

BBA (Sports Management)

Introduction:

The department of Management of Sister Nivedita University offers a range of innovatively designed programmes whose curriculum is constantly updated to meet the changing requirement of the students and industry. It has recorded consistent improvement in its academics, research and placement performance over the last few years.

We have designed our syllabus to strike a balance between professional knowledge and personal skills. We are confident that our current curriculum has enabled over-all development of budding managers, to meet the expectations of the corporate world. The curriculum is taught by a distinguished faculty combining academic excellence and real-world experience with dedication and commitment.

During the course, the students are reassured to get hands-on experience in the corporate world through internship projects in reputed organizations which will help to amalgamate theoretical knowledge with practical experience. They also undertake projects benefiting local industries or dealing with local problems. These projects enable them to understand the relevance working in a group and help them to realize the finer aspects and importance of teamwork. This will help them to establish themselves in this dynamic corporate world of today.

With this brief introduction, we welcome you to be a part of our journey towards being a world class centre of excellence in education, training and research in regards to Management studies.

Program Aims:

The program aims to enable students to understand the challenges of business across all sectors in different functional areas of Sports management which is actually amalgamation of academic rigor and practical exposures. There is a careful balance of teaching and learning, individual and group work, case study analysis and class-based discussion, problem solving and decision-making abilities, conceptual and analytical discussion, and above all regular seminars by external industry experts and academia.

Learning outcomes: Students who complete program successfully will be able to

- Develop decision making skills
- Demonstrate problem solving skills
- Use application of technology in Sports industry
- Demonstrate a critical awareness of current issues in Sports industry
- Demonstrate business intelligence system

Knowledge Objectives:

- Develop cross functional skills

- Create Holistic management approach
- Sensitivity towards cross cultural skills
- Develop peer-based learning and working in a group,

Skills Objectives:

- Use of conceptual, analytical and quantitative skills for decision making
 - Demonstrate ethical, social and environmental responsibilities in business environment,
- Demonstrate the ability to apply knowledge to real business situation

Programme Educational Objectives (PEO)

PEO-01: To develop the talent and expertise in the area of leadership, interpersonal skills, entrepreneurship, manpower management etc.

PEO-02: To empower undergraduate students with knowledge that enables them to meet the needs at different tier of business in the globalized business environment.

PEO-03: To enable students to develop an understanding of various functions such as finance, accounting, marketing, sports organization, event management, sports science, facility management, governance, sports media, financial analysis, project evaluation and cost accounting.

PEO-04: To enable students to attain conceptual and practical knowledge in the field of business process management to contribute to nation building while upholding ethical practices, thus, helping them to become model corporate citizens.

Programme Outcomes (PO)

| | |
|-----------|--|
| BBA-PO 01 | Management Knowledge: Gain knowledge in the field of Sports management covering various areas of Sports organization, Governance, Law & Ethics, Promotion of Sporting events, Sports marketing and Management of Sporting facilities. |
| BBA-PO 02 | Problem Solution: Analyze various issues in Sports management and acquire specific skills to propose specific solutions. |
| BBA-PO 03 | Leadership and Organization Skills: Expertise in the specific domain and gain leadership skills. |
| BBA-PO 04 | Ethics and Governance: Acquire legal value and ethical standards for the continuous development of the sports industry. |

| | |
|-----------|--|
| BBA-PO 05 | Environment and Sustainability: Gain knowledge about the real time working environment and demonstrate the knowledge for sustainable development. |
| BBA-PO 06 | Life-long Learning: To inculcate interpersonal skills, communication skills, ability to work as a team and to recognize the need for, and have the preparation and ability to engage in independent and life-long learning |
| BBA-PO 07 | Creativity and Innovation: Solve the problems of Sports industry through research and innovative practices derived out of optimum blending of Data Analytics and modern advanced technologies. |
| BBA-PO 08 | Corporate Citizenship: Create a deep sense of social responsibility and consider society as an important stakeholder. |
| BBA-PO 09 | Employability: Enable to get employed in national and multinational Sports organizations in various sectors such as Sports Marketing, Promotion, Event management, Facility management, Sports academy & training centres, etc. |

Programme Specific Outcome (PSO)

PSO-01: Remember the knowledge to provide detailed information on the key trends of world-wide business environment which provides the learners with a strong basis on theories, principles, and concepts that will equip them to excel in Sports industry.

PSO-02: Determine professional practices that maximize the Sports company profitability through strong customer service as well as retention and can quickly adapt to the technological breakthrough, legal advancements as well as economic trends which are an ideal fit for the programme.

PSO-03: Demonstrate how to possess strong analytical and problem-solving skills in the VUCA world using appropriate analytical tools and industry best practices.

PSO-04: Apply the knowledge gained to inculcate entrepreneurial skills in learners so that they can contribute job opportunities for other sections of the society.

PSO-05: Ability to design, manage and control a global supply chain that reflects the diversified legal, business, ethical and sustainable Sports management practices and also to learn the methods used by the organizations to procure the property, facilities, equipment, materials as well as services required to operate.

NEP Curriculum: BBA (Sports Management)

| Semester-wise Subject Details | | | | | | | | | | | |
|---|----------|----|----|----|----|-----|-----|-----|------------------------------|----------|------------|
| SEMESTER | No. of: | MC | ME | NM | NV | MDC | AEC | SEC | VAC | INT/PROJ | TOTAL |
| 1 | Subejcts | 2 | | 1 | 2 | | 1 | 1 | 1 | | 8 |
| | Credits | 8 | | 4 | 2 | | 2 | 3 | 2 | | 21 |
| 2 | Subejcts | 2 | | | 2 | 1 | 1 | 1 | 1 | | 8 |
| | Credits | 8 | | | 2 | 3 | 2 | 3 | 2 | | 20 |
| AFTER 1 YEAR OF UG CERTIFICATE | | | | | | | | | Total no. of Subejcts | | 16 |
| | | | | | | | | | Total no. of Credits | | 41 |
| SEMESTER | No. of: | MC | ME | NM | NV | MDC | AEC | SEC | VAC | INT/PROJ | TOTAL |
| 3 | Subejcts | 2 | | 1 | 2 | 1 | 1 | | | | 7 |
| | Credits | 10 | | 4 | 2 | 3 | 2 | | | | 21 |
| 4 | Subejcts | 3 | | 1 | 2 | 1 | 1 | | | | 8 |
| | Credits | 13 | | 4 | 2 | 3 | 2 | | | | 24 |
| AFTER 2 YEARS OF UG DIPLOMA | | | | | | | | | Total no. of Subejcts | | 31 |
| | | | | | | | | | Total no. of Credits | | 86 |
| SEMESTER | No. of: | MC | ME | NM | NV | MDC | AEC | SEC | VAC | INT/PROJ | TOTAL |
| 5 | Subejcts | 3 | | | 2 | | | 1 | 1 | | 7 |
| | Credits | 14 | | | 2 | | | 3 | 2 | | 21 |
| 6 | Subejcts | 3 | | 1 | 2 | | | | | 1 | 7 |
| | Credits | 12 | | 4 | 2 | | | | | 3 | 21 |
| AFTER 3-YEARS OF UG DEGREE | | | | | | | | | Total no. of Subejcts | | 45 |
| | | | | | | | | | Total no. of Credits | | 128 |
| SEMESTER | No. of: | MC | ME | NM | NV | MDC | AEC | SEC | VAC | INT/PROJ | TOTAL |
| 7 | Subejcts | 4 | | 1 | | | | | | | 5 |
| | Credits | 16 | | 4 | | | | | | | 20 |
| 8 | Subejcts | 2 | 3 | | | | | | | 1 | 5 |
| | Credits | 8 | 12 | | | | | | | 12 | 20 |
| AFTER 4-YEARS UG HONOURS DEGREE/ 4-YEARS UG HONOURS WITH RESEARCH DEGREE | | | | | | | | | Total no. of Subejcts | | 55 |
| | | | | | | | | | Total no. of Credits | | 168 |

MC: Major Program Specific Course – Compulsory

ME: Major Program Specific Course – Elective;

NM: Non-Major Specific Subject Course

NV: Non-Major vocational education and training

MDC: Multidisciplinary courses

AEC: Ability Enhancement Courses

SEC: Skill Enhancement Courses

VAC: Value Added Courses

INT: Internship; **PROJ:** Project

NEP Curriculum: BBA (Sports Management)

Semester 1

| Major Compulsory | Major Elective | Non-major | Non-major Vocational | Multidisciplinary | Ability Enhancement | Skill Enhancement | Value Added | Internship / Project | Total |
|------------------------------|----------------|---------------------------------------|----------------------------------|-------------------|-----------------------------|---------------------------|---------------------------|----------------------|-------|
| Principles of Management (4) | | Business Mathematics & Statistics (4) | Soft Skill Development-I (1) | | Communicative English-I (2) | Computer Applications (3) | Environment Science-I (2) | | 21 |
| Business Microeconomics (4) | | | EAA (Yoga/Sports/NM C/NSS)-I (1) | | | | | | |

Semester 2

| Major Compulsory | Major Elective | Non-major | Non-major Vocational | Multidisciplinary | Ability Enhancement | Skill Enhancement | Value Added | Internship / Project | Total |
|-----------------------------|----------------|-----------|-------------------------------|--|------------------------------|----------------------------|----------------------------|----------------------|-------|
| Marketing Management (4) | | | Soft Skill Development-II (1) | MDC-I (3) [to be selected from the MDC basket] | Communicative English-II (2) | Basic Management Skill (3) | Environment Science-II (2) | | 20 |
| Business Macroeconomics (4) | | | Mentored Seminar-I (1) | | | | | | |

Semester 3

| Major Compulsory | Major Elective | Non-major | Non-major Vocational | Multidisciplinary | Ability Enhancement | Skill Enhancement | Value Added | Internship / Project | Total |
|---|----------------|----------------------------------|-----------------------------------|---|------------------------|-------------------|-------------|----------------------|-------|
| Financial Management (5) | | Cost & Management Accounting (4) | Soft Skill Development-III (1) | MDC-II (3) [to be selected from the MDC basket] | Foreign Language-I (2) | | | | 21 |
| Organization & Management in Sports (5) | | | EAA (Yoga/Sports/NM C/NSS)-II (1) | | | | | | |

Subject: Principles of Management

Semester: 1

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I: Management Introduction

Fundamental Concepts of Management; Characteristics & Features of Management; Objectives of Management; Significance of Management; Management as a Science or as an Art, Concept, process; An overview of Functional Areas of Management – Main Functions of Management; Fundamental Principles of Management; Evolution of management Thoughts; Classical Theory Management; Neo-classical Theory of Management; Contingency approaches; Concepts of Scientific Management; Concept of Administrative Management; Henri Fayol 14th Principle of Management; Difference between Management & Administration; Levels of Management; Roles of a Manager; Significance of Management; Limitations of Management; 5M's of Management , POSDCORB.

Module-II: Planning & Forecasting

Planning: Fundamental Concept of Planning, Characteristics & Features of Planning, Importance & Significance of Planning; Steps involved in the Planning Process; MBO (Management by Objectives); Essential of a Good Plan; Limitations of Planning.

Forecasting: Fundamental Concept & Meaning of Forecasting; Importance of Forecasting; Elements & Steps in Forecasting Process and Limitations of Forecasting; Difference between Planning & Forecasting.

Module-III: Decision-making

Concepts of Decision-making Theory; Characteristics & Types of Decision making; Decision-making Procedures; Types of Decision-making theories; Concept of Bad Decision Making; Causes & Effects of Bad Decision Making on the Management.

Module-IV: Organizing

Fundamental Meaning and Concept of Organization; Characteristics & Nature of Organization; Principles of Organization; Significance of Organization; Meaning of Responsibility, Authority & Accountability; Delegation of authority; Principles of Delegation of Authority; Advantages and Benefits of Delegation of Authority; Barriers in Effective Delegation of Authority; Span of control; Formal and informal groups in Organizations; Matrix Organization.

Module-V: Staffing

Definition of Staffing; Elements of Staffing; Manpower Planning; Recruitment; Selection; Induction; Training & Development; Performance Appraisal; Career Planning & Succession Planning.

Module-VI: Industrial Dispute & Disciplinary Actions

Fundamental Concept of Industrial Dispute & types of Industrial Dispute; Industrial Dispute Resolution; Fundamental Concepts of Industrial Discipline & Disciplinary Action; Types of Disciplinary actions; Types of termination process with reference to the Disciplinary actions; Differences Between Discharge & Dismissal.

Module-VII: Controlling & Co-ordination

Concept & Meaning of Control ; Features & Characteristic of Controlling; Elements of Controlling Process / Steps In Controlling ; Types of Control ; Essentials of an effective control system ; Importance of Controlling ; Scope & Areas of Control ; Essential Requirements of an Effective Control System ; Limitations of Controlling ; Fundamental concept of Co-ordination ; Features & Characteristics of Co-ordination ; Principles of Co-ordination ; Techniques of achieving co-ordination ; Steps In Co-ordination Process ; Problems of Co-ordination.

Module-VIII: Motivation

Concept, Significance; Motivational theories - Hierarchy of Human Needs by Maslow's, Theory X & Theory Y, Hygiene Motivation – Herzberg Two Factor Theory, Vroom Expectancy theory.

Module-IX: Leadership Style

Fundamental concept of Leader; Qualities of a Good Leader Differences between Leader and a Manager; Leadership Styles; Leadership theories; Managerial Grid of Leadership Theory.

Module-X: Stress

Fundamental Concept of Stress; Types of Stress; Causes & Effects of Stress; Stress-Burnout phenomenon.

Suggested Readings:

1. Harold Koontz and Heinz Weihrich - Essentials of management 10th ed. Chennai: Tata McGraw Hill Education, 2015
2. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books
3. Ramaswami T: Principles of Mgmt., Himalaya Publishing
4. Chandan, J. S: Management – Concepts and Strategies, Vikas Publishing
5. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.

6. Robbins, S. P: Management, Prentice Hall.
7. Prasad L.M.; Principles and Practice of Management, Sultan Chand & Sons, 2020

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Understand the management concepts and importance of the Management theories. |
| CO-2 | Understand and apply the current and relevant management functions in the life. |
| CO-3 | Demonstrate the decision-making skills, communication skills and its relevance in their life. |
| CO-4 | Analyze and evaluate various motivational theories and Leadership theories in achieving organizational success. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------------|-----------|
| CO -1 | Understand the management concepts and importance of the Management theories. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Understand and apply the current and relevant management functions in the life. | 1,2,3,4,6,7,9 | 1,2,3,4,5 |
| CO-3 | Demonstrate the decision-making skills, communication skills and its relevance in their life. | 1,2,6,7,8,9 | 1,2,3,4,5 |
| CO-4 | Analyze and evaluate various motivational theories and Leadership theories in achieving organizational success. | 1,2,3,4,5,6,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 1 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 1 |
| CO 2 | 3 | 1 | 3 | 3 | | 3 | 3 | | 3 |
| CO 3 | 1 | 2 | | | | 3 | 3 | 1 | 3 |
| CO 4 | 2 | 1 | 1 | 2 | 3 | 3 | | 3 | 3 |
| Average | 1.75 | 1.75 | 2.00 | 2.00 | 2.50 | 2.50 | 2.33 | 2.00 | 2.50 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 2 | 1 | 2 | 1 | 3 |
| CO 2 | 3 | 3 | 3 | 2 | 2 |
| CO 3 | 2 | 2 | 3 | 3 | 2 |
| CO 4 | 2 | 2 | 2 | 2 | 3 |
| Average | 2.25 | 2.00 | 2.50 | 2.00 | 2.50 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Business Microeconomics

Semester: 1

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I: Consumer Behaviour

1. Introduction: Basic Problems of an Economy, Working of Price Mechanism and Resource Allocation. [3L]
2. Consumer Behaviour: Law of Demand and its determinants; Cardinal and Ordinal Utility Analysis and determination of Consumer equilibrium. [2L]
3. Elasticity of Demand: Concept and Measurement of Elasticity of Demand, Price, Income and Cross Elasticities [4L]
4. Average Revenue: Marginal Revenue, and Elasticity of Demand, Determinants of Elasticity of Demand. [3L]

Module-II: Production and Cost

5. Production Function: Law of Variable Proportions, Ridge Lines. Isoquants, Economic Regions and Optimum Factor Combination. Expansion Path, Returns of Scale, International and External Economies and Diseconomies of Scale. [6L]
6. Theory of Costs: Short-Run and Long Run Cost Curves [4L]

Module-III: Price and output determination in different market structure

7. Perfect Competition: Characteristics, Profit Maximization and Equilibrium of Firm and Industry, Short Run and Long Run Supply Curves, Price and Output Determination, Practical Applications. [9L]
8. Monopoly: Characteristics, Determination of Price under monopoly, Equilibrium of a Firm, Comparison Between Perfect Competition and Monopoly, Price Discrimination, Social Cost of Monopoly. [6L]
9. Monopolistic Competition: Meaning and Characteristics, Price and Output Determination Under Monopolistic Competition, Product Differentiation, Selling Costs, Comparison with Perfect Competition, Excess Capacity Under Monopolistic Competition. [5L]
10. Oligopoly: Characteristics, Indeterminate Pricing and Output, Cournot Model of Oligopoly, Price Leadership, Collusive Oligopoly [6L]

