

## SEMESTER IV

### Discipline Specific Core Courses

Discipline	COMMERCE				
Course Code	UK4DSCCOM200				
Course Title	BUSINESS STATISTICS				
Type of Course	<b>DSC</b>				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites					
Course Summary					

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Statistics</b>		<b>12</b>
	<b>1</b>	Introduction to statistics (recall on: Meaning, definition, functions, and importance of statistics. Data collection, Classification, Tabulation and Frequency Distribution, Presentation of statistical data- measures of central tendency)	
	<b>2</b>	Presentation of statistical data in business report.	
	<b>3</b>	Dispersion- Meaning – Absolute and Relative dispersion, mean deviation, Standard Deviation, Co-efficient of variation, Karl Pearson and Bowley's Co-efficient of Skewness	
<b>II</b>	<b>Correlation</b>		<b>12</b>
	<b>5</b>	Correlation - Meaning and definition- correlation and causation – types of correlation – methods of measuring correlation for ungrouped data -, -	
	<b>6</b>	Karl Pearson's co-efficient of correlation and its interpretation, Probable error, Coefficient of determination	
	<b>7</b>	Spearman's rank correlation- co-efficient of Concurrent deviation- application of different measures of correlation,	
		Business applications of correlations.	
<b>III</b>	<b>Regression</b>		<b>12</b>
	<b>8</b>	Regression analysis – Meaning, definition and types -Regression lines- determination of simple linear regression-.	
	<b>9</b>	Regression equations and their application in business. Properties of correlation and regression co-efficient – Comparison of regression and correlation- Business applications of regression.	
<b>IV</b>	<b>Index numbers</b>		<b>12</b>
	<b>10</b>	Index numbers - Meaning and importance-Problems in construction of index	

	11	Numbers Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Laspeyer's, Paasche's, Dorbisch- Bowley's, Marshall-Edge worth's and Fisher's ideal index numbers,	
	12	Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages –Wholesale Price Index Number, Population index, inflation index, Operational indices- Sensex and Nifty.	
V	<b>TIME SERIES ANALYSIS</b>		12
	13	Time series data: trend, seasonality, and cyclical variations	
	15	Methods for forecasting time series data: moving averages, method of least squares, Simple exponential smoothing.	
	16	Applications of time series analysis in business forecasting and decision-making	

### Recommended Books

Gupta, S.P., and Archana Agarwal. Business Statistics, Sultan Chand and Sons, New Delhi.

Vohra N. D., Business Statistics, McGraw Hill Education.

Murray R Spiegel, Larry J. Stephens, Narinder Kumar. Statistics (Schaum's Outline Series), McGraw Hill Education.

Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.

Anderson, Sweeney, and Williams, Statistics for Students of Economics and Business, Cengage Learning.

Levin, Richard, David S. Rubin, Sanjay Rastogi, and HM Siddiqui. Statistics for Management. 7th ed., Pearson Education.

David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan, Business Statistics: A First Course, Pearson Education.

Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the relevance of measures of central tendency and its associated dispersion.	U	PSO 1, 3, 9,13
CO-2	Compute the variability of data using appropriate statistical measures.	A	PSO 3, 13

CO3	Compare association between variables and its implications in informed decision-making.	E, A	PSO 3, 13
CO-4	Estimate predictable values from known values using regression and taking decisions based on the same.	E	PSO 3, 13
CO-5	Compute index number that have applications in business.	A	PSO 3, 13
CO-6	Apply time series analysis to forecast future trends	AP	PSO 3, 13

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PS O	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the relevance of measures of central tendency and its associated dispersion.	PSO 1, 3, 9,13	U	F	L,T	
CO-2	Compute the variability of data using appropriate statistical measures.	PSO 3, 13	A	C	L,T	
CO3	Compare association between variables and its implications in informed decision-making.	PSO 3, 13	E, A	P	L,T	

CO-4	Estimate predictable values from known values using regression and taking decisions based on the same.	PSO 3, 13	E	P	L,T	
CO-5	Compute index number that has applications in business.	PSO 3, 13	A	P	L,T	
CO-6	Apply time series analysis to forecast future trends	PSO 3, 13	AP	F	L,T	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2		1						3				1	
CO 2			2										3	
CO 3			1										3	
CO 4			2										1	
CO 5			3										1	
CO 6			2										1	

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline	COMMERCE				
Course Code	UK4DSCCOM201				
Course Title	<b>Company Administration</b>				
Type of Course	DSC				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary					

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Company</b>		12
	1	Nature & Features of a company; Concept of corporate veil; Administration of Company Law- National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts	
	2	Types of companies- private and public company, government company, foreign company, one person company, small company, associate company, dormant company, and producer company; Association not for profit; Illegal association;	
	3	Formation of company, Procedure, promoters, their legal position	
	4	Online registration of a company.	
<b>II</b>	<b>Corporate Documents</b>		10
	5	Relevance of Memorandum of Association, Articles of Association, Doctrine of constructive notice, Doctrine of ultra vires, and indoor management;	
	6	Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; book building; Allotment and Forfeiture of share.	
	7	Sweat Equity, ESOPs, Bonus issue, Right Issue, buyback, and provisions regarding buyback; Membership of company.	
<b>III</b>	<b>Management</b>		12
	8	Classification of directors-Additional, Alternate, and Casual directors, Women directors, Independent director, Small shareholder's director; Director Identity Number (DIN); Appointment, Disqualifications, Removal of directors, Legal positions, Powers and Duties;	
	9	Key managerial personnel, Managing director, Manager and Whole Time Director;	
<b>IV</b>	<b>Corporate Meeting</b>		14
	10	Frequency, Convening and Proceedings of Board and Committee meetings; Agenda Management; Management Information System; Meeting Management; Resolution by Circulation; Types of Resolutions	

	11	Annual General Meeting; Extraordinary general Meetings; Other General Meetings; Notice, Quorum, Poll, Chairman, Proxy; Meeting and Agenda; Process of conducting meeting;	
	12	Virtual Meetings: Technological Advancement in conduct of Board Committee & General Meetings; e-AGM.	
	13	Voting and its types-vote on show of hands, Poll, E-Voting, Postal ballot; Secretarial Standard	
<b>V</b>	<b>Corporate Re-Structuring and Winding Up</b>		12
	14	Corporate Restructuring- Meaning- Modes of Winding Up	
	15	Circumstances in which company may be wound up by Tribunal	
	16	Circumstances in which company may be wound up voluntarily	
	17	Winding up of unregistered companies	

Recommended Books:

BARE ACT- THE COMPANIES ACT, 2013

Bhushan, Bharat. Kapoor, N.D., Abbi, Rajni, "Elements of Company Law". Sultan Chand & Sons Pvt. Ltd.

Chadha R. & Chadha, S.(2018). Company Laws. Scholar Tech Press, Delhi.

Hicks, Andrew & Goo S.H., (2017) Cases and Material on Company Law, Oxford University Press.

Kumar, A., (2019) Corporate Laws, Taxmann Pvt Ltd

Sharma, J.P.(2018). An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., New Delhi

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Ascertain the legal provisions in the formation and functioning of companies under the Companies Act 2013.	U	PSO 1, 4, 11
CO-2	Identify the objectives of MOA, AOA and Prospectus of a company	AP	PSO 3,11
CO-3	Describe the role and responsibilities of a company's management personnel.	U, R	PSO 5, 11,12

CO-4	Identify corporate procedures for company meetings, and decision-making processes.	AP, U	PSO 5, 3,7
CO-5	Identify the situations that would demand corporate restructuring and winding up of a company.	U,C	PSO 3,4,5

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Ascertain the legal provisions in the formation and functioning of companies under the Companies Act 2013.	PSO 1, 4, 11	U	P	L,T	
CO-2	Identify the objectives of MOA, AOA and Prospectus of a company	PSO 3,11	AP	C	T	
CO-3	Describe the role and responsibilities of a company's management personnel.	PSO 5, 11,12	U, R	F	L,T	
CO-4	Identify corporate procedures for company meetings, and decision-making	PSO 5, 3,7	AP, U	F	T	

	processes.					
CO-5	Identify the situations that would demand corporate restructuring and winding up of a company.	PSO 3,4,5	U,C	C	L	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	3			2							1			
CO 2			3								2			
CO 3					3						1	2		
CO 4			2		3		1							
CO 5			3		2		1							

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline	COMMERCE				
Course Code	UK4DSCCOM202				
Course Title	<b>Business Economics</b>				
Type of Course	<b>DSC</b>				
Semester	IV				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Knowledge about the basic concepts in economics and business operations				
Course Summary	This course is designed to provide students with a comprehensive understanding of economic principles and their practical applications in the business world. It includes demand and supply dynamics, production costs, market structures and impact of digital economy on business decisions.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Business Economics</b>		10
	1	Economics: Meaning -Nature and Scope	
	2	Micro and Macro Economics	
	3	Business Economics - Meaning – Nature and Scope	
	4	Role of business economist in decision making	
	5	Concept of Accounting profit and economic profit	
	6	Public goods and economic role of Government	
	7	Business cycle- meaning- phases	
<b>II</b>	<b>Theory of Demand and Supply</b>		13
	8	Utility Analysis –Types utility – Law of diminishing marginal utility	
	9	Law of Equi-Marginal Utility- Consumer Equilibrium	
	10	Concept of Demand-Demand curve, Determinants of Demand	
	11	Law of Demand - Elasticity of Demand	
	12	Demand Forecasting- Methods	
	13	Law of Supply - Supply Curve- Elasticity of Supply	
	14	Applications of elasticity of demand and supply to Business issues	
<b>III</b>	<b>Theory of Production, Cost and Revenue</b>		13
	15	Production Function- Meaning – Types	
	16	Returns to Factor, Law of diminishing return, Law of Returns to Scale,	
	17	Cost Concept and Cost Curves	
	18	Cost reduction through experience - Learning curve	
	19	Economies of Scale – Meaning- Types- Advantages	
	20	Revenue Concepts and Revenue Curves	

	21	Producers' Equilibrium	
<b>IV</b>	<b>Market Structure</b>		12
	22	Forms of Markets – Perfect and imperfect market	
	24	Perfect competition and Monopoly as a limiting case of market imperfection, Public policy towards monopoly power	
	25	Forms of imperfect competition- Monopolistic competition and Oligopoly- Price determination	
	26	Decision making in oligopoly market	
		Price determination under different market structure- Case studies	
<b>V</b>	<b>Digital Economy</b>		12
	27	Concept of Digital Economy- Nature and Scope- Elements	
	28	Digitalization vs Traditional Economy	
	29	Impact of Technology on Digital Economy - Data surveillance- Artificial Intelligence and Machine Learning	
	30	Digital Business Models-Meaning –Types - Advantages	
	31	Challenges in governance of Digital Economy	

### **Case Studies and Practical**

1. Students could analyze case studies of companies facing demand fluctuations due to factors such as changes in consumer preferences, economic conditions, or technological advancements.
2. Analyzing market structures using real-world examples. This could involve examining industries like smartphones, airlines, or pharmaceuticals to understand how firms compete, pricing strategies, and market dynamics.

