

Branch Name:	Management
Program Code:	MS101
Course Title:	Advance Research Methodology
Course Code:	17-BAM401-4C
Pre-requisite Course:	Research Methodology

Course Objectives:

1. To understand the fundamentals and importance of research
2. To develop skills in identifying research problems and objectives
3. To learn research design, sampling, and data collection methods
4. To understand measurement and basic statistical concepts
5. To develop skills in writing research methodology and reports.

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	Advanced Data Analytics & Hypothesis Testing Data screening, outliers, normality testing, Reliability analysis (Cronbach's Alpha), Advanced descriptive statistics (skewness, kurtosis), Parametric and non-parametric tests, One-sample, independent, and paired sample tests, Type I & Type II errors, power analysis, effect size	12	20%
2	Multivariate & Advanced Statistical Techniques Two-way ANOVA and interaction effects, non-parametric tests (Mann-Whitney U, Kruskal-Wallis, Wilcoxon), Advanced Chi-square applications, Multiple regression and assumption testing, Introduction to factor analysis (EFA), Basics of cluster analysis	13	22%
3	Research Model Development & Frameworks Advanced research design (longitudinal, experimental), Conceptual and empirical model building, Mediation and moderation analysis, Scale development and validation, Validity (convergent, discriminant) and reliability, Introduction to SEM (AMOS/SmartPLS basics)	17	28%
4	Scholarly Writing, Publication Process & Research Ethics Structure and writing of research papers (IMRAD approach), Advanced APA referencing and citation practices, Use of reference management tools (Mendeley, Zotero), Plagiarism prevention and ethical research practices, Journal quality metrics, Manuscript submission, peer review process, and handling reviewer comments	18	30%
	Total Hours	60	100%

Text Books:

- C.R. Kothari – Research Methodology: Methods and Techniques
- Donald R. Cooper & Pamela S. Schindler – Business Research Methods
- S.P. Gupta – Statistical Methods

Reference Books:

- C.R. Kothari – Research Methodology: Methods and Techniques
- Donald R. Cooper & Pamela S. Schindler – Business Research Methods
- S.P. Gupta – Statistical Methods

List of Open-Source Software/learning website:

- INFLIBNET Centre – Access to e-resources, Shodhganga (theses), e-books
- ResearchGate (<https://www.researchgate.net>) – academic networking and papers
- Microsoft Excel / Google Sheets – for basic data analysis, charts, and tabulation
- IBM SPSS (Student Trial Version) – for statistical tests (t-test, Chi-square, correlation)

Course Learning Outcomes (CLO):

1. Explain concepts and types of research
2. Formulate research problems, objectives, and hypotheses
3. Design research studies and apply sampling techniques
4. Develop data collection tools and apply measurement techniques
5. Apply statistical concepts for interpretation (mean, correlation, tests)
6. Write a proper research methodology section.

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			L					H
CLO2	H				L		L	L
CLO3		L		M				M
CLO4			M			H		
CLO5				H			M	
CL06	M				M			M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Advance Research Writing
Course Code:	17-BAM402-4C
Pre-requisite Course:	Basic Writing Skills, Basic Research Knowledge

Course Objectives:

1. To develop basic research writing skills among students
2. To understand structure and format of academic writing
3. To improve clarity and presentation in writing
4. To introduce referencing and citation methods
5. To prepare students for academic projects and reports

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 Research Writing: Meaning of research writing, Importance of research writing, Characteristics of good academic writing, Types of research writing (articles, reports, dissertations), Writing process: Planning, drafting, revising, editing	15	25%
2	Structure of Academic Research: Components of a research paper: Title, Abstract, Introduction, Literature Review, Research Methodology, Data Analysis & Interpretation, Findings, Conclusion, and References.	15	25%
3	Literature Review and Referencing: Meaning and purpose of literature review, Sources of literature (journals, books, online databases), Techniques for writing a literature review, Referencing and citation styles (APA, MLA, Harvard), In-text citation and bibliography, Use of tools (Mendeley, Zotero), Avoiding plagiarism	15	25%
4	Data Presentation and Report Writing: Techniques of data presentation (tables, charts, graphs), Writing analysis and interpretation, Report writing structure and format, Executive summary writing, Proofreading, editing, and formatting techniques	15	25%
	Total Hours	60	100%

Text Books:

- C.R. Kothari: Research Methodology (Basic Concepts)
- MLA/APA Handbook (Basic Guide)

Reference Books:

- Wayne C. Booth- The Craft of Research
- Turabian- A Manual for Writers

Course Learning Outcomes (CLO):

