. R,*ServicesMarketing*,PrenticeHallofIndiaPrivateLimited,NewDelhi.
- ValerieZeithaml&Mary JoBitner; *ServicesMarketing*–Tata-McGraw–Hill.

Major Discipline-Specific Elective - HR

Talent and Knowledge Management

SGB24BB502ME

(Number of Credits: 6)

Course Objectives:
- To provide an awareness on the development of talent and knowledge management
- To understand the dimensions of talent management systems
- To develop an appreciative view on the competency development
- To comprehend the knowledge management concept and process

Course Outcomes
- Understand importance, designing & building a talent pool and segmentation of talent pool
- Express the characteristics, types of valid competency model and talent management information system
- Describe the purpose of developing a talent management information strategy and the role of leaders in talent management

Course Outline:

Block 1: Introduction to Talent and Knowledge Management

Block 2: Talent Management Systems

Block 3: Competency

Block 4: Knowledge Management

Block 5: Knowledge Management

Block 1: Introduction to Talent and Knowledge Management:

Unit 1: Introduction to Talent Management:
Meaning and Importance of Talent Management – Significance and role of talent management in organizational success – Contemporary Issues in Talent Management

Unit 2: Evolution of Talent and Knowledge Management
Historical overview of talent management practices - Evolution from traditional HR practices to modern talent management - Integration of knowledge management into talent management.

Block 2: Talent Management Systems:

Unit 1: Foundations of Total Performance Development
Total Performance Development Systems – Talent Market Place – Diagnostic Tools – TREADs

Unit 2: Strategic Elements in Talent Management
Talent Strategy – Workforce Planning and Talent Acquisition - Employer Branding in Talent Management – Ethical Decision Making – Resource Allocation – Human Relations

Unit 3: HR Metrics and Talent Analytics:
HR Metrics and Talent Analytics – Succession Planning

Block 3: Competency:

Unit 1: Competency Overview:
Meaning and Definition – Competency Assessment – Core Competency and Attributes – Leadership Overview – Employee Engagement – Accountability – Diversity

Unit 2: Designing Competency Framework and Leadership Role:
Steps involved in designing a Competency Framework –Aligning competency framework with organizational goals- Role of Leaders in Competency Management

Block 4: Knowledge Management:

Unit 1: Knowledge Management Fundamentals:
Meaning and Importance – Nature – Factors Influencing Knowledge Management - Knowledge Centric Organisation - Knowledge Workers – Learning Organisations - Intrapreneurship and Innovation – Perpetual Organisational Change

Unit 2: Advanced Concepts in Knowledge Management:
Knowledge Intensive Firm - Features of a Knowledge Intensive Firm – Key Process - Challenges Block

Block 5: Knowledge Management:

Unit 1: Knowledge Management Process and Implementation:
Knowledge Discovery – Knowledge Capture – Knowledge Sharing – Knowledge Application

Unit 2: Knowledge Management Infrastructure:
Knowledge Management Infrastructure – Organisational Impact of Knowledge Management – Effect of Task Characteristics in Knowledge Management Processes.

References:
1. David G Collings, KamelMellahi and Wayne F Cascio. The Oxford Handbook of Talent Management. Oxford University Press
2. Lance A Burger & Dorothy R Burger. The Talent Management Handbook. McGraw Hill
3. Gauri Joshi &VeenaVohra. Talent Management. Cengage Learning
4. Lance A Burger & Dorothy R Burger. The Talent Management Handbook. McGraw Hill
5. Elias M Awad& Hassan M Ghaziri. Knowledge Management. PHI India

6. Sudhir Warier. Knowledge Management. Vikas Publishing
7. Jawad Syed, Peter A. Murray, Donald Hislop, YusraMouzughi. The Palgrave Handbook of Knowledge Management. Palgrave Macmillan
8. Elias M Awad& Hassan M Ghaziri. Knowledge Management. PHI India
9. Mruthyunjaya HC. Knowledge Management. PHI India
10. Jawad Syed, Peter A. Murray, Donald Hislop, YusraMouzughi. The Palgrave Handbook of Knowledge Management. Palgrave Macmillan

Major Discipline-Specific Elective – Logistics

Distribution Management

SGB24BB503ME

(Number of Credits: 6)

Course Objectives:

1. Understand the fundamentals of distribution management, including its role, objectives, and strategies within the supply chain.
2. Gain knowledge of transportation modes, costs, and multimodal systems, including the concept of containerization.
3. Explore the various aspects of containerization, such as container types, handling, security, and environmental considerations.
4. Develop an understanding of distribution information systems, emerging technologies, and their applications in distribution management.

Course Outcomes:

1. Analyze distribution channel structures and design factors to develop effective distribution strategies.
2. Evaluate transportation modes and multimodal systems to optimize distribution networks and reduce costs.
3. Apply knowledge of container specifications, handling techniques, and security measures to ensure efficient and secure containerized cargo movements.
4. Utilize distribution information systems and emerging technologies to enhance operational efficiency and decision-making processes.

Course Details:

Block 1: Introduction to Distribution Management

Unit 1: Distribution Management Fundamentals

Definition and importance of distribution management; Role of distribution in the supply chain; Distribution objectives and strategies; Distribution channels and intermediaries.

Unit 2: Distribution Channel

Channel structure and types; Channel design factors and considerations; Channel integration and coordination; Omnichannel distribution and e-commerce fulfilment.

Block 2: Transportation Management

Unit 1: Modes and Costs of Transportation

Transportation Modes: Road, Rail, Air, Water, and intermodal transportation - Characteristics, advantages, and disadvantages of each mode; Transportation cost and pricing.

Unit 2: Multimodal Transportation

Evolution of multimodal transportation systems; Concepts and Terminologies: Intermodal transportation, Combined transportation, Containerization, Unitization; Challenges and opportunities in multimodal transportation

Block 3: Containerization

Unit 1: Containerization, Container Types and Specifications

Definition and history of containerization; Advantages of containerization (efficiency, security, intermodal compatibility); Impact of containerization on global trade and logistics; Standard container sizes (20-foot, 40-foot, etc.); Specialized container types (reefer, tank, open-top, etc.); Container construction and materials; Container markings and coding systems

Unit 2: Container Handling

Container handling equipment (cranes, reach stackers, straddle carriers); Container terminals and port operations; Container positioning and stacking techniques; Packing and bracing techniques for containerized cargo; Container tracking and tracing technologies (RFID, GPS, etc.); Empty container management and repositioning

Unit 3: Container Security and Safety

Container inspection and screening procedures; Container sealing and tamper-evident devices Safety regulations and standards (e.g., IMDG Code, CSC); Environmental impact and sustainability considerations; Case Studies and Industry Examples: Containerization success stories and best practices

Block 4: Distribution Information Systems and Technology

Unit 1: Distribution Information Systems

Role of information technology in distribution management; Transportation Management Systems (TMS); Distribution information systems (DIS); Enterprise Resource Planning (ERP) systems; Cloud computing and software-as-a-service (SaaS) solutions.

Unit 2: Emerging Technologies in Distribution

Radio Frequency Identification (RFID) technology; Internet of Things (IoT) and sensor technology; Blockchain and supply chain traceability; Artificial intelligence (AI) and machine learning in distribution; Sustainable transportation practices; Telematics and tracking systems; Autonomous vehicles and drones.

Block 5: Distribution Strategy and Regulation

Unit 1: Distribution Strategy

Strategic distribution network; Distribution center location and facility planning; Distribution outsourcing and third-party logistics; Omnichannel distribution and last-mile delivery strategies.

Unit 2: Transportation Regulations and Compliance

Overview of regulatory bodies and authorities (e.g., DOT, FAA, FRA, FMCSA, PHMSA); Consequences of non-compliance (fines, penalties, liability); Domestic Transportation Regulations; International Transportation Regulations; Safety & Security Regulations; Environmental Regulations; Documentation and Recordkeeping; Case Studies and Real-World Examples

Reference

Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2019). Supply chain logistics management (5th ed.). McGraw-Hill Education.

Chopra, S., & Meindl, P. (2022). Supply chain management: Strategy, planning, and operation (7th ed.). Pearson.