Module-IV: Factor Pricing

11. Factor Pricing: Marginal Productivity Theory and Demand for Factors [6L]
12. Concept of Rent: Ricardian and Modern Theories of Rent; Quasi-Rent. [3L]
13. Concept of Labour: Wage Rate, Nominal Wage, Real Wage. [1L]
14. Concept of Capital: Gross Interest, Net Interest, Zero Interest Rate. [1L]
15. Concept of Profit: Pure Profit, Normal Profit, Abnormal Profit. [1L]

Suggested Readings

1. Panchanan Das, Anindita Sengupta-Economics I: Oxford.
2. S. Mukherjee, M. Mukherjee & A. Ghose: Microeconomics, Prentice-Hall.
3. Koutsoyianni: Modern Micro-Economics, Macmillan

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Acquaint with the fundamental knowledge of Micro-Economics and its basic laws and principles. |
| CO-2 | Understand the theories of demand and supply and practically identify the different factors that affect demand and supply |
| CO-3 | Understand analyze the different types of costs that form part of a production process and relate it with the laws of production. |
| CO-4 | Understand and evaluate the different types of markets operating in an industry |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------------|-----------|
| CO -1 | Acquaint with the fundamental knowledge of Micro-Economics and its basic laws and principles. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-2 | Understand the theories of demand and supply and practically identify the different factors that affect demand and supply | 1,2,3,5,6,7,8 | 1,2,3,4,5 |
| CO-3 | Understand analyze the different types of costs that form part of a production process and relate it with the laws of production. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-4 | Understand and evaluate the different types of markets operating in an industry | 1,2,3,4,5,6,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 1 | 3 | 2 | 1 | 2 | 1 | 3 | | 1 |
| CO 2 | 3 | 1 | 3 | | 1 | 3 | 1 | 3 | |
| CO 3 | 1 | 2 | 2 | 3 | 1 | 3 | 2 | 2 | 3 |
| CO 4 | 2 | 1 | 1 | 2 | 3 | 3 | | 1 | 2 |
| Average | 1.75 | 1.75 | 2.00 | 2.00 | 1.75 | 2.50 | 2.00 | 2.00 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 2 | 1 | 2 | 1 | 1 |
| CO 2 | 2 | 1 | 2 | 2 | 2 |
| CO 3 | 2 | 2 | 3 | 2 | 2 |
| CO 4 | 1 | 2 | 2 | 2 | 3 |
| Average | 1.75 | 1.50 | 2.25 | 1.75 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Business Mathematics & Statistics

Semester: 1

Subject Category: NM

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I:

Matrices: Definition of a matrix. Types of matrices. Algebra of matrices. Applications of matrices operations for solution to simple business and economic problems. (6 Sessions)

Module-II

Differential Calculus: Mathematical functions and their types – linear, quadratic, polynomial. Concept of differentiation. Rules of differentiation – simple standard forms. Applications of differentiation – elasticity of demand and supply. (6 Sessions)

Module-III

Basic Mathematics for Finance: Simple AP and GP Series, Simple and compound interest. Rates of interest – nominal, effective and continuous – and their inter-relationships. Compounding and discounting of a sum using different types of rates. Ratio and proportion. (8 Sessions)

Module-IV:

Univariate Analysis: Introduction, Functions of Classification, Frequency and Frequency Distribution, Construction of frequency distribution, Presentation of Data – Diagrams, Graphical Presentation, Histogram, Frequency polygon, Ogives. Mode and Median, Box-plots, Measures of Central Tendency, Dispersion, Skewness & Kurtosis. Correlation and Simple Linear Regression. Probability. Set theory (20 Sessions)

Suggested Readings:

1. ND Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt. Ltd.
2. ET Dowling, Mathematics for Economics, Schaum's Outlines Series, McGraw hill Pub. Co.
3. JK Sharma, Business Statistics, Pearson Education.

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Have a practical understanding of set theory, logical statements and truth tables, linear, quadratic and polynomial equations. |
| CO-2 | Have a practical understanding of use of Matrices |
| CO-3 | Understand statistical techniques popularly used to describe the data in managerial decision making. |
| CO-4 | Apply appropriate quantitative technique according to nature of data. |
| CO-5 | Learn the computational skill, interpretation of results of the data analysis. |
| CO-6 | Analyse and differentiate various types of data distribution and its probability distribution. |
| CO-7 | Know the procedure involved in inferential statistics and appropriate tests for given data. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------------|-----------|
| CO -1 | Have a practical understanding of set theory, logical statements and truth tables, linear, quadratic and polynomial equations. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Have a practical understanding of use of Matrices | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-3 | Understand statistical techniques popularly used to describe the data in managerial decision making. | 1,2,4,5,6,8,9 | 1,2,3,4,5 |
| CO-4 | Apply appropriate quantitative technique according to nature of data. | 1,2,3,4,5,6,7 | 1,2,3,4,5 |
| CO-5 | Learn the computational skill, interpretation of results of the data analysis. | 1,2,3,4,6,7,8 | 1,2,3,4,5 |
| CO-6 | Analyse and differentiate various types of data distribution and its probability distribution. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-7 | Know the procedure involved in inferential statistics and appropriate tests for given data. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 2 | 1 | 2 | 3 | 1 | 2 | 2 | 3 | 1 |
| CO 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 3 |
| CO 3 | 2 | 3 | | 1 | 1 | 1 | | 3 | 1 |
| CO 4 | 1 | 3 | 2 | 2 | 1 | 3 | 3 | 2 | 3 |
| CO 5 | 3 | 2 | 3 | 1 | | 3 | 2 | 3 | |
| CO 6 | 3 | 1 | 2 | 1 | 2 | 2 | 3 | 1 | 2 |
| CO 7 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 2 | 3 |
| Average | 2.14 | 2.00 | 2.17 | 1.57 | 1.83 | 2.14 | 2.33 | 2.29 | 2.17 |

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 1 | 1 | 3 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 1 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 2 | 2 | 3 | 2 |
| CO 6 | 1 | 3 | 1 | 1 | 1 |
| CO 7 | 3 | 1 | 3 | 2 | 1 |
| Average | 2.43 | 2.14 | 2.43 | 2.14 | 1.71 |

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Marketing Management

Semester: 2

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module I

1. Introduction: Definitions of marketing; Core Concept of Marketing – need, want, demand, FAB approach; Value creation, delivery and communication; Evolution of marketing concepts (orientations); Marketing Mix – 4 P's, 4 A's and 4 C's; Product classification
2. Marketing Environment: Analyzing macro-environment; SWOT Analysis, PESTEL / STEEPLE Analysis
3. Strategy and Planning: Porter's Generic Value Chain; Porter's Five Force Model for Industry Analysis Concept of SBU, Cho; Strategic Planning – Corporate Level, Business Unit Level, Marketing Department Level; Formulation of Corporate Strategy - Stability, Expansion, Retrenchment and Combination strategies; Ansoff's Product-Market Grid, Porter's Generic Strategy; BCG matrix; GE matrix

Module II

4. Market Segmentation, Targeting and Positioning (STP): Concepts of market segmentation: Various bases for segmentation: Geographic, Demographic, Psychographic and Behavioural; Targeting: Mass marketing, Segment Marketing, Niche Marketing, Micro Marketing and Customization; Concept of Differentiation and Positioning.
5. Consumer Behaviour and Marketing Research: A framework of consumer decision making process, overview of major factors influencing consumer behaviour; marketing research: Role in decision making, Steps and process of Marketing Research

Module III

6. Product: Product Classification, Service – characteristics and expanded service mix elements; Product Levels, Product Mix, Product Line Management, Product Life Cycle: concept and types, New Product Development.

7. Branding and Packaging: Purpose of branding; Brand equity; Branding strategies; Purpose of Packaging; Types of Packaging, Materials of Packaging; Labelling.
8. Pricing: Procedure for price setting; Pricing objectives; Cost and Demand consideration; Pricing Methods, Pricing Strategies

Module IV

9. Place: Channel flows and functions; Channel design decisions; Wholesaling and Retailing, Concept of Supply Chain Management and Logistics Management, Channel Conflict Management
10. Promotion: Elements of Promotion Mix (Advertising, Sales Promotion, Personal Selling, Direct Marketing, Publicity & PR), 5M model of Advertising, Concept of Digital Marketing; Overview of Selling Process

Suggested Reading:

1. Marketing Management; Kotler, P., Keller, K., Koshy, A. & Jha, M.; Pearson
2. Marketing Management; Datta, D & Datta, M; Vrinda Publications
3. Marketing Management; Ramaswamy & Namakumari; McMillan
4. Marketing Management; Saxena, R.; TMH
5. Principles of Marketing; Kurtz, David L, Boone , Louis E; Thomson

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Analyse the confluence of marketing, operations, and human resources in real-time delivery. |
| CO-2 | Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities. |
| CO-3 | Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks. |
| CO-4 | Investigate and evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked. |
| CO-5 | Comprehend the importance of conversion and working with digital environment |
| CO-6 | Analyse cross-cultural and ethical issues in globalised digital markets. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-----------------|-----------|
| CO -1 | Analyse the confluence of marketing, operations, and human resources in real-time delivery. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-2 | Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities. | 1,3,5,6,7,8 | 1,3,4,5 |
| CO-3 | Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks. | 1,2,3,5,6,7,8,9 | 1,2,3,5 |
| CO-4 | Investigate and evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked. | 1,2,4,7,8,9 | 1,2,4,5 |
| CO-5 | Comprehend the importance of conversion and working with digital environment | 1,2,4,5,7,8,9 | 1,2,3,4,5 |
| CO-6 | Analyse cross-cultural and ethical issues in globalised digital markets. | 1,2,3,5,6,7,8,9 | 1,2,3,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | | 3 |
| CO 2 | 2 | | 3 | | 3 | 1 | 1 | 2 | |
| CO 3 | 3 | 3 | 2 | | 1 | 1 | 1 | 1 | 2 |
| CO 4 | 1 | 3 | | 2 | | | 2 | 3 | 3 |
| CO 5 | 3 | 2 | | 2 | | | 3 | | 1 |
| CO 6 | 3 | 3 | 3 | | 1 | 3 | 2 | 2 | 3 |
| Average | 2.33 | 2.40 | 2.50 | 2.33 | 1.50 | 1.75 | 2.00 | 2.00 | 2.40 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 2 | 2 | 3 | 2 | 3 |
| CO 3 | 3 | 3 | 3 | 2 | 1 |
| CO 4 | 2 | 2 | 3 | 2 | 3 |
| CO 5 | 3 | 2 | 3 | 2 | 1 |
| CO 6 | 3 | 3 | 3 | 3 | 3 |
| Average | 2.67 | 2.50 | 3.00 | 2.17 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Business Macroeconomics

Semester: 2

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module I:

1. Introduction: Basic Introduction to Macroeconomics. Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume (MPC), APC, MPS, MPI: Basic Definition Only, Paradox of thrift [4L]
2. National Income: Concepts and Definitions, Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product and Net Domestic Product, Personal Income, Disposable Income and Per Capita Income, Measurement of National Income, Factors That Determine Size of National Income, Double Counting and The Concept of Value Added, Underground Economy, Real and Nominal GNP, Deflator. [5L]

Module II:

3. Monetary Economics: Evolution of Money, Functions of Money, Bank and its Functions, Indian Money Market, Different Concepts of Money Like M1, M2, M3, M4. [4L]
4. Concept of Inflation: Definition of Inflation, Types of Inflation, Effects of Inflation, Anti-Inflationary Measures. [3L]
5. Banks: Commercial Banks – Need and Functions, Credit Creation of Commercial Banks. Reserve Bank of India – Need and Functions, Credit Control Policy. Co-Operative Banks: Need and Role in an Economy. [4L]

Module III:

6. Public Revenue: Concept of Taxes, Sources of Revenue of Central and State Government, GST, CGST, SGST (only definition). [4L]
7. Public Expenditure: Types of Public Expenditure, Its Need Role and Importance. [3L]
8. Public Debt: Types of Public Debt, Need for Public Debt, Redemption of Public Debt. [3L]
9. Deficit Financing: Role and Importance. [4L]
10. Budget: Need and Types, Concept of Different Types of Deficit (Revenue Deficit. Budgetary Deficit, Fiscal deficit and Primary Deficit [5L]

Module IV:

11. International Trade and Finance: Need for international trade, Absolute and Comparative Cost Advantage Theory, Gains from international trade, Terms of Trade [4L]
12. Balance of Payments: Items of BOP, Causes of Disequilibrium in BOP, Strategies to Correct Adverse BOP Situation, Purchasing Power Parity Theory [4L]
13. Exchange Rate Mechanism: Definition, Ask Rate, Bid Rate, Spot Rate, Forward Rate, Currency Spread [5L]
14. International Financial Institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), Asian Development Bank [4L]
15. Concept of Business Cycle: Different Phases and their basic characteristics [4L]

Suggested Readings:

1. H. L. Ahuja: Macroeconomics Theory and Policy, S. Chand.
2. Panchanan Das, Anindita Sengupta: Economics II, Oxford.
3. Errol D'Souza: Macroeconomics, 2/e, Pearson.
4. Debes Mukherjee: Essentials of Micro and Macro Economics, Central
5. M. L. Jhingan: Macro Economic Theory, Vrinda
6. Mankiw: Principles of Macroeconomics, Cengage Learning

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Explain the concepts of gross domestic product, inflation and unemployment, and how they are measured. |
| CO-2 | Comprehend the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances. |
| CO-3 | Describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy. |
| CO-4 | Define fiscal and monetary policies and how these affect the economy. |
| CO-5 | Identify the causes of prosperity, growth, and economic change over time and explain the mechanisms through which these causes operate in the economy |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------------|-----------|
| CO -1 | Explain the concepts of gross domestic product, inflation and unemployment, and how they are measured. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Comprehend the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances. | 1,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-3 | Describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy. | 1,2,4,5,6,7,9 | 1,2,3,4,5 |
| CO-4 | Define fiscal and monetary policies and how these affect the economy. | 1,2,3,4,6,7,8 | 1,2,3,4,5 |
| CO-5 | Identify the causes of prosperity, growth, and economic change over time and explain the mechanisms through which these causes operate in the economy | 1,2,3,4,6,7,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| CO 2 | 3 | | 3 | 2 | 3 | 3 | 1 | 2 | 3 |
| CO 3 | 2 | 3 | | 2 | 3 | 2 | 2 | | 3 |
| CO 4 | 3 | 3 | 2 | 3 | | 3 | 3 | 2 | |
| CO 5 | 3 | 2 | 2 | 1 | | 3 | 3 | 3 | 3 |
| Average | 2.60 | 2.25 | 2.25 | 2.20 | 2.67 | 2.60 | 2.40 | 2.50 | 3.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 1 | 1 | 3 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 1 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 2 | 2 | 3 | 2 |
| Average | 2.60 | 2.20 | 2.60 | 2.40 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Financial Management

Semester: 3

Subject Category: MC

Credit: 5 (L:4; T: 1)

Syllabus

Module-I: Introduction: Definition, Nature and Scope of Financial Management, The Risk-Return trade-off. Introduction of the three important decisions in Financial Management: Capital Budgeting, Capital Structuring and Dividend.

Module-II: Investment Decision: The Capital Budgeting Process, Cash flow Estimation, Concept of Time Value of Money, Future Value, Net Present Value, Internal Rate of Return.

Module-III: Financing Decision: Debt and Equity, Leverage (High Leverage and Low Leverage firms), Cost of Capital: Cost of Equity (Capital Asset Pricing Model) and Cost of Debt, Calculation of Weighted Average Cost of Capital, Theories (Net Income, Net Operating Income, Modigliani Miller and Traditional Approach).

Module-IV: Working Capital: Concept of Working Capital, Working Capital Management, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets, Current Assets Financing Policy, Operating Cycle and Cash Cycle.

Module-V: Fund Flow Statement: Statement of Changes in Working Capital, Fund Flow Analysis (Sources of Funds and Application of Funds), Funds from Operations (Non-fund items and Non-trading Charges).

Module-VI: Ratio Analysis: Concept of Ratio Analysis, Importance of Ratio Analysis, Calculation of different types of ratios: Liquidity, Valuation, Solvency, Profitability and Turnover. Interpretation of the results of the ratios.

Module-VII: Bond Valuation: Concept of Bonds, Different types of Bonds, Calculation of Bonds with annual and semi-annual interests, Price-Yield Relationship, Clean and Dirty Bonds, Different types of yields.

Module-VIII: Dividend Decision: Concept of Dividend, Why firms pay dividends?, Dividend Payout Ratio, Dividend Yield, Ex-dividend, Record Date, Dividend Payout Policy (Stable, Constant and Residual), Gordon Growth Model.

Suggested Readings:

1. P. Singh (2009), Fundamentals of Financial Management, Second Edition, Ane Books Private Limited.
2. Damodaran (2014), Applied Corporate Finance, Fourth Edition, John, Wiley & Sons, Inc.
3. P. Chandra (2011), Financial Management, Eight Edition, Tata McGraw Hill Publishing Company Limited.
4. Shapiro (2020), Multinational Financial Management, Eleventh Edition, John, Wiley & Sons, Inc.