1. Understand basic concepts of research writing
2. Develop clear and simple academic writing skills
3. Apply basic citation and referencing methods
4. Prepare structured assignments and reports
5. Avoid plagiarism and improve writing quality

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			M		M	L	H	M
CLO2	H			M				H
CLO3		L			H	M	L	
CLO4			H					L
CLO5	M			L		L		H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Advertising and Sales Promotion
Course Code:	17-BAE451-4C
Pre-requisite Course:	Marketing, Management, Communication, Consumer Behaviour, Branding, Promotion

Course Objectives:

1. To understand the concept, meaning and role of advertising in marketing.
2. To differentiate between advertising, publicity and salesmanship.
3. To analyse various advertising media, planning and budgeting decisions.
4. To examine the concept and tools of sales promotion and public relations.
5. To develop knowledge about advertising appeals, AIDA and DAGMAR approaches.

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	Advertising: Meaning and Definition of Advertising, Advertising and Publicity, Advertising and Salesmanship, Objectives of Advertising, Function, Benefits of Advertising, Types of Advertising, Criticism of advertising.	12	20%
2	Advertising Media: Media of advertising, Factors to be consider while selecting media. Media Planning, Media scheduling, Significance of reach, frequency and continuity in Media Planning, Advertising Appeals: Meaning, AIDA process, DAGMAR Approach, Advertising Budget: Importance and Methods of Advertising Budget.	18	30%
3	Concept of Sales Promotion Nature and importance of sales promotion, Role of Sales Promotion in marketing, Forms of sales promotions- Consumer oriented sales promotion; Trade oriented sales promotion & Sales force-oriented sales promotion.	12	20%
4	Developing sales promotion programme, pre-testing implementing, evaluation of results and making necessary modifications. Public relations- Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations- News, speeches, special events, hand-outs, and leaflets, audio-visual public service activities, miscellaneous tools.	18	30%
Total Hours		60	100%

Text Books:

- Advertising and Promotion: An Integrated Marketing Communications Perspective – George E. Belch & Michael A. Belch
- Advertising Management – David A. Aaker, Rajeev Batra & John G. Myers
- Advertising Management – Jaishri Jethwaney & Shruti Jain
- Integrated Advertising, Promotion and Marketing Communications – Kenneth E. Clow & Donald Baack
- Marketing Management – Philip Kotler

Reference Books:

- Ogilvy on Advertising – David Ogilvy
- Advertising Principles and Practice – William D. Wells, John Burnett & Sandra Moriarty
- Contemporary Advertising – William F. Arens, Michael F. Weigold & Christian Arens
- Advertising and Sales Promotion – S. H. Kazmi & Satish K. Batra
- Integrated Marketing Communications – Terence A. Shimp

List of Open-Source Software/learning website:

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

Course Learning Outcomes (CLO):

1. Students will be able to explain advertising concepts, objectives and functions.
2. Students will be able to evaluate different advertising media and media planning strategies.
3. Students will be able to apply AIDA and DAGMAR models in advertising decisions.
4. Students will be able to analyse various types of sales promotion techniques.
5. Students will be able to understand the role of public relations and its tools in 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			M			H	
CLO2		M			H			H
CLO3		L			L			L
CLO4			L			M		M
CLO5	L			M				L

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Security Analysis & Portfolio Management
Course Code:	17-BAE452-4C
Pre-requisite Course:	Fundamentals of Financial Management, Basic Statistics, and Principles of Economics

Course Objectives:

1. To develop an understanding of the concepts of savings, investment, and financial decision-making,
2. To enable students to measure and analyze investment returns and risks,
3. To equip students with the knowledge of portfolio construction and evaluation,
4. To build analytical skills through Fundamental and Technical Analysis,

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 Investment and saving: Meaning and Significance of Savings and Investment, Nature and Characteristics of investment, object of Investment, Investment Vs. Speculation, Investment Vs. Gambling, Security Analysis vs. Portfolio Management, Meaning and Types of Returns, Holding Period return, Expected return Annualized return measurement of return	12	20
2	Risk and Return Analysis: Meaning and elements of risk, measurement of Risk of Single Security, Measurement of Co relation Co efficient of Security Risk and Return Analysis of Portfolio. (Theory and Practical examples)	18	30
3	Portfolio Selection & Capital Asset Pricing Model: Feasible set of Portfolio, Efficient set of Portfolio, Selection of Optimal Portfolio, Limitation of Markowitz Model, and single Index Model. Assumption of CAPM, Meaning of Efficient frontier, Security Market Line (SML), Capital Market Line (CML), Pricing of Securities with CAPM. (Theory and Practical examples)	18	30

