

**MINOR COURSE GROUPING: (C) FINANCIAL MASTERY**

**GROUP 5. FINANCIAL STUDIES**

Course Code	COM1MN105				
Course Title	<b>BASICS OF FINANCIAL MARKETS</b>				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Some familiarity with accounting principles and financial statements can be beneficial.				
Course Summary	Introduction to Financial Markets is a foundational course designed to provide students with a comprehensive understanding of the structure,				

	function, and operation of financial markets.
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### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Establishing a robust understanding of the concept and constituents of the financial system, while cultivating knowledge and comprehension of financial markets and their constituents	U	F ,C	Examinations Assignment
CO2	Analytical and critical evaluation of the risk return characteristics of financial market instruments	A	P	Assignment Project Examination
CO3	Inculcate a positive attitude and appreciation towards stock market investment	A	P	Project Exam Case analysis
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs	Marks 70
<b>I</b>	<b>Indian Financial System</b>		<b>11</b>	<b>15</b>
	1	Introduction to the Indian Financial System: Definition, scope, and structure-Importance in the economy	2	
	2	Features of the Indian Financial System-Functions of the Financial System	2	
	3	Elements of the Financial System: Institutions: Banks, Non-Banking Financial Companies (NBFCs), Insurance Companies, Mutual Funds, etc.- Instruments: Loans, Deposits, Securities, Derivatives, etc.	2	
	4	Overview of Regulators and Authorities: Ministry of Finance Securities and Exchange Board of India (SEBI) Reserve Bank of India (RBI) Insurance Regulatory and Development Authority (IRDAI) Telecom Regulatory Authority of India (TRAI) Pension Fund Regulatory and Development Authority	5	

		(PFRDA) Functions, roles, and significance in regulating the financial sector		
<b>II</b>	<b>Financial Market</b>		<b>8</b>	<b>20</b>
	5	Types of Financial Markets: Money Market: Definition, significance, and characteristics-Capital Market: Definition, significance, and types (primary and secondary)	2	
	6	Money Market: Meaning, features, and importance-	2	
	7	Money market instruments in India: Treasury bills, Commercial Paper, Certificate of Deposit, etc.	2	
	8	Risk-Return analysis - Defects of Indian money market.	2	
<b>III</b>	<b>Capital Market</b>		<b>15</b>	<b>20</b>
	9	Types of Capital Market: Primary and Secondary-Primary Market: Functions, significance, and process of new securities issuance	2	
	10	Secondary Market: Functions, role in liquidity provision, and market efficiency	2	
	11	Intermediaries in the Primary Market: Investment bankers, Underwriters, Registrars, etc.	2	
	12	Methods of Floating New Issues: Public Issue: Initial Public Offering (IPO) and Follow-on Public Offering (FPO)-Private Placement	2	
	13	Additional Capital Market Offerings: Rights Issue, Bonus Issue, Private Placement,	3	
	14	Bonus issue, Private placement	2	
	15	Application Supported by Blocked Amount (ASBA)	2	
<b>IV</b>	<b>Secondary Market</b>		<b>11</b>	<b>15</b>
	16	Intermediaries in the Secondary Market: Brokers, Dealers, Depositories, etc.	2	
	17	Functions of Stock Exchanges: Overview of Bombay Stock Exchange (BSE) and National Stock Exchange (NSE)	3	
	18	Stock Indices:Explanation and significance of Sensex and Nifty as market indicators	2	
	19	Listing of Securities: Advantages for issuers and investors	2	
	20	Listing procedure and legal requirements	2	
<b>V</b>	<b>Practicum: It is recommended to conduct the following practical exercises</b>		<b>30</b>	
	1	1. Market study on Present and upcoming IPOs, Sensex and Nifty, Major shares traded in Indian stock exchanges and price trends 2. Conduct trading games (mock trading) or investment competitions where students manage virtual portfolios and		

		<p>make trading decisions based on market information and economic indicators.</p> <p>3. Present case studies of historical financial events or market phenomena and ask students to analyze the causes, impacts, and lessons learned</p> <p>4. Organize debates or discussions on controversial topics in finance.</p> <p>Assign group projects where students research and analyze specific financial markets, investment products, or regulatory issues</p>		
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**References :**

1. Jeff Madura, Financial Institutions And Markets.
2. Dr Paramjeet Kaur, Financial Markets and Institutions.
3. Bharati V. Pathak, The Indian Financial System: Markets, Institutions And Services
4. L M Bhole, Jitendra Mahakud, Financial Institutions And Markets: Structure, Growth And Innovations.
5. Vinod Kumar and Atul Gupta and Manmeet Kaur Bawa, Financial Markets & Institutions.