Course Outcome (CO):

| CO # | Description |
|------|--|
| CO-1 | Enumerates the concept of Financial Management along with the Risk-Return trade off and the three important decisions of Capital Budgeting, Capital Structure and Dividends. Thus, helps students in understanding the core concepts of Corporate Finance. It also helps students to understand as to how management principles can be applied in financial planning. |
| CO-2 | Helps students to understand the concept of Capital Budgeting. Thus, empowering students with the necessary skill sets that are required to take effective business decisions (using creative techniques) for achieving the objectives of an organisation. |
| CO-3 | States the important concept of Capital Structuring. Thus, imparting students with the knowledge for financing a company. It also imparts students with the knowledge of Cost of Capital. Thus, empowering students with the knowledge and technical knowhow to succeed in the corporate world. It also helps students to understand the importance of Ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way helping students to act as Corporate Citizens. |
| CO-4 | Helps students to understand the concept of Working Capital. Thus, imparting students with the knowledge and the skill sets which will enable them to take leadership role for solving various business problems in an organisation. It also helps students to understand the importance of Ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way making students job ready. |
| CO-5 | Enumerates the concept of Fund Flow Statement. In other words, it helps students to analyse as to how a company raises and utilises its funds. Thus, empowering students with the knowledge that is necessary to succeed in the corporate world. |
| CO-6 | Depicts the important concept of Ratio Analysis. Thus, imparting students with the necessary skill sets to analyse the financial health as well as calculating the value of a company. Thus, in the process making them job ready. |
| CO-7 | Helps students to understand the different aspects of Bond Valuation (Debt Instrument). Thus, imparting within students the knowledge to succeed in corporate world. |
| CO-8 | Enumerates the concept as well as the different aspects of Dividends as well as valuation of a company using Gordon Growth Model. Thus, empowering students with the necessary skill sets to meet the challenges of the business world (using creative techniques). Thus, in this way making them job ready. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------------|-----------|
| CO -1 | Enumerates the concept of Financial Management along with the Risk-Return trade off and the three important decisions of Capital Budgeting, Capital Structure and Dividends. Thus, helps students in understanding the core concepts of Corporate Finance. It also helps students to understand as to how management principles can be applied in financial planning. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Helps students to understand the concept of Capital Budgeting. Thus, empowering students with the necessary skill sets that are required to take effective business decisions (using creative techniques) for achieving the objectives of an organisation. | 1,2,3,4,6,7,8 | 1,2,3,4 |
| CO-3 | States the important concept of Capital Structuring. Thus, imparting students with the knowledge for financing a company. It also imparts students with the knowledge of Cost of Capital. Thus, empowering students with the knowledge and technical knowhow to succeed in the corporate world. It also helps students to understand the importance of Ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way helping students to act as Corporate Citizens. | 1,2,3,4,5 | 1,2,3,4,5 |
| CO-4 | Helps students to understand the concept of Working Capital. Thus, imparting students with the knowledge and the skill sets which will enable them to take leadership role for solving various business problems in an organisation. It also helps students to understand the importance of Ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way making students job ready. | 1,2,3,4,6,8 | 1,2,3,4 |
| CO-5 | Enumerates the concept of Fund Flow Statement. In other words, it helps students to analyse as to how a company raises and utilises its funds. Thus, empowering students with the knowledge that is necessary to succeed in the corporate world. | 1,2,3,4,5 | 1,2,3,4,5 |
| CO-6 | Depicts the important concept of Ratio Analysis. Thus, imparting students with the necessary skill sets to analyse the financial health as well as calculating the value of a company. Thus, in the process making them job ready. | 1,2,3,4,6,7 | 1,2,3,4 |
| CO-7 | Helps students to understand the different aspects of Bond Valuation (Debt Instrument). Thus, imparting within students the knowledge to succeed in corporate world. | 1,2,3,4,6,7,8 | 1,2,3,4 |
| CO-8 | Enumerates the concept as well as the different aspects of Dividends as well as valuation of a company using Gordon Growth Model. Thus, empowering students with the necessary skill sets to meet the challenges of the business world (using creative techniques). Thus, in this way making them job ready. | 1,2,3,4,6,7,8 | 1,2,3,4 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 1 | 3 | 1 | 3 | | | | 3 |
| CO 2 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 |
| CO 3 | 3 | 1 | q | 1 | 3 | 1 | | 1 | 3 |
| CO 4 | - | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO 5 | - | 1 | - | 1 | 3 | | | | 1 |
| CO 6 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| CO 7 | - | 1 | 2 | - | 2 | 2 | 2 | 2 | 2 |
| CO 8 | 3 | 1 | 2 | 1 | 1 | 1 | | | 1 |
| Average | 2.33 | 1.20 | 2.33 | 1.17 | 2.25 | 1.67 | 2.00 | 1.80 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 1 | 1 | 3 | 3 |
| CO 2 | 2 | 2 | 2 | 1 | 2 |
| CO 3 | 1 | 1 | 3 | 3 | 1 |
| CO 4 | 2 | 2 | 2 | 2 | 2 |
| CO 5 | 3 | 1 | 3 | 2 | 3 |
| CO 6 | 2 | 2 | 3 | 2 | 1 |
| CO 7 | 2 | 2 | 2 | 1 | 1 |
| CO 8 | 1 | 2 | 3 | 2 | 2 |
| Average | 2.00 | 1.63 | 2.38 | 2.00 | 1.88 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Organization & Management in Sports

Semester: 3

Subject Category: MC

Credit: 5 (L:4; T:1)

Syllabus

Module-I

1. Sports management: Introduction, unique features of sports, environment, different sectors of sports. (4 classes).
2. Strategic sports management: Strategic management principles, strategic management process. (3 classes)
3. Organizational structure: Definition, dimensions, structural models, challenges for sports managers. (2 class)
4. Human resource management: Definition, HR in sports management, essentials of HR management. (3 class)
5. Leadership: Definition, theories of leadership, leadership and management. (3 class)

Module-II

1. Organizational culture: Importance, sports organizational culture, managing organizational culture, cultural complexities. (4 classes)
2. Financial management: Financial evaluation, funding sources, key financial management, financial information. (4 classes)
3. Sports marketing: Definition, Sports marketing framework, sports product innovation, digital sports marketing, sport marketing and social media, implementation and control of sports marketing strategy. (4 classes).
4. Media: Sports –media relationship, commercial dimensions, broadcasting, regulation, sports media manager. (2 classes)
5. Case studies and presentation. (1 class)

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Define Sports management, understand its different sectors and analyze its unique features. |
| CO-2 | Analyze and evaluate different strategic management processes in Sports. |
| CO-3 | Define, understand and analyse different organizational structures in Sports. |
| CO-4 | Define, understand and analyse HR management in Sports. |
| CO-5 | Understand and analyze different leadership theories and develop leadership skills in Sports management. |
| CO-6 | Define Organizational culture and analyze complexities in Sports organization. |
| CO-7 | Understanding Financial management in Sports Industry and evaluate the financial sources. |
| CO-8 | Defining Sports marketing, Analyzing and evaluating different strategies. |
| CO-9 | Identifying Sports-Media relationship, analyzing commercial dimensions of media in Sports. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------------|-----------|
| CO -1 | Define Sports management, understand its different sectors and analyze its unique features. | 1,5,6,8,9 | 1,2,3,4,5 |
| CO-2 | Analyze and evaluate different strategic management processes in Sports. | 1,2,3,5,6,8,9 | 1,2,3,4,5 |
| CO-3 | Define, understand and analyse different organizational structures in Sports. | 1,2,3,4,5,6,8 | 1,2,3,4,5 |
| CO-4 | Define, understand and analyse HR management in Sports. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-5 | Understand and analyze different leadership theories and develop leadership skills in Sports management. | 1,2,3,5,6,8,9 | 1,2,3,4,5 |
| CO-6 | Define Organizational culture and analyze complexities in Sports organization. | 1,2,3,4,5,6,8,9 | 1,2,3,4,5 |
| CO-7 | Understanding Financial management in Sports Industry and evaluate the financial sources. | 1,2,3,4,5,6,8,9 | 1,2,3,4,5 |
| CO-8 | Defining Sports marketing, Analyzing and evaluating different strategies. | 1,2,3,5,6,9 | 1,2,3,4,5 |
| CO-9 | Identifying Sports-Media relationship, analyzing commercial dimensions of media in Sports. | 1,2,3,5,6,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | - | - | - | 2 | 2 | - | 1 | 3 |
| CO 2 | 3 | 3 | 2 | - | 3 | 2 | - | 1 | 3 |
| CO 3 | 3 | 2 | 3 | 2 | 1 | 2 | - | 1 | 3 |
| CO 4 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 1 | 3 |
| CO 5 | 3 | 2 | 3 | - | 3 | 3 | - | 1 | 2 |
| CO 6 | 3 | 3 | 1 | 1 | 3 | 2 | - | 2 | 2 |
| CO 7 | 3 | 3 | 2 | 1 | 2 | 2 | - | 2 | 3 |
| CO 8 | 3 | 3 | 2 | - | 2 | 2 | - | - | 3 |
| CO 9 | 3 | 3 | 3 | - | 2 | 2 | - | - | 2 |
| Average | 3 | 2.75 | 2.25 | 1.5 | 2.33 | 2.22 | 1 | 1.29 | 2.67 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 3 | 3 | 3 | 2 | 2 |
| CO 3 | 3 | 3 | 3 | 2 | 3 |
| CO 4 | 3 | 3 | 3 | 1 | 1 |
| CO 5 | 2 | 2 | 2 | 3 | 2 |
| CO 6 | 3 | 3 | 2 | 3 | 3 |
| CO 7 | 3 | 3 | 3 | 3 | 2 |
| CO 8 | 3 | 3 | 3 | 3 | 3 |
| CO 9 | 2 | 3 | 2 | 2 | 3 |
| Average | 2.78 | 2.89 | 2.67 | 2.33 | 2.22 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Cost & Management Accounting

Semester: 3

Subject Category: NM

Credit: 4 (L: 3, T: 1)

Syllabus

Module I

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, cost sheet, Techniques of Costing - Single Output Costing, Job Costing, Contract & Batch Costing,

Module II

Standard Costing and Variance Analysis: material variances, labour, variances, Cost volume profit Analysis For A Multi-Product Firm, Marginal Costing: contribution, P/V ration; Break even analysis, margin of safety, application of marginal costing techniques.

Module III

Introduction To Management Accounting: Objectives, Importance & limitations of Management Accounting, Management accountant function. Similarities and Difference Between cost and Management accounting, Ratio Analysis, Cash Flow Statement (as per AS14). Fund Flow statement analysis

Module IV

Pricing And Decision-Making: Budgetary Control, Meaning, Classification, types of budget, Zero base budgeting, Master budget, cash budget.

Suggested Reading:

1. Cost Accounting – Theory and Problems Maheshwari, S. N. and Mittal, S. N. (2009), 22nd Revised Edition, Shri Mahavir Book Depot.
2. Cost Accounting, Rajasekaran, (2010), 1st edition, Pearson Education.
3. Cost Accounting - Principle Practices Dutta, Mahesh, (2006), 1st edition, Pearson Education.
4. Cost Accounting, Arora, M.N., (2009), Vikas Publishing House.

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Develop the knowledge base of basic theory, concepts and practice of management and cost accounting. |
| CO-2 | Understand information contained in the published financial statements of companies and other organizations. |
| CO-3 | Learn how to prepare accounting statements, their uses and limitations |
| CO-4 | Enable taking the managerial decisions by using various tools of financial statement analysis. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------------|-----------|
| CO -1 | Develop the knowledge base of basic theory, concepts and practice of management and cost accounting. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Understand information contained in the published financial statements of companies and other organizations. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-3 | Learn how to prepare accounting statements, their uses and limitations | 1,2,4,5,7,8,9 | 1,2,3,4,5 |
| CO-4 | Enable taking the managerial decisions by using various tools of financial statement analysis. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 2 |
| CO 2 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 1 |
| CO 3 | 1 | 3 | | 3 | 2 | | 3 | 1 | 1 |
| CO 4 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 1 | 3 |
| Average | 2.25 | 2.25 | 2.33 | 2.50 | 2.50 | 2.00 | 2.50 | 1.50 | 1.75 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 1 | 1 | 3 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 1 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| Average | 2.50 | 2.25 | 2.75 | 2.25 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Human Resource Management

Semester: 4

Subject Category: MC

Credit: 5 (L:4, T:1)

Syllabus

Module-I: Fundamentals of HR Management

Corporate objectives and challenges of HR in a dynamic environment; Structure and functions of HR Department, Role of HR Manager, HRD

Module-II: Human Resource Planning

Demand and Supply, Downsizing and Retention; Supply and Demand Forecasting Methods, Manpower Inventory, Career Planning, Succession Planning, Personnel Policy, Human Resource Information System (HRIS), Job Analysis, Case study

Module-III: Recruitment and Selection

Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment; Selection: Concept of Selection, Process of Selection, Selection Tests, and Barriers in Selection, Case study

Module-IV: Performance Appraisal

Introduction, Concept of Performance Appraisal, Purpose, Process, Methods, and Major Issues in Performance Appraisal

Module-V: Training and Development

Training Process and Methods, HRD, Case study

Module-VI: Compensation and Reward Management

Wages, Components, System of Wage Payment, Fringe Benefits, and Retirement Benefits, Case Study

Module-VII: Industrial Relations in India

Parties; Management and Trade Unions, Industrial Disputes: Trends, Collective Bargaining, Settlement Mechanisms, Role of Government, Labour Policy in India Grievance Redressal, Dispute Resolution and Conflict Management. Case Study

Module-VIII: Strategic HRM

Meaning, Strategic HRM vs Traditional HRM, SHRM Process, Nature of e-HRM, e-Recruitment & Selection, e-Performance Management, e-Learning.

Suggested Reading:

Textbooks:

1. Aswathappa, K. - Human Resource Management, Tata McGraw Hill
2. Pattanayek, B. - Human Resource Management, PHI Ramaswamy, E.A. - Managing Human Resources, OUP Saiyadain, M.S - Human Resource Management: Tata McGraw Hill
3. Sangvi Seema - Human Resource Management: Excel Books
4. Armstrong, M. (2006). Armstrong's Handbook of human resource management practices (10th ed.). London: Kogan page.

Reference Books:

1. Cascio, W. (2009). Managing human resources (8th ed.). New Delhi: McGraw Hill
2. DeCenzo, D. A., & Robbins, S. P. (2010). Fundamentals of human resource management (9th ed.) New York: John Wiley & Sons
3. Dessler, G. (2008). Human resource management (11th ed.). New Delhi: Pearson Prentice Hall
4. Greer, C. R. (2005). Strategic human resource management: A general managerial approach (2nd ed.). New Delhi: Pearson Education

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Fundamentals of HR Management helps the students to analyse the role of HRM in effective business administration and how HRM should be used as a tool to execute strategies. |
| CO-2 | Human Resource Planning explains the students regarding the company's their vision, values, and strategies; how these elements relate to the various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, placement, evaluation, compensation, and development) and organizational culture in organizations. |
| CO-3 | Recruitment and Selection helps the students to maximize employee strength to meet the employer's strategic goals which includes the process of sourcing, screening, shortlisting, and selecting the right candidates for the filling the required vacant positions. |
| CO-4 | Performance Appraisal concepts helps the students to understand the processes, methods, and major issues in this regard. |
| CO-5 | Training and Development concepts help the students to understand the need and its various methods which are essential to comprehend employees' need. |
| CO-6 | Compensation and Reward Management helps the students to design compensation system, to gain adequate knowledge on economic and behavioural dimensions of Compensation Management and to administer the compensation package for special groups. |
| CO-7 | Industrial Relations helps the learners to realize the importance of the parties, their management and trade unions, industrial disputes including trends, collective bargaining, settlement machineries, role of Government, Labour Policy in India, grievance redressal, dispute resolution and conflict management. |
| CO-8 | Strategic HRM assists the students to understand the meaning, the processes, nature of e-HRM, e-Recruitment & Selection, e-Performance Management and e-Learning. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-----------------|-----------|
| CO -1 | Fundamentals of HR Management helps the students to analyse the role of HRM in effective business administration and how HRM should be used as a tool to execute strategies. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-2 | Human Resource Planning explains the students regarding the company's their vision, values, and strategies; how these elements relate to the various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, placement, evaluation, compensation, and development) and organizational culture in organizations. | 1,2,5,6,7,8,9 | 1,3,4,5 |
| CO-3 | Recruitment and Selection helps the students to maximize employee strength to meet the employer's strategic goals which includes the process of sourcing, screening, shortlisting, and selecting the right candidates for the filling the required vacant positions. | 1,2,3,5,6,7,9 | 1,2,3,5 |
| CO-4 | Performance Appraisal concepts helps the students to understand the processes, methods, and major issues in this regard. | 1,2,4,5,6,7,8,9 | 1,2,4,5 |
| CO-5 | Training and Development concepts help the students to understand the need and its various methods which are essential to comprehend employees' need. | 1,2,4,5,6,7,9 | 1,2,3,4,5 |
| CO-6 | Compensation and Reward Management helps the students to design compensation system, to gain adequate knowledge on economic and behavioural dimensions of Compensation Management and to administer the compensation package for special groups. | 1,2,3,5,6,7,8,9 | 1,2,3,5 |
| CO-7 | Industrial Relations helps the learners to realize the importance of the parties, their management and trade unions, industrial disputes including trends, collective bargaining, settlement machineries, role of Government, Labour Policy in India, grievance redressal, dispute resolution and conflict management. | 1,2,3,5,6,8 | 3,4,5 |
| CO-8 | Strategic HRM assists the students to understand the meaning, the processes, nature of e-HRM, e-Recruitment & Selection, e-Performance Management and e-Learning. | 1,2,3,5,6,9 | 1,2,3,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | - | 1 |
| CO 2 | 3 | 2 | - | - | 3 | 3 | 1 | 3 | 2 |
| CO 3 | 3 | 3 | 3 | - | 3 | 3 | 2 | - | 3 |
| CO 4 | 2 | 3 | - | 3 | 2 | 2 | 2 | 1 | 3 |
| CO 5 | 3 | 2 | - | 2 | 3 | 3 | 3 | - | 3 |
| CO 6 | 3 | 3 | 3 | - | 3 | 3 | 1 | 1 | 2 |
| CO 7 | 3 | 3 | 2 | - | 3 | 3 | - | 3 | - |
| CO 8 | 3 | 3 | 3 | - | 3 | 3 | - | - | 2 |
| Average | 2.88 | 2.63 | 2.80 | 2.67 | 2.88 | 2.88 | 1.67 | 2.00 | 2.29 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 2 | - | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 2 | - | 2 |
| CO 4 | 2 | 2 | - | 3 | 3 |
| CO 5 | 2 | 3 | 2 | 2 | 2 |
| CO 6 | 3 | 3 | 2 | - | 3 |
| CO 7 | - | - | 2 | 2 | 2 |
| CO 8 | 3 | 3 | 3 | - | 3 |
| Average | 2.57 | 2.83 | 2.43 | 2.60 | 2.63 |