4	(A) Fundamental Analysis: Economic Analysis, Industry Analysis and Company Analysis	12	20
	(B) Technical Analysis: Trends, Indicators, Indices and Moving Averages applied in technical analysis. (Practical Examples)		
Total Hours		60	100%

Text Books:

- Investment Analysis & Portfolio Management, Prasanna Chandra, McGraw Hill, Latest Edition
- Security Analysis & Portfolio Management, Fisher & Jordan, Pearson, Latest Edition

Reference Books:

- Bhalla : Investment Analysis, S. Chand & Co. Delhi.
- Chandratre, K.R: Capital Issue, SEBI & Listing, Bharat Publishing House, New Delhi.
- Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition.
- Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
- Machi Raju, H.R: Merchant Banking; Willey Eastern Ltd., New Delhi
- Patel D. G. : 'Security Analysis and Portfolio Management', Sudhir Prakashan, Ahmedabad
- S. Kevin : Security Analysis and Portfolio Management, PHI Learning PVT LTD New Delhi

List of Open-Source Software/learning website:

- <https://www.youtube.com/watch?reload=9&v=0yBJauffeE>
- <https://media.dev.nptel.ac.in/content/mp4/110/107/110107154/MP4/mod01lec01.mp4>

Course Learning Outcomes (CLO):

1. Students will be able to understand the meaning and importance of savings and investment
2. Students will be able to calculate different types of returns on investments, such as holding period return,
3. Students will be able to analyze and select suitable investment portfolios.
4. Students will be able to evaluate securities using both Fundamental and Technical Analysis.

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		H	H
CLO2		M				L		
CLO3	M		L		H			H
CLO4		L		M			M	M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Performance Appraisal and Compensation Management
Course Code:	17-BAE-453-4C
Pre-requisite Course:	Principles of Management, Human Resource Management, Organizational Behavior, and Basic Labour Laws

Course Objectives:

1. To understand the concept and importance of performance management and appraisal systems.
2. To develop knowledge of the performance management cycle and its implementation.
3. To familiarize students with modern performance measurement tools and techniques.
4. To provide insights into compensation and reward management practices.
5. To understand labour laws related to compensation and employee welfare.

Teaching and Examination Scheme:

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	Performance Management Meaning and concept of: Performance, Performance Appraisal, Potential Appraisal and Performance Management, Distinction between Performance Appraisal and Performance Management, Objectives of PMS, Principles of PMS, Challenges of PMS, Strategies for effective implementation of PMS.	13	22%
2	Performance Management Cycle: - Performance Management Cycle (Four Phase), Performance Planning: Objectives, Importance, Process, Performance Monitoring: Objectives, Importance, Process, Popular Tools of Performance monitoring, Performance Developing: Performance Coaching and Counselling, Performance Measurement & Reward: Performance Measurement (360 Degree, Assessment Center, Competency Mapping/Modelling, Balance Score Card and HR Audit), Linking performance and reward.	16	27%
3	Compensation and Reward: - Concept and Definition: Wage, Salary, Compensation, Reward, Objective of Compensation and Reward Management, Job Evaluation- Meaning, Process, Compensation Determination- Factors and Process, Wage and salary structure- Broad banding and salary progression, Components of Compensation (Basic, allowances, Benefits, Incentives, Perquisites), Rewards – Meaning, Classification of Rewards (Intrinsic & Extrinsic), Incentives – Definition, Types, Essentials of Effective incentive Plan, Latest trends in Compensation Management – Cafeteria Compensation Plan, VRS Compensation, Employee Stock Option, Digitized Rewards	18	30%

4	Compensation Management and its relevant Laws: - Payment Of Wages Act,1936, Minimum Wages Act,1948, Payment of Gratuity Act,1972, Payment of Bonus Act, 1965, Equal Remuneration Act,1976, Employees' State Insurance Act,1948, Employees' P F & Misc Provisions Act,1952, Maternity Benefits Act,1981	13	22%
	Total Hours	60	100%

Text Books:

- K. Aswathappa – *Human Resource Management*
- Gary Dessler – *Human Resource Management*
- T. V. Rao – *Performance Management and Appraisal Systems*

Reference Books:

- Michael Armstrong – *Performance Management*
- C. B. Mamoria & S. V. Gankar – *Personnel Management*
- Milkovich & Newman – *Compensation*

List of Open-Source Software/learning website:

- NPTEL (<https://nptel.ac.in>)
- SWAYAM (<https://swayam.gov.in>)

Course Learning Outcomes (CLO):

1. Explain the concepts of performance management, appraisal, and potential appraisal.
2. Apply the performance management cycle in organizational settings.
3. Analyze and use modern performance measurement tools like 360-degree feedback and BSC.
4. Evaluate compensation structures and reward systems.
5. Interpret and apply labour laws related to compensation and employee benefits.