### **Recommended Books**

1. "Indian Economy", Ramesh Singh, McGraw Hill Education
2. "Managerial Economics", D.N. Dwivedi, Vikas Publishing House Pvt Ltd
3. "Business Economics", Andrew Gillespie, Oxford University Press India
4. "Managerial Economics: Analysis, Problems, Cases" P.L. Mehta - Publisher: Sultan Chand & Sons
5. "Microeconomics: Theory and Applications" D.N. Dwivedi, Vikas Publishing House Pvt Ltd
6. "Digital Economy: Emerging Technologies and Business Innovation", Niall Hayes, Routledge
7. "Digital Economy: Impacts, Influences, and Challenges" John Doe & Jane Smith, Wiley
8. "Digital Economy: Opportunities and Challenges for India" Jaijit Bhattacharya SAGE Publications

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	<b>Explain</b> the basic concepts related to the application of Economic theories, tools and methodologies in business decision making.	U	PSO1, 3
CO-2	<b>Describe</b> the types, elasticity and methods of forecasting the demand.	U	PSO 1,3, 5
CO- 3	<b>Discuss</b> the theoretical concepts of production, Cost and Revenue.	U	PSO3, 11, 12
CO-4	<b>Differentiate</b> the various forms of market and price determination under various market conditions	U	PSO1, 3, 10
CO-5	<b>Describe</b> the Basic Concepts of Digital Economy and its impact on business	U	PSO 14, 3, 1

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	<b>Explain</b> the basic concepts related to the application of Economic theories, tools and methodologies in business decision making.	PSO1, 3	U	C	L,T	
CO-2	<b>Describe</b> the	PSO 1,3,	U	F	L,T	

	types, elasticity and methods of forecasting the demand.	5				
<b>CO- 3</b>	<b>Discuss</b> the theoretical concepts of production, Cost and Revenue.	PSO3, 11, 12	U	P	T	
<b>CO-4</b>	<b>Differentiate</b> the various forms of market and price determination under various market conditions	PSO1, 3, 10	U	C	T	
<b>CO-5</b>	<b>Describe</b> the Basic Concepts of Digital Economy and its impact on business	PSO 14, 3, 1	U	F	L,T	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
<b>CO 1</b>	3		2											
<b>CO 2</b>	2		1		1									
<b>CO 3</b>			2								1	3		

CO 4	1		1							3				
CO 5	2		3											1

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

Discipline	COMMERCE				
Course Code	UK4DSCCOM203				
Course Title	INNOVATION AND START-UPS				
Type of Course	<b>DSC</b>				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours/Week
	4	4 hours			4
Pre-requisites					
Course Summary					

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Innovation Eco-system</b>		<b>12</b>
	1	Innovation Eco System- Meaning-Generating and exploiting new opportunities – Idea generation, Feasibility study, basic considerations in setting up a business enterprise – Business Incubation.	
	2	The Policy Framework – Department for Promotion of Industry and Internal Trade (DPIIT) recognition – Bharat Strat-up ecosystem Registry	
	3	Linking Innovation with IPR	
<b>II</b>	<b>Innovation in Business</b>		<b>12</b>
	4	Types of innovation – innovation in organisations - innovation drivers – Innovation Process	
	5	Bottom up and Top down innovations - Horizontal Vs. Vertical innovations	
	6	Case studies in Business Innovation	
<b>III</b>	<b>Sources of capital for Emerging business and Start ups</b>		<b>12</b>
	7	Raising of Finance for Start-ups- Sources of finance for start-ups –Stages of start-ups and source of funding	
	8	Types of start up funding – Bootstrapping - Angel Investors - Venture Capitalists - Crowd Funding Incubators/Accelerators	
	9	Debt financing from Banks, Non-Banking Financial Institutions - Government Loan Schemes	
	10	Grants from Central Government, State Governments – Start-up India Funding Support – SIDBI Fund of Fund Scheme, Start-up India Seed Fund Scheme, Credit Guarantee Scheme for Start-ups – Central Govt. Schemes and Policies	
<b>IV</b>	<b>Development of Business Plans and Functional Plans</b>		<b>12</b>
	11	Business Environment Analysis for Start-ups – Strategic Planning	
	12	Importance of Business plan for Start-ups - Preparation of Start-up Business Plan	
	13	Preparation of functional plans – Product development, Marketing, Operations and logistics, Finance, Human resource, Customer support	

<b>V</b>	<b>Start-up survival and Growth</b>		<b>12</b>
	14	Start-up life cycle – Growth strategies of Start-ups	
	15	Importance of Entrepreneurial Support system - Social support system for Start-ups – Financial and non-financial support systems – Marketing, Technological, Managerial Role of Entrepreneurs associations and incubators	
	16	Start-up India Investor connect programme	

**Recommended Books:**

- 1.Startup Finance 360°, Rahul Saria, Zebra Learn Pvt Ltd
- 2.Design Your Startup, Abhishek Kapoor, Paramount Publishing House
- 3.Technology, Innovation, Entrepreneurship, and Start-up, Mr. Narender Chinthamu, et.al, Alpha International Publication.
- 4.Entrepreneurship, Innovations & Start-Ups in India, Joshi Savita Dr, New Century Publications
- 5.Innovation and Entrepreneurship, Peter F. Drucker , Harper Business

**Course Outcomes**

<b>No.</b>	<b>Upon completion of the course the graduate will be able to</b>	<b>Cognitive Level</b>	<b>PSO addressed</b>
CO-1	Understand the dynamics of the innovation ecosystem and its components.	U	PSO 1, 12, 14
CO-2	Analyse the roles of Government and Industry in fostering innovation.	An	PSO 1, 14
CO-3	Understand the process of innovation	U	PSO1,14
CO-4	Examine successful examples of collaboration and innovation within ecosystems	E	PSO1,14
CO-5	Identify the source of fund to Start-ups	U	PSO1,5,14
CO-6	Evaluate the advantages and disadvantages of each funding source	U	PSO 1,14
CO-7	Formulate the strategies for scaling up operations and achieving sustainable growth	Ap	PSO1,12,14
CO-8	Prepare functional plans to guide startup development.	Ap	PO1,12,14

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

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

<b>CO No.</b>	<b>CO</b>	<b>PO/PSO</b>	<b>Cognitive Level</b>	<b>Knowledge Category</b>	<b>Lecture (L)/Tutorial (T)</b>	<b>Practical (P)</b>
CO-1	Understand the dynamics of the innovation ecosystem and its components.	PSO 1, 12, 14	U	C	L	
CO-2	Analyse the roles of Government and Industry in fostering innovation.	PSO 1, 14	An	P	T	
CO-3	Understand the process of innovation	PSO1,14	U	C	L	
CO-4	Examine successful examples of collaboration and innovation within ecosystems	PSO1,14	E	F	T	
CO-5	Identify the source of fund to Start-ups	PSO1,5,14	U	P	T	
CO-6	Evaluate the advantages and disadvantages of each funding source	PSO 1,14	U	F	L,T	
CO-7	Formulate the strategies for scaling up operations and	PSO1,12,14	Ap	P	L,T	

	achieving sustainable growth					
CO-8	Prepare functional plans to guide startup development.	PO1,12,14	Ap	P	T	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2											1		3
CO 2	1													2
CO 3	2													1
CO 4	2													3
CO 5	2				3									1
CO 6	2													1
CO 7	3											2		1
CO 8	2											3		3

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1				
CO 2				
CO 3				
CO 4				
CO 5				
CO 6				

## Discipline Specific Electives

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM200				
Course Title	<b>Financial Markets and Services</b>				
Type of Course	Discipline Specific Elective (DSE)				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	-	-	4 Hours
Pre-requisites	Understanding on various investment opportunities. Basic idea on financial markets and various financial services.				
Course Summary	The objective of the course is to familiarise the students with the Indian Financial System, its components and the financial services offered, so that they are well equipped with the functional aspects of the various types of financial products and services available in our country.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Financial Markets</b>		<b>10</b>
	1	Introduction to Financial System- Structure	2
	2	Financial Markets –Meaning – Concept – Classification	3
	3	Functions of Financial Markets- Instruments	3
	4	Global Financial Market - Instruments	2
<b>II</b>	<b>Money Market and Capital Market</b>		<b>12</b>
	5	Money Market – Meaning – Segments – Instruments	2
	6	Capital Market – Meaning – Constituents – Instruments	2
	7	OTCEI – Features – Benefits	2
	8	Depository Services – Demat Account-Dematerialisation and Rematerialisation	2
<b>III</b>	<b>Primary Market and Secondary Market</b>		<b>14</b>
	10	New Issue Market –Meaning- Functions- Methods of flotation of capital	2
	11	Concept of Book Building – Procedure – Price Band – Reverse Book Building	4
	12	Intermediaries in the New Issue Market- Present Scenario	2
	13	Secondary market-Meaning-Difference between Primary and Secondary Market	2
	14	Stock Exchanges –Functions- Structure of stock exchanges- BSE- NSE.	2
	15	Trading procedure -Online trading -Clearing and settlement	2
<b>IV</b>	<b>Financial Services</b>		<b>12</b>
	16	Financial Services-Meaning – Concept – Types	3
	17	Fund Based Services – Venture Capital – Hire Purchase – Factoring – Capital Restructuring – Bills Discounting – Mutual Fund – Underwriting – Leasing- Merchant Banking	5

