

Branch Name:	Management
Program Code:	MS101
Course Title:	Innovation & Business Plan
Course Code:	16-BAM304-3C
Pre-requisite Course:	Basic knowledge of Business start-up and Innovations

Course Objectives:

1. Understanding and Managing Innovation within Firms
2. Evaluating Enterprise Location and Initiating a Small Enterprise.
3. Ownership Structures, Incentives, and the Business Planning Process.
4. Make students aware about the basic steps and tasks required to start up a business and for the creation of a new venture

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Innovations within Firms. • Introduction to Innovation Management • Innovation-meaning, types of innovation • Sources of Innovation • Models of innovation, Innovation as a management process • Managing innovation within firms • Organizational characteristics that facilitate the innovation process • Organizational structures and innovation • Role of individual in innovation process	12	20%
2	Location of an Enterprise and Steps for Starting a Small Enterprise. • Introduction, need for enterprise location • Importance of enterprise location • Factors affecting location of enterprise • Selection of most economic site • Selection of a small-scale enterprise • Starting a small-scale enterprise Objective	18	30%
3	Types of Ownership Organisation and Incentives and Subsidies • Introduction to ownership organisation	18	30%

	• Sole Proprietorship - Meaning, Merits & Limitations • Partnership Organisation - Meaning, basic features, Advantages & disadvantage • Joint stock company - Meaning, Salient Features, advantages & disadvantages • Meaning of Incentives, Subsidy • Need for Incentives • Schemes of Incentives and Subsidies in operations (List) • Advantages of Incentives and subsidies • Problem of incentives and subsidies		
4	Business Plan • Emerging Business Opportunities • Sources and assessment of Business Opportunity • Concepts, Methods, analysis and interpretation Business plan • sources of external finance, short term as well as long term • Feasibility studies – Financial, Technical, Environmental and Marketing.	12	20%
	Total Hours	60	100%

Text Books:

- Narayana R., (2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, New Delhi.
- Vasant Desai, the Dynamics of Entrepreneurial Development and Management Entrepreneur, Planning for Future Sustainable Growth, Himalaya Publishing House.
- P C Jain Handbook of New Entrepreneurs Oxford University Press

Reference Books:

- A Sahay, V Sharma, Entrepreneurship and New Venture Creation, Excel Books
- Managing Innovation by Joe Tidd & John Bessant, Wiley Publication
- Innovation & Entrepreneurship by Peter Drucker
- P Narayana Reddy Entrepreneurship: Text and Cases Cengage Latest Edition

List of Open-Source Software/learning website:

- https://www.youtube.com/watch?v=9BXq3gcLSMs&list=PLLy_2iUCG87CUSdZ0z0ihunS1QSrNqXFN
- <https://www.youtube.com/watch?v=rLA-vVLNvws>

Course Learning Outcomes (CLO):

1. Students will be able to identify, categorize, and explain various types of innovation (product, process, incremental, disruptive, etc.) and their relevance
2. Students will be able to assess how organizational structures, cultures, and leadership styles influence the innovation process.
3. Students will be able to evaluate multiple factors influencing enterprise location decisions
4. Students will understand the various forms of business ownership (sole proprietorship, partnership, joint-stock company) and be able to evaluate the advantages, disadvantages, and suitability of each form for different entrepreneurial ventures.
5. Students will be able to create a detailed business plan that includes market analysis, financial projections, and a comprehensive feasibility study (financial, technical, environmental, and marketing).

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1		H				H		H
CLO2				L				
CLO3	L							L
CLO4			M				M	
CLO5					L			M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Business Intelligence and Data Analytics
Course Code:	16-BAM305-3C
Pre-requisite Course:	Business Statistics

Course Objectives:

1. To enable students to acquire the skills to analyze complex business data, apply statistical and machine learning techniques, and derive actionable insights to support strategic decision-making.
2. To equip students with proficiency in business intelligence tools, frameworks, and methodologies for extracting, transforming, and visualizing data to inform business strategies.
3. To develop understanding of data-driven decision-making processes, including data acquisition, processing, and interpretation, to solve real-world business challenges effectively.
4. To provide knowledge of cutting-edge trends in big data, predictive analytics, and artificial intelligence, preparing students to tackle dynamic and complex business environments.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	An Overview of Business Intelligence: Information Systems Support for Decision Making, An Early Framework for Computerized Decision Support, The Concept of Decision Support Systems, A Framework for Business Intelligence, Business Analytics Overview, Brief Introduction to Big Data Analytics,	10	25%
2	Decision Making : Introduction and Definitions, Phases of the Decision, Making Process, The Intelligence Phase, Design Phase, Choice Phase, Implementation Phase, Decision Support Systems Capabilities, Decision Support Systems Classification, Decision Support Systems Components.	20	20%
3	Foundation of Data Analytics: Introduction: Evolution , Concept and Scopes , Data , Big Data, Metrics and Data classification, Data Reliability & Validity, Problem Solving with Analytics, Different phases of Analytics in the business and Data science domain, Descriptive Analytics, Predictive Analytics and Prescriptive Analytics , Different Applications of Analytics in Business, Text Analytics and Web Analytics, Skills for Business Analytics , Concepts of Data Science, Basic skills required for understanding Data Science	20	30%

4	Business Performance Management: Business performance management cycle, KPI, Dashboard Analytics in Business Support Functions: Sales & Marketing Analytics, HR Analytics, Financial Analytics, Production and operations analytics Analytics in Industries, Telecom, Retail, Healthcare, Financial Services	10	25%
	Total Hours	60	100%

Text Books:

- Ramesh Sharda, Dursun Delen, Efraim Turban, J.E. Aronson, Ting-Peng Liang, David King, “Business Intelligence and Analytics: System for Decision Support”, 10th Edition, Pearson Global Edition, 2013.
- Kumar, U.D. :Business Analytics – The Science of Data – Driven Decision Making, Wiley.
- Gert, H.N., Thorlund, L. and Thorlund, J. :Business Analytics for Managers – Taking Business Intelligence Beyond Reporting, Wiley.
- Johnson, R.A., Miller, I. and Freund, J. :Probability and Statistics for Engineers, Pearson.

Reference Books:

- Data Analytics: The Ultimate Beginner's Guide to Data Analytics Paperback – 12 November 2017 by Edward Mize.

List of Open-Source Software/learning website:

- <https://www.youtube.com/watch?v=zbcCdoHeS4w>
- <https://nptel.ac.in/>
- <https://swayam.gov.in/>

Course Learning Outcomes (CLO):

1. Students will be able to analyze complex business data using statistical and machine learning techniques to generate actionable insights and support strategic decision-making.
2. Students will demonstrate proficiency in using business intelligence tools, frameworks, and methodologies for effective data extraction, transformation, and visualization.
3. Students will be able to apply data-driven decision-making processes, including data acquisition, processing, and interpretation, to solve practical business challenges effectively.
4. Students will gain an understanding of advanced analytics trends, such as big data, predictive analytics, and artificial intelligence, preparing them to navigate complex and evolving business environments.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H		L	M			L	L
CLO2						H		
CLO3	M		M		M			M
CLO4		M		L		L		

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Statistics for Business Decision
Course Code:	16-BAM306-3C
Pre-requisite Course:	Bridge Course

Course Objectives:

1. This Course creates a better understanding of Statistical concepts in solving business related problems.
2. The course serves as a good foundation for further study in business research, management, accounting, marketing and finance.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction of Statistics and Measure of Central Tendency : Introduction of Statistics: Meaning and Definitions of Statistics, Importance of Statistics in Business, Limitations of Statistics, Types of Data Collection Methods, Types of Classification Data, Types of Frequency Distribution, Types of Class Intervals, Types of Diagrams. Measure of Central Tendency: Introduction, Definition and Calculation of Mean, Median, Mode, Quartiles, Deciles and Percentiles and Combined Mean.	15	25%
2	Measures of Dispersion: Introduction, Definition, Merits, Demerits and Calculation of Range, Range Co-efficient, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variation (C.V.), Combined S.D.	15	25%
3	Linear Correlation: Meaning and Definition of Correlation, Types of Correlation, Properties of Correlation Coefficient, Method and Calculation of Correlation - 1. Scatter Diagram, 2. Karl Pearson's Method, 3. Spearman's Rank Method, Probable Error of Coefficient of Correlation, Co-efficient of Correlation from Bivariate Frequency Distribution.	15	25%