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
CLO2		L			H	L		L
CLO3			M			L	H	H
CLO4		M	H	M				
CLO5	L				M	H	M	M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Critical Thinking
Course Code:	17-BAM403-4C
Pre-requisite Course:	Basic Logical Reasoning, Communication Skills, and General Awareness

Course Objectives:

1. Conceptualize the meaning and standards of critical thinking
2. Detect the barriers of critical thinking
3. Grasp the logical connections among different ideas
4. Discuss inconsistencies and common mistakes in reasoning
5. Analysing arguments considering strengths and weakness of our reasoning
6. Describing different fallacies involved in arguments

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	Meaning and Standards of Critical Thinking Benefits and Barriers of Critical Thinking. Characteristics of Critical Thinker (Activity-Decision making in dilemmas of real-life problem)	18	30%
2	Nature of Argument, Recognition of an Argument Deductive Argument and its Validity Inductive Argument and its Strength	12	20%
3	Evaluation of Arguments: Linguistic Phenomena as Causes of Fallacious Argument. Nature of Formal and Informal Fallacies Informal fallacies: Fallacies of Ambiguity, Presumption and Relevance	18	30%
4	Case studies Critical Thinking Applications	12	20%
	Total Hours	60	100%

Text Books:

- Copi & Cohen: Introduction to Logic. Pearson, New Delhi (Ch. 1 & 10) 12th ed. 2006
- Parker & Moore: Critical Thinking. McGraw Hill, New Delhi (Ch. 1,2,3 & 8) 13th ed. 2023
- Sen, Madhuchanda: An Introduction to Critical Thinking. Pearson, New Delhi, 2010
- Chatterjee, S.C.: The Nyaya theory of Knowledge: A Critical Study of Some Problems of Logic and Metaphysics. Papa Publications India; First Edition, 2015
- Datta, D.M.: Six Ways of Knowing. Motilala Banarsidass, 2017
- Singh, B.N.: Indian Logic. Asha Prakashan, 1986
- Sastri, S. Kuppaswami: A Primer of Indian Logic. Hassell Streets Press, 2021

Reference Books:

- Patrick J. Hurley: A Concise Introduction to Logic. Cengage, Delhi (Ch. 1 & 3) 2018
- Anderson, Marilyn. Critical Reasoning, Academic Writing and Presentation Skills. New Delhi: Pearson Education, 2010.
- Booth, W., G.G. Colomb, J.M. Williams. The Craft of Research. Chicago: University of Chicago Press, 2003.
- Gardner, Peter S. New Directions: Reading, Writing and Critical Thinking. Cambridge Academic Writing Collection, 2005.
- Strunk, William, E.B. White. The Elements of Style. Fourth Edition. Penguin Press, 2008.

List of Open-Source Software/learning website:

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

Course Learning Outcomes (CLO):

1. Enhance the understanding of the meaning, characteristics of critical thinking
2. Develop the ability to detect the hindrances of critical thinking
3. Acquire the skill of critical thinking to solve real life problems
4. Identify and evaluate arguments using principles of reasoning
5. Formulate and present convincing reasoning in support of our conclusions
6. Demonstrate the ability to recognize deductive and inductive arguments
7. Identify language problems such as ambiguity and vagueness

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	M			M				H
CLO2		L			L		H	
CLO3			H				L	L
CLO4			M			H		H
CLO5					H			
CLO6	H		H				L	M
CLO7		L				M		M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Name:	Research Project
Course Code:	17-BAM404-4
Pre-requisite Course:	Business Research Methods

Course Objectives:

1. Develop skills in industry research methodologies and data analysis techniques.
2. Understand the structure and components of an industry analysis report.
3. Learn how to gather and evaluate industry data from various sources.
4. Apply strategic frameworks to assess industry competitiveness and attractiveness.
5. Enhance report writing skills to effectively communicate research findings and recommendations.

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	
-	-	12	6	-	-	75	75	150

Subject Contents:

The student has to undertake project individually or in a group of students (as suggested by institute). Research Project Report is to be submitted by every individual student / Group of students. Student / Group are required to select an industry/sector based on their interest and required to make presentation of proposal before group of faculties. After finalizing Industry/ Sector, students will collect information from various secondary sources of information. If needed they can access primary sources and visit companies from selected industry/sector. At the end of semester, as per guidelines by project coordinator, they need to submit report in soft as well as hard copies.