Coyle, J. J., Novack, R. A., Gibson, B. J., & Bardi, E. J. (2021). Transportation: A supply chain perspective (9th ed.). Cengage Learning.

Langley, C. J., Coyle, J. J., Novack, R. A., & Gibson, B. J. (2020). Managing supply chains: A logistics approach (11th ed.). Cengage Learning.

Mangan, J., & Lalwani, C. (2016). Global logistics and supply chain management (3rd ed.). Wiley.

Richards, G. (2017). Warehouse management: A complete guide to profiting from a successful warehouse facility (2nd ed.). Kogan Page.

Rushton, A., Croucher, P., & Baker, P. (2020). The handbook of logistics and distribution management: Understanding the supply chain (6th ed.). Kogan Page.

Waters, D. (2021). Logistics: An introduction to supply chain management (2nd ed.). Red Globe Press.

Minor Discipline Course

Industrial and Labour Laws

SGB24LW201MI

(No of credits: 6)

Course Objectives:

1. Understand the constitutional framework and fundamental rights related to labor laws in India.
2. Gain knowledge about the role of the International Labour Organization (ILO) and its labor standards.
3. Develop a comprehensive understanding of various labor laws in India, including welfare legislation, wage laws, and social security laws.
4. Explore the legal framework related to industrial relations, trade unions, and collective bargaining in India.

Course Outcomes:

1. Analyze the applicability of constitutional provisions and fundamental rights in the context of labor laws.
2. Interpret and apply the principles and standards set by the ILO in the Indian labor law context.
3. Demonstrate proficiency in interpreting and applying various labor laws related to welfare, wages, and social security.
4. Evaluate the legal provisions governing industrial disputes, domestic inquiries, trade unions, and collective bargaining in India.

Course Details

Block 1: Introduction to Industrial and Labour Laws

Unit 1: Constitution and Labour Laws

Fundamental rights vis-à-vis labour laws, Equality before law and its application in Labour Laws, Equal pay for equal work; and Article-16 and reservation policies, Articles 19, 21, 23 and 24 and its implications.

Unit 2: International Labour Organisation and Labour Standards

Aims and objects; Cooperation between governments and employers' and workers' organizations in fostering social and economic progress; Setting labour standards, developing policies and devising programmes to promote decent work.

Block 2: Labour Laws

Unit 1: Welfare Legislation

The Factories Act, 1948; Contract Labour (Regulation and Abolition) Act, 1970; The Building and Other Constructions Workers' (Regulation of Employment and Conditions of Service) Act, 1996; Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013; The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986.

Unit 2: Laws on Wages

Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.

Unit 3: Social Security Legislation

Employees' Compensation Act, 1923; Employees Compensation (Amendment) Act, 2017; Equal Remuneration Act, 1976; Employees' State Insurance Act, 1948; Employees' Provident Funds and Miscellaneous Provisions Act, 1952; Payment of Gratuity Act, 1972; Maternity Benefit Act, 1961; Maternity Benefit (Amendment) Act, 2017; The Payment of Gratuity Act, 1972

Block 3: Laws on Industrial Relations

Unit 1: Industrial Disputes and Domestic Enquiry

Industrial Disputes Act, 1947 (downsizing, retrenchment, lay-off, bench employees and termination) & Industrial discipline and domestic inquiry. The Industrial Disputes (Central) Rules,1957; Industrial Employment (Standing Orders) Act, 1946;

Unit 2: Trade Union and Collective Bargaining

Indian Trade Union Act, 1926; The Trade Unions (Amendments) Act, 2001.

Block 4: Labour Law - Compliance and Audit

Unit 1: Furnishing Returns and Maintaining Registers

The Labour Laws (Simplification of Procedure for Furnishing Returns and Maintaining Registers by Certain Establishments) Act, 1988.

Unit 2: Industrial and Labour Laws Audit

Industrial and Labour Laws Audit covering the above Acts and other Industry Specific Acts. Case laws, Case Studies and Practical Aspects.

Block 5: Labour Codes (Recent Developments)

Unit 1: Code 1 and Code 2

Code on Wages (2019) (Code 1); Code on Industrial Relations (2020) (Code 2)

Unit 2: Code 3 and Code 4

Code on Social Security (2020) (Code3); Code on Safety and Working Conditions (2020) (Code 4)

Reference

1. Acts and Rules, Ministry of Labour and Employment, Government of India accessed from https://labour.gov.in
2. Labour Laws and Practice. (2020). The Institute of Company Secretaries in India
3. The Constitution of India. (1950).
4. International Labour Organization. (1919). Constitution. https://www.ilo.org/dyn/normlex/en/f?p=1000:62:0::NO:62:P62_LIST_ENTRIE_ID:2453907:NO

SIXTH SEMESTER

Major Discipline Core Course
Logistics and Supply Chain Management
SGB24BB303MC
(Number of Credits: 6)

Course Objectives:

- To develop an understanding of the fundamental concepts, principles, and practices of logistics and supply chain management.
- To analyze the role of logistics management in achieving competitive advantage and improving organizational performance.
- To examine the various components of logistics operations, including transportation, warehousing, inventory management, and information systems.
- To explore the strategic aspects of logistics management, such as logistics network design, outsourcing, and global supply chain management.
- To understand the challenges and risks associated with supply chain management and develop strategies for risk mitigation and supply chain resilience.

Course Outcomes:

Upon successful completion of this course, students will be able to:

- Demonstrate a comprehensive understanding of logistics and supply chain management concepts, processes, and strategies.
- Analyze and evaluate logistics and supply chain operations to identify opportunities for improvement and cost optimization.
- Design and optimize logistics networks, including transportation modes, facility locations, and inventory management strategies.
- Develop and implement effective logistics and supply chain strategies aligned with organizational goals and objectives.
- Assess and manage supply chain risks, and develop contingency plans and resilience strategies to mitigate potential disruptions.

Course Outline:

Block 1: Introduction to Logistics Management

Block 2: Strategic Logistics Management

Block 3: Supply Chain Concepts and Strategies

Block 4: Warehousing, Outsourcing, and Emerging Trends

Block 5: Supply Chain Risk and Resilience

<u>**Course Details**</u>

Block 1: Introduction to Logistics Management

Unit 1: Logistics and Logistics Management

Definition, History, Objectives and types of Logistics; Logistics Management: Objectives, Functions and Components; Achieving Competitive Advantage through Logistics; Framework for Logistics Management; Integrated Logistics Management Model

Unit 2: Logistics Process Flow and Activities

Logistics Process Activities; Inbound Logistics; Outbound Logistics; Third-Party Logistics Providers (3PLs): Role, benefits and Challenges of using 3PLs; Stages of Logistics Outsourcing to 3PLs; Fourth-Party Logistics Providers (4PLs): role, pros & cons of 4PLs; Stages of Logistics Outsourcing to 4PLs.

Block 2: Strategic Logistics Management

Unit 1: Strategic Role of Logistics Management

Strategic Logistics Planning; Strategic Integrated Logistics Management; Triangle of Logistics decision-making; Formulating Logistical Strategy; Designing Logistical System; Logistics as a Strategic Advantage; Logistics Strategy Development.

Unit 2: Transportation Strategies in Logistics

Overview of Transportation Modes (Road, Rail, Air, Water); Characteristics and Selection Criteria for Transportation Modes; Transportation Planning and Operations; Transportation Costing and Pricing; Carrier Selection and Contract Management; Intermodal Transportation and Containerization; Private fleet transportation.

Block 3: Supply Chain Concepts and Strategies

Unit 1: Supply Chain Overview

Objectives and Stages of a Supply Chain; Value Chain Process and Cycle View; Key Issues in Supply Chain Management; Supply Chain relationship – Co-operation and collaboration with supply chain partners; Supply Chain Synergy.