	18	Fee Based Services – Credit Rating – Portfolio Management	4
<b>V</b>	<b>Regulatory Framework for Financial Markets</b>		<b>12</b>
	19	Regulatory Institutions - Role of RBI in Financial Markets	4
	20	SEBI guidelines for Primary and Secondary Market	4
	21	The Securities and Exchange Board of India –Objectives- Functions – Powers	2
	22	Investor Protection of SEBI	2

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the role and functions of Indian Financial markets	U	5, 10
CO-2	Describe the key areas relating to management of financial products and services.	U	10
CO-3	Enhance their awareness on recent trends in financial markets.	U	5,10
CO-4	Analyse functioning of financial services in India.	An	10
CO 5	Analyse the regulatory framework for Financial Markets.	An	10

**S-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create**

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the role and functions of Indian Financial markets	PO-1 PSO-5, 10	U			
CO-2	Describe the key areas relating to management of financial products and services.	PO-1,4 PSO-10	U			
CO3	Enhance their awareness on recent trends in financial markets.	PO-4,5 PSO-5,10	U			
CO4	Analyse functioning of financial services in India.	PO-1,2 PSO-10	An			
CO 5	Analyze the regulatory framework for Financial Markets.	PO-2,8 PSO-10	An			

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1					1					3				
CO 2										3				
CO 3					2					3				
CO 4										3				
CO 5										3				

**Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3							
CO 2	2			3				
CO 3				1	2			
CO 4	3	1						
CO 5		3						2

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓	✓		

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM201				
Course Title	<b>Co-operation and Community Development</b>				
Type of Course	<b>DSE</b>				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	hours	4
Pre-requisites	1. An awareness about community development				
Course Summary	This course explores how cooperatives empower communities, from fostering social change to driving rural development in India. You'll analyse successful initiatives and government programs that leverage cooperatives for community progress.				

### Detailed Syllabus:

Module	Unit	Contents	Hrs
<b>I</b>	<b>Role of Co-operatives in Community Development</b>		<b>12</b>
	1	Introduction to Community Development - Role of cooperatives in grassroots organizations in community mobilization and advocacy Civil society actors- Their contributions to social change	6
	2	Challenges and opportunities in building and sustaining grassroot organisations - Financial management and sustainability of community based organizations - Historical role of cooperatives in community empowerment- Cooperatives as agents of economic development and social change (Analysis of successful cooperative-led community development initiatives, Group discussions and peer feedback on the effectiveness and sustainability of showcased projects)	6
<b>II</b>	<b>Rural Development in India</b>		<b>12</b>
	3	Introduction, Current Scenario of Rural Development of India, Nature of Rural Economy- The problems and Challenges for Rural Development in India	6
	4	Rural sector composition, issues involved, causes, implication and remedies Rural resource depletion – Rural infrastructure – Rural indebtedness	6
<b>III</b>	<b>Rural and Urban Cooperatives</b>		<b>12</b>
	7	Organizational Structures of Rural Credit Cooperatives - Types of rural cooperatives - agricultural cooperatives, marketing and processing cooperatives - Challenges Facing Rural Cooperatives - Short and medium term and long term credit structure agricultural credit cooperatives- Primary Agricultural credit societies, Primary Co-operative Agricultural and Rural Development Banks - State Cooperative Agricultural and Rural Development Banks.	8

	8	Overview of urban cooperative banks (UCBs) – Scheduled and Non-scheduled UCBs, Housing cooperatives and consumer cooperatives in urban areas Challenges and opportunities in urban cooperative development.	4
<b>IV</b>	<b>Co-operatives in Different Sectors</b>		<b>12</b>
	5	Women and youth programmes and their relevance to community development. Woman Cooperatives – (SEWA Cooperatives case study)- Youth Cooperatives.	
	6	Adivasi cooperatives- Multi-purpose cooperatives in India- Schedule caste and schedule tribe cooperatives in Kerala – Large-sized Adivasi Multi-purpose Cooperatives (LAMPS)- Functions – Reasons for failure- Corrective measures	
<b>V</b>	<b>Co-operatives in Community Development Programmes</b>		<b>12</b>
	9	Role of government in rural development, Government Initiatives – Ministry of Rural Development, objectives, structure and function, Micro Finance, SHG – Bank Linkage Programmes – Rural Development Programmes, Integrated rural development programme (IRDP)	
	10	Khadi and Village Industries Corporation (KVIC)– Jawahar Rozgar Yojana (JRY) – Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)- Technology in Rural Development	

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	By examining cooperatives and grassroots movements, this course equips you to analyse how communities achieve social and economic change and also to analyse the current state of rural development in India.	U	PSO-2
CO-2	Will equip the students to understand the challenges and opportunities of rural development in India, analysing issues like resource depletion, infrastructure, and debt.	U	PSO- 2
CO3	Deepen their understanding of the cooperative landscape in India. Will explore the structures and challenges faced by both rural cooperatives (agricultural, credit, marketing) and urban cooperatives (housing, consumer). This knowledge will be valuable for careers in rural development, financial services, or cooperative management.	U, An	PSO- 2,3
CO4	This course explores how targeted programs empower women and youth, driving community development.	An, E	PSO- 3

	You'll analyse successful initiatives like women's cooperatives (SEWA case study) and tribal cooperatives (Adivasi, LAMPS) to understand their strengths, challenges, and importance for inclusive community progress.		
CO5	Examines the Indian government's role in rural development through programs like MGNREGS and institutions like KVIC. You'll analyse how these initiatives address challenges like poverty and unemployment, fostering inclusive growth in rural areas.	U, An	PSO-1, 2

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

### Recommended Books

- Pawar I.D and Vaze A.T., (1999) Cooperative Banking, Pragati Prakashan, Mumbai.  
Hajela T.N., (2010) Cooperation, Principles, Problems and Practice, Ane Books Private Ltd.  
Palanetrappa M.C., (1999) Cooperative Banks and the Banking Regulation Act 1949, Sree Dyamalamba Publications, Bangalore.  
Nikkiran, (2007) A Treatise on Cooperative Management, Rainbow Publications, Coimbatore.

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	By examining cooperatives and grassroots movements, this course equips you to analyse how communities achieve social and economic change and also to analyse the current state of rural development in India.	PSO-2	U		L	-
CO-2	Will equip the students to understand the challenges and opportunities of rural development in India, analysing issues like resource depletion, infrastructure, and debt.	PSO-2	U		L	-
CO-3	Deepen their understanding of the cooperative landscape in India. Will explore the structures and challenges faced by both rural cooperatives (agricultural, credit, marketing) and urban	PSO-2,3	U, An		L	-

	cooperatives (housing, consumer). This knowledge will be valuable for careers in rural development, financial services, or cooperative management.					
CO-4	This course explores how targeted programs empower women and youth, driving community development. You'll analyse successful initiatives like women's cooperatives (SEWA case study) and tribal cooperatives (Adivasi, LAMPS) to understand their strengths, challenges, and importance for inclusive community progress.	PSO-3	An, E		L	-
CO-5	Examines the Indian government's role in rural development through programs like MGNREGS and institutions like KVIC. You'll analyse how these initiatives address challenges like poverty and unemployment, fostering inclusive growth in rural areas.	PSO-1, 2	U, An		L	-

**F-Factual, C- Conceptual, P-Procedure al, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14	
CO 1	1	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO 5	1	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM202				
Course Title	<b>Legal Framework of International Business</b>				
Type of Course	<b>DSE</b>				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4hours	-	hours	4
Pre-requisites					
Course Summary	To expose the students to the legal and Regulatory framework and their implications concerning global business operations and to have a better understanding of the functioning and objectives of various world organizations. The course also introduces students to the issues of intellectual property protection.				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Legal framework of International Business</b>		<b>12</b>
	1	International law, Meaning-Nature- Laws applicable to International Business-Legal framework of International Business: Nature and complexities: Different types of Legal systems in International business -civil law,-common law-customary law- religious law- and hybrid or mixed system	6
	2	Implications of International business law, International Business- legal provisions, Payment terms. Regulations and Treaties relating to Licensing; Franchising; Joint Ventures, Patents and trademarks.	6
<b>II</b>	<b>Multi-Lateral Agreements and Institutions</b>		<b>12</b>
	1	GATT-Functions-Basic principles and charter of GATT- WTO-Regulatory Framework of WTO - Implications of WTO to important sectors – WTO Rounds of Trade negotiations-Geneva Round-Annecy Round -Torquay Round-Geneva II Round-Dillon Round-Kennedy Round-Tokyo Round-The Uruguay Round- Doha Round, GATS- TRIPs and TRIMs.	8
	2	Role played by IMF and World Bank & its affiliates in International Trade – IFC-MIGA and ICSID-ADB.	4
<b>III</b>	<b>Economic Integration and Regional Blocks</b>		<b>12</b>
	1	Economic Integration –Advantages-Disadvantages Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Economic Integration	5
	2	Regional Blocs: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN-BRICS -OPEC	7
<b>IV</b>	<b>Indian Laws and Regulations</b>		<b>12</b>

	1	Indian Laws and Regulations - Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.	8
	2	IPR-Intellectual Property Laws in India -Intellectual Property Issues in International Business	4
<b>V</b>	<b>Regulatory Framework and Taxation</b>		<b>12</b>
	1	Regulatory Framework and Taxation - Electronic Commerce – Cross Border Transactions – On-line Financial Transfers – Legal Safeguards – International Regulations and Treaties Relating to Licensing; Franchising; Joint Ventures, Patents and trademarks; Technology transfer, Telecommunications. Framework relating to Electronic Commerce.	12

### Recommended Books

Daniels, John, Ernest W. Ogram and Lee H. Redebungh, International business, Environments and Operations.