**GROUP 6. FINTECH**

Course Code	COM1MN106
Course Title	FOUNDATIONS OF MODERN BANKING
Type of Course	Minor
Semester	I
Academic Level	100-199

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Studying modern banking requires a foundational understanding of various concepts related to finance, economics, and business.				
Course Summary	This course explores the intersection of technology and banking, focusing on the latest trends and innovations that are revolutionizing the financial industry.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO 1	Understand the role of technology in transforming the banking industry.	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO 2	Analyse the modern banking techniques with appropriate digital technologies.	An	P	Examinations Assignment Project
CO 3	Appreciate the importance of modern banking and cyber security.	An	P	Project exam Case study
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I		Introduction to Banking	10	70
	1	Introduction to banking and its significance in economic development - Fundamental concepts of banking-Evolution of banking in India: Historical perspective	2	15
	2	Overview of the banking system in India- Types of banks: Commercial banks, Cooperative banks, Development banks, etc.- Regulatory bodies: Reserve Bank of India (RBI), Banking Regulation Act, etc.	2	
	3	Functions of Commercial Banks-Liquidity management: Role of banks in managing liquidity-Credit creation: Understanding how commercial banks create credit-Overview of the functions of the Reserve Bank of India (RBI)-Introduction to banking products and services: Deposits, Loans, Cards, etc.	4	

	4	Definition and types of negotiable instruments-Characteristics and essential elements of negotiable instruments-Types of negotiable instruments	2	
<b>II</b>	Banking Practice		<b>10</b>	<b>20</b>
	5	Definition of a banker and customer as per banking regulations-	2	
	6	General and special relationships between a banker and a customer-Duties and rights of bankers and customers	3	
	7	Introduction to Asset Liability Management (ALM)-ALM in banking: Managing assets and liabilities to mitigate risk-Importance of ALM in ensuring the financial stability of banks	2	
	8	Types of accounts: Savings accounts, Current accounts, Fixed deposits, etc.- Procedures and documentation for opening bank accounts- Special types of customers: Minor accounts, Accounts of married women, Accounts of firms, Accounts of companies	3	
<b>III</b>	Banking Practices and AI in Banking		<b>14</b>	<b>20</b>
	9	Banking ethics and professionalism- Know Your Customer (KYC) norms and Anti-Money Laundering (AML) regulations	2	
	10	Banking regulations and statutes in India	2	
	11	Role of AI in banking operations-Open Banking and API Integration	5	
	12	Challenges and opportunities of AI adoption in Indian banking	2	
	13	Role of modern banking technologies in promoting financial inclusion	2	
	14	Ethical considerations in Technology Banking	1	
<b>IV</b>	Cyber Security in Banking		<b>11</b>	<b>15</b>
	15	Overview of Cyber security in banking- Types of cyber threats facing banks	3	
	16	Emerging Trends and Technologies in Banking Cyber security	3	
	17	Regulatory guidelines for technology adoption in Indian banking	2	
	18	Role of Data Analytics in Banking	3	
<b>V</b>	<b>Practicum: It is recommended to conduct the following practical exercises</b>		<b>30</b>	
	1	Case studies and practical applications- Analysing real world banking scenario. Practical exercises on opening accounts, processing transactions, etc.		
	2	Assign projects on emerging technologies and trends impacting technology banking.		
	3	Arrange field visits to banks, and technology firms specializing in banking solutions and prepare a report about technological adoption in banking sector		
	4	Conduct discussions on topics related to AI in banking, such as job displacement, and AI ethics.		

		Group discussions and presentations on contemporary banking issues		
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**References:**

1. Maheshwari S N , Banking Law and practice.
2. Sheker . K C , Banking Theory Law and practice
3. Bedi H L &V K Hardikar , Practical Banking
4. Sheldon H. P, Practice and Law of Banking.
5. Radhaswamy & Vasudevan , Text book of Banking.
6. Varshaney, Banking Law and Practice.