Unit 2: Supply Chain Strategies and Best Practices

Supply Chain Drivers and Obstacles; Supply Chain Strategies and Strategic Fit; Best Practices in Supply Chain Management; Obstacles to Streamlined Supply Chain Management

Block 4: Warehousing, Outsourcing, and Emerging Trends

Unit 1: Warehousing and Reverse Logistics

Warehousing Concepts and Types; Warehousing Strategy and Facility Location; Warehouse Network Design; Reverse Logistics and Closed-Loop Supply Chains

Unit 2: Outsourcing and Emerging Trends

Outsourcing Nature and Concepts; Strategic Decision-Making for Outsourcing; Supply Chain and Customer Relationship Management (CRM) Linkage; Green Supply Chain Management and Sustainability.

Block 5: Supply Chain Risk and Resilience

Unit 1: Supply Chain Risk Management

Types of Supply Chain Risks (Operational, Financial, Environmental, etc.); Risk Assessment and Mitigation Strategies; Contingency Planning and Crisis Management; Supply Chain Resilience and Agility.

Unit 2: Global Supply Chain Challenges and Information Systems

International Trade and Customs Regulations; Cross-Cultural Management and Global Workforce; Environmental and Social Responsibility in Supply Chains; Supply Chain Security and Safety Considerations; Supply Chain Information Systems (WMS, TMS, OMS, SCE)

Reference

Coyle, J. J., Langley, C. J., Novack, R. A., & Gibson, B. J. (2017). Supply chain management: A logistics perspective (10th ed.). Cengage Learning.

Jonsson, P. (2008). Logistics and supply chain management. McGraw-Hill Education.

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Christopher, M. (2016). Logistics & supply chain management (5th ed.). Pearson Education.

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Sheffi, Y. (2015). The power of resilience: How the best companies manage the unexpected. MIT Press.

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Major Discipline Core Course

Business Communication
SGB24BB304MC
(No of credits: 6)

Course Objectives:

- To introduce and familiarize students with various forms of communications in organisations.
- To create awareness about the communication skills required to plan and pursue career in various business organisations.
- To help students develop specialised writing skills for professional enhancement.
- To equip the learners to communicate successfully in challenging professional situations.

Course Outcomes:

- Understand the concept of communication and its importance on business activities.
- Identify the impact of technologic advancements on business communication
- Realize the various barriers to communication and effective ways to overcome those barriers
- Develop the language and writing skills required for business communication

Course Outline:

Block 1: Introduction to Communication

Block 2: Interviews and Meetings

Block 3: Business Correspondence

Block 4: Language and Writing skills

Block 5: Technology Enabled Business Communication

Course Details

Block 1: Introduction to Communication

Unit 1: Meaning of Communication, Process, Need, Feedback and its importance, Objectives of Communication, Impact of technological advancements on communication - Cross culture communication
Unit 2: Channels of Communication – Formal and Informal – Vertical, Horizontal, Diagonal, Grapevine. Listening – Importance of Listening- Problems in Listening and ways to overcome them.

Unit 3: Barriers to Communication – Types of Barriers – Physical, Semantic, Language, Socio – Cultural, Psychological, Technological – Overcoming barriers to Communication.

Block 2: Interviews and Meetings

Unit 1: Interviews: Meaning and Importance – Types of Interviews – Selection, Appraisal, Grievance, Exit. Meetings - Meaning and Importance, Conduct of meeting, Roles in meeting -Drafting –Notice, Agenda, Resolution, Minutes of meeting.

Unit 2: Participating and conducting Group discussions, Group Decision making – Conflicts and Negotiations - Brain storming and E-meetings, Conference – Meaning and Importance – Organizing a Conference, Video and Tele Conferencing

Block 3: Business Correspondence

Unit 1: Business letter writing – Parts, structure, Layouts, Principles of effective letter writing – Personal correspondence – Job application letter and Resume, Letter of acceptance of Job offer, Letter of resignation.

Unit 2: Trade letters – Inquiry, Order, Credit and Status enquiry – Letter of Complaints, Claims, Adjustments, Sales letter, Promotional Leaflets and Fliers, Consumer Grievance letters

Unit 3: Public Relations – Meaning – Functions of PR Department, External and Internal measures of PR – Press Conference – Press Release

Block 4: Language and Writing skills

Unit1: Reports – Parts, Types of Business Reports, Structure of Reports – Long and Short reports, Formal and Informal reports - Summarisation

Unit 2: Paragraph writing – Interpretation of Technical data, short informal report etc. - Terms used in business Communication – E-mail – Parts of E-mail, E-mail format, Principles for writing effective E- mails.

Block 5: Technology enabled Business Communication

Unit 1: Role of Technology in Business Communication: Economic and Social Impact of technology in business communication -ICT based services - Cloud computing - Voicemail, Social media-Email- Audio and Video Conferencing- Web Conferencing

Unit 2: Presentation Package: Ms-Power Point 2013-Advantages of Presentation-Screen Layout- Creating Presentation- Inserting Slides-Adding Sounds and Videos-Formatting Slides -Slide Layout Views in Presentation - Colour Scheme- Background Action Buttons- Slide Transition- Custom Animation-Creating Master Slides-Managing Slide Shows - Using Pen Setting Slide Intervals.

References:

- Mary Ellen Guffey, Business Communication: Process and Product, 5e, South-Western Thomson Publishing, Mason, OH, 2005
- NamitaGopal, Business Communication, New Age International Publishers, New Delhi, 2009
- Penrose and Rasberry, Business Communication for Managers: An advanced approach, 5e, South-Western College Pub, 2007
- AshaKaul, Business Communication, Prentice Hall of India, New Delhi, 2007
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- Krizan, A.C. et al. Effective Business Communication. Cengage, 2008.
- Murphy, Herta A., Herbert W. Hilderbrandt, and Jane P. Thomas. Effective Business Communication.McGraw, 1997.

Major Discipline specific Elective – Marketing

Customer Relationship Management
SGB24BB504ME
(Number of Credits: 6)

Course Objectives:
- Understand an overview of Customer Relationship Management application
- Develop customer relationship using Customer Lifetime Value proposition.
- Maintaining of customer database for effective CRM practices
- Awareness on CRM Application in Consumer and Business Market
- To develop idea on operational issues in implementation of CRM

Course Outcomes:
- Create awareness on major concepts and benefits of CRM.
- Integration of CRM tools and techniques for building customer rapport.
- Familiarise the importance of database management in CRM.
- Imparting idea on CRM Application in Consumer and Business Market
- Developing ideas to deal with Operational issues in implementation of CRM

Course Outline:
Block 1: Introduction to CRM
Block 2: Building Customer Relationship
Block 3: Customer Data Base
Block 4: CRM Application in Consumer and Business Market
Block 5: Operational issues in implementation of CRM

Block 1: Introduction to CRM:
Unit 1: Customer Relationship Management-Definition- CRM Goals – Business Adoption of CRM- Impact of CRM-
Unit 2: Evolution of CRM- School of Thought on CRM – CRM framework.

Block 2: Building Customer Relationship:
Unit 1: CRM Benefits in Online Banking- CRM Process- Role of CRM Technology-CRM and Customer Lifecycle- Electronic CRM-
Unit 2: Four C's of CRM process- Six E's of E- CRM - Success factors of CRM - Business to Customer 2.0

Block 3: Customer Data Base:
Unit 1: Economics of Customer Care - Customer Lifetime value - Building a Loyal Relationship – Service Excellence- Analytical CRM –
Unit 2: Data sharing and Management - Customer Information Databases- Data warehousing and Data mining concepts.

Block 4: CRM Application in Consumer and Business Market:
Unit 1: CRM implementation- Process and stages - Customer Relationship

Management tools- Managing Customer Relationships-
Unit 2: Industrial Customer Relationship Management practices -Insurance-
Hospitality –Banking and Health care.

Block 5: Operational issues in implementation of CRM:
Unit 1: Process view of CRM – Budgeting for Attraction vs. Retention- Learning
from Customer Defections
Unit 2: Plans to Customer Retention – Customer Retention Program Evaluation

References:
1. H. Peeru Mohammed, A. Sagadevan: *Customer Relationship Management – A step-by step approach*: Vikas Publication Pvt.Ltd
2. Jagdish N sheth, Atulparvatiyar, G. Shainesh. *Customer Relationship Management: Emerging concept tools and Applications:* McGraw Hill Publication.
3. G. Shainesh ,Jagdish N. Sheth. *Customer Relation Management: A Strategic Perspective Trinity Publication*
4. Mukerjee, Kaushik. *Customer Relationship Management: A Strategic Approach to Marketing*, PHI Learning.
5. Rai, Alok Kumar. *Customer Relationship Management Concepts and Cases*, PHI Learning.