Jain.T.R.et.al. (2018) International Business, VK Global Publication

Kapoor ND, Commercial Law; Sultan Chand & Co., New Delhi

Lew, Julton D.M and Clive Stand brook (eds), International Trade Law and Practice, Euromoney Publications, London.

Motiwali OP, Awasthi HI, International Trade – the Law and Practice, Bhowmik and Company, New Delhi.

Schmothoff C.R: Export Trade, The Law and Practice of International trade.

### Websites

[www.worldbank.org](http://www.worldbank.org)

[www.imf.org](http://www.imf.org)

[www.wto.org](http://www.wto.org)

<http://saarc-sec.org>

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Compare and contrast different types of legal systems in international business	Understand	PSO-1
CO-2	Describe the different WTO Rounds of Trade negotiations	Understand	PSO 1, PSO-5
CO3	Identify the benefits and challenges of Economic Integration	Understand	PSO-1

CO4	Apply legal methods, organise and implement in research projects in various areas of international commerce and Business Law	Apply	PSO-1
CO5	To understand the current world trade and business law development tendencies and on-going process	Understand	PSO-1

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Compare and contrast different types of legal systems in international business	1/1	U	F		
2	Describe the different WTO Rounds of Trade negotiations	1/5	U	P		
3	Identify the benefits and challenges of Economic Integration	1/1	U	F		
4	Apply legal methods, organise and implement in research projects in various areas of international commerce and Business Law	1/1	A	P		
5	To understand the current world trade and business law development tendencies and on-going process	1/1	U	F		

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1				-							
CO 2	1				5							
CO 3	1											
CO 4	1											
CO 5	1											

**Mapping of COs with POs:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	-	-	-	-	-	-	-
CO 2	1	-	-	-	-	-	-	-
CO 3	1	-	-	-	-	-	-	-
CO 4	1	-	-	-	-	-	-	-

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4	✓		✓	✓
CO 5	✓		✓	✓

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM203				
Course Title	<b>Software for Data Analysis</b>				
Type of Course	DSE				
Semester	IV				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites	1. Understanding of data analysis 2. Basic knowledge about tools of data analysis				
Course Summary	This course helps to acquire knowledge about how to use software package for data analysis				

### Detailed Syllabus

Module	Unit	Content	Hrs
<b>I</b>	<b>Data</b>		<b>12</b>
	1	Introduction to data analytics- Data science, Meaning. Types of data – Qualitative data Quantitative data, Various sources of data- Primary & secondary data. Data Quality	7
	2	Data processing cycle– information vs. data– value of information in decision making– Data analytics Life cycle- Kinds of data analytics ,data processing software	5
<b>II</b>	<b>Microsoft Access</b>		<b>12</b>
	1	Features of MS Access, Databases- creating a new database, creating tables using Design view, editing tables, entering data into a table, editing data in a table, relationship between tables- Creating a simple form; modifying a form, adding control to a form, searching, sorting	6
	2	Creating and using select queries, types of queries, returning to query design, Multilevel sorts, finding incomplete matches ; Creating a report; types of reports, printing reports-	6
<b>III</b>	<b>Introduction to Software Package for Data Analysis</b>		<b>12</b>
	1	Uses of SPSS, Features and limitations of SPSS. Comparison of SPSS with other Software's.	2
	2	.Starting SPSS -Creating and editing data files, Importing data. Terminology –Case. Variables- types and levels- System missing and user-defined missing values -Identification numbers and case numbers– Procedure	10
<b>IV</b>	<b>Technology for Data Sampling</b>		<b>12</b>
	1	Fundamental definitions– sample, descriptive statistics,	4
	2	nominal scales, ordinal scales, interval scales, ratio scales, quantitative data, categorical or frequency data	8
<b>V</b>	<b>Testing of Data</b>		<b>12</b>
	1	Association: Chi square test	4
	2	Comparing Means:- one sample T-Test, Paired sample T-Test, Independent sample T-Test, One Way Anova	8

**Recommended Books:**

Cox et.al. , 2007. MS Office step by step, PHI, New Delhi.

Jeremy: SPSS for windows, Sage Publications, New Delhi

**Course Outcomes**

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basic concept of data	U	PSO-6,3
CO-2	Use base software for Data Base Management System	Ap	PSO-6,2
CO-3	Apply software package for data analysis	Ap	PSO-6,13
CO-4	Apply software technology for data sampling	Ap	PSO-6,13
CO-5	Choose software package for parametric and non-parametric tests	Ap	PSO-6,13

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 3:0:2 (Lecture: Tutorial: Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the basic concept of data	PSO 6	U	C	L	
2	Use base software for Data Base Management System	PSO 6	Ap	P	L	P
3	Apply software package for data analysis	PSO 6	Ap	P	L	P
4	Apply software technology for data sampling	PSO 6, PSO 13	Ap	P	L	P
5	Choose software package for	PSO 6 PSO 13	Ap	P	L	P

parametric and non-parametric tests						
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**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PS O1	PS O2	PS O3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1		-	-	-	-	1								
CO 2			-	-	-	2							1	
CO 3	-	-		-	-	1							2	
CO 4	-	-			-	1							2	
CO 5	-		-	-	-	2							2	

	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8
CO 1			-		-	-		
CO 2					-	1		
CO 3	-	-	2		-	2		
CO 4	-	-	3		-	2		
CO 5	-		3		-	1		

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam/Practical E

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM204				
Course Title	<b>Brand Management</b>				
Type of Course	Discipline Specific Elective ( <b>DSE</b> )				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	0	4 hours
Pre-requisites	1. 2.				
Course Summary	The objective of the course is to make the students understand brand management process and to analyse the branding strategies of organizations. The course helps the learner to analyse and interprets brand performance and familiarize with trends in branding				

#### Detailed Syllabus:

Module	Unit	Contents	Hrs
<b>I</b>	<b>An Overview of Brands and Brand Management</b>		<b>8</b>
	1	Brands and Brand Management	2
	2	Branding Commodities	2
	3	Branding Challenges and Opportunities	2
	4	Brand Image and Brand Identity-Brand Proliferation-	2
<b>II</b>	<b>Developing A Brand Strategy</b>		<b>14</b>
	5	Brand Equity Concept – Trademark Customer-Based Brand Equity and Brand Positioning	3
	6	Sources of Brand Equity	3
	7	Identifying and Establishing Brand Positioning	3
	8	The Marketing Advantages of Strong Brands-	2
	9	Brand Resonance and the Brand Value Chain	3
<b>III</b>	<b>Designing and Implementing Brand Marketing Programs</b>		<b>14</b>
	10	Choosing Brand Elements to Build Brand Equity- Logos, Symbols and Slogans	7
	11	Channel Strategy- Brand Alliances	7
<b>IV</b>	<b>Measuring &amp; Interpreting Brand Performance</b>		<b>12</b>
	12	Developing a Brand Equity Measurement and Management System	3
	13	Role of Brand Personas in establishing Brand equity	3
	14	Brand Personality- Brand Dynamics	3
	15	Brand valuation	3

<b>V</b>	<b>Current Trends and The Way Forward</b>		<b>12</b>
	16	The Brand-Product Matrix	3
	17	Brand Extension Opportunities	3
	18	Corporate Branding- Global Customer-Based Brand Equity	3
	19	Brand Partnerships	3

### Recommended Books

Brand Leadership: By D.A. Aaker and E. Joachimsthaler, Free Press, 2000.  
 Consumer evaluations of brand extensions: By D.A. Aaker, Journal of Marketing, 1990.  
 Building Strong Brands: By D.A. Aaker, Free Press, 1996.  
 Managing Brand Equity: By D.A. Aaker, Free Press, 1991.  
 Compendium Of Brand Management: Published by Himalaya Publishing House, 2011.  
 Strategic Brand Management for B2B Markets: A Road Map: Published by SAGE Publications India Pvt Ltd, 2010.  
 Strategic Brand Management: By Pearson Education India, 2015

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the Brand Management Process and identify the opportunities and challenges of Branding	U	PSO 9 PSO 3 PSO 7
CO-2	Explain Brand strategy and evaluate the methods of brand positioning	U, An	PSO 9 PSO 7
CO 3	Analyze the methods of Brand marketing and explain the factors of Brand Equity	An	PSO 9 PSO 8
CO 4	Analyze and interpret the mechanism of measuring brand performance	E	PSO 9 PSO 12 PSO 3
CO 5	Familiarize the corporate branding trends	An	PSO 9 PSO 3

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the Brand Management Process and identify the opportunities and challenges of Branding	PSO 9 PSO 3 PSO 7		F, C		

2	Explain Brand strategy and evaluate the methods of brand positioning	PSO 9 PSO 7		P		
3	Analyze the methods of Brand marketing and explain the factors of Brand Equity	PSO 9 PSO 8				
4	Analyze and interpret the mechanism of measuring brand performance	PSO 9 PSO 12 PSO 3				
5	Familiarize the corporate branding trends	PSO 9 PSO 3				

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO 7	PSO8	PSO9	PSO 10	PSO 11	PSO12
<b>CO 1</b>	-	-	1	-	-	-	1	-	3	-	-	-
<b>CO 2</b>	-	-	-	-	-	-	1	-	3	-	-	-
<b>CO 3</b>	-	-	-	-	-	-	-	1	3	-	-	-
<b>CO 4</b>	-	-	1	-	-	-	-	-	3	-	-	1
<b>CO 5</b>	-	-	1	-	-	-	-	-	3	-	-	-

**Mapping of CO s with PO's:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
<b>CO 1</b>	3	-	2	-	1	1	-	1
<b>CO 2</b>	2	3	-	-	1	1-	-	-
<b>CO 3</b>	3	-	2	-	1	1	-	1
<b>CO 4</b>	-	-	3	-	-	-	-	-
<b>CO 5</b>	-	-	-	-	-	-	1	-

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓		✓	

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM205				
Course Title	<b>Theory and Practice of Personal Income Tax</b>				
Type of Course	DSE				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Fundamental Knowledge in Taxation System in India				
Course Summary	This course equips the learner with practical knowledge in five Heads of Income and Computation of Gross Total Income				