The following points must be considered for the preparation of reports.

- **Research Methodology and Data Collection** Techniques for gathering industry data from primary and secondary sources, Research design, sampling methods, and data validation, Hands-on exercises in data collection and analysis using industry-specific tools
- **Strategic Frameworks for Industry Analysis** SWOT analysis: Assessing internal strengths, weaknesses, external opportunities, and threats, Porter's Five Forces: Analyzing competitive forces and industry attractiveness, Application of strategic frameworks to selected industries through case studies
- **Writing Effective Industry Analysis Reports** - Structuring an industry analysis report: Introduction, methodology, findings, and recommendations, Tips for writing clear, concise, and coherent report sections, Review of sample industry analysis reports and discussion on best practices, Refining research findings and synthesizing insights into actionable Recommendations, Strategies for presenting data visually using charts, graphs, and tables, Peer review and feedback sessions on draft report sections
- **Presentation Skills and Report Dissemination** Strategies for delivering effective presentations of industry analysis findings, Practice sessions on presenting key research findings and recommendations, Discussion on how to tailor presentations to different audience needs and preferences
- **Submission of the final industry analysis report** Presentation of key findings and recommendations to the class, Peer evaluation and feedback on report presentations

Note: This syllabus is subject to adjustments based on the instructor's discretion and the evolving needs of the course.

Course Learning Outcomes (CLO):

1. Demonstrate Proficiency in Conducting Industry Research
2. Analyze Industry Dynamics and Market Trends
3. Synthesize Research Findings into Professional Reports
4. Communicate Research Findings Effectively

Mapping of CLOs with PO & PSO

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

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Name:	Industry Immersion Program- I
Course Code:	17-BAM409-4C
Pre-requisite Course:	Principles of Management, Business Environment, Basics of Economics (Micro & Macro), Fundamentals of Marketing, Basic Financial Accounting, Business Communication Skills, Introductory knowledge of Research Methodology

Course Objectives:

1. Develop skills in industry research methodologies and data analysis techniques.
2. Understand the structure and components of an industry analysis report.
3. Learn how to gather and evaluate industry data from various sources.
4. Apply strategic frameworks to assess industry competitiveness and attractiveness.
5. Enhance report writing skills to effectively communicate research findings and recommendations.

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	
-	-	12	6	-	-	75	75	150

Subject Contents:

The student has to undertake project individually or in a group of students (as suggested by institute). Research Project Report is to be submitted by every individual student / Group of students. Student / Group are required to select an industry/sector based on their interest and required to make presentation of proposal before group of faculties. After finalizing Industry/ Sector, students will collect information from various secondary sources of information. If needed they can access primary sources and visit companies from selected industry/sector. At the end of semester, as per guidelines by project coordinator, they need to submit report in soft as well as hard copies.

The following points must be considered for the preparation of reports.

- **Research Methodology and Data Collection** Techniques for gathering industry data from primary and secondary sources, Research design, sampling methods, and data validation, Hands-on exercises in data collection and analysis using industry-specific tools
- **Strategic Frameworks for Industry Analysis** SWOT analysis: Assessing internal strengths, weaknesses, external opportunities, and threats, Porter's Five Forces: Analyzing competitive forces and industry attractiveness, Application of strategic frameworks to selected industries through case studies
- **Writing Effective Industry Analysis Reports** - Structuring an industry analysis report: Introduction, methodology, findings, and recommendations, Tips for writing clear, concise, and coherent report sections, Review of sample industry analysis reports and discussion on best practices, Refining research findings and synthesizing insights into actionable Recommendations, Strategies for presenting data visually using charts, graphs, and tables, Peer review and feedback sessions on draft report sections
- **Presentation Skills and Report Dissemination** Strategies for delivering effective presentations of industry analysis findings, Practice sessions on presenting key research findings and recommendations, Discussion on how to tailor presentations to different audience needs and preferences

- **Submission of the final industry analysis report** Presentation of key findings and recommendations to the class, Peer evaluation and feedback on report presentations

Note: This syllabus is subject to adjustments based on the instructor's discretion and the evolving needs of the course.

Course Learning Outcomes (CLO):

On completion of this course, the students will be able to:

1. Demonstrate Proficiency in Conducting Industry Research
2. Analyze Industry Dynamics and Market Trends
3. Synthesize Research Findings into Professional Reports
4. Communicate Research Findings Effectively

Mapping of CLO with Pos & PSO

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

H: High, M: Medium, L: Low