4	Linear Regression: Meaning and Definition of Regression, Definition of Regression Coefficient, Properties of Regression Coefficients & Relation between Correlation and Regression Coefficient, Calculation of Two lines of Regression, Regression Co-efficient from Bivariate Frequency Distribution	15	25%
	Total Hours	60	100%

Text Books:

- Fundamental of Mathematics and Statistics by V. K. Kapoor and S. C. Gupta, Sultan Chand & Sons, New Delhi.
- Fundamental of Statistics by S. P. Gupta, Sultan Chand & Sons, New Delhi.

Reference Books:

- Business Statistics by J. K. Sharma, Vikas Publication, Noida.
- Comprehensive Statistical Methods by P. N. Arora, Sumeet Arora & S. Arora, Sultan Chand & Sons, New Delhi.
- Practical Business Statistics by Frederick F. Croxton & Dudley, Asia publishing House, Delhi.

List of Open-Source Software/learning website:

- <https://onlinecourses.nptel.ac.in/>
- <https://swayam.gov.in/>

Course Learning Outcomes (CLO):

1. Students can calculate the mean, median, and mode of a set of data. They can also calculate the range and standard deviation of a data set.
2. Students learn how to use measures of central tendency and dispersion to summarize data and describe its characteristics.
3. Students should be able to discuss the basic ideas of linear regression and correlation.
4. Students should be able to calculate and interpret the correlation coefficient.
5. Students should learn about the theory underlying point estimation, hypothesis, and confidence intervals for linear regression models.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H				L			
CLO2		L				M		H
CLO3				H			L	L
CLO4			M				M	
CLO5	L				M			M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Sales and Distribution Management
Course Code:	16-BAE357-3C
Pre-requisite Course:	Marketing Management

Course Objectives:

- The primary objective of the course is to familiarize the student with the sales operations and sales management functions and customer relationship management. Endeavor is to provide both theoretical inputs and applications of practical aspects.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Sales Management - Nature and Importance of sales management, Role of a Sales Manager, Types of sales management positions, theories of personal selling, personal selling objectives, sales forecasting methods, Sales Related Marketing Policies Organizing & Driving Sales Efforts - Personal Selling Process, Kind and Size of the Sales Force, Sales Organization Structures, Sales Territories & Quotas, Sales Budgets, Sales Promotions, Sales Technology	16	27%
2	Sales Job Analysis, Recruitment & Selection (Briefly – specific to Sales Jobs), Sales Training – Need & Types, Sales Force Compensation Structure & Motivation Tools, Sales Contests Sales Force Supervision: Sales Expenses, Sales Performance Evaluation, Sales Reports, Sales Audits, Ethics in Sales	17	28%
3	Distribution Management Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, functions of channel partners, evolution & possible channel formats. Designing channel systems-	14	23%

	Channel Intensity, Selecting Channel Partners, Channel Management Channel Policies, Power Bases in managing channel partners, conflict management, Channel Institutions - retailing & wholesaling.		
4	Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, technology in logistics and SCM, channel information systems, distribution management in international markets	13	22%
	Total Hours	60	100%

Text Books:

- Pride, W. M., Ferrell, O. C., & Lukas, M. A. (2021). Sales Management: Building Customer Relationships and Partnerships (Latest edition). Cengage Learning.
- Christopher, M. (2023). Logistics & Supply Chain Management (5th edition). Pearson.

Reference Books:

- Grover, R., & Vargo, M. A. (2021). Sales Management: A Global Perspective. Springer.
- Rosenbloom, B. (2023). Marketing Channels: A Management View (10th edition). Routledge.
- Kotler, P., & Keller, K. L. (2023). Marketing Management (16th edition). Pearson.