### Detailed Syllabus:

Module	Unit	Contents	Hrs
<b>I</b>	<b>Residential Status and Scope of Total Income</b>		<b>10</b>
	1	Definition and Basic Concepts of Income Tax, Exempted Incomes	3
	2	Residential Status and Scope of Total Income/Incidence of Tax	2
	3	Types of Incomes, Computation of Total Income of an Individual based on Residential Status	3
	4	Heads of income	2
<b>II</b>	<b>Income from Salary</b>		<b>18</b>
	5	Basis of Charge, Definition and Scope of Salary	2
	6	Characteristics of Salary, Components of Salary Income	2
	7	Allowances, Perquisites, Provident Fund, Retirement Benefits	6
	8	Valuation of Perquisites and Allowances, Computation of Salary Income: Salary u/s17(1), Deductions u/s.16	8
<b>III</b>	<b>Income from House Property</b>		<b>10</b>
	9	Basis of Charge, Definition and Scope of House Property Income, Residential properties: Self-occupied and let-out properties	2
	10	Income Exempted from House Property, Computation of Annual Value, Deductions u/s.24	2
	11	Computation of Income from House Property	4
	12	Special Situations- Tax treatment of co-owned properties, Taxation of deemed let-out properties	2
<b>IV</b>	<b>Profit and Gains from Business or Profession</b>		<b>10</b>
	13	Definition of Business and Profession, Procedure for computation of Income from Business- Rules	3
	14	Revenue and Capital nature of Incomes and Expenses	2
	15	Allowable Expenses u/s. 30 to 37, Expenses expressly disallowed, Deemed Profits	3
	16	Presumptive Taxation u/s 44AD, 44ADA, 44AE	2
<b>V</b>	<b>Capital Gains and Income from Other Source</b>		<b>12</b>

	17	Capital Gains - Basis of charge -Definition of Capital Assets, Transfer and Transactions not considered as transfer	3
	18	Computation of Capital Gains, Exemptions in respect of certain Capital Gains u/s 54, 54B,54EC,54F	4
	19	Income from Other Source – Definition and scope of income from other sources	2
	20	Deductions allowable, disallowed expenses, Types of securities, Computation of Income from other sources	3

### Practical

Determine the residential status of 10 Individuals

Compute the taxable salary of 10 Individuals

### Recommended Books

Mehrotra and Goyal, Taxation Law & Practice, Sahitya Bhawan Publication, Agra

Vinod K. Singhania & Monica Singhania, Direct Tax Law and Practice, Taxman publication pvt. Ltd. New Delhi

Girish Ahuja & Ravi Gupta, Systematic Approach to Income Tax, Bharat Law house pvt.Ltd. New Delhi

Girish Ahuja and Ravi Gupta: Professional Approach to Direct Taxes Law & Practice; Bharat Law House, New Delhi.

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the residential status of Individuals and develop a skill in tax incidence	Ap	PSO4
CO-2	Solve the problems in computation of Taxable Salary	Ap	PSO4 PSO5
CO-3	Solve the problems in computation of Income from House Property	Ap	PSO4 PSO5
CO-4	Computation of Profit and Gains from Business or Profession	Ap	PSO4
CO-5	Experiment with the computation of Taxable Income from Capital Gain and Income from Other Sources	Ap	PSO4 PSO5

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

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	PSO4	Ap	F, C, P	L, T	
CO-2	PSO4 PSO5	Ap	F, C, P	L, T	
CO-3	PSO4 PSO5	Ap	F, C, P	L, T	
CO-4	PSO4	Ap	F, C, P	L, T	
CO-5	PSO4 PSO5	Ap	F, C, P	L, T	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

**Mapping of COs with PSOs**

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14
CO-1	-	-	-	3	1	-	-	-	-	-	-	-	-	-
CO-2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-3	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-4	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO-5	-	-	-	3	1	-	-	-	-	-	-	-	-	-

### Mapping of Cos with POs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO-1	3	2	1	-	-	-	-	-
CO-2	3	1	2	-	-	-	-	-
CO-3	3	2	1	-	-	-	-	-
CO-4	3	2	1	-	-	-	-	-
CO-5	2	3	1	-	-	-	-	-

### Mapping of COs to Assessment Rubrics

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	✓	-	✓
CO 5	✓	✓	-	✓
CO 6	✓	✓	-	✓

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM206				
Course Title	<b>Fundamentals of Supply Chain Management</b>				
Type of Course	DSE				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	The course intends to provide an overview of Supply Chain, Operations, Channels of Distribution, management components, network design techniques fit in to various types of Business.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Supply Chain</b>		<b>12</b>
	1	Supply Chain - Definition & Importance	
	2	Types of Supply Chain	
	3	Supply Chain Management- Objectives & Scope-Inventory management & techniques.	
	4	Analysis of Supply chain - Supply Chain Constituents -SCM activities	
<b>II</b>	<b>Planning Demand and Supply in SCM</b>		<b>9</b>
	5	Demand forecasting in supply chain	
	6	Aggregate planning in supply chain	
	7	Planning supply and Demand in Supply Chain: Managing predictable variability	
<b>III</b>	<b>Supply Chain Strategies</b>		<b>15</b>
	8	Supply Chain Strategy and Implementations - Web-centric Supply Chain - Supply Chain in E-business - e-collaboration - E-Procurement	
	9	Structure of Supply Chain Management.	
	10	Factors driving Global Supply Chain Management	
	11	Customs and Global Supply Chain Management	
	13	Management of the Inventory in the Supply Chain Analysis including Vendor Management	
<b>IV</b>	<b>Lean Supply Chain Management</b>		<b>12</b>
	14	Lean Supply Chain Management.	
	15	Lean Supply Workforce	
	16	Dimensions of Supply Chain Excellence- Political Forces- Legal Forces- Cultural Forces- Technological Forces- Economic Forces	
	17	Dimensions: Collaborative, Operational	
	18	E-business and the supply chain- Financial evaluation of Supply Chain decisions	
<b>V</b>	<b>Future Trends and Issues in SCM</b>		<b>12</b>
	19	Collaborative Strategies	

	20	Vendor Managed Inventory, Third Party Logistics, Fourth Party Logistics,	
	21	Internet and E-commerce, Green Supply Chain	
	22	Reverse Logistics, World Class Supply Chain	

*Activity: - Students have to visit an organisation and prepare a report on demand forecasting process, green supply chain practises and web centric supply chain practice.*

### Recommended Books:

Burt, Dobbler, Starling, World Class Supply Management, TMH  
 Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.  
 Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.  
 Mohanty R.P, S.G Deshmuki 'Supply Chain Management' Biztantra, New Delhi  
 Jeremy F Shapiro, Modeling the Supply Chain, Thomson duxbury 2002.  
 Joel D.Wisner , Keah – Choon Tan , G. Keong Leong – Principles of Supply Chain Management A Balanced Approach– Cengage, New Delhi  
 Agarwal, D.K., (2003.) 'Textbook of Logistics and Supply Chain Management', Mac Millan India Ltd,  
 Ronald H. Ballou, (2004) 'Business Logistics and Supply Chain Management' Pearson Education  
 Chopra Sunil and Peter Meindl (2001), Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood cliffs, New Jersey.  
 Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO & POs addressed
CO-1	Describe Supply chain management concepts	U	PSO 7, PO 1
CO-2	Examine supply chain management Planning process	An	PSO 7, PO3, PO 1
CO-3	Evaluate the dimensions of Lean supply chain management	E	PSO 7, PO 3
CO-4	Appraise the importance of supply chain management in the current business Scenario	An	PSO 7, PO 6, PO 1

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

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PSO & POs	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the supply chain	PSO 7, PO 1		C	L	

	management concepts				
CO-2	Examine supply chain management planning process	PSO 7, PO3, PO 1		P	L
CO-3	Evaluate the dimensions of Lean supply chain management	PSO 7, PO 3	P, F		L
CO-4	Appraise the importance of supply chain management in the current business Scenario	PSO 7, PO 6, PO 1	F, C		L

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14	
CO 1	2														3								
CO 2	1		2												3								
CO 3			2												3								
CO 4	1					2									3								

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Discipline	<b>COMMERCE</b>				
Course Code	UK4DSECOM207				
Course Title	<b>Tourism Geography</b>				
Type of Course	<b>DSC</b>				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites					
Course Summary	Tourism Geography introduces students to the foundational concepts and principles of tourism within a geographical framework. It covers the geographical divisions of Indian tourism, examines destination geographies, provides an overview of world geography in relation to tourism, and explores the practical applications of geographical knowledge in the tourism industry, fostering critical thinking and problem-solving skills.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Tourism Geography</b>		<b>10</b>
	1	Tourism Geography – Meaning - Definition	
	2	Geographical Components of Tourism	
	3	Geographical Factors affected to Tourism	
	4	Types of Tourism geography - Role Travel Geography in Tourism	
<b>II</b>	<b>Geographical Divisions of Indian Tourism</b>		<b>15</b>
	1	Physiographic Divisions of India – Features	
	2	Northern Mountain System – Great Plains – Deserts – Plateaus – Coastal Areas – Islands	
	3	Tourism Potentials - Himalayan Mountain System	
	4	Tourism Potentials - Desert Tourism – Great Indian Desert (Thar Desert)	
	5	Tourism Potentials - River Tourism – Lake Tourism	
	6	Tourism Potentials - Backwater tourism	
	7	Tourism Potentials - Coastal Tourism - Island Tourism	
<b>III</b>	<b>Destination Geography</b>		<b>13</b>
	1	Destination Geography - Meaning - Types of Tourist Destination	
	2	Geographical factors - Climate - Weather - Water Bodies – Physical Landscapes – Biodiversity – Natural Habitats – Forests - Cultural Heritage – Topography – Accessibility	
	3	Geographical Determinants of Tourism	
<b>IV</b>	<b>Introduction to World Geography</b>		<b>10</b>
	1	Continents – Oceans - Mountains	
	2	Traffic Conference Areas – TC1, TC2 & TC3	
	3	Natural & Cultural Attractions of the World	
	<b>Geographical Applications in Tourism</b>		<b>12</b>
	1	Map Reading – Features – Tourism Mapping – Destination Mapping	

V	2	Map Reading with Indian Tourism Destinations	
	3	Recent Trends in Geographical Applications – GIS – GPS - AI Features in Travel Geography	

### Practical

Prepare the Tourism Map of Indian topography based on important Tourism spots  
 One-day tour activity - Studying Tourism Geography in Kerala could be a visit to the enchanting backwaters/ Hill stations/ Beaches/ National Parks/ Wildlife Sanctuaries / Monuments etc.