**MINOR COURSE GROUPING: (D) MARKETING**

**GROUP 7. DIGITAL MARKETING**

Course Code	COM1MN107				
Course Title	ESSENTIALS OF MARKETING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of fundamental business concepts such as supply, demand, competition etc				
Course Summary	This introductory marketing course is designed to provide students with a foundational understanding of marketing principles, strategies, and tactics.				

**Course Outcome (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students understand the fundamental concepts of Marketing	U	C	Examinations/ Quizzes/ Assignment/Seminar
CO2	Analyse the marketing concepts to real-world business scenarios.	An	P	Examination Assignment/Seminar
CO3	Conduct critical analysis and acknowledge the significance of fundamental marketing principles.	An	P	Debates/Discussions Case analysis

				Exam
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs	Marks
I	<b>Introduction to Marketing</b>		<b>8</b>	<b>15</b>
	1	Definition of Marketing: Various marketing concepts: Production, Product, Selling, Marketing, Societal Marketing	1	
	2	Evolution of Marketing Concepts: Historical development of marketing philosophies	2	
	3	The role of marketing in business-Difference between Marketing and Selling	2	
	4	Overview of different marketing philosophies (Product, Sales, Market, Societal)- Marketing environment and its impact on business strategy	3	

II	<b>Product and Pricing</b>		<b>12</b>	<b>20</b>
	5	Concept of Marketing Mix: Introduction to the 4Ps framework: Product, Price, Place, Promotion	1	
	6	Classification of products: Consumer products, Industrial products, Services-New product development process and strategies	2	
	7	Product Life Cycle Management: stages of the product life cycle and their implications for marketing strategy	1	
	8	Brand and Brand Equity-Building and managing brand equity-Brand positioning and differentiation	2	
	9	Building and managing brand equity-Brand positioning and differentiation strategies	1	
	10	Warranties and Guaranties	1	
	11	Pricing objectives and policies in marketing strategy formulation	2	
	12	Factors Determining Price: Market demand, competition, costs, and other factors influencing pricing decisions-Pricing methods and tactics: Cost-based pricing, Value-based pricing, Competition-based pricing, etc.	2	
III	<b>Distribution and Promotion</b>		<b>10</b>	<b>20</b>
	13	Channels of Distribution: Distribution channels and their role in product distribution	2	

	14	Role of Marketing Channels: Importance of intermediaries and channel partners in the distribution process	2	
	15	Types of Channels	2	
	16	Sales Promotion- Techniques and strategies for promoting sales	2	
	17	Personal Selling and Public Relations: Role and importance of personal selling- Public relations	2	
	<b>Sustainable Marketing</b>		<b>15</b>	<b>15</b>
	18	Meaning- Pillars of Sustainable marketing	3	
	19	Marketing with sustainability concern	3	
<b>IV</b>	20	Environmental Impact Management: Waste management strategies-Resource depletion mitigation	5	
	21	Energy Consumption	2	
	22	Green Marketing: Strategies for promoting environmentally friendly products and practices	2	
<b>V</b>	<b>Practicum: It is recommended to conduct the following practical exercises</b>		<b>30</b>	
	1	Recommended to organize the following: Field Project: Example: A project on Green Marketing Initiatives in different Organizations in nearby locality		
	2	Conduct real case studies to analyze marketing challenges, and successes and encourage learners to apply marketing concepts to solve practical problems		
	3	Assign group projects where students develop marketing plans for hypothetical products or services		
	4	Conduct role-playing exercises to simulate various marketing scenarios.		
	5	Conduct peer reviews using marketing periodicals and journals		

### References:

1. Marketing Management, S.A. Sherlakar,. Himalaya.

2. Fundamentals of Marketing, William J Stanton, Me Graw Hill Publishing Co, New York
3. Marketing by Lamb. Hair, Me Dannel - Thomson.
4. Marketing by Evans & Berman, 2/e, Biztantra.
5. Marketing-Concepts, strategies by William M Pride. OC Fewell. Biztantra.
6. Marketing Management, Ramaswamy & Namakumari, Macmillan.
7. Marketing Management, Arun Kumar & Meenakshi. Vikas.
8. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education.