Major Discipline-specific Elective - HR

Organisational Change and Development

SGB24BB505ME

(Number of credits: 6)

Course Outcome: This course is aimed at providing the students with a frame work of what change and organisation development is, how it works, its change techniques and what the future of organization development might be.

Course objectives:
- To gain an understanding of how organizational change is achieved ,
- To enhance personal capabilities and abilities to navigate changes in our lives
- Enable the participants to understand the concepts relating to organizational change and development
- To enhance the knowledge and understanding of team intervention strategies

Course Outline:
Block 1: Nature of Change
Block 2: Change perspectives
Block 3: Team intervention strategies
Block 4: Organisational development for planned change
Block 5: Resistance to change

Course Details

Block 1: Nature of Change

Unit 1: Nature of Change: Necessity for Change, factors affecting change, organisational factors affected by change, impact of change on structure

Unit 2: Communicative patterns and human relations; Human Resources Development (HRD).

Block 2: Change perspectives

Unit 1: Different perspectives related to change; changes as a strategic management tool; change for internal re-organisation; impact of change on Human Resources Planning;

Unit 2: Global perspectives related to change; quality consciousness as an emerging catalyst for change; Determinants of Change, Types of change

Block 3: Team intervention strategies

Unit 1: Team and groups; Team building interventions; leadership skills for team building; sensitivity training (T - groups);

Unit 2: Transactional analysis; communicating skills and group dynamics; developmental activities based on simulations, role-plays and games

Block 4: Organisational development for planned change

Unit 1: Introduction, definition, historical Development and nature of OD; OD and MD, Diagnosis, Diagnosis Models;

Unit 2: OD intervention strategies; - Grid O.D, Liker's System Training, T-Group/Sensitivity Training, Survey Feedback, Process Consultation

Block 5: Resistance to change
Unit 1: Reasons for Employees resisting to change, Strategies for dealing with the resistance from employees, Coopers & Lybrand Model for Managing Change & Resistance
Unit 2: The Concept of Collaborative MBO (CMBO), TQM , QC & Business Process Reengineering as Change Management Tools.

References:
- Wendell L. French, Cecil H. Bell, Jr., Robert A. Zawacki; (2012); Organization Development & Transformation – Managing Effective Change;4th Edition; Tata McGraw –Hill Publishing Company Ltd, New Delhi.
- Cummings & Worley: (2011); Organization Development & Change; 7th Edition; Thomson; South Western Publication.
- Gareth R.Jones, _Organisational Theory', Design & Change, Pearson Education.
- Adrian ThornHill, Phil Lewis, Mike Millmore and Mark Saunders, _Managing Change: A Human Resource Strategy Approach', Wiley.
- Robert A Paton, James McCalman, _Change Management; A guide to effective implementation', Response books
- Kavita Singh, Organisational Change and Development, Excel Books, 2006
- Cummings, Thomas G. and Christopher G. Worley, Organisation Development and Change, Cenage Learning, 2007
- W Warner Bruke, Organizational Change: Theory and Practice, Sage Publications, 2008
- Ramnarayan S., T.V. Rao and Kuldeep Singh, Organisation Development Interventions and Strategies, response Books, New Delhi, 1998

Major Discipline specific Elective - Logistics

Port and Air Cargo Management

SGB24BB506ME

(Number of credits: 6)

Course Objectives:

- To provide basic knowledge to the learner about Port and Air Cargo logistics management
- To explain the various types of ports and air cargoes
- To create an awareness about the process of documentation in Port and Air cargo logistics management

Course Outcomes:

- Be aware about the basics of shipping and Air cargo logistics management
- Gain knowledge about the elements of logistic management with regard to Port and Air cargo management
- To be informed about the process of Air cargo in logistics management
- To enable the learners understand the operational activities in Shipping and Air cargo logistics management
- Aware the concept of dangerous goods regulation in Air cargo management

Course Outline:

Block 1: Introduction to Port Management

Block 2: Berths and Terminals

Block 3: Port Operations Management

Block 4: Ai Cargo Management

Block 5: Regulations

Course Details

Block1: Introduction to Port Management

Unit 1: An overview of Port management
Port – Meaning and Definition – Types of Ports – Layout of Ports – Organisational Structure – Functions of Port – Characteristics of Port
Unit 2: Services and facilities

Service and facilities for ships – Administrative formalities – Cargo transfer – Services and facilities for Cargo – Trimming – Cleansing – Unitized Cargo - Infrastructure and connectivity-Administrative Functions-Operational functions – Port Health Organisation –Customs House Agent - Ship agents – Stevedores and Lighterage.

Block 2: Berths and Terminals

Unit 1: Introduction to Berths and Terminals
Berths and Terminals- Meaning and definitions - Berth Facilities and Equipment – Ship Operation - Pre-shipment planning - Stowage plan

Unit 2: Safety and Security in cargo operations
Developments in cargo/ container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity

Block 3: Port operations management

Unit 1: Managing Port Operations
Introduction to Vessel Traffic Systems (VTS) & Harbor Authority, Services rendered by Ports and performance indicator - Terminal operations: Factors affecting Terminal Productivity - Cargo handling equipment and intermodal connections - Maritime Canals - Major Trade Lanes

Unit 2: Port Environmental pollution
Environmental management system – HAZMAT (Hazardous materials) – BMW (Ballast Water Management) – Port Security – ISM, ISPS – Occupation safety and Health Administration

Block 4: Air Cargo Management

Unit 1: Introduction to Air Cargo
Air cargo – Meaning , Types of Air Cargo –Hub and Spoke – Equipments used in handling of Air Cargo – Air Cargo complex – Facilities of Air Cargo complex – Customer clearance procedures - The shipper's letter of instruction (SLI) &- Instruction for carriage and special cargo

Unit 2: Air Cargo Process
Procedures for Air Cargo Booking – Types of Cargo rates – GCR, SCR, CCR - Calculation of the chargeable weight - Volume weight and Gross weight - Disbursement and charges collect shipments– Air Waybill

Block 5: Regulations

Unit 1: Introduction to DGR

Meaning of DGR – Applicability and limitations - Types of packing - UN specification, Limited Quantity and other type - Checking the packaging of

Dangerous Goods shipment - Specification of Packaging markings and different dangerous goods packed in one outer packaging- Over pack and Salvage packaging.

Unit 2: Marking

DGR Procedures –Marking the package – Labelling shipment - Reference guide - Shipper's declaration for dangerous goods- Documentation requirements for import and export – The transport Index - Documentation requirements in transporting dangerous Goods -Reporting of incidents and Accidents

References:

- John F. Wilson. Carriage of Goods by Sea. Harlow: Longman
- Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical
- Simon Taylor, Air transport logistics, Hampton
- Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis   of its economic and marketing benefits, Grower Press
- Maria G. Burns. 2014., Port Management and Operations. CRS Press, U.K.
- Simon Taylor, Air transport logistics, Hampton
- Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
- Peter S. Smith, Air Freight: operations, marketing and economics, Faber.
- J.G. Wensveen, Air Transportation – A Management Perspective, Ashgate Publishing Ltd
- Bijan Vasigh, Thomas Tacker and Ken Fleming Introduction to Air Transport Economics, Ashgate Publishing Ltd

Minor Discipline Course

Managerial Economics

SGB24EC201MI

(Number of Credits: 6)

Course Objective: This course aims to make students understand the basic concepts of economics with application to managerial decision making.