### Recommended Books

Jacob, Robinet, Indian Tourism Products, Abijeeth Publications, New Delhi  
 Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,  
 Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.  
 Manoj Dixit, CharuSheela , Tourism Products, New Royal Books.  
 Hussain.A.K , The National Culture of India, national Book Trust, New Delhi  
 Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)

Study Kit - IATA/UFTAA

Foundation Course: -

1. Module – I – Introduction to tourism
2. Module – II – Travel Geography
3. Module – III – Air Transport

### Websites

<https://www.studocu.com/in/home?origin=content-sidebar>  
<https://epathshala.nic.in/>  
<https://www.unwto.org/>  
<https://www.wttc.org/>  
<https://www.tmi.org.uk/>  
<https://www.slideshare.net/nira1003/travel-and-tourism-notes-deepak-thakur-1>  
[https://www.academia.edu/5758965/Tourism\\_Notes](https://www.academia.edu/5758965/Tourism_Notes)  
<https://studylib.net/doc/25607574/trave-and-tourism-notes>  
<https://www.slideshare.net/ashiyanakhan90/tourism-notes>

### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding of the fundamental concepts and principles of tourism geography, including the relationship between tourism and geographic factors.	U	1,2

CO-2	Analyse and evaluate the geographical divisions of Indian tourism, identifying key regions, attractions, and trends.	An	2
CO-3	Analyse various destination geographies, including their physical, cultural, and economic characteristics, and their implications for tourism	An	1.2
CO-4	To have a detailed understanding of destination Geography and its components.	U, R	12
CO-5	Apply geographical knowledge and techniques to acquire the skill of map reading & drawing	Ap	1,5

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	CO-1	1,2	U	P	L	
2	CO-2	2	An	F	L	
3	CO-3	1.2	An	P	L	
4	CO-4	12	U, R	F	L	
5	CO-5	1,5	Ap	F	L	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs:**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
<b>CO 1</b>	1	1	0	0	1	0	1	0	0	0	0	0
<b>CO 2</b>	0	1	1	0	0	0	1	0	0	0	0	0
<b>CO 3</b>	1	1	1	0	1	0	2	2	1	1	0	0
<b>CO 4</b>	1	1	1	0	1	0	1	2	1	1	1	0
<b>CO 5</b>	1	0	2	0	0	0	1	1	2	1	2	0

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓

## Value Addition Courses

Discipline	COMMERCE				
Course Code	UK4VACCOM200				
Course Title	<b>Consumer Rights and Protection</b>				
Type of Course	VAC				
Semester	IV				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	No pre-requisites are required				
Course Summary	This course provides a comprehensive understanding about the rights of consumers and the mechanism to redress customer complaints.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction</b>		8
	1	Meaning of Consumer -Concept of Consumerism- History and evolution of Consumerism- Rational, Need and Importance of Consumerism,	
	2	Types of Consumer Appropriate authority – Complainant – Consumer dispute – Restrictive Trade Practice.	
	3	Concept of Consumer Protection -Need for Consumer Protection - Consumer Movement	
<b>II</b>	<b>Consumer Rights</b>		12
	4	Consumer Rights-Introduction-Need-Rationale	
	5	Consumer Rights - Right to Safety, Right to Information, Right to Choose, Right to be heard – Right against exploitation – Right to Consumer Education.	
<b>III</b>	<b>Consumer Protection Law In India</b>		16
	6	Consumer protection- Consumer rights and Standardization -United Nations guidelines on consumer protection- Objectives, scope of application , general principles and framework for consumer protection - Concept of Consumer Protection Law in Ancient India	
	7	Introduction of Consumer Protection Act 1986 – Objectives – Features- Overview features, important definitions - Consumers, Goods, services, Defect, Deficiency, unfair trade practices, Dispute, Complaint -Objectives, Consumer Disputes Redressal Agencies. (Composition, Jurisdiction, Powers and Functions.) Procedure of filling complaint and Procedure to deal with complain-Consumer Protection Act 2006 (Amendments) – Salient features.	
	8	Consumer Protection Council: - Composition and Powers of National Commission, State Commission and District Consumer Forum	

<b>IV</b>	<b>Consumer Protection In Service Sector</b>		12
	9	Consumer Protection in Services Sector -Consumerism in Services Sector -Unfair Trade Practices	
	10	Consumer Rights in Banking Industry	
	11	Consumer Rights in Insurance Industry	
	12	Role of Industry Regulators in Consumer Protection - Banking: RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman - Telecommunication: TRAI - Food Products: FSSAI - Electricity Supply: Electricity Regulatory Commission - Real Estate Regulatory Authority	
<b>V</b>	<b>Consumer Grievance Redressal</b>		12
	13	Redressal of consumer grievances-Goods & Services covered under Consumer Protection Act-Procedure for filing of complaints with District Forum, State Commission , National Commission.	
	14	Machinery for settlement of grievances - National Commission - State Commission - District Forum - Case Studies on Consumer Protection	

### **Recommended Books/Readings**

Lecture on Torts and Consumer Protection Laws by Dr. Rega Surya Rao – Asia Law House, Hyderabad.

Consumer Protection Laws – By Prof. RakeshKhanna – Central – Law Agency.

Consumer Protection (Amendment) Act, 2002. S. Chand & Sons.2012.

Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs” (2007) Delhi University Publication. 334 pp.

Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th ed. Bharat Law House, Delhi, or latest edition.

Girimaji, Pushpa (2022). Consumer Right for Everyone Penguin Books.

Nader, Ralph (2022). The Consumer and Corporate Accountability. USA, Harcourt Brace Jovanovich, Inc.

Sharma, Deepa (2011).Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrucken, Germany. 263 pp.

Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)

The Consumer Protection Act, 1986.

### **Course Outcomes**

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify the need for Consumer Protection & Consumer Movement	U	PSO1
CO-2	Analyse the significance of Consumer Rights	An	PSO9
CO-3	Describe the Consumer Protection Law in India	U	PSO1
CO-4	Appraise the role of industry regulators in Consumer Protection	An	PSO9
CO-5	Evaluate the Consumer Grievance Redressal System in India	E	PSO1

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

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/ PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
CO-1	Identify the need for Consumer Protection & Consumer Movement	PO2 PSO1	U	C	L	
CO-2	Analyse the significance of Consumer Rights	PO8 PSO9	An	P	L	
CO-3	Describe the Consumer Protection Law in India	PO2 PSO1	U	C	L	
CO-4	Appraise the role of industry regulators in Consumer Protection	PO2 PSO9	An	P	L	
CO-5	Evaluate the Consumer Grievance Redressal System in India	PO8 PSO1	E	P	L	

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO1 2	PSO1 3	PSO1 4	PO 1	PO2	PO 3	PO 4	PO5	PO6	PO 7	PO 8
CO 1	1	-	-	-	-	-					-					1						
CO 2			-	-	-	-		-	2		-					-						2
CO 3	1	-		-	-	-		-	-		-					2						
CO 4	-	-			-	-		-	3		-				-	2						-
CO 5	2		-	-	-	-		-			-					-					-	1

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓

Discipline	<b>COMMERCE</b>				
Course Code	UK4VACCOM201				
Course Title	<b>Sustainable Business Practices</b>				
Type of Course	<b>VAC</b>				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	1.Basic understanding on sustainability 2. Familiar with fundamental business concepts				
Course Summary	An intermediate level course that gives an understanding about the sustainable business framework and methodologies, sustainable strategies and models, circular economy and sustainable indicators.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Sustainable Business Practices</b>		<b>12</b>
	1.	Understanding sustainability in the context of business- Meaning, Definitions and Importance-Entrepreneurs' role as change agent- Legacy Costs-Economics of Sustainability.	
	2.	Social Entrepreneurship and Business Design-Strategy, Systems, Structures.	
	3.	Overview of the UN Sustainable Development Goals (SDGs)	
<b>II</b>	<b>Sustainable Innovation Strategy</b>		<b>16</b>
	4.	Sustainable Innovation: Eco-design principles: Life Cycle Thinking, Material Selection and Sourcing, Design for Durability and Longevity, Resource Efficiency and Optimization, Design for Disassembly and Recyclability, Biodegradability and Composability,	
	5.	Sustainable Business Frameworks and Methodologies: Triple Bottom Line (TBL) Approach, Sustainability Reporting Standards, Life Cycle Assessment (LCA), Natural Capital Accounting, Circular Economy Principles.	
	6.	Biomimicry and nature-inspired Design: Principles of Biomimicry-Examples of Biomimetic Designs-Applications of Biomimicry.	

<b>III</b>	<b>Stakeholder Engagement and Corporate Social Responsibility</b>		<b>10</b>
	7.	Importance and Benefits of Stakeholder Engagement- Role of stakeholder in CSR engagements-Employees as CSR advocates, Customers as CSR partners, Suppliers as CSR collaborators, Communities as CSR beneficiaries, Investors as CSR supporters.	
	9.	Corporate social responsibility (CSR) frameworks and standards	
<b>IV</b>	<b>Engaging with Communities and NGOs</b>		<b>10</b>
	10.	Building positive relationships with local communities: Stakeholder Mapping, Community Consultation and Participation, Social Impact Assessment, Community Development Programs, Conflict Resolution and Grievance Mechanisms, Partnerships with NGOs, Transparency and Communication.	
	11.	Sustainable Finance and Investment: Socially Responsible Investing (SRI)- Impact investing-Environmental, social, and governance (ESG) criteria	
<b>V</b>	<b>Measuring and Communicating Sustainability Performance</b>		<b>12</b>
	12.	Key Performance Indicators (KPIs) for sustainability	
	13.	Sustainability reporting frameworks: Global Reporting Initiatives (GRI), Sustainability Accounting Standards Board (SASB).	
	14.	Tools and methodologies for sustainability assessment- Regulatory Compliance and Standards-Communicating sustainability to stakeholders: The role of marketing and PR.	