**GROUP 8: LOGISTICS**

Course Code	COM1MN108				
Course Title	ADVERTISEMENT AND SALES PROMOTION				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A foundational understanding of marketing principles and concepts is useful before delving into the specifics of advertisement and sales promotion.				
Course Summary	This course that explores the fundamental concepts, strategies, and techniques employed in the field of marketing to stimulate sales and promote products or services effectively.				

**Course Outcome (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding of the role of advertisement and sales promotion within the broader context of marketing communication.	U	C	Examinations/ Review Questions/Quizzes/ Assignment/Seminar
CO2	Analyze and interpret consumer behavior theories and concepts to develop insights into consumer motivations, attitudes, and decision-making processes.	An	P	Examinations/ Assignment
CO3	Evaluate various promotional tools and techniques	E	P	Project Exam Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge				

Module	Unit	Content	Hrs	Marks 70
I	<b>INTRODUCTION TO ADVERTISING</b>		10	15
		1.Meaning, Definition, Nature, and Importance of Advertising:  2.Scope of advertising  3.Key objectives and importance of advertising in marketing communication  4.Overview of various types of advertising (e.g., product advertising, institutional advertising, comparative advertising, etc.)		
		5.DAGMAR Approach and Setting of Advertising Budget:  6.Explanation of the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach to setting advertising objectives  7.Methods for determining advertising budget allocation		
II	<b>ADVERTISING MESSAGE AND MEDIA</b>		12	20

		8. Advertising Message: Components of an advertising message: headline, body copy, visuals, etc.  9. Different types of advertising appeals and strategies for creating effective advertising copy		
		10. Types of Advertising Media: Overview of traditional and digital advertising media (e.g., print, television, radio, outdoor, online, social media, etc.) 11. Strengths and limitations of each advertising medium 12. Factors influencing the selection of advertising media		
		13. New Trends in Advertising: Emerging trends in advertising, including social media advertising and influencer marketing		
		<b>ADVERTISING EFFECTIVENESS</b>	<b>8</b>	<b>15</b>
<b>III</b>		14. Communication and Sales Effects of Advertising: the dual objectives of advertising: communication and sales impact  15. Methods for measuring advertising effectiveness, including pre-testing and post-testing techniques		
		16. Ethical Aspects of Advertising in India: Overview of ethical considerations in advertising practices 17. Role and functions of the Advertising Standards Council of India (ASCI) in regulating advertising content and practices		
		<b>SALES PROMOTION</b>	<b>15</b>	<b>20</b>
<b>IV</b>		18. Nature and Importance of Sales Promotion: role of sales promotion in the marketing mix  19. Key objectives and benefits of sales promotion activities		
		20. Tools of Sales Promotion: Overview of various sales promotion tools and techniques, including premiums, price offs, coupons, sampling, refunds, contests, games, point-of-purchase displays, etc. 21. Strategies for effectively using each tool to drive sales and consumer engagement		
		22. Trade Promotion Tools: Convention, conferences, trade fairs, exhibitions and fashion shows, specialties, and novelties.		
<b>V</b>		<b>Practicum: It is recommended to conduct the following practical exercises</b>		<b>30</b>
	1	Discussions on various commercial and non-commercial advertisements in detail with examples		
	2	Debate on the ethical and moral issues in advertisement in the modern era		
	3	Group discussions on digital advertisement and its importance in modern business		
	4	A mini project on the perception of youth towards celebrity endorsement in advertising		
	5	Preparation of a report on various sales promotion tools experienced by		

	students in their real life.		
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**References:**

1. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
2. "Advertising and Promotion: An Integrated Marketing Communications Approach" by Chris Hackley
3. "Advertising Management" by Rajeev Batra, John G. Myers, and David A. Aaker
4. "Sales Promotion: How to Create, Implement, and Integrate Campaigns that Really Work" by Roddy Mullin and Julian Cummins
5. "Advertising: Principles and Practice" by Sandra Moriarty, Nancy Mitchell, and William D. Wells
6. "Sales Promotion and Direct Marketing" by Ken Clow, Karen Whitehill King, and Donald Baack
7. "Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald Baack
8. "Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques" by Don Schultz, Beth Barnes, and Beth E. Barnes

Course Code	COM2MN108				
Course Title	STRATEGIES FOR BRAND BUILDING				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	The learner should have a basic understanding about different concepts and principles of marketing				
Course Summary	This course gives an overview of principles, theories, and concepts underlying brand building in the modern marketplace.				