1:* (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports Science

Semester: 4

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I

1. Sports Psychology: Introduction, overview, objectives, and role of sports psychologists. (2 sessions)
2. Competitive Adjective Profiling of sports persons. (2 sessions)
3. Case Study and Presentation. (2 sessions)

Module-II

1. Human anthropometry: Definition, types of planes, body composition, different instruments and measurements, body types. (4 sessions)
2. Motion in Body: Different types of motions in body, Newton's laws of motion (2 sessions)
3. Overview of Sports fitness tests: Different sports specific fitness tests (4 sessions)
4. Sports injuries: Sports specific injuries, first aid, recovery and hygiene (2 sessions)
5. Case Study and Presentation. (2 sessions)

Module-III

6. Doping: Different classes of Doping, methods, restricted classes, WADA and NADA. (4 sessions)
7. Sports nutrition: Basic knowledge of different essential nutrients. (2 sessions)
8. Team medical management, CPR, female physiological conditions. (2 sessions)
9. Case Study and Presentation. (2 sessions)

Course Outcomes (CO)

| CO # | Course Outcomes (CO) |
|-------|---|
| CO -1 | Define Sports Psychology, understand its different objectives, role of sports psychologists |
| CO-2 | Analyze and evaluate Competitive Adjective Profile of different sports persons. |
| CO-3 | Define, understand and analyse Human Anthropometry. |
| CO-4 | Define, understand and analyse Newton's Laws of motion in Sports. |
| CO-5 | Understand and analyze different Sports specific fitness tests. |
| CO-6 | Identify and analyze Sports specific injuries, first aid, recovery and hygiene. |
| CO-7 | Define Doping, methods, classification of doping. |
| CO-8 | Defining Sports Nutrition and understand essential nutrients. |
| CO-9 | Understand Team medical management, identifying female physiological conditions, understand the process of CPR. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-----------|-----------|
| CO -1 | Define Sports Psychology, understand its different objectives, role of sports psychologists | 1,2,5,6 | 1,2,3,4,5 |
| CO-2 | Analyze and evaluate Competitive Adjective Profile of different sports persons. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-3 | Define, understand and analyse Human Anthropometry. | 1,2,5,6 | 1,2,3,4,5 |
| CO-4 | Define, understand and analyse Newton's Laws of motion in Sports. | 1,2,5,6 | 1,2,3,4,5 |
| CO-5 | Understand and analyze different Sports specific fitness tests. | 1,2,5,6 | 1,2,3,4,5 |
| CO-6 | Identify and analyze Sports specific injuries, first aid, recovery and hygiene. | 1,2,5,6 | 1,2,3,4,5 |
| CO-7 | Define Doping, methods, classification of doping. | 1,2,5,6 | 1,2,3,4,5 |
| CO-8 | Defining Sports Nutrition and understand essential nutrients. | 1,2,5,6 | 1,2,3,4,5 |
| CO-9 | Understand Team medical management, identifying female physiological conditions, understand the process of CPR. | 1,2,5,6 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | - | - | 3 | 2 | - | - | - |
| CO 2 | 3 | 2 | - | 3 | 3 | 3 | - | - | - |
| CO 3 | 3 | 3 | - | - | 2 | 3 | - | - | - |
| CO 4 | 2 | 3 | - | - | 3 | 3 | - | - | - |
| CO 5 | 3 | 3 | - | - | 2 | 2 | - | - | - |
| CO 6 | 2 | 2 | - | - | 3 | 2 | - | - | - |
| CO 7 | 3 | 3 | - | - | 2 | 3 | - | - | - |
| CO 8 | 3 | 2 | - | - | 2 | 3 | - | - | - |
| CO 9 | 3 | 2 | - | - | 3 | 2 | - | - | - |
| Average | 2.78 | 2.44 | - | 3 | 2.56 | 2.56 | - | - | - |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 3 | 3 | 3 | 2 | 2 |
| CO 3 | 3 | 3 | 3 | 2 | 3 |
| CO 4 | 3 | 3 | 3 | 1 | 1 |
| CO 5 | 2 | 2 | 2 | 3 | 2 |
| CO 6 | 3 | 3 | 2 | 3 | 3 |
| CO 7 | 3 | 3 | 3 | 3 | 2 |
| CO 8 | 3 | 3 | 3 | 3 | 3 |
| CO 9 | 2 | 3 | 2 | 2 | 3 |
| Average | 2.78 | 2.89 | 2.67 | 2.33 | 2.22 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Governance of Sports, Sports Law & Ethics

Semester: 4

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I

1. Sports Law: Introduction, Need of Sports Law, Constitutional perspective, Position of the State, Sports Legislations in India, National Sports Policy 2001, NSFs, Sports Law and Welfare Association of India, Sports Broadcasting Signals Act 2007, Alternative dispute resolution and Sports Law in India, Tort Law, Major issues in Sports, Basics of Indian Contract Act 1872. (12 classes)
2. Case study and presentation. (2 classes)

Module-II

1. Sports Ethics: Definition, Key Ethics, Principles, Cheating, Olympic values. (4 classes)
2. Case study and presentation. (2 classes)

Module-III

1. Governance of Sports: Different sectors of Sports, Indian model of Sports Governance, Apex governing bodies – IOA, SAI, BCCI, AIFF, National Sports Development Code 2011. (8 classes)
2. Case study and presentation. (2 classes)

Course Outcome (CO)

| CO # | Description |
|-------------|---|
| CO -1 | Define Sports Law, Describe Constitutional perspective and discuss the Sports legislation, explain Sports policy and governing bodies, analyze different sports laws and explain Indian contract Act. |
| CO-2 | Analyze Case studies and design presentation on different State Sports Policy. |
| CO-3 | Define and explain Sports Ethics and analyze principles and Olympic values. |
| CO-4 | Analyze Case studies and design presentation on ethical practices in different Sports. |
| CO-5 | Classify different Sports sectors, explain Indian model of Sports governance and different apex bodies. |
| CO-6 | Design presentation on policies of different sports governing bodies. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-----------------|-----------|
| CO -1 | Define Sports Law, Describe Constitutional perspective and discuss the Sports legislation, explain Sports policy and governing bodies, analyze different sports laws and explain Indian contract Act. | 1,2,3,4,6,8 | 1,2,3,4,5 |
| CO-2 | Analyze Case studies and design presentation on different State Sports Policy. | 1,2,4,5,6,7,8 | 1,2,3,4,5 |
| CO-3 | Define and explain Sports Ethics and analyze principles and Olympic values. | 1,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-4 | Analyze Case studies and design presentation on ethical practices in different Sports. | 1,2,4,5,6,7,8 | 1,2,3,4,5 |
| CO-5 | Classify different Sports sectors, explain Indian model of Sports governance and different apex bodies. | 1,2,3,4,6,8 | 1,2,3,4,5 |
| CO-6 | Design presentation on policies of different sports governing bodies. | 1,2,4,5,6,7,8 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | 2 | 2 | - | 1 | - | 1 | - |
| CO 2 | 3 | 3 | - | 3 | 3 | 1 | 1 | 1 | - |
| CO 3 | 2 | - | 3 | 3 | 3 | 1 | 1 | 1 | 2 |
| CO 4 | 3 | 2 | - | 2 | 2 | 1 | 1 | 1 | - |
| CO 5 | 2 | 3 | 3 | 3 | - | 1 | 1 | - | - |
| CO 6 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | - | - |
| Average | 2.67 | 2.17 | 2.75 | 2.67 | 2.75 | 1 | 1 | 1 | 2 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 3 | 2 | 1 |
| CO 2 | 3 | 1 | 3 | 2 | 2 |
| CO 3 | 3 | 1 | 3 | 1 | 1 |
| CO 4 | 3 | 1 | 3 | 1 | 1 |
| CO 5 | 2 | 1 | 2 | 3 | 2 |
| CO 6 | 3 | 1 | 2 | 3 | 1 |
| Average | 2.83 | 1.17 | 2.67 | 2 | 1.33 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Income Tax Laws & Practices

Semester: 4

Subject Category: NM

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I

- a) Basic Concepts and Definitions under Income Tax Act, 1961.
Assessee, Previous year, Assessment year, Person, Income, Sources of income, Heads of income, Gross total income, Total income, Maximum marginal rate of tax, Tax Evasion, Tax avoidance-Penalty, Tax planning.
- b) Residential Status and Incidence of Tax Residential status of persons.
- c) Incomes which do not form part of Total Income.
- d) Agricultural Income
Definition, determination of agricultural and non-agricultural Income, assessment of tax liability when there are both agricultural and non-agricultural.
- e) Heads of Income and Provisions Governing Heads of Income: Salaries

Module-II

- a) Heads of Income and Provisions Governing Heads of Income
Income from House property.
Profits and Gains of Business and Profession.
Capital Gains.
Income from Other Sources.

Module-III

- a) Income of other Persons included in Assessee's Total Income Remuneration of spouse, income from assets transferred to spouse and Son's wife, income of minor.
- b) Set off and Carry Forward of Losses.
- c) Deductions from Gross Total Income.
- d) Rebate u/s 87A.

Module-IV

- a) Computation of Total Income and Tax Payable of Individual.
- b) Types of Returns and Advance Payment of Tax.
- c) Interest & Fees.

- d) Deduction and Collection of Tax at Source (TDS & TCS).
- e) E-filing of Income Tax Returns.

Suggested Readings

- Singhnia V.K., and Singhania K, Direct Tax Law and Practice, Taxmann
- Lal and Vashist, Direct Taxes, Pearson
- Ahuja and Gupta, Direct Taxes Law and Practice, Bharat
- Roy, S. K., Principles and Practice of Direct & Indirect Taxes, ABS
- Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern
- ICAI Study Material.

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Understand the basic concept of Income Tax |
| CO-2 | Describe about the necessary provisions of Income Tax Act 1961. |
| CO-3 | Assess working knowledge regarding computation of taxable income and tax liability pertaining to individuals. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------------|-----------|
| CO -1 | Understand the basic concept of Income Tax | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Describe about the necessary provisions of Income Tax Act 1961. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-3 | Assess working knowledge regarding computation of taxable income and tax liability pertaining to individuals. | 1,2,4,5,6,7,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 1 | 2 |
| CO 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 1 |
| CO 3 | 3 | 3 | | 1 | 1 | 1 | 1 | 1 | 1 |
| Average | 2.33 | 2.67 | 2.00 | 2.00 | 1.67 | 1.33 | 2.00 | 1.67 | 1.33 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 2 | 2 | 2 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 1 |
| Average | 2.67 | 2.33 | 2.33 | 2.00 | 1.67 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Production & Operations Management

Semester: 5

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus:

Module-I: Introduction to Production: Scope and characteristics of modern operations management, recent trends in operations management, types of production system, lean production concept, bottle neck operations, concept of QQTC.

Module-II: Operations Planning: Demand forecasting with numerical exposure, capacity planning requirement with measurement of efficiency & utilization, facility location, facility layout, resource aggregate planning, EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure.

Module-III: Design of operations systems and control: Product Design, process design, product life cycle, process planning , process selection.

Module-IV: Production planning and control: Introduction, control measures, time study, work study, method study, job evaluation, job allocation, Assignment Technique, Scheduling queuing models, Jonson Bellman algorithm with numerical exposure.

Module-V: Project Management: Project Planning, project life cycle, concept of Network Diagram, concept of GANTT Chart & WBS, Critical Path measurement, forward pass and backward pass rule in PERT & CPM with numerical exposure, difference between PERT and CPM, Concept of total float, free float & independent float with numerical exposure.

Module-VI: Maintenance and spares management: Preventive maintenance, Break down maintenance, Routine maintenance, Replacement of machines, Spare parts management.

Module-VII: Reliability & TQM Concept: Concept of MTBF, MTTR in Reliability measurement, Concept of KAIZEN, KANBAN and TQM, Six Sigma brief over view.

Suggested Readings:

1. Production & Operations Management, S.N. CHARY
2. Production and Operations Management: Manufacturing and Services, Richard B. Chase
3. Production and Operations Management, N. Suresh

4. Operations Management: Theory and Practice, B. Mahadevan
5. Production and Operations Management Systems, Martin Starr

Course Outcome (CO):

| CO # | Description |
|-------|--|
| CO -1 | POM analyses the concepts of Production and identifies the evolution of Production throughout the organization. |
| CO-2 | In Operations Planning students will learn, Demand forecasting with numerical exposure, capacity planning requirement with measurement of efficiency & utilization, facility location, facility layout, resource aggregate planning, EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure. |
| CO-3 | In Design of operations systems and control students will learn Product Design, process design, product life cycle, process planning, and process selection. |
| CO-4 | In Production planning and control students will learn Introduction, control measures, time study, work study, method study, job evaluation, job allocation, Assignment Technique, Scheduling queuing models, Jonson Bellman algorithm with numerical exposure. |
| CO-5 | In Project Management students will learn Project Planning, project life cycle, concept of Network Diagram, concept of GANTT Chart & WBS, Critical Path measurement, forward pass and backward pass rule in PERT & CPM with numerical exposure, difference between PERT and CPM, Concept of total float, free float & independent float with numerical exposure. |
| CO-6 | In Maintenance and spares management students will learn, Preventive maintenance, Break down maintenance, Routine maintenance, Replacement of machines, Spare parts management. |
| CO-7 | In Reliability & TQM Concept students will learn Concept of MTBF, MTTR in Reliability measurement, Concept of KAIZEN, KANBAN and TQM, Six Sigma brief over view. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------|-----------|
| CO -1 | POM analyses the concepts of Production and identifies the evolution of Production throughout the organization. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | In Operations Planning students will learn, Demand forecasting with numerical exposure, capacity planning requirement with measurement of efficiency & utilization, facility location, facility layout, resource aggregate planning, EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-3 | In Design of operations systems and control students will learn Product Design, process design, product life cycle, process planning, and process selection. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-4 | In Production planning and control students will learn Introduction, control measures, time study, work study, method study, job evaluation, job allocation, Assignment Technique, Scheduling queuing models, Jonson Bellman algorithm with numerical exposure. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-5 | In Project Management students will learn Project Planning, project life cycle, concept of Network Diagram, concept of GANTT Chart & WBS, Critical Path measurement, forward pass and backward pass rule in PERT & CPM with numerical exposure, difference between PERT and CPM, Concept of total float, free float & independent float with numerical exposure. | 1,2,3,4,6 | 1,2,3,4,5 |

| | | | |
|------|---|-------------|-----------|
| CO-6 | In Maintenance and spares management students will learn, Preventive maintenance, Break down maintenance, Routine maintenance, Replacement of machines, Spare parts management. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-7 | In Reliability & TQM Concept students will learn Concept of MTBF, MTTR in Reliability measurement, Concept of KAIZEN, KANBAN and TQM, Six Sigma brief over view. | 1,2,3,4,5,6 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 2 | 1 | 2 | 3 | 1 | 2 |
| CO 2 | 2 | 2 | 2 | 2 | 3 | 1 |
| CO 3 | 3 | 3 | - | 1 | 1 | 1 |
| CO 4 | 1 | 3 | 2 | 2 | 1 | 3 |
| CO 5 | 3 | 2 | 2 | 2 | - | 3 |
| CO 6 | 3 | 3 | 3 | 3 | 1 | 3 |
| CO 7 | 2 | 3 | 2 | 3 | 3 | 3 |
| Average | 2.29 | 2.43 | 2.17 | 2.29 | 1.67 | 2.29 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 1 | 2 | 2 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 1 |
| CO 4 | 2 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 2 | 2 | 3 | 2 |
| CO 6 | 1 | 3 | 3 | 2 | 1 |
| CO 7 | 3 | 1 | 3 | 2 | 3 |
| Average | 2.29 | 2.29 | 2.57 | 2.29 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Organizational Behaviour