Course Outcomes: On successful completion of this course, the students will be able:

- To recognize the knowledge on concepts and principles of Managerial Economics
- To describe and relate to the market the concepts of Demand and Supply
- To identify and recognize the Production Function concept and Cost Analysis..
- To recognize the knowledge on pricing methods and strategies.
- To describe National Income concept and types of Business Cycle

Course Outline

Block 1: Introduction to Managerial Economics

Block 2: Demand Analysis

Block 3: Production and Cost Analysis

Block 4: Pricing methods and strategies

Block 5: National Income and Business Cycles

Course Details

Block 1: Introduction to Managerial Economics

Unit 1 Nature and scope of managerial economics – definition of economics – important concepts of economics

Unit 2 Relationship between micro, macro and managerial economics – nature and scope – objectives of firm

Block 2: Demand analysis

Unit 1 Theory of consumer behaviour – Marginal utility analysis – indifference curve analysis- Law of diminishing marginal utility

Unit 2 Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

Block 3: Production and cost analysis

Unit 1 Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale

Unit 2 Cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms – Supply analysis

Block 4: Pricing methods and strategies

Unit 1 Objectives – Factors – General consideration of pricing – methods of pricing – Cost Plus pricing – Going rate pricing – Break Even Point Pricing - Dual pricing

Unit 2 Price discrimination, Degrees of Price Discrimination

Block 5: National Income and Business Cycles:

Unit 1 Definition, Measuring the National Income in India, Importance of National Income in India, Basic concepts of National Income – GDP, GNP, NNP,- per capita income, Problems of National Income estimation in India

Unit 2 Business cycles – Meaning, Types of Business cycles, Characteristics of Business Cycles, Causes of Business Cycles and Phases of Business Cycle

Reference

1. S.Shankaran S, Managerial Economics - Margram Publication, Chennai

2. Metha P L, Managerial Economics - Sultan Chand Publications, NewDelhi

3. Varsheny and Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.

4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd., NewDelhi.

5. Spencer M H, Contemporary Economics - Worth publishers, NewYork.

6. Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases, Tata McGraw Hill - NewDelhi.

SEVENTH SEMESTER

Advanced Discipline Specific Course
International Business

SGB24BB401AM
(Number of Credits:6)

Course Objectives:

- To introduce the concept of international business and its relevance in the modern business world.
- To develop knowledge in the various theories related to international business.
- To create awareness about the international business environment.

Course Outcomes

- Understand the basics and various modes international business.
- Identify the various elements of international business environment.
- Familiarize with the important theories of international business.
- Analyse the importance of the functional areas of international business management.
- Identify the future opportunities and challenges of international business.

Course Outline

Block 1: Introduction to International Business

Block 2: International Business Environment

Block 3: Theories of International Business

Block 4: International Business Management

Block 5: Future of International Business

Block 1: Introduction to International Business

Unit 1

Introduction – meaning – definition – features - scope and importance – reasons for growth in international business.

Unit 2

Modes of international business – cross border trading - licencing – franchising – joint ventures – strategic alliance – subsidiaries – mergers and acquisitions. Trade Barriers – Trade Blocks

Block 2: International Business Environment

Unit 1

International business environment – meaning – importance – elements of international business environment.

Unit 2

Political – economic – socio-cultural - technological – ecological and legal environment – analysis of the factors of international business environment.

Block 3: Theories of International Business

Unit 1

Introduction and importance of trade theories - Theory of Mercantilism- Theory of Absolute Cost Advantage.

Unit 2

Theory of Comparative Cost Advantage -Haberler_s Theory of Opportunity Cost- Heckscher-Ohlin Theory.

Unit 3

Market Imperfections Approach - Product Life Cycle Approach - Dunning_s Eclectic Theory of International Production.

Block 4: International Business Management

Unit 1

International business management – meaning – definition – scope and importance – functional areas of international business management.

Unit 2

International production and operations management – international logistics and supply chain management.

Unit 3

International marketing management - international financial management – International human resources management.

Block 5: Future of International Business

Unit 1

Opportunities and Challenges of international business – international corporate governance – managing bureaucracy – maintaining competitiveness.

Unit 2

Managing diversity – international trade regulations – social responsibility and ethics in international business – managing international E-business.

References

1. Aswathappa, K., International Business, Tata McGraw Hill, Chennai.

2. Bhalla, V K, International Business, S.Chand and Company, New Delhi.

3. Francis Cherunilam, International Business Text and Cases, PHI Learning, New Delhi

4. SumatiVarma, Fundamentals of International Business, Pearson India Education Services, NOIDA.

5. SubbaRao P, International Business, Himalaya Publishing House, Mumbai.

Advanced Discipline Specific Course

Business Analytics
SGB24BB402AM
(Number of credits: 6)

Course Objectives:

- To acquire basic knowledge about Data and its different types.
- To get insights into Big Data and its characteristics and Data Analytics.
- To build up knowledge of Analytics in Marketing
- To understand the application of Analytics in Functional Management areas like HR and Finance.
- To get acquainted with simple applications in Health Care and Text Mining

Course Outcomes:

- Acquire Knowledge and understanding of data structures and their characteristics, different sources of data, and differentiation of Data Science from traditional disciplines.
- Enhanced Knowledge of the importance and use of Big Data in Analytics.
- Imbibed Knowledge of Marketing Analytics
- Enriched Knowledge of HR Analytics & Finance Analytics
- Awareness of applications of Data Analytics in Health Care and Text Mining.

Course Outline:
Block 1. Introduction
Block 2. Big Data
Block 3. Marketing Analytics
Block 4. Analytics in HR & Finance
Block 5. Analytics in Health Care & Text Analytics

Course Details
Block 1: Introduction
Unit 1
Data -Understanding data – Type of data: Numeric – Categorical– Graphical– High Dimensional Data
Unit 2
Data Classification –-Data Formats: Structured, Semi- Structured and Un-Structured – Data Sources: Time Series –Transactional Data – Biological Data-Spatial Data – Social Network.
Unit 3
Data Storage; Data Warehouse, Data Mart, Online -Transaction Processing (OLTS) and Online Analytical Processing (OLAP).Business Intelligence.

Block 2: Big Data
Unit 1
Introduction to Big Data; Sources of Big Data ; Big Data Myths - Characteristics of Big Data 6Vs – Big Data Use cases - Big Data- Challenges of Conventional Systems
Unit 2
DataProcessingModels–LimitationofConventionalDataProcessingApproaches.   Data Analytics – Classification -Descriptive – Diagnostic - Predictive– Prescriptive – Augmented – Pervasive Analytics, Data Analytics-Methods and Algorithm,
Unit 3
Data Visualization – Dash Boards; Ps of Data Science–Process–People–Platform.

Block 3: Marketing Analytics
Unit 1
Marketing Analytics- Use of Excel in Summarizing Marketing Data, Pricing Analytics, Analytics in Advertisement and Sales Promotion-Life Time Customer Value,
Unit 2
Consumer Marketing- Acquisition Strategy Analytics of Retailing-Market Basket Analytics.
Unit 3
Social Marketing. Web Analytics, Social Media Analytics.

Block 4: Analytics in HR and Finance.
Unit 1
 HR Analytics- Introduction, Metrics Measured by HR Analytics, Data required for HR Analytics Tools, Internal Data-Employee Tenure -Employee Compensation, Training Requirement-
Unit 2
Performance Appraisal, Workforce Analytics, Attrition and Retention Analytics, Compensation Analytics, Talent Acquisition and Development.
Unit 3
Analytics in Finance: Understanding Data Analytics Applications in Stock Market Investments, Banking, Financial Advisory and Management, Risk Analysis, Electronic Payment Services.

Block 5: Analytics in Health Care, and Text Analytics
Unit 1
Health Care Analytics: Health Care Systems, Electronic Health Care Records-Clinical Data- Health Care Big Data Sources-Patient Data-Administrative Data-Genomics Data, Imaging Data
Unit 2
Insurance Data, Diagnostic Data-Survey Data-Family Data, Data Quality-Data Ethics Data Integration Challenges.
Unit 3
Text Analytics: Text Mining-Core Text Operations. Nature of Unstructured and Semi-Structured TextCollecting Documents. NLP: Text Pre-processing -Sentence Segmentation Tokenization -lemmatization-stemming Parsing Text-Key Words.