**Course Outcome (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO 1	Understand the fundamental concepts of brand and brand management.	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO	Analyze various branding	An	C	Examinations/

**GROUPING OF MINOR COURSE (E): BUSINESS ANALYTICS AND INTELLIGENCE**

**GROUP 9: BUSINESS ANALYTICS**

Course Code	COM1MN109				
Course Title	ESSENTIAL STATISTICS FOR BUSINESS ANALYTICS				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Understanding of basic statistics and business mathematics				
Course Summary	This course contains fundamental statistical concepts and techniques that are crucial for analyzing and interpreting data in a business context.				

**Course Outcome (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an understanding of fundamental statistical concepts such as sampling, sample estimation, hypothesis testing, and regression analysis	U	C	Internal Examinations/Review Questions/Quizzes/Assignment/Seminar/External Examinations
CO2	Analyze business data using statistical techniques	An	P	Examinations/Quizzes/Assignment/Practicum
CO3	Critically evaluate data and make informed decisions based on statistical analysis.	Ap	P	Assignment Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

<b>Module</b>	<b>Unit</b>	<b>content</b>	<b>Hours</b>	<b>Marks 70</b>
I		<b>Introduction to Sampling</b>	<b>12</b>	<b>15</b>
	1	Introduction to Sampling and Sampling Theory	1	
	2	Sampling Distribution - Using probabilistic Sampling Techniques	2	
	3	Estimating Sampling Errors and Confidence Intervals – Sampling Error and Non- Sampling Error	4	
	4	Central Limit Theorem	2	
	5	Sampling Techniques	3	
II		<b>Hypothesis testing</b>	<b>12</b>	<b>20</b>
	6	Introduction to Hypothesis testing -Null Hypothesis - Alternate Hypothesis	1	
	7	Testing Hypothesis for larger samples-Test for Single Proportion - Test for Difference of Proportions	2	
	8	Testing Hypothesis for Small Samples - T-test	3	
	9	Calculating Analysis of Variance- Two-Way Factorial ANOVA - Multivariate Analysis of Variance	3	
	10	Performing Chi-Square Test - Testing the Goodness of Fit	3	
III		<b>Correlation and Regression</b>	<b>11</b>	<b>20</b>
	11	Correlation – Meaning & Types -Spearman’s Rank correlation, Karl Pearson’s co efficient of correlation	4	
	12	Analysis of Bi Variate Data	2	
	13	Regression – Meaning - Regression lines - Properties of Regression lines and regression coefficient	5	
IV		<b>Time Series Analysis</b>	<b>10</b>	<b>15</b>
	14	Objectives and uses of Time series analysis	2	
	15	Components of Time series	1	
	16	Measuring trend using free hand curve method and method of semi averages	3	
	17	Measurement of Trend by Moving averages method	2	
	18	Least squares method	2	
V		<b>Practicum: It is recommended to conduct the</b>	<b>30</b>	

		<b>following practical exercises</b>		
		Practical problems on descriptive statistics.		
		Case Study on Sampling Techniques		
		Hypothesis Testing with Excel		
		Practical problems on T test, ANNOVA, Chi-square		
		References 1 Statistics for Big Data for Dummies; Alan Anderson, David Semmelroth; ISBN 9788126558223 2. Data Mining and Business Intelligence (Includes Practicals); S.K. Shinde, Uddagiri Chandrasekhar; 789351197188 3. Applied Business Statistics, 7ed, ISV (Author- Ken Black) 4. Statistical Analysis with Excel For Dummies, 4th Edition; Joseph Schmuller; ISBN: 978- 1-119- 27116-1		

Course Code	COM2MN109				
Course Title	DATA ANALYTICS FOR BUSINESS				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of various concepts of statistics				
Course Summary	The Business Analytics course provides students with the knowledge and skills necessary to harness the power of data and analytics for effective decision-making in a business context.				

### Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a solid understanding of fundamental concepts and techniques in business analytics	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO2	Apply business analytical	Ap	P	Examinations

**GROUP 10: BUSINESS INFORMATION SYSTEM**

Course Code	COM1MN110				
Course Title	BUSINESS ANALYTICS FOR DECISION MAKING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	An understanding of fundamental concepts of business analytics				
Course Summary	This course gives an overview of business analytics and its role in decision-making processes				

**Course Outcome (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the importance of using data to inform decision-making processes in organizations	U	C	Examinations/Quizzes/Assignment/Seminar
CO2	Understand the significance	U	P	Examinations/Review

	of data quality and integrity in producing reliable insights for decision-making purposes.			Questions/Quizzes/ Assignment/Seminar  /Practicum
CO3	Perform business data analytical process	Ap	P	Project  Exam
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Module	Unit	content	Hours	Marks
I		<b>Introduction to Business Analytics:</b>	12	15
	1	Definition of Business Analytics-Features	2	
	2	Understanding Data Analytics as a Movement, Decision-making Paradigm, and Set of Practices and Technologies	2	
	3	Importance, Objectives, and Role of Business Data Analytics	2	
	4	Business Data Analytics Objectives-importance -role	2	
	5	Types and Methods of Analytics: Overview of Business Analysis and Business Data Analytics	2	
	6	Descriptive Analytics -Predictive Analytics–Diagnostic Analytics- Prescriptive Analytics	2	
II		<b>Business Data Analytics Process</b>	08	20
	7	Identify the Research Questions	2	
	8	Source Data –Analysis of Data -Interpret and Report Results	2	
	9	Business Decision Making	2	
	10	The Art of Data Science: Volume, Velocity, Variety	2	
III		<b>Decision making in Organisation</b>	13	20
	11	Decision making Functions of Management	2	
	12	Decision Making Functions of Management: Planning, Organizing, Coordinating, Leading, Motivating, and Controlling Processes	5	
	13	Informed Decision Making Within the Organization	2	
	14	Types of Decisions: Operational or Transactional Decisions	2	

	15	Tactical Decisions, Strategic Decisions, Programmed Decisions, Non-programmed Decisions	2	
IV		<b>Data and Information</b>	12	15
	16	Types of data-Primary and Secondary Data	2	
	17	The Problems of Using Secondary Data-Sources of Secondary Data	4	
	18	Internal and External Sources of Data	2	
	19	Methods of Data Collection: Direct Observation, Inspection, Questionnaires, Interviews, Abstraction from Records, and Published Statistics	4	
V		<b>Practicum: It is recommended to conduct the following practical exercises</b>	30	
	1	Prepare a structured questionnaire		
	2	Collect at least five secondary data from different sources.		
		<p>References</p> <ol style="list-style-type: none"> <li>1. Joao, Mendes. Andre de, Carvalho and Thomas, Horvath (2018).A General Introduction to Data Analytics. Wiley Interscience, First Edition.</li> <li>2. Maheswary, Anil (2014). Data analytics, McGraw Hill Education, First Edition</li> <li>3. Prasad,R N. and Acharya,Seema.(2011), Fundamentals of Business Analytics.</li> <li>4. John Wiley &amp; Sons. Kumar,U, Dinesh (2017), Business Analytics</li> </ol>		

Course Code	COM1CJ101				
Course Title	<b>MANAGEMENT PRINCIPLES AND APPLICATION</b>				
Type of Course	Major				
Semester	1				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	A basic foundation in subjects like business studies, economics and business-related courses can be useful.				
Course Summary	This course covers a broad range of topics related to planning, organizing, leading and controlling within organisations. The course aims to equip students with the knowledge and skills necessary for effective management in a variety of organizational settings.				

#### Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Gain a comprehensive understanding of the fundamental principles and theories of management	U	C	Examinations/Review /Quizzes/ Assignment/Seminar/Practicum
CO2	Apply management concepts to real-world business situations and cases	Ap	P	Examination/ Assignment/ Seminar/Practicum Case study
CO3	Demonstrate proficiency in using relevant management tools and techniques for decision-making and problem-solving.	Ap	P	Project Case study
CO4	Recognize and address ethical challenges in management and also understand the social responsibilities of organizations and managers	E	P	Examinations Seminar/Debate Project Case study

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive

Module	Unit	Content	Hrs	Marks 70
<b>I</b>	<b>Introduction to Management</b>		<b>11</b>	<b>17</b>
	1	Concept of Management- Nature-Significance- Functions of Management: Planning, Organizing, Leading, Controlling	2	
	2	Evolution of Management Theories -Contributions of Henry Fayol and F.W Taylor	2	
	3	Major Contributions of Elton Mayo, Mary Parker Follet and C.K Prahlad	2	
	4	Planning-Types of Plans-Planning Process-Challenges in Planning	2	
	5	Decision Making Process- M.B.O-Strategies for effective decision making and problem solving	2	
	6	Managerial roles (Mintzberg) and competencies	1	

<b>II</b>	<b>Organizing</b>		<b>8</b>	<b>15</b>
	7	Organizing-Steps-Organizational Structure	2	
	8	Factors affecting organisational design- An Overview of Contemporary Organisational Designs	2	
	9	Departmentalization-Authority and Responsibility	2	
	10	Delegation of authority and decentralisation-Span of Management	2	
<b>III</b>	<b>Leadership and Motivation</b>		<b>13</b>	<b>20</b>
	11	Concept of Leadership- Leadership Traits	1	
	12	Leadership Theories- Trait Theory, Behavioral Theory, Contingency Theory	2	
	13	Leadership styles- Authoritarian Leadership, Democratic Leadership, Laissez-Faire Leadership	1	
	14	Communication in Organizations-Importance of Effective Communication-Barriers to Communication and Strategies to Overcome them-Interpersonal Communication Skills	2	
	15	Concept of Motivation –Characteristics	1	
	16	Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, Mc Gregor's Theory X and Theory Y- Contemporary Theories of Motivation – Reinforcement Theory –Expectancy Theory	2	
	17	Methods of Employee Motivation-Techniques for Self-motivation and Goal Persistence	2	
	18	Controlling- Control Process	1	
	19	Types of Control Mechanisms- Management By Exception	1	
<b>IV</b>	<b>Contemporary Themes in Management</b>		<b>13</b>	<b>18</b>
	15	Conflict Management-Definition and Types of Conflict-Sources of conflict	2	

		within groups- Communication Skills for Conflict Management		
	16	Conflict Resolution Strategies (e.g., negotiation, mediation, arbitration)- Managing and Leveraging Constructive Conflict	2	
	17	Crisis Management and Resilience-Strategies for managing crises and disruptions	2	
	18	Crisis Preparedness and Response Strategies	1	
	19	Principles and Practice of Inclusive Leadership	2	
	20	Business Ethics-Features- Principles of Business Ethics	2	
	21	Factors affecting Business Ethics- Business Ethics at workplace-Ethics Management	2	
	<b>Open-Ended Module- Practical Exercises</b>			
<b>V</b>	1	Recommended to conduct the following: Case Studies: Present a hypothetical business scenario and encourage students to apply management theories to solve problems.	<b>30</b>	
	2	Group project: 1. Design a new Business Plan 2. Conduct interviews with managers from different industries. Students can prepare questions and gain first-hand knowledge about managerial roles and responsibilities.		
	3	Management Game: Develop a management game that allows students to make decisions in a dynamic business environment.		
	4	Conduct Workshops: Implement leadership development activities such as team building exercises		
	5	Group Discussion, Seminar, Debate : Encourage students to discuss ethical decision-making in various managerial contexts.		
	6	Institutional Visits: Organize visits to companies or organizations to observe management practices in action and prepare a report about it.		

### **References:**

1. Boatwright. John R: Ethics and the Conduct of Business, Pearson Education, NewDelhi.
2. Gupta.CB; Business Management, Sultan Chand & sons
3. Koontz,Hand Wechrick,H: Management, Mc Graw Hill Inc,New York.
4. Prasad.LM; Principles and Practice of Management; Sultan Chand & sons
5. Stoner.A F and Freeman RE; Management; Prentice Hall of India
6. Drucker, Peter,F., Management: Tasks, Responsibilitiesand Practices, Allied Publishers, New Delhi.
5. R.SDavar; Management Process
6. Rustum & Davan, Principles and Practice of Management.
7. Srinivasan & Chunawalla, Management Principles and Practice.
8. S.V.S. Murthy. Essentials of Management.