Semester: 5

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module 1: Introduction to Organizational Behaviour, Organizational Design and Organizational Structure: Concept of Organizational Behaviour (OB), Importance of OB, Key Elements of OB, Role of Managers in OB, Approaches to OB, Challenges and Opportunities for OB, OB in the context of Globalization, Meaning of Organization Design and Structure, Basic elements of Organization Structure, Complexity, Formalization and Centralization, Types of Organization Design, Determinants, and parameters of Organization Design

Module 2: Cognitive Processes of Organizational Behaviour:

Learning and Learning Cycle, Theories of Learning; Definition and Meaning of Personality, Importance of Personality, Determinants of Personality, Personality Theories; Nature and Meaning of Emotions, Emotions in the Context of OB; Definition and Meaning of Attitude in OB, Definition and Meaning of Motivation, Theories of Motivation, Application of theories in organizational scenario; Meaning & Definition of Perception, Perceptual process, Importance of Perception in OB; Positive OB, Psychological Capital

Module 3: Introduction to Groups, Teams and Group Decision making:

Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team, Individual versus Group decision making; Nominal Group technique and Delphi technique

Module 4: Leadership, Power and Conflict:

Concept and theories of Leadership, Behavioural approach, Situational approach, Leadership Effectiveness; Leadership across cultures; Bases of Power, power tactics, Definition and Meaning of conflicts, Sources of Conflict, Types of Conflict, Conflict Management Approaches

Module 5- Organizational Culture, Organizational Development and Stress Management:

Meaning and Nature of Organization Culture, Origin and Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity; Definition and Meaning Need for Organizational Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions; Definition and Meaning of Organizational Stress, Sources of Stress, Types of Stress,

Impact of Stress on Organizations, Stress Management Techniques, Individual and organizational stressors; consequences of stress on individual and organization

Suggested Readings:

1. Zemmerman Jerold, Accounting for Decision making, McGraw Hill Publishing House
2. Atkinson, Banker, Kaplan, and Young, Management Accounting, Pearson Education
3. Kaplan and Atkinson, Advanced Management Accounting, Pearson Education
4. Young S Mark, Readings in Mgt. Accounting, Prentice Hall
5. Kishore, R. M., Advanced Mgt. Accounting, Taxman publications,
6. Sharma & Gupta, Management Accounting, Kalyani Publications.
7. W.L. French & C H Bell: Organization Development, Prentice Hall of India/Pearson Education.
8. S P Robbins: Organizational Behaviour, Prentice Hall of India
9. S S Khemka: Organizational Behaviour, S. Chand.
10. Udai Pareek: Understanding Organizational Behaviour, OUP
11. J.S Chandan: Organizational Behaviour, Vikas
12. D. Hell Riegel, J.W. Slocum & R W. Woodman: Organizational Behaviour, Thomson.

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Introduction to Organizational Behaviour helps the students to study the behaviour of individuals primarily in their organizational roles to revitalize organizational theory and to develop a better conceptualization of organizational life. |
| CO-2 | Cognitive processes of Organizational Behaviour give the overall idea regarding the change process which gives the way how a student thinks, understands, or feels. |
| CO-3 | Group Decision making process provides the students the idea regarding the processes when the individuals collectively make a choice from the alternatives since social influence contribute to the outcome. The knowledge also assists the learners to understand their decisions in this regard. |
| CO-4 | Leadership, Power and Conflict gives the students the insights how to handle several issues in cross cultural situations. |
| CO-5 | Organizational Culture, Organizational Development and Stress Management enlighten the students to understand their workplace stress by investigating its impact on employee commitment. |
| CO-6 | Introduction to Organizational Behaviour helps the students to study the behaviour of individuals primarily in their organizational roles to revitalize organizational theory and to develop a better conceptualization of organizational life. |
| CO-7 | Cognitive processes of Organizational Behaviour give the overall idea regarding the change process which gives the way how a student thinks, understands, or feels. |
| CO-8 | Group Decision making process provides the students the idea regarding the processes when the individuals collectively make a choice from the alternatives since social influence contribute to the outcome. The knowledge also assists the learners to understand their decisions in this regard. |
| CO-9 | Leadership, Power and Conflict gives the students the insights how to handle several issues in cross cultural situations. |
| CO-10 | Organizational Culture, Organizational Development and Stress Management enlighten the students to understand their workplace stress by investigating its impact on employee commitment. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-----------|-----------|
| CO -1 | Introduction to Organizational Behaviour helps the students to study the behaviour of individuals primarily in their organizational roles to revitalize organizational theory and to develop a better conceptualization of organizational life. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-2 | Cognitive processes of Organizational Behaviour give the overall idea regarding the change process which gives the way how a student thinks, understands, or feels. | 1,3,5,6 | 1,3,4,5 |
| CO-3 | Group Decision making process provides the students the idea regarding the processes when the individuals collectively make a choice from the alternatives since social influence contribute to the outcome. The knowledge also assists the learners to understand their decisions in this regard. | 1,2,3,5,6 | 1,2,3,5 |
| CO-4 | Leadership, Power and Conflict gives the students the insights how to handle several issues in cross cultural situations. | 1,2,3,4,5 | 1,2,3,5 |
| CO-5 | Organizational Culture, Organizational Development and Stress Management enlighten the students to understand their workplace stress by investigating its impact on employee commitment. | 1,2,3,4,6 | 2,3,4,5 |
| CO-6 | Introduction to Organizational Behaviour helps the students to study the behaviour of individuals primarily in their organizational roles to revitalize organizational theory and to develop a better conceptualization of organizational life. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-7 | Cognitive processes of Organizational Behaviour give the overall idea regarding the change process which gives the way how a student thinks, understands, or feels. | 1,3,5,6 | 1,3,4,5 |
| CO-8 | Group Decision making process provides the students the idea regarding the processes when the individuals collectively make a choice from the alternatives since social influence contribute to the outcome. The knowledge also assists the learners to understand their decisions in this regard. | 1,2,3,5,6 | 1,2,3,5 |
| CO-9 | Leadership, Power and Conflict gives the students the insights how to handle several issues in cross cultural situations. | 1,2,3,4,5 | 1,2,3,5 |
| CO-10 | Organizational Culture, Organizational Development and Stress Management enlighten the students to understand their workplace stress by investigating its impact on employee commitment. | 1,2,3,4,6 | 2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 2 | 2 | - | 3 | 3 | 1 |
| CO 2 | 2 | - | 3 | - | 3 | 1 |
| CO 3 | 3 | 3 | 2 | - | 2 | 3 |
| CO 4 | 2 | 2 | 3 | 2 | 3 | - |
| CO 5 | 3 | 2 | 3 | 1 | - | 3 |
| CO 6 | 2 | 2 | - | 3 | 3 | 1 |
| CO 7 | 2 | - | 3 | - | 3 | 1 |
| CO 8 | 3 | 3 | 2 | - | 1 | 3 |
| CO 9 | 2 | 2 | 3 | 2 | 3 | - |
| CO 10 | 3 | 2 | 3 | 3 | - | 3 |
| Average | 2.40 | 2.25 | 2.75 | 2.33 | 2.63 | 2.00 |

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 3 | 2 | 3 |
| CO 2 | 2 | - | 3 | 1 | 2 |
| CO 3 | 3 | 3 | 2 | - | 1 |
| CO 4 | 2 | 3 | 2 | - | 3 |
| CO 5 | - | 2 | 3 | 1 | 3 |
| CO 6 | 3 | 2 | 3 | 2 | 3 |
| CO 7 | 2 | - | 3 | 1 | 2 |
| CO 8 | 3 | 3 | 2 | - | 1 |
| CO 9 | 2 | 3 | 2 | - | 3 |
| CO 10 | - | 2 | 3 | 1 | 3 |
| Average | 2.50 | 2.50 | 2.60 | 1.33 | 2.40 |

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Corporate Communication

Semester: 5

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module I

Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, brand equity, and customer franchise, Communication process, Promotional Mix: Tools for IMC, The IMC Planning Process, The Value of IMC plans – information technology, changes in channel power, increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.

Module II

Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement; Advertising Design: Appeals, Message Strategies & Execution Framework: Advertising; Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness; Copywriting: Meaning and Definition of Copywriting, the Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.

Module III

Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness; Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising; Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.

Module IV

Scope and Role of Sales Promotion, Growth of Sales Promotion, Consumer Oriented Sales Promotion, Techniques in Sales Promotion, Trade Oriented Sales Promotion, Coordinating sales promotion and advertising; Sales promotion abuse; Personal selling.

Module V

Definition of Public Relations, Publicity and Corporate Advertising; Difference between public relations and advertising, Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage; Sponsorship and Event marketing; Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity

Suggested Readings

1. Semenile, Allen, O'Guinn, Kaufman Advertising, and Sales Promotions – An Integrated Brand Approach -6th Edition, Cengage Learning. (2012).
2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion, and Marketing Communication, Prentice Hall of India, New Delhi, 6th edition, 2013.
3. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2nd edition, 2008.
4. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 7th edition, 2011.
5. Julian Cummings, Sales Promotion, Kogan Page, London 2003.
6. E. Betch and Michael, Advertising and Promotion, McGraw Hill, 7th edition, 2003.
7. Jaishri Jefhwaney, Advertising Management, Oxford, 2013.
8. V.S.Padmanabhan, H.S.Murthy. Advertising and Sales Promotion (An Indian Perspective) Anes Books Pvt.Ltd -2011.

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Describe the IMC mix and the IMC planning process. |
| CO-2 | Examine the role of integrated marketing communications in building brand identity, brand equity. |
| CO-3 | Construct a marketing communications mix to achieve the communications and behavioural objectives of a campaign |
| CO-4 | Evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. |
| CO-5 | Design a sales promotion campaign |
| CO-6 | Select the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------|-----------|
| CO -1 | Describe the IMC mix and the IMC planning process. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | Examine the role of integrated marketing communications in building brand identity, brand equity. | 1,3,5,6 | 1,3,4,5 |
| CO-3 | Construct a marketing communications mix to achieve the communications and behavioural objectives of a campaign | 1,2,3,5,6 | 1,2,3,5 |
| CO-4 | Evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. | 1,2,4,5,6 | 1,2,4,5 |
| CO-5 | Design a sales promotion campaign | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-6 | Select the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product. | 1,2,3,5,6 | 1,2,3,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO 2 | 2 | - | 3 | - | 3 | 3 |
| CO 3 | 3 | 3 | 2 | - | 3 | 3 |
| CO 4 | 2 | 3 | - | 3 | 2 | 2 |
| CO 5 | 1 | 2 | - | 2 | 3 | 2 |
| CO 6 | 3 | 3 | 3 | - | 2 | 3 |
| Average | 2.33 | 2.60 | 2.75 | 2.67 | 2.67 | 2.67 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 2 | 2 | 3 | 3 | 3 |
| CO 2 | 2 | - | 2 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | - | 2 |
| CO 4 | 3 | 2 | - | 3 | 3 |
| CO 5 | 3 | 3 | 2 | 2 | 2 |
| CO 6 | 2 | 3 | 3 | - | 3 |
| Average | 2.50 | 2.60 | 2.60 | 2.75 | 2.67 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Business Research

Semester: 6

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I: Introduction to Business Research: An overview of Business research process, Consumer research, Problem formulation, research scenario in Indian corporate sector.

Module-II: Problem identification and Research Design: Problem identification and definition, research proposal, research type—exploratory, descriptive, conclusive research, value and cost information.

Module-III: Data Resources: Secondary data sources, online data sources, primary data collection method, online surveys, questionnaire preparation, characteristics of good questionnaire, scale reliability checking of good questionnaire, Cronbach – Alpha measurement.

Module-IV: Aptitude Measurement & Scaling Techniques: Elementary introduction to Measurement scale, rating scales, Likert & Semantic different scale.

Module-V: Hypothesis: Meaning, types, characteristics, Formulation of hypothesis, Errors in hypothesis testing.

Module-VI: Sampling Plan: Universe, sample frame, sampling technique, sampling & non sampling errors, probability & non probability samples, simple random sampling, stratified random sampling, systematic sampling, Quota sampling, Judgmental sampling.

Module-VII: Data processing and Analysis: Tabulation of data, editing coding, Univariate, Bivariate & Multivariate data analysis, Measurement of Association, correlation, regression, non parametric and parametric statistics, Multivariate Analysis – Factor analysis (Theory only).

Module-VIII: Market Research Application: Product research, Stages of NPD, advertising research, sales & market research, Media research.

Suggested Readings

1. Business Research Methods- Alan Bryman, Emma Bell
2. Business Research Methods- Willam G. Zikmund
3. Business Research Methods- Naval Bajpai

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | BR analyses the concepts of Business Research and identifies the evolution of Business Research throughout the organization. |
| CO-2 | In Problem identification and Research Design students will learn Problem identification and definition, research proposal, research type—exploratory, descriptive, conclusive research, value and cost information. |
| CO-3 | In Data Resources students will learn Secondary data sources, online data sources, primary data collection method, online surveys, questionnaire preparation, characteristics of good questionnaire, scale reliability checking of good questionnaire, Cronbach – Alpha measurement |
| CO-4 | In Aptitude Measurement & Scaling Techniques students will learn elementary introduction to Measurement scale, rating scales, Likert & Semantic different scale. |
| CO-5 | In Hypothesis students will learn Meaning, types, characteristics, Formulation of hypothesis, Errors in hypothesis testing. |
| CO-6 | In Sampling Plan students will learn Universe, sample frame, sampling technique, sampling & non sampling errors, probability & non probability samples, simple random sampling, stratified random sampling, systematic sampling, Quota sampling, Judgmental sampling. |
| CO-7 | In Data processing and Analysis students will learn, Tabulation of data, editing coding, Univariate, Bivariate & Multivariate data analysis, Measurement of Association, correlation, regression, non-parametric and parametric statistics, Multivariate Analysis – Factor analysis |
| CO-8 | In Market Research Application students will learn Product research, Stages of NPD, advertising research, sales & market research, Media research. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------|-----------|
| CO -1 | BR analyses the concepts of Business Research and identifies the evolution of Business Research throughout the organization. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | In Problem identification and Research Design students will learn Problem identification and definition, research proposal, research type—exploratory, descriptive, conclusive research, value and cost information. | 1,3,5,6 | 1,3,4,5 |
| CO-3 | In Data Resources students will learn Secondary data sources, online data sources, primary data collection method, online surveys, questionnaire preparation, characteristics of good questionnaire, scale reliability checking of good questionnaire, Cronbach – Alpha measurement | 1,2,3,5,6 | 1,2,3,5 |
| CO-4 | In Aptitude Measurement & Scaling Techniques students will learn Elementary introduction to Measurement scale, rating scales, Likert & Semantic different scale. | 1,2,4,5,6 | 1,2,4,5 |
| CO-5 | In Hypothesis students will learn Meaning, types, characteristics, Formulation of hypothesis, Errors in hypothesis testing. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-6 | In Sampling Plan students will learn Universe, sample frame, sampling technique, sampling & non sampling errors, probability & non probability samples, simple random sampling, stratified random sampling, systematic sampling, Quota sampling, Judgmental sampling. | 1,2,3,5,6 | 1,2,3,5 |

| | | | |
|------|---|-----------|---------|
| CO-7 | In Data processing and Analysis students will learn, Tabulation of data, editing coding, Univariate, Bivariate & Multivariate data analysis, Measurement of Association, correlation, regression, non-parametric and parametric statistics, Multivariate Analysis – Factor analysis | 1,2,3,5 | 3,4,5 |
| CO-8 | In Market Research Application students will learn Product research, Stages of NPD, advertising research, sales & market research, Media research. | 1,2,3,5,6 | 1,2,3,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO 2 | 2 | - | 2 | - | 3 | 3 |
| CO 3 | 3 | 3 | 3 | - | 2 | 3 |
| CO 4 | 2 | 3 | - | 3 | 2 | 2 |
| CO 5 | 3 | 3 | - | 2 | 3 | 3 |
| CO 6 | 3 | 3 | 2 | - | 3 | 2 |
| CO 7 | 2 | 3 | 2 | - | 2 | - |
| CO 8 | 3 | 3 | 3 | - | 3 | 3 |
| Average | 2.63 | 2.86 | 2.50 | 2.67 | 2.63 | 2.71 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | - | 3 | 3 | 3 |
| CO 3 | 3 | 2 | 3 | - | 2 |
| CO 4 | 2 | 2 | - | 3 | 3 |
| CO 5 | 2 | 3 | 2 | 3 | 2 |
| CO 6 | 3 | 3 | 2 | - | 3 |
| CO 7 | - | - | 2 | 2 | 2 |
| CO 8 | 3 | 3 | 3 | - | 3 |
| Average | 2.71 | 2.67 | 2.57 | 2.80 | 2.63 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Management Information System & E-Commerce

Semester: 6

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I: Introduction to MIS

Introduction to MIS, Concepts, Definition , Role of MIS , Concepts & process in Decision Making.