List of Open-Source Software/learning website:

- <https://nptel.ac.in/>
- <https://www.coursera.org/learn>
- <https://swayam.gov.in/>

Course Learning Outcomes (CLO):

1. Develop the skills to create value and successfully close sales deals.
2. Acquire strategic competencies necessary to meet and exceed sales targets.
3. Identify and avoid common mistakes made by sales professionals and negotiators.
4. Cultivate the ability to work effectively with individuals from diverse backgrounds, expectations, and values.
5. Understand and assess the challenges faced in dynamic and turbulent business marketing environments.
6. Evaluate and design sustainable sales and distribution strategies for long-term success.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H				M		L	L
CLO2		L						H
CLO3				H				
CLO4							M	
CLO5			M			L		H
CLO6	L							

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Commodity Market and International Finance
Course Code:	16-BAE358-3C
Pre-requisite Course:	Financial Management

Course Objectives:

1. Understand the importance of risk monitoring systems in commodity markets and how they help detect and prevent market manipulation.
2. Learn how regulatory bodies (such as CFTC, SEBI, etc.) implement surveillance systems to maintain market integrity.
3. Explore the role of futures and options markets in hedging risks and mitigating price volatility in commodities.
4. Study the measures taken by regulators and exchanges to prevent insider trading and other forms of market manipulation in commodity trading.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to International Financial Management Domestic vs International Financial Management, Multinational Corporations, Exchange Rate, International Trade, Theory of Comparative Costs, Hecksher-Ohlin Theory, Free Trade V/s Protection, Barriers to Foreign Trade, Tariff and Non-Tariff Barriers; Meaning of BOP, Importance of BOP, Components of BOP, Foreign Exchange Reserves, Surplus and Deficit BOP, Disequilibrium and Adjustments, Accounting Principles in BOP.	18	30%
2	Exchange Rate Determinants Fixed rate, Floating Rate, Managed Rate, Factors affecting Exchange rates; Theories of Purchasing Power Parity Theory, Demand and Supply, Fisher Effect, Interest rate parity; Role of Central banks in managing exchange rate; Exchange rate shocks – devaluation and economic crisis	12	20%
3	Introduction to Commodity Markets Definition of Commodities, Types of Commodities (Agricultural, Energy, Metals), History of Commodity Trading, Importance of Commodities in the Global Economy, Characteristics of Commodities (Standardization, Fungibility, etc.), Physical vs. Financial Commodities, Role of Commodity Exchanges (e.g., NYMEX, COMEX, MCX, NSE, ICE)	18	30%

4	Regulation of Commodity Markets Role of Regulatory Bodies (CFTC, SEBI, etc.), Commodity Trading Laws and Regulations, The Role of the Futures and Options Markets in Hedging, Risk Monitoring and Surveillance Systems, Insider Trading and Market Manipulation	12	20%
	Total Hours	60	100%

Textbooks (Latest Editions)

- Eun, C., Resnick, B., Chuluun, T., “International Financial Management”, McGraw Hill
- Apte, P.G. Kapshe, S., “International Financial Management,” McGraw Hill.
- Seth, A.K.,” International Financial Management,” Galgotia Publications, New Delhi
- Gautam A., Jaiswal T., Keshari A., “International Financial Management”, PHI

References:

Research Papers / Articles

- Intervention in foreign exchange markets: the approach of the Reserve Bank of India, BIS Papers No 73
- Prakash, A., Major Episodes of Volatility in the Indian Foreign Exchange Market in the Last Two Decades (1993-2013): Central Bank’s Response, Reserve Bank of India Occasional Papers, Vol. 33, No. 1 & 2: 2012
- External Commercial Borrowings (ECB) Policy - Issuance of Rupee denominated bonds overseas, RBI/2015-16/193 A.P. (DIR Series) Circular No.17

Course Learning Outcomes (CLO):