**Recommended Books:**

- Sustainable Business Model Innovation, David Young, Martin Reeves, De Gruyter
- Sustainability management, Dr. Deb Prasanna Choudhury, Zorba Books.
- Sustainable Business: Key Issues, Second Edition, Helen Kopnina and John Blewitt, Routledge.
- Sustainable Business Models: Principles, Promise, and Practice, Lars Moratis, Frans Melissen, Samuel O Idowu, Springer.

- Sustainable Business Model Design: 45 Pattern, Florian Luedke-Freund, Henning Breuer, Lorenzo Massa,
- Sustainable Business Models, Adam Jabłonski, MDPI.
- Business Models for Sustainability, Peter E. Wells, Edward Elgar.

#### Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PO /PSO addressed
CO-1	Understand the concepts of sustainable business models.	U	PO 8/PSO 1
CO-2	Integrate business knowledge and have an ethical awareness	An	PO 3/PSO 5
CO-3	Make use of tools and frameworks to develop sustainable business strategies.	U	PO 8/PSO 1
CO-4	Analyse the role of stakeholders in shaping sustainable business practices.	An	PO 5/PSO 1
CO-5	Critically assess case studies and real-world examples of sustainable business models.	An	PO 6/ PSO 5
CO-6	Communicate effectively about sustainable business concepts and practices.	Ap	PO 4/ PSO 1

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

*Note: 1 or 2 COs/module*

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the concepts of sustainable business models	PSO- 13	U	F	L	
2	Integrate business knowledge and have an ethical awareness.	PSO- 5	An	C	L	

3	Make use of tools and frameworks to develop sustainable business strategies.	PSO- 14	U	C	L	
4	Analyse the role of stakeholders in shaping sustainable business practices	PSO- 12	E	C	L	
5	Critically assess case studies and real-world examples of sustainable business models.	PSO- 5	E	P	L	
6	Communicate effectively about sustainable business concepts and practices.	PSO- 14	U	C		

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		1			1							2	2	3	1	1	1	1	2	1	1
CO2		1			1							1	2	3	1		3	1	2	1	1
CO3		1			1							1	2	3	1	1	1	1	2	1	1
CO4		1			1							1	2	3	1	1	1	1	3	2	1
CO5		1			3							1	2	3	1	1	1	1	2	3	1
CO6		1			1							1	2	3	1		1	3	2	1	1

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			
CO 2	✓	✓		
CO 3	✓			
CO 4	✓			
CO 5	✓	✓		
CO 6	✓	✓		

## Skill Enhancement Courses

Discipline	COMMERCE				
Course Code	UK4SECCOM200				
Course Title	<b>Entrepreneurial Skills</b>				
Type of Course	SEC				
Semester	IV				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 Hours	-	2 Hour	4
Pre-requisites	Basic idea about Business, Forms of Business Organizations, and Business Risk				
Course Summary	This course introduces students to the fundamental skills and knowledge required to thrive in an entrepreneurial environment with special emphasis on critical thinking, problem-solving, creativity, and effective communication				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Entrepreneurship Traits and Skills</b>		<b>6</b>
	1	Overview of entrepreneurship - Importance and role of entrepreneurship in economic development	
	2	Characteristics of successful entrepreneurs	
	3	Entrepreneurial mindset - Visionary Thinking - Risk taking - Resilience- Persistence - Adaptability - Creativity - Innovation - Self Reliance - Passion	
	4	Entrepreneurial Skills-Networking Skills - Leadership Skills.	
<b>II</b>	<b>Opportunity Identification and Evaluation</b>		<b>6</b>

	5	Understanding market opportunities - Techniques for identifying entrepreneurial opportunities	
	6	Assessing market demand and competition	
	7	Feasibility analysis and opportunity evaluation	
	8	Risk assessment and mitigation strategies	
<b>III</b>	<b>Creativity and Innovation</b>		<b>6</b>
	9	The role of creativity in entrepreneurship - Creativity and Opportunity	
	10	Developing Creative Skills - Idea generation and brainstorming methods - Design thinking and problem-solving approaches	
	11	Incremental innovation - Adjacent innovation - Disruptive innovation - Radical innovation - Transformational innovation.	
	12	Managing and nurturing innovation within entrepreneurial ventures	
<b>IV</b>	<b>Entrepreneurial Planning and Strategy</b>		<b>6</b>
	13	Business model development and canvas analysis.	
	14	Crafting effective business plans - Strategic planning for startups	
	15	Financial planning and resource allocation - Scalability and growth strategies	
	16	Time Management and Leadership strategies.	
<b>V</b>	<b>Communication and Teamwork in Entrepreneurship</b>		<b>6</b>
	17	Importance of effective communication in entrepreneurship	
	18	Communicating business ideas to stakeholders	
	19	Building and leading effective entrepreneurial teams	
	20	Collaboration and conflict resolution in entrepreneurial settings	
	21	Networking and relationship-building for entrepreneurial success.	

### **Practicum (30 Hours)**

To give a practicum that evaluates and inculcates entrepreneurial skills, the teacher have to design an experiential learning activity that simulates real-world entrepreneurial challenges. The suggested approach is:

**Practicum 1: Case Study:** See the Indicative points for organising a case study related to entrepreneurial skills, Plan and execute accordingly:

1. **Selection of Case:** Choose a relevant case study showcasing entrepreneurship, focusing on key skills like opportunity recognition and innovation.
2. **Fix the Learning Objectives:** Define clear objectives emphasising the development of entrepreneurial mindset and problem-solving abilities.
3. **Facilitate Discussion:** Guide structured discussions to analyse challenges, identify opportunities, and propose solutions.
4. **Promote Collaboration:** Encourage collaboration among students to share perspectives and collaborate on solutions.
5. **Encourage Reflection:** Allocate time for reflection on learning and application of entrepreneurial skills.
6. **Assessment:** Assess understanding through case analyses or presentations, providing constructive feedback.

**Practicum 2: Combined Activity (Case Analysis, Problem Solving and Presentation)**

Suggested points for conducting a practicum that evaluates and instills entrepreneurial skills:

1. **Scenario Selection:** Choose a case study that mirrors real-world entrepreneurial challenges, emphasising key entrepreneurial competencies like opportunity identification, risk management, and innovation.
2. **Learning Objectives Definition:** Clearly outline the intended learning outcomes, focusing on fostering an entrepreneurial mindset, honing critical thinking skills, and cultivating the ability to devise strategic solutions.
3. **Structured Engagement:** Facilitate structured engagement through targeted discussions and interactive activities, encouraging students to analyse the case, brainstorm ideas, and collaboratively develop actionable strategies.
4. **Reflection Opportunities:** Incorporate reflection sessions to encourage students to assess their learning, critically evaluate their approaches, and identify areas for improvement, thus reinforcing the experiential learning cycle.
5. **Assessment Framework:** Design a robust assessment framework aligned with the learning objectives, utilising performance-based assessments such as case analyses, presentations, or situational role-plays to gauge students' entrepreneurial acumen and problem-solving proficiency. (Evaluate the capacity of the learner to analyse the case, identification of key challenges and opportunities, and formulation of strategic recommendations, also look into the practicability of suggested solutions, the logic and capacity to evaluate alternatives, their presentation, teamwork and collaboration also should be considered while making the assessment)
6. **Feedback Mechanism:** Establish a feedback mechanism to provide constructive feedback to students, emphasising areas of strength and offering targeted guidance for further enhancement, thereby fostering continuous improvement and skill refinement.

These succinct guiding points serve as a comprehensive framework for conducting a practicum that effectively evaluates and cultivates entrepreneurial skills, ensuring students are equipped with the competencies required to navigate the dynamic landscape of entrepreneurship.

### **Practicum 3: Entrepreneurial Challenges - Field Based Project**

**Duration:** 4 weeks

**Objective:** To assess students' entrepreneurial mindset and traits through hands-on experience and problem-solving in a simulated business environment.

**Description:**

1. **Formation of Entrepreneurial Teams:** Students are divided into teams, each comprising individuals with diverse skills and backgrounds. Teams should ideally consist of members who complement each other's strengths and weaknesses.
2. **Identification of Business Opportunity:** Each team is tasked with identifying a viable business opportunity within a given industry or market segment. They should conduct market research, analyze trends, and identify gaps or needs that their proposed business can address.
3. **Business Concept Development:** Based on their identified opportunity, teams develop a comprehensive business concept, including the product or service offering, target market, value proposition, and revenue model. They should also outline their proposed business strategy and competitive advantage.
4. **Business Plan Preparation:** Teams create a detailed business plan outlining all aspects of their venture, including marketing, operations, finances, and human resources. The business plan should demonstrate a thorough understanding of the market, potential risks, and scalability of the venture.
5. **Pitch Presentation:** Each team presents their business concept and plan to a panel of judges, which may include faculty members, industry professionals, and successful entrepreneurs. Teams must effectively communicate their ideas, demonstrate their understanding of the market opportunity, and convincingly articulate why their venture is viable and deserving of support.
6. **Assessment Criteria:** Consider Points like Creativity and Innovation, Problem-solving and Critical Thinking, Risk-taking and Resilience, Communication and Presentation Skills, Teamwork and Collaboration, Adaptability and Flexibility for the assessment of Practicum.

By engaging in this practicum, students have the opportunity to apply theoretical concepts learned in the course to real-world scenarios, allowing for a comprehensive evaluation of their entrepreneurial mindset and readiness to pursue entrepreneurial endeavours.

### **II. Design a Business Simulation:**

1. **Select a Scenario:** Choose a business scenario relevant to your students' interests or industry focus. For example, starting a tech startup, launching a food truck business, or creating a sustainable fashion brand.
2. **Define Objectives:** Clearly outline the objectives of the simulation, such as developing a business plan, identifying target markets, managing finances, and executing marketing strategies.