Module-II: Introduction to Information Technology

Database Management System; Networking; Systems & Application Software

Module-III: Decision Making & Types of information systems

Management information systems, transactions processing systems, decisions support systems, expert systems, office automation systems and knowledge-based systems; Structured decision making, unstructured decision making and semi structured decision making.

Module-IV: Information Systems Analysis & Design

Stages of SDLC; Feasibility study, systems study and systems design; Resource utilization, implementation, audit, operation, maintenance and modification

Module-V: Functional Information Systems

Marketing, Finance, HR, Production/Operations information systems.

Module-VI: Overview on Different Enterprise Applications & Cloud Computing

ERP System, CRM System, SCM System etc; Cloud Computing

Module-VII: Information Systems Value & Effectiveness

Definition; Application in business field

Module-VIII: E-Commerce

Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework

Module-IX: Evolution of E-Commerce

Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, E-Comm Types , Roadmap of e-commerce in India

Module-X: E-Commerce Network Infrastructure

Introduction, Network Infrastructure - An Overview, The Internet Hierarchy, Basic Blocks of e-commerce, Networks layers & TCP/IP protocols, The Advantages of Internet, World Wide Web.

Suggested Readings

1. Business Information Systems: Technology, development and management for the e-business by Paul Bocij and Dave Chaffey, Prentice Hall; 3rd edition
2. E-Business-Management by Ralph Berndt, Springer
3. B2B: How to Build a Profitable E-commerce Strategy by Michael Cunningham, Basic Books
4. Jurisprudence Of E-Commerce and Consumer Protection in India by Gagandeep Kaur; Satyam Law International; First Edition (1 January 2015)

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Understand management information scope, application and challenges in managing MIS. |
| CO-2 | Understand traditional and modern approaches for data resource management and models. |
| CO-3 | Evaluate business applications of information systems, types of information systems, decisions and role of MIS in Business Intelligence. |
| CO-4 | Understand concepts of project planning, project management and SDLC methods. Cost-Benefit analysis in implementation of MIS |
| CO-5 | Analyze information security threats and information security technologies. |
| CO-6 | Understand the concept of E-Commerce in the context of current business scenario |
| CO-7 | Describe the opportunities and challenges offered by E-Commerce. |
| CO-8 | Able to handle electronic payment technology and requirements for Internet based payments. |
| CO-9 | Understand the conceptual learned concept of online shopping and models of electronic market and internet security, digital signature. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------|-----------|
| CO -1 | Understand management information scope, application and challenges in managing MIS. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | Understand traditional and modern approaches for data resource management and models. | 1,3,5,6 | 1,3,4,5 |
| CO-3 | Evaluate business applications of information systems, types of information systems, decisions and role of MIS in Business Intelligence. | 1,2,3,5,6 | 1,2,3,5 |

| | | | |
|------|--|-------------|-----------|
| CO-4 | Understand concepts of project planning, project management and SDLC methods. Cost-Benefit analysis in implementation of MIS | 1,2,4,5,6 | 1,2,4,5 |
| CO-5 | Analyze information security threats and information security technologies. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-6 | Understand the concept of E-Commerce in the context of current business scenario | 1,2,3,5,6 | 1,2,3,5 |
| CO-7 | Describe the opportunities and challenges offered by E-Commerce. | 1,2,3,5 | 3,4,5 |
| CO-8 | Able to handle electronic payment technology and requirements for Internet based payments. | 1,2,3,5,6 | 1,2,3,5 |
| CO-9 | Understand the conceptual learned concept of online shopping and models of electronic market and internet security, digital signature. | 1,2,3,4,5,6 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | | 3 | | 3 | 3 |
| CO 3 | 3 | 3 | 3 | | 3 | 3 |
| CO 4 | 2 | 3 | | 3 | 2 | 2 |
| CO 5 | 3 | 2 | | 2 | 3 | 3 |
| CO 6 | 3 | 3 | 3 | | 3 | 3 |
| CO 7 | 3 | 3 | 2 | | 3 | |
| CO 8 | 3 | 3 | 3 | | 3 | 3 |
| CO 9 | 2 | 1 | 2 | 3 | 2 | 2 |
| Average | 2.78 | 2.50 | 2.71 | 2.75 | 2.78 | 2.75 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 2 | 1 | 3 |
| CO 2 | 3 | | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 2 | | 2 |
| CO 4 | 2 | 2 | | 3 | 3 |
| CO 5 | 2 | 3 | 2 | 2 | 2 |
| CO 6 | 3 | 3 | 3 | | 3 |
| CO 7 | | | 2 | 2 | 2 |
| CO 8 | 3 | 3 | 3 | | 3 |
| CO 9 | 3 | 3 | 3 | 2 | 1 |
| Average | 2.75 | 2.71 | 2.50 | 2.17 | 2.44 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Services Marketing

Semester: 6

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I: Service Marketing-An Insight into Emerging Sector of Economy: Introduction, Nature & Definition of Services, Difference between Goods & Services, Key classification of Services, Service Characteristics, Traditional elements of Services Mix, Service Sector beyond 2020 –Indian, Asian & Global perspectives.

Module-II: Role of People, Process & Physical Evidence in Service Marketing: People the key to service marketing, Service encounters, Process service system, Service Blue print, Contribution of physical evidence in service marketing. Service Marketing Triangle.

Module-III: Managing consumer behavior & Service Quality: Understanding our customers & collaborators in services. Service Quality Models: SERVQUAL, GAP Analysis model, Service Recovery process, Impact of Service failures. RATER Concept in Service Marketing.

Module-IV: Segmentation, Targeting & Positioning of Services in modern era: Bases for Segmentation of Services, Selecting Target Market & Approaches; Techniques of Positioning Services. Types of Service production (Isolated, Co production, Self-service) with examples.

Module-V: Marketing of Services: New paradigm & perspectives, Service as key Differentiators, New Service opportunities, Automation & New Technologies in services, Service Marketing in Tourism, Retail, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcare Sector, Event Management Services, Banks & Financial Sectors, Nonprofit organizations.

Suggested Readings

1. Service Marketing Concepts Applications & Cases: MK Rampal, SI Gupta
2. Service Marketing by Zeithaml, Bitner, Gremler & Pandit.
3. Service Marketing by Rao.
4. Service Marketing by C.Bhattacharyya

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Introduction, Nature & Definition of Services, Difference between Goods & Services, Key classification of Services, Service Characteristics, Traditional elements of Services Mix, Service Sector beyond 2020 –Indian, Asian & Global perspectives. |
| CO-2 | People the key to service marketing, Service encounters, Process service system, Service Blue print, Contribution of physical evidence in service marketing. Service Marketing Triangle. |
| CO-3 | Understanding our customers & collaborators in services. Service Quality Models: SERVQUAL, GAP Analysis model, Service Recovery process, Impact of Service failures. RATER Concept in Service Marketing. |
| CO-4 | Bases for Segmentation of Services, Selecting Target Market & Approaches; Techniques of Positioning Services. Types of Service production (Isolated, Co production, Self-service) with examples. |
| CO-5 | New paradigm & perspectives, Service as key Differentiators, New Service opportunities, Automation & New Technologies in services, Service Marketing in Tourism, Retail, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcare Sector, Event Management Services, Banks & Financial Sectors, Nonprofit organizations. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | Pos | PSOs |
|-------|--|-------------|-----------|
| CO -1 | Introduction, Nature & Definition of Services, Difference between Goods & Services, Key classification of Services, Service Characteristics, Traditional elements of Services Mix, Service Sector beyond 2020 –Indian, Asian & Global perspectives. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | People the key to service marketing, Service encounters, Process service system, Service Blue print, Contribution of physical evidence in service marketing. Service Marketing Triangle. | 1,2,3,5 | 1,2,3,4 |
| CO-3 | Understanding our customers & collaborators in services. Service Quality Models: SERVQUAL, GAP Analysis model, Service Recovery process, Impact of Service failures. RATER Concept in Service Marketing. | 1,2,3,4,5,6 | 1,2,4 |
| CO-4 | Bases for Segmentation of Services, Selecting Target Market & Approaches; Techniques of Positioning Services. Types of Service production (Isolated, Co production, Self-service) with examples. | 1,2,3,4,6 | 1,2,3,4,5 |
| CO-5 | New paradigm & perspectives, Service as key Differentiators, New Service opportunities, Automation & New Technologies in services, Service Marketing in Tourism, Retail, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Healthcare Sector, Event Management Services, Banks & Financial Sectors, Nonprofit organizations. | 1,2,5,6 | 1,2,3 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 2 | 1 | 2 | 3 | 3 |
| CO 2 | 1 | 1 | 1 | - | 2 | - |
| CO 3 | 1 | 1 | 3 | 3 | 3 | 1 |
| CO 4 | 2 | 2 | 2 | 1 | - | 2 |
| CO 5 | 1 | 3 | - | - | 2 | 1 |
| Average | 1.6 | 1.8 | 1.4 | 1.2 | 2 | 1.4 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Outcome | | | | |
|----------------|-------------------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 |
| CO 1 | 3 | 2 | 1 | 2 | 3 |
| CO 2 | 1 | 1 | 1 | - | 2 |
| CO 3 | 1 | 1 | 3 | 3 | 3 |
| CO 4 | 2 | 2 | 2 | 1 | - |
| CO 5 | 1 | 3 | - | - | 2 |
| Average | 1.6 | 1.8 | 1.4 | 1.2 | 2 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Entrepreneurship Development

Semester: 6

Subject Category: NM

Credit: 4 (L:3, T:1)

Syllabus

Module-I

1. **Entrepreneurship:** Introduction, Entrepreneur as risk taker, organizer, innovator, characteristics, difference between entrepreneur and manager, functions, types, difference between entrepreneur and intrapreneur. (6 sessions)
2. **Entrepreneurial environment:** Factors, types of ownership, Govt policy for small scale enterprise, small enterprises in international business, major constraints. (4 sessions)
3. **Business plan preparation:** Project meaning, Project identification and classification, internal and external constraints, project objectives, research and survey, project life cycle. (4 sessions)

Module-II

1. **Launching of small business:** Investment analysis, tools of analysis – ratio analysis, return on capital employed, return on total investments, capital budgeting, Plant location, Plant layout, Product design, Product inspection, Location inspection, Inspection tools – Quality control, Technology, marketing management, human resource management, accounting process. (6 sessions)
2. Small business growth strategies and sickness in small business. (2 sessions)
3. Case studies and presentation. (2 sessions)

Module-III

1. **Innovation: What and Why?:** Innovation as a core business process, Sources of innovation, Knowledge push vs. need pull innovations. Class Discussion- Is innovation manageable or just a random gambling activity? (2 sessions)
2. **Building an Innovative Organization:** Creating new products and services; Exploiting open innovation and collaboration, Use of innovation for starting a new venture (2 sessions)
3. Class Discussion: Co-operating across networks vs. 'go-it-alone' approach (2 sessions)

Module-IV

1. **SWOT Analysis:** Internal and External Factors, How to Conduct a SWOT Analysis; Why Small Business Should Conduct a SWOT Analysis; The Four Quadrants of SWOT Analyses; How to Act Upon Your SWOT Analysis - Acting on Strengths; Shoring up Weaknesses, Seizing Opportunities, Mitigating Threats (3 sessions)
2. **Diffusion of Innovation:** Rationale behind the Diffusion of Innovation; Five adopter categories – Innovators, Early Adopters, Early Majority, Late Majority, Laggards; Importance of the Diffusion of Innovation (3 sessions)

3. **Co-innovation and Open Innovation:** Introduction to Co-Innovation and Open Innovation; Closed Innovation: Challenges; Reasons to move away from Closed Innovation; Co-innovation and Open Innovation Models; Co-innovation and Open Innovation Capabilities; Corporate–Startup Collaborations Benefits. (2 sessions)
4. Case Discussion (2 sessions)

Suggested Readings

1. David A.Kirby, “ Entrepreneurship “ Tata McGRaw Hills
2. Jasmer singh Sain, Entrepreneurship and small Business” Deep and Deep publication
3. Shankar Raj, “Entrepreneurship Theory and Practice” Vijay Nicole Imprints Pvt ltd.
4. Khanka, S.S, “Entrepreneurship Development”, S. Chand & company
5. Vasant Desai, “Fundamentals of Entrepreneurship “Himalaya Publishing House.,

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Identify qualities of entrepreneurs |
| CO-2 | Develop the skill to write entrepreneurial project proposal |
| CO-3 | Understand the concept and application of various entrepreneurship models |
| CO-4 | Understand various schemes supporting entrepreneurship |
| CO-5 | Develop the skill, mindset and competence to think creative and innovative |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------|-----------|
| CO -1 | Identify qualities of entrepreneurs | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | Develop the skill to write entrepreneurial project proposal | 1,3,5,6 | 1,3,4,5 |
| CO-3 | Understand the concept and application of various entrepreneurship models | 1,2,3,5,6 | 1,2,3,5 |
| CO-4 | Understand various schemes supporting entrepreneurship | 1,2,4,5,6 | 1,2,4,5 |
| CO-5 | Develop the skill, mindset and competence to think creative and innovative | 1,2,4,5,6 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO 2 | 3 | - | 3 | - | 3 | 3 |
| CO 3 | 3 | 3 | 3 | - | 3 | 3 |
| CO 4 | 2 | 3 | - | 3 | 2 | 2 |
| CO 5 | 3 | 2 | - | 2 | 3 | 3 |
| Average | 2.80 | 2.50 | 3.00 | 2.67 | 2.80 | 2.80 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 3 | 3 |
| CO 2 | 2 | - | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 2 | - | 2 |
| CO 4 | 2 | 2 | - | 3 | 3 |
| CO 5 | 2 | 3 | 2 | 2 | 2 |
| Average | 2.4 | 2.75 | 2.5 | 2.75 | 2.6 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Emerging Business Issues

Semester: 7

Subject Category: MC

Credit: 4 (L:3, T:1)

Syllabus:

Module-I: Retail Management

- Retailing - Definition, Scope and Purpose, Value Equation, Components, Retail Lifecycle, Retail Trends, Retailing Challenges, Types of retailers, social and economic importance of retailing, Customer buying process [types of buying decisions, factors influencing buying process, FDI in Retail], Problems in Indian retailing [pros & cons], theories of retailing, Evolution of Organized Retailing, wheel of retailing, types of ownership in Retail sector, Retail channelling. Current and Emerging retail models,
- Retail pricing strategy, Factors influencing pricing- Porter's Model, Relationship Marketing and International Retailing- Relationship Marketing, Strategies,
- Internationalization of Retailing, Motives, International Retail Environment, Cases/ Examples of Retail brand, Omni Channel Marketing, Brick and Mortar Marketing, Trends in Retail Industry

Module-II: Network Marketing

- Definition of Network Marketing (NM), application of NM a medium used by manufacturers to increase sales; developing efficient chain or network of delivering products to the customers;

Module-III: Franchising

- History and Overview of Franchising
- Types of Franchises
- The Advantages and disadvantages of Franchising
- Assessing Franchise feasibility
- Franchising location and site selection

Module-IV: Business Process Outsourcing

- Overview of Business Process Outsourcing (BPO)
- Explanation of the BPO process

Module-V: Aggregation Model

- Definition and overview of aggregation model

- Explanation of the aggregation process
- Discussion of some successful aggregation models

Module-VI: Gig economy

- Definition and overview of gig economy
- Explanation of gig economy's success in recent years
- Discussion of some successful cases

Module-VII: Emergence of Artificial Intelligence and Machine Learning

- Definition and overview of Artificial Intelligence (AI) and Machine Learning (ML)
- Overview of Deep Learning and Reinforcement Learning
- Explanation of Internet of Things (IoT) and Natural Language Processing (NLP) with some examples
- Overview of growing popularity of various AI tools in various sectors

Module-VIII: Rural Marketing:

- Definition, Nature and characteristics, Challenges, opportunities, Socio- cultural factors, Market Structure, Marketing Mix of Rural Marketing, Trends in rural marketing, Case / Example of national and international companies in Indian rural / rurban market.

Reading List

- Daniels & Lee, International Business Keegan, Global Marketing
- Varshney & Bhattacharya, International Marketing Management
- Warren J. Keegan, Global Marketing Management, 8th edition
- Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
- Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
- Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, Boston, 1994
- Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007.
- Badi R.V. Badi N.V., Rural Marketing, Himalaya Publishing House – 2010
- Acharya S.S. Agarwal N.L., Agriculture Marketing in India, Oxford & IBH Publishing Company Pvt. Ltd.