1. Understand the classification of commodities (agriculture, energy, metals) and the role of commodity exchanges in global trade.
2. Learn how major commodity exchanges (e.g., NYMEX, COMEX, MCX) function and facilitate price discovery and trading.
3. Explore the role of regulatory bodies (e.g., CFTC, SEBI) and how they ensure fair and transparent trading in commodity markets.
4. Understand the importance of risk monitoring systems and regulations to prevent market manipulation and ensure market integrity.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H						L	
CLO2		M						M
CLO3			M		H			
CLO4		L		H		M		H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Recruitment and Selection
Course Code:	16-BAE359-3C
Pre-requisite Course:	Human Resource Management

Course Objectives:

1. To provide a comprehensive understanding of recruitment, its objectives, scope, and relevance in achieving organizational goals.
2. To familiarize students with job analysis, job design techniques, and their practical applications in workforce planning.
3. To develop competencies in executing selection procedures, including screening, testing, and interviewing, for effective talent acquisition.
4. To enhance the ability to prepare professional documents such as CVs, bio-data, and appointment letters required in HR processes.
5. To equip students with essential social and soft skills, including group discussion, negotiation, and professional etiquette, for workplace success.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Concepts of Recruitment- Meaning, Objectives, Scope & Definition, Importance and relevance of Recruitment, Job Analysis- Concept, Specifications, Description, Process and Methods, Uses of Job Analysis Job Design- Introduction, Definition, Modern Techniques, Factors affecting Job Design, Contemporary Issues in Job Designing, Source or Type of Recruitment- Direct/Indirect, Internal/ External	14	23%
2	Selection Procedure- Concept of Selection, Criteria for Selection, Process, Advertisement and Application (Blank Format). Screening- Pre and Post Criteria for Selection, Steps of Selection Interviewing- Types and Guidelines for Interviewer& Interviewee, Types of Selection Tests, Effective Interviewing Techniques. Selection Hurdles and Ways to Overcome Them	15	25%

3	Testing: Meaning, definition, purpose, advantages and disadvantages, Ability test's clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test, typing test, shorthand test, computer proficiency test Interviewing: Planning the interview, Interview process - Interview in public sector undertaking. Statutory requirements. Reference checking: meaning, definition and purpose. Verification of character, criminal antecedents, previous work behaviour and education qualifications. Appointment orders: Meaning, definition, and purpose. Contents of appointment letter, hard copy (or soft copy),	17	28%
4	Preparing Bio-data and C.V. Social and Soft Skills- Group Discussion & Personal Interview, Video and Tele, Conferencing Skills, Presentation and Negotiation Skills, Aesthetic Skills, Etiquettes- Different Types and Quitting Techniques, Exit Interview- Meaning, importance.	14	23%
Total Hours		60	100%

Text Books:

- Human Resource Management: by Gary Dessler and Biju Varkkey
- Human Resource Management: Text and Cases: by K. Aswathappa
- Personnel and Human Resource Management: by P. Subba Rao

Reference Books:

- Job and Work Analysis: Methods, Research, and Applications for Human Resource Management" by Michael T. Brannick, Edward L. Levine, and Frederick P. Morgeson
- Staffing Organizations" by Herbert G. Heneman III, Timothy A. Judge, and John D. Kammeyer-Mueller
- Recruitment and Selection" by Gareth Roberts

List of Open-Source Software/learning website:

- <https://www.orangehrm.com/>
- <https://www.odoo.com/>
- <https://www.coursera.org/>

Course Learning Outcomes (CLO):

1. Analyze and apply the principles of recruitment, job analysis, and job design to address organizational staffing needs.
2. Implement effective selection procedures, from advertising and screening to interviewing and testing, ensuring adherence to statutory and organizational standards.
3. Prepare professional HR documents, such as bio-data, CVs, and appointment letters, with clarity and precision.
4. Demonstrate advanced interviewing skills and overcome selection hurdles through effective techniques and strategies.
5. Exhibit proficiency in social and soft skills, including group discussions, negotiations, and professional etiquette, for enhancing career opportunities.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H	L			H	L		L
CLO2							M	
CLO3				M	L			M
CLO4	L		H				L	H
CLO5		M		L		M		