References

- Prasad R. N.&SeemaAcharya, (2016), ‒Fundamentals of Business Analytics‖, Wiley India.
- Bhuvaneswari V,T.Devi T, (2016),‒BigDataAnalytics:APractitioner'sApproach‖,Sci-Tech Publications.
- SeemaAcharya,SubhashiniChellappan, (2016),―BigDataand Analytics‖,WileyPublication,first edition. Reprint.
- Wayne L. Winston, (2014), ‒Marketing Analytics‖, Wiley India Pvt Ltd, New Delhi.
- SandhyaKuruganti&HindolBasu, (2017), ‒Business Analytics. Applications to Consumer Marketing‖ McGraw Hill Education, Chennai.
- Micke Grigsby, (2015), ‒Marketing Analytics: A Practical Guide to Real Marketing Science‖, Kogan Page.
- AvinashKoushik, (2017), ‒Web Analytics 2.0.‖, Wiley India Pvt Ltd, New Delhi.
- Ramesh Soundararajan&Kuldeep Singh, (2019), ‒Winning on HR Analytics: Leveraging Data for Competitive Advantage‖, Sage Publications New Delhi.
- Mark J Bennet& Dirk L Hugen, (2016), ‒Financial Analytics with R: Building a Laptop Laboratory for Data Science‖ Cambridge University Press.
- MuruganAnandarajan, (2018), ‒Practical Text Analytics, Maximizing the Value of Text Data‖, Springer

PROJECT REPORT

SGB24BB401PR

(Number of credits: 6)

GUIDELINES FOR PROJECT

● Project work to commence at the beginning of the seventh semester

● Every student shall work on a project related to Management discipline.

● Project Report to be submitted at the end of the seventh semester

● Project work should be done under the supervision and guidance of academic counsellors/ Approved research guides/ Faculty members of Commerce working in a collegeor Universisty

● Two copies of the project report in English (Printed in A4 size paper) should be submitted as per latest APA format.

Structure of the Report

•Preliminary section

•Title Page- Name of the Student, Name and Designation of the supervising Teacher

• Certificate from the guide (Academic counsellors)

• Acknowledgements

• Contents

• List of tables

• List of figures

• Chapterisation

Main content

•**Chapter I   Introduction**
Review of Literature

Research problem Research

gap Significance of the

studyScope of the study

Objectives of the study

Methodology (stating the variables associated with the objectives)

Sample design and technique

• Chapter II

Theoretical/Conceptual framework

• Chapter III

Data Analysis and Interpretation

• Chapter IV

Findings, Conclusion, and Suggestions

● End Section

• Bibliography- as per latest APA format

• Appendix (Questionnaire, Specimen copies of forms, other exhibits etc.)- include only those materials which is referred in the report

Project Evaluation

Dissertation /Project Report to be submitted at the end of the last semester. The project report shall be subject to internal and external evaluation.

Internal Evaluation is to be done by the supervising teacher and external evaluation is to be done by an examiner appointed by the University.

Total Marks for the Project consists of two components:

A – Internal Evaluation -30 per cent

B - External Evaluation – 70 per cent

Project should be asseseed on the basis of the following parameters:

Relevance of Topic 5

Statement of Objectives 5

Methodology 10

Presentation of Facts and Figures 5

Quality of Analysis and Findings 10

Bibliography 5

Viva-Voce (External) - 30

Foundational Skills for Research and Writing
SGB24UC401FR
(Number of credits 4)

COURSE DETAILS

BLOCK 1   **Understanding Research Basics**

UNIT 1:   Distinguishing Research from Inquiry - Causative premises of

inquiry - Formal and informal inquiry - Questions and answers.

UNIT 2:   Research Types and Design - Primary and secondary - Research

etymology - Driving reasons and questions for organised

research - Significance and steps - Design of research.

BLOCK 2   **Bibliographic and Literature Review**

UNIT 1:   Bibliographic sources for research and annotation - Locating sources
for a bibliography.

UNIT 2:   Reviewing Literature - Primary & secondary sources -

Convergence and divergence - Identifying research gaps -

Establishing significance of research.

BLOCK 3   **Writing Formats and Citation Styles**

UNIT 1:   Synopsis - Executive summary - Abstract writing - Conventions and
practices

UNIT 2:   Citing and citation styles - Managing references - Different style sheets

BLOCK 4   **Research Ethics and Publication**

UNIT 1:   Research ethics - Intellectual property rights - Copyrights and
plagiarism.

UNIT 2:   Publication procedures - Benchmarks for publication - Research gate &
scopus.

Suggested Readings

Ballenger, Bruce, P. (2012). The Curious Researcher: A Guide to Writing Research Papers. 7th edition. Boston, M.A.: Pearson.

Booth, Wayne, C., Gregory G. Colomb, Joseph M. Williams, Joseph Bizup and William T. Fitzgerald (2016). The Craft of Research. Chicago: The University of Chicago Press.

The Chicago Manual of Style Online. Chicago: The University of Chicago Press2017. 17th edn.

Fink, Arlene (2005). Conducting research literature reviews: From the Internet to paper. 2nd edition. Thousand Oaks, CA: Sage.

Lipson, Charles (2018) Cite Right. A Quick Guide to Citation Styles—MLA, APA, Chicago, the Sciences, Professions and More. Chicago: The University of Chicago Press.

Mavodza, Judith. (2016) Citation Tracking in academic libraries: An Overview. Oxford, UK: Chandos Publishing.

Reale, Micelle. (2019) Inquiry and Research: A Relational Approach in the Classroom. American Library Association.

Ridley, Diana. (2012). The Literature Review: A Step- by- Step Guide for Students. 2nd edition. Los Angeles, CA: Sage.

Snyder, Hannah (2019). Literature review as a research methodology: An overview and guidelines, Journal of Business Research volume 104, pp. 333-339.https://doi.org/10.1016/j.busres.2019.07.039

EIGHTH SEMESTER

Advanced Discipline Specific Course

Entrepreneurship and Startups

SGB24BB403AM

(Number of Credits: 6)

Course Objectives:

- To introduce students to the fundamental concepts, principles, and processes of entrepreneurship and startup creation.
- To develop an understanding of the entrepreneurial mindset, skills, and behaviors required for successful venture creation and growth.
- To equip students with the knowledge and tools necessary for identifying business opportunities, conducting feasibility analysis, and developing viable business models and strategies.
- To familiarize students with the startup ecosystem, including funding sources, incubators, accelerators, and the lean startup methodology.
- To provide an overview of key aspects of entrepreneurial finance, marketing, sales, and legal considerations for startups.

Course Outcomes:

Upon successful completion of this course, students will be able to:

- Demonstrate a comprehensive understanding of the entrepreneurial process, from idea generation to venture launch and growth.
- Exhibit entrepreneurial skills such as critical thinking, problem-solving, creativity, risk-taking, leadership, and effective communication.
- Develop a well-researched and comprehensive business plan, including market analysis, competitive strategies, financial projections, and funding requirements.
- Apply the lean startup methodology, including customer development, minimum viable product (MVP) creation, and iterative product development.
- Identify and analyze legal and regulatory considerations relevant to startups, including business formation, intellectual property protection, and contract negotiation.

Course Details

Block 1: Introduction to Entrepreneurship

Unit 1: Entrepreneurship and Its Importance

Definition and concept of entrepreneurship; Characteristics and mindset of an entrepreneur; Importance of entrepreneurship for economic growth and innovation; Types of entrepreneurship (e.g., small business, social entrepreneurship, corporate entrepreneurship)

Unit 2: Entrepreneurial Process

Idea generation and opportunity recognition; Feasibility analysis and market research; Business planning and strategy development; Resource acquisition and mobilization; Launch and growth strategies

Unit 3: Entrepreneurial Skills

Critical thinking and problem-solving; Creative thinking and innovation; Risk-taking and decision-making; Leadership and team building; Communication and networking

Block 2: Startup Fundamentals

Unit 1: Startup Ecosystem

Understanding the startup ecosystem; Key players and stakeholders in the startup ecosystem; Startup incubators and accelerators; Funding sources for startups (e.g., angel investors, venture capitalists, crowdfunding)

Unit 2: Lean Startup Methodology

Introduction to the lean startup approach; Customer development and validation; Minimum Viable Product (MVP) concept; Pivoting and iterative product development; Agile project management for startups

Block 3: Business Planning and Strategy

Unit 1: Business Model Development

Components of a business model; Business model canvas and value proposition design; Revenue models and pricing strategies; Cost structure and financial planning

Unit 2: Strategic Planning for Startups

Competitive analysis and strategic positioning; Growth strategies for startups; Exit strategies (e.g., IPO, acquisition, merger)

Unit 3: Preparing Business Proposals

Components of a business proposal; Executive summary and company overview; Market analysis and competitive landscape; Marketing and sales strategies; Financial projections and funding requirements.