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Illustrate the challenges and tasks for successful global marketing management. |
| CO-2 | Apply international marketing management concepts to real-world business applications. |
| CO-3 | Outline the key components of a global market-oriented strategic plan. |
| CO-4 | Analyze how the difficulties of international market research influence the development of global marketing plans. |
| CO-5 | Outline best practices for developing and implementing an effective international marketing strategy. |
| CO-6 | Differentiate and design marketing strategies for rural specific products. |
| CO-7 | Acquire skill in retail management by developing familiarity with how retail industry works |
| CO-8 | Become good retail planners and decision makers with a focus on change and adaptability |
| CO-9 | Develop insights on retail operations |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------------------|-------------|
| CO -1 | Illustrate the challenges and tasks for successful global marketing management. | 1,2,3,4,5,6,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-2 | Apply international marketing management concepts to real-world business applications. | 1,2,4,5,6,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-3 | Outline the key components of a global market-oriented strategic plan. | 1,2,3,4,5,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-4 | Analyze how the difficulties of international market research influence the development of global marketing plans. | 1,3,4,5,6,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-5 | Outline best practices for developing and implementing an effective international marketing strategy. | 1,2,3,4,5,6,7,9,10,11 | 1,2,3,4,5,6 |
| CO-6 | Differentiate and design marketing strategies for rural specific products. | 1,2,3,4,5,6,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-7 | Acquire skill in retail management by developing familiarity with how retail industry works | 1,2,3,4,5,6,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-8 | Become good retail planners and decision makers with a focus on change and adaptability | 1,2,3,4,5,6,7,8,9,10,11 | 1,2,3,4,5,6 |
| CO-9 | Develop insights on retail operations | 1,2,3,4,5,6,8,9,10,11 | 1,2,3,4,5,6 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|-------|-------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 |
| CO 1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO 2 | 2 | 2 | | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| CO 3 | 3 | 3 | 3 | 2 | 3 | | 3 | 2 | 1 | 2 | 2 |
| CO 4 | 3 | | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 |
| CO 5 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | | 3 | 2 | 2 |
| CO 6 | 3 | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 3 | 2 |
| CO 7 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 2 |
| CO 8 | 1 | 3 | 2 | 2 | 3 | 2 | 1 | 1 | 3 | 2 | 3 |
| CO 9 | 3 | 3 | 3 | 2 | 2 | 3 | | 3 | 3 | 2 | 3 |
| Average | 2.44 | 2.63 | 2.63 | 2.33 | 2.56 | 2.63 | 1.88 | 2.13 | 2.56 | 2.33 | 2.33 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | | |
|----------------|----------------------------|-------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
| CO 1 | 2 | 1 | 2 | 2 | 2 | 1 |
| CO 2 | 2 | 3 | 3 | 1 | 3 | 1 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| CO 4 | 2 | 3 | 2 | 3 | 3 | 2 |
| CO 5 | 2 | 2 | 2 | 2 | 3 | 1 |
| CO 6 | 3 | 1 | 2 | 2 | 2 | 2 |
| CO 7 | 2 | 3 | 2 | 3 | 3 | 1 |
| CO 8 | 1 | 3 | 2 | 3 | 3 | 1 |
| CO 9 | 2 | 2 | 3 | 3 | 2 | 3 |
| Average | 2.11 | 2.33 | 2.33 | 2.33 | 2.56 | 1.67 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Corporate Finance

Semester: 7

Subject Category: MC

Credit: 4 (L-3; T-1)

Syllabus

Module-I: Introduction: Definition, Nature and Scope of Corporate Finance, The Risk-Return trade-off. Introduction of the three important decisions in Corporate Finance: Capital Budgeting, Capital Structuring and Dividend.

Module-II: Investment Decision: The Capital Budgeting Process, Cash flow Estimation, Concept of Time Value of Money, Future Value, Net Present Value, Internal Rate of Return.

Module-III: Financing Decision: Debt and Equity, Leverage (High Leverage and Low Leverage firms), Cost of Capital: Cost of Equity (Capital Asset Pricing Model) and Cost of Debt, Calculation of Weighted Average Cost of Capital, Theories (Net Income, Net Operating Income, Modigliani Miller and Traditional Approach).

Module-IV: Working Capital: Concept of Working Capital, Working Capital Management, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets, Current Assets Financing Policy, Operating Cycle and Cash Cycle.

Module-V: Fund Flow Statement: Statement of Changes in Working Capital, Fund Flow Analysis (Sources of Funds and Application of Funds), Funds from Operations (Non-fund items and Non-trading Charges).

Module-VI: Ratio Analysis: Concept of Ratio Analysis, Importance of Ratio Analysis, Calculation of different types of ratios: Liquidity, Valuation, Solvency, Profitability and Turnover. Interpretation of the results of the ratios.

Module-VII: Dupont Analysis: Concept of Dupont Analysis, Calculation (Net Profit Margin, Total Assets Turnover and Equity Multiplier), Interpretation of the result.

Module-VIII: Bond Valuation: Concept of Bonds, Different types of Bonds, Calculation of Bonds with annual and semi-annual interests, Price-Yield Relationship, Clean and Dirty Bonds, Different types of yields.

Module-IX: Dividend Decision: Concept of Dividend, Why firms pay dividends? Dividend Payout Ratio, Dividend Yield, Ex-dividend, Record Date, Dividend Payout Policy (Stable, Constant and Residual), Gordon Growth Model.

READING LIST

- P. Singh (2009), Fundamentals of Financial Management, Second Edition, Ane Books Private Limited.
- A. Damodaran (2014), Applied Corporate Finance, Fourth Edition, John, Wiley & Sons, Inc.
- P. Chandra (2011), Financial Management, Eight Edition, Tata McGraw Hill Publishing Company Limited.
- A. Shapiro (2020), Multinational Financial Management, Eleventh Edition, John, Wiley & Sons, Inc.

Course Outcome (CO):

| CO # | Description |
|------|--|
| CO-1 | Enumerates the concept of Corporate Finance along with the Risk-Return trade off and the three important decisions of Capital Budgeting, Capital Structure and Dividends. Thus, helps students in understanding the core concepts of Corporate Finance. It also helps students to understand as to how management principles can be applied in financial planning. |
| CO-2 | Helps students to understand the concept of Capital Budgeting. Thus, empowering students with the necessary skill sets that are required to take effective business decisions (using creative techniques) for achieving the objectives of an organisation. |
| CO-3 | States the important concept of Capital Structuring. Thus, imparting students with the knowledge for financing a company. It also imparts students with the knowledge of Cost of Capital. Thus, empowering students with the knowledge and technical knowhow to succeed in the corporate world. It also helps students to understand the importance of ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way helping students to act as Corporate Citizens. |
| CO-4 | Helps students to understand the concept of Working Capital. Thus, imparting students with the knowledge and the skill sets which will enable them to take leadership role for solving various business problems in an organisation. It also helps students to understand the importance of ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way making students job ready. |
| CO-5 | Enumerates the concept of Fund Flow Statement. In other words, it helps students to analyse as to how a company raises and utilises its funds. Thus, empowering students with the knowledge that is necessary to succeed in the corporate world. |
| CO-6 | Depicts the important concept of Ratio Analysis. Thus, imparting students with the necessary skill sets to analyse the financial health as well as calculating the value of a company. Thus, in the process making them job ready. |
| CO-7 | States the important concept of Dupont Analysis. Thus, enabling students to identify the reason (poor profit margin, lower asset turnover or poor leverage) for lower Return on Equity of a company. Hence, empowering them with the necessary skill sets to meet the challenges of the corporate world. |
| CO-8 | Helps students to understand the different aspects of Bond Valuation (Debt Instrument). Thus, imparting within students the knowledge to succeed in corporate world. |
| CO-9 | Enumerates the concept as well as the different aspects of Dividends as well as valuation of a company using Gordon Growth Model. Thus, empowering students with the necessary skill sets to meet the challenges of the business world (using creative techniques). Thus, in this way making them job ready. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------|-----------|
| CO -1 | Enumerates the concept of Corporate Finance along with the Risk-Return trade off and the three important decisions of Capital Budgeting, Capital Structure and Dividends. Thus, helps students in understanding the core concepts of Corporate Finance. It also helps students to understand as to how management principles can be applied in financial planning. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | Helps students to understand the concept of Capital Budgeting. Thus, empowering students with the necessary skill sets that are required to take effective business decisions (using creative techniques) for achieving the objectives of an organisation. | 1,3,5,6 | 1,3,4,5 |
| CO-3 | States the important concept of Capital Structuring. Thus, imparting students with the knowledge for financing a company. It also imparts students with the knowledge of Cost of Capital. Thus, empowering students with the knowledge and technical knowhow to succeed in the corporate world. It also helps students to understand the importance of ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way helping students to act as Corporate Citizens. | 1,2,3,5,6 | 1,2,3,5 |
| CO-4 | Helps students to understand the concept of Working Capital. Thus, imparting students with the knowledge and the skill sets which will enable them to take leadership role for solving various business problems in an organisation. It also helps students to understand the importance of ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way making students job ready. | 1,2,4,5,6 | 1,2,4,5 |
| CO-5 | Enumerates the concept of Fund Flow Statement. In other words, it helps students to analyse as to how a company raises and utilises its funds. Thus, empowering students with the knowledge that is necessary to succeed in the corporate world. | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-6 | Depicts the important concept of Ratio Analysis. Thus, imparting students with the necessary skill sets to analyse the financial health as well as calculating the value of a company. Thus, in the process making them job ready. | 1,2,3,5,6 | 1,2,3,5 |
| CO-7 | States the important concept of Dupont Analysis. Thus, enabling students to identify the reason (poor profit margin, lower asset turnover or poor leverage) for lower Return on Equity of a company. Hence, empowering them with the necessary skill sets to meet the challenges of the corporate world. | 1,2,3,5 | 3,4,5 |
| CO-8 | Helps students to understand the different aspects of Bond Valuation (Debt Instrument). Thus, imparting within students the knowledge to succeed in corporate world. | 1,2,3,5,6 | 1,2,3,5 |
| CO-9 | Enumerates the concept as well as the different aspects of Dividends as well as valuation of a company using Gordon Growth Model. Thus, empowering students with the necessary skill sets to meet the challenges of the business world (using creative techniques). Thus, in this way making them job ready. | 1,2,3,4,5,6 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 2 | 3 | 3 | 3 | 3 |
| CO 2 | 2 | - | 3 | - | 3 | 3 |
| CO 3 | 3 | 3 | 2 | | 3 | 3 |
| CO 4 | 2 | 3 | - | 3 | 2 | 2 |
| CO 5 | 1 | 2 | - | 2 | 3 | 2 |
| CO 6 | 3 | 3 | 3 | - | 2 | 3 |
| CO 7 | 3 | 3 | 2 | - | 3 | - |
| CO 8 | 3 | 3 | 3 | - | 3 | 3 |
| CO 9 | 2 | 1 | 2 | 3 | 2 | 2 |
| Average | 2.44 | 2.50 | 2.57 | 2.75 | 2.67 | 2.63 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 2 | 2 | 3 | 3 | 3 |
| CO 2 | 2 | - | 2 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | - | 2 |
| CO 4 | 3 | 2 | - | 3 | 3 |
| CO 5 | 3 | 3 | 2 | 2 | 2 |
| CO 6 | 2 | 3 | 3 | - | 3 |
| CO 7 | - | - | 2 | 2 | 2 |
| CO 8 | 3 | 3 | 3 | - | 3 |
| CO 9 | 3 | 3 | 3 | 2 | 1 |
| Average | 2.63 | 2.71 | 2.63 | 2.50 | 2.44 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Human Resource Information System

Semester: 7

Subject Category: MC

Credit: 4 (L:3, T:1)

Syllabus

Module-I

The Concept of HRIS: Terminologies: HRIS. b. ERP. c. SAP.

Module-II

The role of IT: Database concepts and applications in HRIS; Steps in implementing an HRIS; Benefits and limitations of HRIS

Module-III

Determining HRIS needs: HRIS needs analysis; System design and acquisition; HR metrics and workforce analytics; Costs justifying HRIS investment

Module-IV

Resource Information System implementation and acceptance: HRIS Project management; Change management, implementation, integration; maintenance of HRIS

Module-V

Benefits and applications of HRIS in HR functional areas: a. Strategic management. b. Workforce planning and employment. c. HR development. d. Total rewards. e. Employee and labour relations

Module-VI

Uses of HRIS: a. Traditional/administrative. b. Analytical. c. HRIS in business decision-making

Module-VII

HR administration and HRIS: Talent management; Job analysis and Human Resource Planning; Recruitment and Selection in the Internet context; Training issues in HRIS; Performance management; Compensation and HRIS

Module-VIII

Key issues and trends in HRIS: Information Security and privacy in HRIS; The future of HRIS; The Concept of HR Analytics and Digital HR

Suggested Readings

1. Ball, K. S. (2001). The use of human resource information systems: A survey. *Personnel Review*, 30(6), 677-693.
2. Bedell, M. D., Floyd, B. D., Nicols, K. M., & Ellis, R. (2007). Enterprise resource planning software in the human resource classroom. *Journal of Management Education*, 31(1), 43-63.
3. Haines, V.Y., & Petit, A. (1997). Conditions for successful human resource information systems. *Human Resource Management*, 36(2), 261-275.
4. Hendrickson, A. R. (2003). Human resource information systems: Backbone technology of contemporary human resources. *Journal of Labor Research*, 24(3), 381-394.
5. Paramedics Six in One by Dr. G.D Mogli Jaypee Brothers

Course Outcome (CO)

| CO # | Description |
|------|---|
| CO-1 | Help them understand the concept of Human Resource Information systems, its features, needs and benefits. Also helps to understand the challenges in implementing a HRIS in an organization. Provided the necessary know how of the different modules of the HRIS and their advantages and features. Brief overview of few known software suites like SAP and ERP etc |
| CO-2 | Helps students to understand the role of IT in managing HR operation especially through a HRIS. Also helps to understand the challenges in implementing a HRIS in an organization. Explains the importance of information technologies in organization activities. |
| CO-3 | Discusses important HR matrices for performance evaluation and HR department effectiveness like HR audit, HR accounting, Competency framework and BSC and a cost benefit analysis via budgeting techniques. |
| CO-4 | Explains HRIS as in important audit and resource allocation tool. Its importance as an OD tool , helping in change management, talent mapping, project management etc. Also on troubleshooting and maintenance of HRIS |
| CO-5 | Helps to understand the role of HRIS in various HR functions like Strategic management, compensation, performance appraisal etc. It discusses the role of HRIS in organizational planning and support. |
| CO-6 | A comparative study on the traditional HR operations and HRIS - a cost benefit analysis. Role of HRIS in managing business decisions. Students are provided with understanding of the current development in HRIS. Discussion on few features of HRIS aiding talent management, resourcing, HR budgeting etc |
| CO-7 | This module enables the students to understand the process of implementing HRIS in an organization like training the employees on the usage of HRIS, etc Explains in detail the structure of HRIS and importance of each module. |
| CO-8 | Helps students to understand the current trends in HR domain. Role of internet and technological advancement. Brief discussion on AI and its emergence. The advent of e -HRM practices and analytics. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------|---------|
| CO -1 | Help them understand the concept of Human Resource Information systems, its features, needs and benefits | 1,2,3,4,5,6 | 1,2,3,4 |
| CO-2 | Helps students to understand the role of IT in managing HR operation especially through a HRIS | 1,2,3,6 | 1,2,3,4 |
| CO-3 | Discusses important HR matrices for performance evaluation and HR department effectiveness and a cost-benefit analysis, budgeting techniques | 1,2,3,4,5,6 | 1,2,4 |
| CO-4 | Explains HRIS as in important audit and resource allocation tool. Its importance as an OD tool, helping in change management, talent mapping, project management etc | 1,2,3,4,6 | 1,2,3,4 |
| CO-5 | Helps to understand the role of HRIS is various HR functions Strategic management, compensation, performance appraisal etc. | 1,2,5,6 | 1,2,3,4 |
| CO-6 | A comparative study on the traditional HR operations and HRIS., | 1,2,3,6 | 1,2,3,4 |
| CO-7 | Enable the students to understand the process of implementing HRIS in an organization like training the employees on the usage of HRIS | 1,2,3,4,5,6 | 1,2,3,4 |
| CO-8 | Helps students to understand the current trends in HR domain. Role of internet and technological advancement. | 1,2,3,4,5,6 | 1,2,3,4 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 3 | 3 | 2 | 2 | 2 | 3 |
| CO 2 | 1 | 2 | 1 | - | - | 1 |
| CO 3 | 2 | 3 | 2 | 3 | 3 | 1 |
| CO 4 | 2 | 3 | 2 | 3 | - | 2 |
| CO 5 | 3 | 2 | - | - | 3 | 2 |
| CO 6 | 3 | 2 | 1 | - | - | 3 |
| CO 7 | 2 | 1 | 3 | 1 | 1 | 1 |
| CO 8 | 3 | 2 | 2 | 2 | 2 | 2 |
| Average | 2.38 | 2.25 | 1.86 | 2.20 | 2.20 | 1.88 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Outcome | | | |
|----------------|-------------------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
| CO 1 | 3 | 3 | 2 | 2 |
| CO 2 | 1 | 2 | 1 | 3 |
| CO 3 | 2 | 3 | - | 2 |
| CO 4 | 2 | 3 | 2 | 3 |
| CO 5 | 3 | 2 | 3 | 2 |
| CO 6 | 3 | 2 | 1 | 2 |
| CO 7 | 2 | 1 | 3 | 1 |
| CO 8 | 3 | 2 | 2 | 2 |
| Average | 2.38 | 2.25 | 2.00 | 2.13 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Corporate Governance

Semester: 7

Subject Category: MC

Credit: 4 (L: 3, T: 1)

Syllabus

Module-I

Corporate Social Responsibility, theoretical Justification for CSR, Models for Implementation of CSR,

Module-II

Overview of Corporate Governance, Corporate Misgovernance in India, Tactics of Indian companies, Benefits of Good Corporate Governance.