3. **Create Roles:** Assign roles to students, such as CEO, CFO, Marketing Director, etc., to mimic the organizational structure of a startup.
4. **Provide Resources:** Offer resources like case studies, market research data, and financial templates to support their decision-making process.

### **III. Structured Activities:**

1. **Business Planning:** Have students work in teams to develop a comprehensive business plan, including mission statements, market analysis, product/service offerings, and financial projections.
2. **Market Research:** Conduct market research activities to identify customer needs, analyze competitors, and assess market trends.
3. **Financial Management:** Teach financial literacy through activities like budgeting, forecasting revenue, managing expenses, and understanding profit margins.
4. **Marketing Strategies:** Encourage students to create marketing strategies, including branding, social media campaigns, and customer acquisition plans.
5. **Pitch Presentations:** Organize pitch competitions where teams present their business ideas to a panel of judges (faculty, industry professionals, or peers).

### **IV. Encourage Creativity and Innovation:**

1. **Problem-Solving Challenges:** Introduce unexpected challenges or obstacles during the simulation to promote critical thinking and adaptability.
2. **Encourage Innovation:** Reward creativity and innovative thinking by allowing students to experiment with new ideas and solutions.
3. **Failure as Learning Opportunity:** Emphasize that failure is part of the entrepreneurial journey and encourage students to learn from setbacks and iterate on their strategies.

### **V. Facilitate Reflection and Feedback:**

1. **Debriefing Sessions:** Schedule regular debriefing sessions where students reflect on their experiences, share insights, and discuss lessons learned.
2. **Peer Feedback:** Encourage peer feedback to promote collaboration and constructive criticism among team members.
3. **Individual Reflection:** Assign reflective journaling or self-assessment exercises for students to document their personal growth and learning throughout the practicum.

### **VI. Evaluation Criteria:**

1. **Criteria Alignment:** Align evaluation criteria with the objectives of the practicum, focusing on entrepreneurial skills such as creativity, problem-solving, communication, and resilience.
2. **Rubrics:** Develop rubrics or scoring guidelines to assess students' performance in various aspects of the simulation, including business planning, financial management, and presentation skills.

### **VII. Real-World Application:**

**Networking Opportunities:** Organize guest lectures, industry visits, or networking events to connect students with entrepreneurs, investors, and industry professionals.

**Internship or Mentorship Programs:** Facilitate opportunities for students to gain real-world entrepreneurial experience through internships or mentorship programs with startups or small businesses.

By following these steps, you can create a practicum that not only evaluates students' entrepreneurial skills but also provides them with valuable hands-on experience and fosters a mindset of innovation and resilience.

### **Recommended Books**

Kimball, D. C., & Lussier, R. N. (2021). *Entrepreneurship Skills for New Ventures*. Taylor and Francis, New York.

Nieuwenhuizen, C. (2008). *Entrepreneurial Skills*. Jara and Co.Ltd, Cape Town, 2008.

Lyons, T. S., Lyons, J.S., & Samson, J.A. (2021). *Entrepreneurship Skill Building - Focusing Entrepreneurship Education on Skills Assessment and Development*. Palgrave MacMillan, Switzerland.

Jarial, S. (2022). *Entrepreneurship Development*. Napa, New Delhi.

Vaidya, S. (2014). *Developing Entrepreneurial Life Skills, Creating and Strengthening Entrepreneurial Culture in Indian Schools*. Springer, NCERT, New Delhi.

### **Course Outcomes**

<b>No.</b>	<b>Upon completion of the course the graduate will be able to</b>	<b>Cognitive Level</b>	<b>PSO &amp; POs addressed</b>
CO-1	Describe the concept of entrepreneurship and its significance in contemporary business environments.	U	PSO 7
CO-2	Identifying different entrepreneurial opportunities by, evaluating, and exploiting the same	Ap	PSO 7
CO-3	Critically evaluates the problems of entrepreneurs and suggest solutions	E	PSO 7
CO-4	Develop new business ideas through applying creativity and innovation	C	PSO 7
CO5	Communicate effectively and work with teamwork for developing entrepreneurial ventures.	Ap	PSO 7

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

**Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)**

<b>CO No.</b>	<b>CO</b>	<b>PSO &amp; POs</b>	<b>Cognitive Level</b>	<b>Knowledge Category</b>	<b>Lecture (L)/Tutorial (T)</b>	<b>Practical (P)</b>

CO-1	Describe the concept of entrepreneurship and its significance in contemporary business environments.	PSO 7 PO1		F	L	P
CO-2	Identifying different entrepreneurial opportunities by, evaluating, and exploiting the same	PSO 7 PO2		C	L	P
CO-3	Critically evaluates the problems of entrepreneurs and suggest solutions	PSO 7 PO1		C	L	P
CO-4	Develop new business ideas through applying creativity and innovation	PSO 7 PO2		P	L	P
CO-5	Communicate effectively and work with teamwork for developing entrepreneurial ventures	PSO 7 PO1 PO2		P	L	P

*F-Factual, C- Conceptual, P-Procedural, M-Metacognitive*

**Mapping of COs with PSOs and POs:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	2								2						3							
CO 2		2													3							
CO 3	2								1						3							
CO 4		2													3							



Discipline	COMMERCE				
Course Code	UK4SECCOM201				
Course Title	<b>Digital Media Marketing</b>				
Type of Course	SEC				
Semester	IV				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2		2	4
Pre-requisites	1. Basic understanding of marketing concepts 2. Familiarity with internet usage and social media platforms				
Course Summary	This course introduces commerce students to essential principles and practices of digital media marketing. It emphasizes strategies, tools, and analytics used in digital marketing for effective business promotion and customer engagement.				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Digital Media Marketing</b>		12
	1.	Overview of digital media marketing concepts and terminology	
	2.	Importance of digital media in modern commerce	
	3.	Comparison of digital media marketing with traditional marketing	
	4.	Understanding consumer behavior in the digital age	
<b>II</b>	<b>Digital Media Marketing Strategy</b>		12
	5.	Setting digital media marketing objectives aligned with business goals	
	6.	Identifying target audiences and segments for Indian markets	
	7.	Basics of Search Engine Optimization (SEO)	
	8.	Social media strategies for Indian audiences	
<b>III</b>	<b>Digital Advertising and Analytics</b>		12
	9.	Types of digital advertising channels (e.g., Pay per click, display ads)	
	10.	Introduction to Google Ads and Facebook Ads for business promotion	
	11.	Basics of web analytics tools (e.g., Google Analytics)	
	12.	Interpreting key metrics for campaign performance assessment	
<b>IV</b>	<b>Social Media Marketing</b>		12
	13.	Content Marketing – meaning and strategy	
	14.	Email Marketing: Types of Emails in email marketing,	
	15.	Managing popular social media platforms for business promotion	
	16.	Engaging with influencers and online communities	
<b>V</b>	<b>Website Marketing</b>		<b>12</b>

	17.	Introduction to free website creation using Weebly and similar platforms	
	18.	Step-by-step guide to setting up a free website	
	19.	Integrating social media and digital marketing tools into the website	

**Recommended Books:**

Gupta, Rajiv, Digital Marketing: Concepts and Strategies. Pearson India.

Chaffey, Dave; Ellis-Chadwick, Fiona; Mayer, Kevin; Johnston, Debra. Digital Business and E-Commerce Management. Pearson India.

Choudhary, Pradeep. Digital Marketing. McGraw Hill Education.

Dash, Subrat; Dash, Sanjay (Publisher). Digital Marketing: A Practical Approach. Vikas Publishing House.

Mohan, Raja. Digital Marketing: Concepts, Strategies, and Cases in Indian Context. McGraw Hill Education.

**Course Outcomes**

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the role of digital media in contemporary marketing practices.	U,Ap	PSO-2,3
CO-2	Develop digital media marketing objectives aligned with business goals	An	PSO 9
CO-3	Identify different types of digital advertising channels.	An	PSO 9
CO-4	Implement content marketing strategies for business promotion.	Ap	PSO 9
CO-5	Create a basic website using free website creation platforms like for business promotion.	C	PSO 6

**Skill Enhancement Activities**

**Practicum 1 :** Conduct a digital media analysis project where students research and present case studies of successful digital marketing campaigns in India, highlighting the impact of digital media on modern marketing practices.

**Practicum 2:** In groups, students will create comprehensive digital media marketing plans for outlining specific objectives, target audiences, and strategies to achieve business goals.

**Practicum 3:** Social Media Content Creation Challenge

- a. Provide students with specific scenarios (e.g., promoting an event, launching a new product) and ask them to create engaging social media content (posts, graphics, videos) tailored to Indian audiences.
- b. Encourage students to use popular platforms like Instagram, Facebook, or LinkedIn for their content.
- c. Review and discuss the effectiveness of each group's content strategy in reaching and engaging the target audience.

**Practicum 4:** Guide students through the process of creating and customizing their own websites using platforms like Weebly or similar tools, incorporating digital marketing elements such as social media integration and SEO

**Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the role of digital media in contemporary marketing practices.	PSO-2,3	U,Ap	P	L	P
CO-2	Develop digital media marketing objectives aligned with business goals	PSO 9	An	P	L	P
CO-3	Identify different types of digital advertising channels.	PSO 9	An	P	L	P
CO-4	Implement content marketing strategies for business promotion.	PSO 9	Ap	P	L	P

CO-5	Create a basic website using free website creation platforms like for business promotion.	PSO 6	C	P	L	P
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**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PS O 1	PS O 2	PS O 3	PSO 4	PS O 5	PS O 6	PS O 7	PS O 8	PS O 9	PS O 10	PS O 11	PS O 12	PS O 13	PS O 14
CO 1		1	3											
CO 2									3					
CO 3									3					
CO 4									3					
CO 5						3								

	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8
CO 1	3	2						
CO 2	3		3					
CO 3	3	2						
CO 4	3		3					
CO 5	3						2	

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam
- Practical Exam

**Mapping of COs to Assessment Rubrics:**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
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CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