Block 4: Marketing and Sales for Startups

Unit 1: Marketing for Startups

Marketing strategies for startups; Digital marketing and social media marketing; Branding and brand storytelling; Growth hacking and viral marketing

Unit 2: Sales and Customer Acquisition

Sales strategies for startups; Customer acquisition and retention strategies; Customer relationship management (CRM); Sales funnels and conversion optimization

Block 5: Entrepreneurial Finance and Legal Aspects

Unit 1: Entrepreneurial Finance

Financial planning and forecasting for startups; Funding sources and capital acquisition; Valuation and deal negotiation; Financial management and cash flow management.

Unit 2: Legal Aspects of Entrepreneurship

Business formation and legal structures; Intellectual property rights and protection; Contract negotiation and management; Regulatory compliance and risk management; Legal Disputes and Litigation; Business ethics and corporate social responsibility.

Reference

Kuratko, D. F. (2016). Entrepreneurship: Theory, process, and practice (10th ed.). Cengage Learning.

Mariotti, S., & Glackin, C. (2015). Entrepreneurship and small business management (2nd ed.). Pearson Education.

Blank, S., & Dorf, B. (2012). The startup owner's manual: The step-by-step guide for building a great company. K&S Ranch.

Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.

Abrams, R. M. (2014). The successful business plan: Secrets & strategies (6th ed.). The Planning Shop.

Kawasaki, G. (2004). The art of the start: The time-tested, battle-hardened guide for anyone starting anything. Penguin.

Weinberg, G., & Mares, J. (2014). Traction: A startup guide to getting customers. S-Curves Publishing.

Barker, M. S., Barker, D. I., Bormann, N. F., & Neher, K. (2013). Marketing for entrepreneurs and small business. CreateSpace Independent Publishing Platform.

Costello, T. G., & Prager, R. A. (2013). Forming a startup business. Entrepreneur Press.

Bagley, C. E., & Dauchy, C. E. (2017). The entrepreneur's guide to law and strategy (5th ed.). Cengage Learning.

Research methods / Discipline-Specific Course

Operations Management
SGB24BB401DS
(Number of Credits: 4)

Objectives:
1. To Integrate the fundamentals of business management with the principles of operations management.
2. To understand the role of operations and its relationship with other functional areas of business organisations.
3. To apply basic design principles to determine appropriate facility location and layout.
4. To explore the principles of quality control and assurance
5. To impart quality management principles to continuous improvement in operations management.

Course Outcomes:
1. Gain detailed knowledge about the issues and Stages in Operations Planning, Implementation,and Maintenance.
2. Familiarize the Processes of Production Management and
3. Impart idea about Plant Location and Layout
4. To know the various inventory control methods
5. To provide a comprehensive outlook on major Quality Aspects

Course Outline
> Block 1: Operations Management An Overview
> Block 2: Design of Operations Systems
> Block 3: Management of Quality
> Block 4: Methods Analysis and Work Measurement

Block 1: Operations Management an Overview:

- **Unit 1: Introduction to Operations Management:**
  Introduction and Scope of Operations Management- Distinction between Production Management and Operations Management -Challenges of Managing Services- History and evolution of OM- Role of operations in an organization.

- **Unit 2: Production Process:**
  Production Process - Steps, Production forecasting – Importance and techniques, Recent trends in production/operations management.

Block 2: Design of Operations Systems:

- **Unit 1: Product Design and Development:**
  Product Design- Factors influencing product design decisions - Integrated Design Process - Product life cycle - Process Management- Types of production processes -

Factors influencing process selection. Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems -Assembly line balancing.

- **Unit 2: Capacity Planning:**
Capacity Planning- Capacity Planning Techniques - Plant Location and Layout-Importance of Plant Location- Factors Influencing Plant Location Decisions- Methods of Plant Location Analysis- Types of Plant Layout.

Block 3: Production and Inventory Control:

- **Unit 1: Production Planning and Control:**
Production planning and control – meaning – functions – aggregate planning –master production schedule (MPS) – Material requirement planning (MRP) – BOM – Capacity requirement planning (CRP) – Techniques – problems in MRP and CRP – an introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM).

- **Unit 2: Inventory Control**
Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP), Just-in-time (JIT), inventory management.

Block 4: Methods Analysis and Work Measurement:

- **Unit 1: Methods Analysis:**
Methods Analysis - Steps involved in methods study- Importance of continuous improvement through methods study– The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Types of allowances - Standard Time.

- **Unit 2: Work Measurement:**
Work Sampling Technique - Design of Work Systems- Work Measurement Techniques – Ergonomics - Job Enlargement, Enrichment, and Rotation- Measurement of Productivity and Factors Affecting Productivity – Methods of Improving Productivity- Job Design- and Work Study Techniques.

References:

1. Stevenson, W. J. Operations Management. McGraw-Hill.

2. Meenakshi, A. K. N. Operations Management. Cengage Learning India Pvt Ltd.

3. Bhat, K. S. Operations Management. Himalaya Publishing House.

4. Panneerselvam, R. Production and Operations Management. PHI Learning.

5. Krajewski, L., Ritzman, L. P., Malhotra, M. K., & Srivastava, S. K. Operations Management - Pearson.

6. Mahadevan, B. Operations Management. Pearson.

7. Everest E Adam & Ebert. Production and Operations Management. PHI – publication.

8. Joseph G Monks, Operations Management (Theory and Problems) — McGraw Hill Intl.

Research Methods /Discipline-Specific Course

Organisational Behaviour
SGB24BB402DS
(Number of credits: 4)

Course Objectives:

1. To introduce students to the fundamental concepts, theories, and principles of organisational behavior.
2. To develop an understanding of individual, group, and organisational factors that influence behavior in the workplace.
3. To explore the impact of organizational culture, structure, and processes on employee behavior and organisational effectiveness.
4. To equip students with knowledge and skills for managing and modifying behavior in organizations through techniques such as organisational behavior modification (OBM).
5. To provide insights into managing and mitigating organisational challenges, such as misbehavior, conflict, and stress, while promoting ethical decision-making and organizational justice.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Analyze and apply organizational behavior concepts and theories to understand and predict behavior in various organisational settings.
2. Identify and evaluate the impact of individual differences, personality traits, perceptions, and attitudes on workplace behavior.
3. Understand the dynamics of group formation, decision-making processes, and conflict management within teams.
4. Develop strategies for creating and maintaining a positive organizational culture, promoting cultural change, and managing cultural diversity.
5. Implement effective stress management techniques and interventions at the individual and organizational levels to enhance employee well-being and productivity.
6. Recognize and address misbehavior in organisations, promoting ethical decision-making and organizational justice.

Course Outline

Block 1: Introduction to Organisational Behaviour

Block 2: Individual Behaviour

Block 3: Group Behaviour

Block 4: Organisational Culture and Conflict

Course Details

Block 1: Introduction to Organisational Behaviour

Unit 1: Introduction to organisational Behaviour

Meaning - Definition of OB- Concepts-Nature-Elements- Approaches to the study organisational development-Levels of analysis-Management and organizational behaviour – Contributing disciplines to the understanding of OB.

Unit 2: Models of OB

Developing OB model- Behaviouristic-Social Learning and Cognitive frameworks-Behavioural indices-Efficiency and effectiveness-Contemporary application and challenges of OB

Block 2: Individual Behaviour

Unit 1: Foundation of Individual Behaviour

Meaning – Definition-Factors Influencing Individual Behaviour -Personal Factors-

Environmental Factors- Psychological factor- Organisational Systems and Resources.