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Personality Development & Life Skills
Course Code:	16-AEC117-3C
Pre-requisite Course:	Basic Communication

Course Objectives:

1. Students will develop a strong understanding of personality, self-awareness, and key life skills such as communication, decision-making, and time management. They will enhance career readiness through resume writing, interview techniques, and group discussions.
2. Additionally, students will learn leadership, teamwork, problem-solving, and stress management, while understanding the importance of work ethics and professional etiquette in both personal and professional settings.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Personality Development The concept of personality, Dimensions of Personality, Significance Personality development, Factors Influencing, Shaping Personality: Physical and social factors influence, Psychological and Philosophical factors influencing. Self-Awareness: Introduction, Dimensions of self-awareness, Self-awareness through activity, Self-realisation and self-exploration through SWOT analysis.	12	40%
2	Introduction, Life skills Vs Other skills, the concept of life skills, Use of core skills in daily life, Listening Skills, Reading Skills, Writing Skills, Effective Resume preparation, Interview Skills, Group Discussion Skills, Exploring Career Opportunities, Psychometric Analysis and Mock Interview Sessions.	12	40%
3	Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader - Character-building -Team-work - Time management -Work ethics – Good manners and etiquette.	06	20%
	Total Hours	30	100

Text Books:

- Barun K. Mitra, “Personality Development & Soft Skills”, Oxford Publishers, Third impression, 2017
- Larry James, “The First Book of Life Skills”; First Edition, Embassy Books, 2016

Reference Books:

- Rajiv S. Sharma, Personality Development: A Natural, Gyan Publishing House
- Barbara A. Lee, Life Skills: A Guide for Youth, Thomson Learning
- The 7 Habits of Highly Effective People” by Stephen Covey
- Emotional Intelligence 2.0” by Travis Bradberry and Jean Greaves

List of Open-Source Software/learning website:

- <https://www.coursera.org/browse/personal-development>
- <https://nptel.ac.in/>
- <https://swayam.gov.in/>

Course Learning Outcomes (CLO):

1. Students can grasp the concept of personality and recognize the factors that influence its development.
2. Students can assess their own personality through SWOT analysis and effectively apply core life skills in their daily lives.
3. Students can improve their communication skills, craft a professional resume, and prepare confidently for job interviews and group discussions.
4. Students can strengthen their decision-making abilities, develop leadership qualities, and enhance teamwork, time management, and work ethics.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H	M			M		L	M
CLO2			M	H				L
CLO3	L					H		
CLO4		H		L	H			H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Internship
Course Code:	16-BAM307-3C
Pre-requisite Course:	Communication Skill

Course Objectives:

This internship course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	8	4	-	-	50	50	100

Course Contents:

Topic
Internship Project Student Engagement Process: An internship project is a structured, hands-on learning experience integrating academic knowledge with pre-professional work activities. It mutually benefits both the student-intern and the host organisation. Interns apply foundational skills from their studies to real-world tasks, enhancing their practical experience. Placement sites outline clear expectations, duties, and performance goals for the interns. They also offer regular supervision and feedback to guide the interns' development. This experiential learning helps students build valuable industry-specific skills, gain insights into their chosen field, and improve their employability upon graduation. Step 1. Orientation Session: The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting. Step 2. Identify an internship: Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

Step 3.

Internship agreement Form: The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

Step 4.

Start of Internship: The internship lasts eight weeks. Interns are expected to commit to 08 hours per week or 30-45 days at a straight allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

Step 5.**Submission of Report:**

Front Page: Student Name, Course, Internship Company, Duration, Mentor

Internship Agreement Form

Internship Certificate

Introduction & background of the Company

Roles & responsibilities as an Intern

Weekly work allotment & completion report

Challenges & Solutions

Learning from the internship

Conclusion

Step 6.

Internship Evaluation: The Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarising their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern's understanding and experiences. This evaluation assesses the intern's ability to articulate their growth and readiness for professional work. The review of the work done by students will be carried out after two weeks of report submission. The internal examiner will evaluate the student's submission.

Course Learning Outcomes (CLO):

After the course, the outcomes are as follows under

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field.