Unit-2 Attitude

Meaning and definition- Components-Functions-Formation-Changing of attitude-Prejudice and Attitude.

Unit 3 - Personality

Meaning and definition-Determinants of personality – Personality traits -The big five personality model-Personality tests and measurement - Personality typology-Theories of Personality.

Block 3: Group Behaviour

Unit 1: Group

Factors influencing group behaviour-Norms-Cohesiveness-Stages of Group Development-

Group Structure- Group Decision making

Unit 2: Group Dynamic

Definition and importance-Types of groups-Group formation, Group development-Stages of

Group development-Group performance factors-Group norms-Group status-Group size

Unit 3: Organisational Development

Meaning-Concept-Definition-Need for change-Resistance to change-Theories of planned

change-Organisational diagnosis-OD intervention

Block 4: Organisational Culture and Conflict

Unit 1: Organisational Culture

Meaning-Definition – Culture and formalization- Culture_s functions- Sustaining Culture-Ethical Organisational Culture-Creating a Customer-Responsive Culture

Unit 2: Types of Conflicts

Sources-Patterns-Levels and types of conflict-Conflict process - Levels of conflict-Traditional and Modern approaches to conflict-Functional and dysfunctional-Organisational conflicts-Resolution of conflict

References:

1. Griffin, Ricky W: Organizational Behaviour, Houghton Mifflin co., Boston.

2. Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman:

3. Organizational Behavior, south western college Publishing, Ohio.

4. Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson: Management of Organizational Behaviour:

5. Utilising Human Resources, Prentice Hall, New Delhi.

6. Ivancevich; John and Micheeol T. Matheson: Organizational Behaviour and Management,

Tata McGraw-Hill,New Delhi.

7. Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York

8. Newstrom, John W. and Keith Davis: Organizational Behavior: Human Behavior at Work,

Tata McGraw-Hill,New Delhi.

9. Robbins, Stephen P, and Mary Coulter: management, Prentice hall, New Delhi.

10 Robbins, Stephen P: Organizational Behavior, Prentice hall., New Delhi.

11 Sukla, Madhukar: Understanding Organizations: Organization Theory and Practice in

India,Prentice Hall,New Delhi.

Additional Advanced Major Discipline Courses
Strategic Management

SGB24BB401AA
(Number of credits: 6)

Course Objective: Introduce the concept of Business Policy and Strategic Management to the learners and make them understand its process and levels. Create a conceptual awareness on various strategies.

Course Outcome:

On completion of this course, the learners will be able to identify and link strategy formulation and implementation considering various environmental factors.

Course Outline:

Block 1: Overview of Strategic Management

Block 2: Business Vision, Mission, Objectives

Block 3: Strategic formulation

Block 4: Strategy Implementation

Block 5: Strategy Evaluation and Control

Course Details

Block 1: Overview of Strategic Management

Unit 1: Business Policy and Strategic Management – Corporate, SBU and Divisional Strategies

Unit 2: Strategic Management Model – Business Ethics and Strategic Management.

Block 2: Business Vision, Mission, Objectives

Unit 1: Strategic Intent-Characteristics of Vision, Mission, Business Models, Objectives, Core Competency

Unit 2: Types of Strategies- Generic and grand Strategies- Integration Strategies-Intensive Strategies-Diversification Strategies-Michael Porter Generic Strategies.

Block 3: Strategic formulation

Unit 1: Environmental analysis; External, Organisational and Industry analysis, OCP & SAP, Scenario Analysis, SWOT, PESTEL, ETOP,QUEST

Unit 2: Strategic Analysis and Strategic Alternatives, Balanced Score Card.

Block 4: Strategy Implementation

Unit 1: The Nature of Strategy Implementation – Project, Behavioural, Structural, Functional and Procedural

Unit 2: Strategy and Structure-Strategy and Culture.

Block 5: Strategy Evaluation and Control

Unit 1: Characteristics of Effective Evaluation Systems –Criteria for Strategy Control –Mechanism for Strategic Control- Du Pont's control model

Unit 2: Concept of Value Chain, Strategic Surveillance, Michael Porter's approach for Globalisation, Strategy Audit, Future of Strategic Management.

References:

- Arthur A Thompson Jr, Strickland. (2010). ‒Strategic Management- Concepts and Cases‖ TATA McGraw Hill Company Ltd, Second Reprint, New Delhi.
- Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
- Business Policy and Strategic Management, Subha Rao Himalaya Publishing House, Mumbai.
- John Child and David Faulkner. (1998). Strategies of Co-operation: Managing Alliances – Networks and Joint Ventures. New Delhi: Oxford University Press.
- Michal, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi
- Patrick A. Gaughan Mergers, Acquisitions and Corporate Restructuring. New York: John Wily & Sons,Inc.
- Sharma R.A, Strategic Management in Indian Companies, Deep and Deep Publications, New Delhi.

Additional Advanced Major Discipline Specific course

Business Projects Management

SGB24BB402AA

(Number of Credits: 6)

Course Objectives:

1. Understand the fundamental concepts, principles, and practices of project management.
2. Develop skills in project formulation, appraisal, evaluation, implementation, and control.
3. Gain knowledge of advanced project management methodologies, such as Agile and quality management.
4. Explore the use of project management tools and technologies for effective project execution.

Course Outcomes:

1. Analyse and apply project management techniques to initiate, plan, execute, monitor, and close projects.
2. Conduct feasibility studies and appraise projects using various evaluation techniques.
3. Implement project management methodologies, including Agile and quality management principles.
4. Utilize project management software, collaboration tools, and data analytics for project planning and control.

Course Outline:

Block 1: Introduction to Project Management

Block 2: Project Formulation and Appraisal

Block 3: Project Evaluation, Implementation and Control

Block 4: Advanced Project Management Concepts

Block 5: Project Management in Practice

Course Details

Block 1: Introduction to Project Management

Unit 1: Fundamentals of Project Management

Meaning and Definition; Characteristics and Importance of Project Management; Classification of Projects.

Unit 2: Project Life Cycle

Project Life Cycle and Its Phases; Life Cycle path; Project Identification;

Block 2: Project Formulation and Appraisal

Unit 1: Project Formulation

Project Formulation: Opportunity studies, Identification of product/service, Pre-feasibility Studies, Feasibility Studies (Commercial, Economic, Technical, managerial and social feasibility); Feasibility Report.

Unit 2: Project Appraisal

Market and demand Appraisal; Technical Appraisal; Environmental Appraisal; Financial Appraisal, Economic Appraisal; Managerial Appraisal; Social Cost Benefit Analysis (SCBA)

Block 3: Project Evaluation, Implementation and Control

Unit 1: Project Evaluation

Meaning and importance of Project Evaluation; Project Evaluation Techniques: Non-Discounting Techniques or Traditional Methods and Discounting Techniques or Modern Methods

Unit 2: Project Implementation

Project Implementation process; Project Work System Design (The Key Roles): Top Management/Project Director, Project Board, Project Manager; Traits of Project Manager: Soft and Hard skills; Approaches in Project Implementation; Project Scheduling and Resource Management.

Unit 3: Project Monitoring and Control

Project Control; Project Control Process; Types of Project Control; Control Schedule; Project Report; Cost control; Earned Value Management (EVM); Risk Management and Issue Resolution

Block 4: Advanced Project Management Concepts

Unit 1: Agile Project Management

Agile Principles and Methodologies; Agile Project Planning and Execution; Scrum, Kanban and Lean.

Unit 2: Quality Management in Projects

Quality Planning and Assurance; Quality Control and Improvement; Quality Tools and Techniques

Block 5: Project Management in Practice

Unit 1: Project Management Tools and Technologies

Project Management Software and Tools; Collaboration and Communication Technologies

Data Analytics and Visualization

Unit 2: Project Closure

Project Closure Activities; Post-Implementation Review and Lessons Learned; Continuous Improvement and Knowledge Management