Module-III

Theory and Practice of Corporate Governance: The Anglo-American Model, German Model, The Japanese Model, Indian Model, Obligations,

Module-IV

Landmarks in the Emergence of Corporate Governance, Corporate Governance Committees, World Bank on Corporate Governance,

Module-V

Board of Directors, Duties & Responsibilities of Directors, Powers of the Board, Liabilities of Directors, Transparency & Disclosure

Module-VI

Role, Duties and Responsibilities of Auditors, Types of Audits & Auditors

Module-VII

Monopoly, Competition and corporate Governance, Regulation of Competition, Bank's Role in Restraining Emergence of Securities Markets, Effects of Monopoly on Corporate Governance

Module-VIII

Different roles of Government in Ensuring Corporate Governance; Regulatory Role, Promotional Role, Entrepreneurial Role, Limiting Corporate Power

Module-IX

Corporate Governance in Developing and Transition Economies Corporate Governance Models and systems

Module-X

Corporate Governance: Indian Scenario, The Emergence of Corporate Governance Issues in India, Reserve Banks and other Regulations, Establishment of the Serious Fraud Office, National Foundation of Corporate Governance, Need for Accounting Standards

Module-XI

SEBI: The Indian Capital Market Regulator, Development of the Indian Capital Market, Deficiencies in the Indian Capital Market, The Securities and Exchange Board of India, SEBI's Role in Promoting Corporate Governance

Suggested Readings

1. Fernando A.C., Business Ethics and Corporate Governance.
2. Taxmann, Corporate Governance, Indian Institute of Corporate Affairs

Course Outcome (CO):

| CO # | Description |
|-------------|--|
| CO- 1 | It helps the students to understand what is corporate governance, definition , purpose, benefits and why it is an essential practice in industry. |
| CO- 2 | This module introduces the different models of corporate governance to the students , explaining the obligation of the organizations, theories and practices of corporate governance |
| CO- 3 | This module provides the students with a detailed overview on the landmarks in the Emergence of Corporate Governance, Corporate Governance Committees, World Bank on Corporate Governance, |
| CO- 4 | Students are exposed to the role of Board of Directors, their Duties & Responsibilities, Powers of the Board, Liabilities of Directors, Transparency & Disclosure |
| CO- 5 | Helps the students understand the roles, Duties and Responsibilities of Auditors, Types of Audits & Auditors |

| | |
|--------|---|
| CO- 6 | Helps the students to understand the relation between Monopoly, Competition and corporate Governance. What is the Regulation of Competition, and Bank's Role in Restraining Emergence of Securities Markets, Effects of Monopoly on Corporate Governance |
| CO- 7 | Helps the students to understand and learn the different roles of Government in Ensuring Corporate Governance; Regulatory Role, Promotional Role, Entrepreneurial Role, Limiting Corporate Power |
| CO- 8 | Develop an understanding of Corporate Governance in Developing and Transition Economies Students are made aware of the various Corporate Governance Models and systems |
| CO- 9 | This module exposes the students to the Indian Scenario of corporate governance. It talks about the Emergence of Corporate Governance Issues in India, Reserve Banks and other Regulations, Establishment of the Serious Fraud Office, National Foundation of Corporate Governance, Need for Accounting Standards |
| CO- 10 | This module introduces SEBI as the Indian Capital Market Regulator to the students, Development of the Indian Capital Market, Deficiencies in the Indian Capital Market, The Securities and Exchange Board of India, SEBI's Role in Promoting Corporate Governance are explained to the students. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-------------|-----------|
| CO -1 | It helps the students to understand what is corporate governance, definition , purpose, benefits and why it is an essential practice in industry. | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-2 | This module introduces the different models of corporate governance to the students , explaining the obligation of the organizations, theories and practices of corporate governance | 1,3,4,5,6 | 1,2,3,4,5 |
| CO-3 | This module provides the students with a detailed overview on the landmarks in the Emergence of Corporate Governance, Corporate Governance Committees, World Bank on Corporate Governance, | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-4 | Students are exposed to the role of Board of Directors, their Duties & Responsibilities, Powers of the Board, Liabilities of Directors, Transparency & Disclosure | 1,2,3,4,6 | 1,2,3,4,5 |
| CO-5 | Helps the students understand the roles, Duties and Responsibilities of Auditors, Types of Audits & Auditors | 1,2,3,4,6 | 1,2,3,4,5 |
| CO-6 | Helps the students to understand the relation between Monopoly, Competition and corporate Governance. What is the Regulation of Competition, and Bank's Role in Restraining Emergence of Securities Markets, Effects of Monopoly on Corporate Governance | 1,2,3,4,5,6 | 1,2,3,4,5 |
| CO-7 | Helps the students to understand and learn the different roles of Government in Ensuring Corporate Governance; Regulatory Role, Promotional Role, Entrepreneurial Role, Limiting Corporate Power | 1,3,4,5,6 | 1,2,3,4,5 |
| CO-8 | Develop an understanding of Corporate Governance in Developing and Transition Economies Students are made aware of the various Corporate Governance Models and systems | 1,2,4,5,6 | 1,2,3,4,5 |

| | | | |
|-------|---|-----------|-----------|
| CO-9 | This module exposes the students to the Indian Scenario of corporate governance. It talks about the Emergence of Corporate Governance Issues in India, Reserve Banks and other Regulations, Establishment of the Serious Fraud Office, National Foundation of Corporate Governance, Need for Accounting Standards | 1,2,3,4,6 | 1,2,3,4,5 |
| CO-10 | This module introduces SEBI as the Indian Capital Market Regulator to the students, Development of the Indian Capital Market, Deficiencies in the Indian Capital Market, The Securities and Exchange Board of India, SEBI's Role in Promoting Corporate Governance are explained to the students. | 1,2,3,4,6 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO 2 | 3 | | 3 | 2 | 3 | 3 |
| CO 3 | 2 | 3 | | 2 | 2 | 2 |
| CO 4 | 3 | 3 | 2 | 3 | | 3 |
| CO 5 | 3 | 2 | 2 | 3 | | 3 |
| CO 6 | 2 | 2 | 2 | 3 | 2 | 2 |
| CO 7 | 3 | | 3 | 2 | 3 | 3 |
| CO 8 | 2 | 3 | | 2 | 2 | 2 |
| CO 9 | 3 | 3 | 2 | 3 | | 3 |
| CO 10 | 3 | 2 | 2 | 3 | | 3 |
| Average | 2.60 | 2.50 | 2.25 | 2.60 | 2.33 | 2.60 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 3 | 2 | 1 |
| CO 2 | 2 | 2 | 3 | 2 | 3 |
| CO 3 | 3 | 2 | 3 | 2 | 1 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 2 | 2 | 3 | 2 |
| CO 6 | 3 | 3 | 3 | 2 | 1 |
| CO 7 | 2 | 2 | 3 | 2 | 3 |
| CO 8 | 3 | 2 | 3 | 2 | 1 |
| CO 9 | 3 | 3 | 3 | 3 | 3 |
| CO 10 | 3 | 2 | 2 | 3 | 2 |
| Average | 2.80 | 2.40 | 2.80 | 2.40 | 2.00 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Psychology for Business

Semester: 7

Subject Category: NM

Credit: 4 (L:3, T:1)

Syllabus

Module-I: Introduction to Business Psychology

- Business Psychology: What Is It?
- Why Should Business Psychology be of Interest?
- Bringing the Business World into Focus
- Impact Through Innovation
- Impact Through Leadership
- Impact on Organisations and Entrepreneurs
- Practical Applications of Business Psychology

Module-II: Business Psychology and Financial Decision-Making

- Heuristics vs. Business Psychology
- Being Overconfident
- Overconfidence when Investing
- Excessive Trading
- Luck and Skill
- Incorrect Anchoring
- Framing Losses
- Attitudes Toward Reward and Risk
- Fearing Loss
- Chasing Trends
- Lack of Self-Control and Emotional Investing
- Overcoming Investor Biases

Module-III: The Role of Quantitative Psychology

- Quantitative Psychology
- Methods for Measuring Human Attributes
- Designing Research
- Psychological Data Analysis

- Mathematical and Statistical Modelling
- Testing Hypotheses
- The Advantages of a Scientific Framework
- Correlation of Variables

Module-IV: Business Strategy

- The Role of Business Psychology in Strategising
- Old School Business Planning
- New School Business Strategising

Module-V: The Psychology of Health and Safety at Work

- Psychological Health and Safety
- The Importance of Mental Health at Work
- Managing Risk of Psychological Harm

Module-VI: Individual and Group Processes within Business

- Organisations and their Group Processes
- Observing Groups
- Changes in Modern Organisations
- Individuality
- The Big-5 or OCEAN Model
- Intent and Behaviour
- Personality Versus Behaviour
- Personality Versus Intent

Module-VII: Principles of Business Marketing

- Psychology and Social Marketing
- Influencing Human Behaviour
- Inbound Marketing

Module-VIII: Job Design and Motivational Factors

- Job Design
- Job Specialisation and Scientific Management
- Herzberg's Theory
- Job Characteristics Model (JCM)
- Empowerment

Module-IX: Human Behaviour and Positive Organisational Behaviour

- Behaviour within an Organisation
- Managing People
- Positive Organisational Behaviour (POB)
- Benefits of POB
- Beliefs and Thinking
- Introducing Business Organisation to the Hard Sciences
- Appreciative Inquiry (AI)

Suggested Readings

1. Gifts Differing: Understanding Personality Type by Isabel Briggs Myers
2. In the Grip by Naomi L. Quenk
3. FIRO: A Three-Dimensional Theory of Interpersonal Behavior by William C. Schutz
4. The Interpretation of Dreams by Sigmund Freud
5. Thinking, Fast and Slow by Daniel Kahneman

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Understand the importance of business psychology |
| CO-2 | Evaluate the impact of business psychology on financial decision-making |
| CO-3 | Develop an understanding of the role quantitative psychology with real-life applications |
| CO-4 | Demonstrate the role of business psychology in business strategy formulation |
| CO-5 | Understand the importance of psychology of health and safety at work |
| CO-6 | Understand the individual and group processes within business |
| CO-7 | Learn the implication of psychology in the context of business marketing |
| CO-8 | Understand the concept of job design and motivational factors |
| CO-9 | Learn human behaviour and positive organisational behaviour in |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-----------|-----------|
| CO -1 | Understand the importance of business psychology | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-2 | Evaluate the impact of business psychology on financial decision-making | 1,3,5,6 | 1,3,4,5 |
| CO-3 | Develop an understanding of the role quantitative psychology with real-life applications | 1,2,3,5,6 | 1,2,3,5 |
| CO-4 | Demonstrate the role of business psychology in business strategy formulation | 1,2,3,4,5 | 1,2,3,5 |
| CO-5 | Understand the importance of psychology of health and safety at work | 1,2,3,4,6 | 2,3,4,5 |
| CO-6 | Understand the individual and group processes within business | 1,2,4,5,6 | 1,2,3,4,5 |
| CO-7 | Learn the implication of psychology in the context of business marketing | 1,3,5,6 | 1,3,4,5 |
| CO-8 | Understand the concept of job design and motivational factors | 1,2,3,5,6 | 1,2,3,5 |
| CO-9 | Learn human behaviour and positive organisational behaviour in | 1,2,3,4,5 | 1,2,3,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | |
|----------------|-------------------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
| CO 1 | 2 | 2 | - | 3 | 3 | 1 |
| CO 2 | 2 | - | 3 | - | 3 | 1 |
| CO 3 | 3 | 3 | 2 | - | 2 | 3 |
| CO 4 | 2 | 2 | 3 | 2 | 3 | - |
| CO 5 | 3 | 2 | 3 | 1 | - | 3 |
| CO 6 | 2 | 2 | - | 3 | 3 | 1 |
| CO 7 | 2 | - | 3 | - | 3 | 1 |
| CO 8 | 3 | 3 | 2 | - | 1 | 3 |
| CO 9 | 2 | 2 | 3 | 2 | 3 | - |
| Average | 2.33 | 2.29 | 2.71 | 2.20 | 2.63 | 1.86 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 3 | 2 | 3 |
| CO 2 | 2 | - | 3 | 1 | 2 |
| CO 3 | 3 | 3 | 2 | - | 1 |
| CO 4 | 2 | 3 | 2 | - | 3 |
| CO 5 | - | 2 | 3 | 1 | 3 |
| CO 6 | 3 | 2 | 3 | 2 | 3 |
| CO 7 | 2 | - | 3 | 1 | 2 |
| CO 8 | 3 | 3 | 2 | - | 1 |
| CO 9 | 2 | 3 | 2 | - | 3 |
| Average | 2.50 | 2.57 | 2.56 | 1.40 | 2.33 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Health & Exercise Science

Semester: 8

Subject Category: MC

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Structure and Functions of Muscles in Exercise: (1session) Anatomy, Relation between Skeletal Muscle and Exercises.
2. Metabolism in Muscle and Bioenergetics: (1session) Energy Substrates, Rate of Energy Production, Energy Storage, Muscle Oxidative capacity.
3. Neural Control of Exercising Muscle : (With Practical – 2sessions) Structure and Function of the Nervous System, Central Nervous System, Peripheral Nervous System, Sensory-Motor Integration. Electromyography Evaluation and Muscle-potentiality changes during sports and exercise.
4. Hormonal Control during Exercise: (1session) Endocrine System, Hormones, Endocrine Glands, Hormonal Regulation of Metabolism during Exercise.
5. Energy Expenditure and Fatigue: (1session) Measuring Energy expenditure, Fatigue, and its causes.
6. Cardiovascular System: (With Practical – 2 sessions) Heart, Vascular system, Blood.
7. Respiratory System: (With Practical – 2sessions) Pulmonary ventilation, Pulmonary Volumes, Pulmonary Diffusion, Transport of Oxygen and Carbon dioxide, Gaseous exchange at the Muscles, Regulation of Pulmonary ventilation.
8. Cardio respiratory responses to Acute exercise: (1session) Cardiovascular responses to Acute exercise, Respiratory responses to Acute exercise. Evaluation of Real-time Resting and Activation Heart rate and Heart-Rate Variabilities during exercise.

Module-II

9. Kinesiological/Functional classification of muscles: The role of muscle in the human body, Muscular analysis of motor movement. (1 session)
10. Concept of posture: Significance of a good posture, Etiology of poor postures, Preventive and remedial measures, Common postural and foot deformities with their corrective measures –Kyphosis, Lordosis, Scoliosis, Flat- foot, Knock- knees, Bowleg, and others. (1 session)
11. Planes of Motion and Axes of Rotation: Types of joint movements, based on planes and axes. Movements of major body parts/joints – Shoulder, Elbow, Wrist, Fingers, Hip, Knee, Ankle and Vertebral Column.(1 session)
12. Concept of Kinetics and Kinematics: Types of motion – Linear, Curvilinear and Angular motions. Simultaneous force summation and Sequential force summation.(2 sessions)
13. Nomenclature of Levers: Mechanical advantage of different levers, Levers inside our body.(1 session)
14. Stability and Balance - Centre of Gravity (COG): Base of Support and Factors affecting balance and stability.(With Practical – 2 sessions)
15. Newton's laws of motion - Force production: Newton's 1st Law of motion – Inertia. Newton's 2nd Law of motion – Momentum, Conservation of momentum, Impulse and Flattening the arc. Newton's 3rd Law of motion.(1 session)

16. Projectile motion - Trajectory of a projectile: Factors affecting flight of a projectile – Angle of release; Height of release; Velocity at take-off; Gravity; Air resistance and Spin.(1 session)

Module-III

17. Motor Control and Motor Program and Coordination: Open-loop Control System and Closed-loop Control System.(1 session)
18. Motor Coordination: Characteristics of Motor Coordination – Proprioception, Gross motor movement, fine motor movement, and motor planning.(1 session)
19. Transfer of Learning : Impacts of positive, negative or neutral transfers from Practice to competitive performances.(1 session)
20. Information-Processing in Motor Learning: Stages of Information-Processing and impacts on Performance.(1 session)
21. Decision Making in Motor Learning: Decision Making and Problem Solving, Decision Making and Reaction Time. Decision Making and Anticipation.(1 session)

Module-IV

22. Cognitive Appraisal in Sports: Cognitive Dissonance, and its impacts on Sports Performance.(1 session)
23. Burnout athletes: Strategies to prevent burnout of the athletes. Cognitive Restructuring of Burnout Athletes.(1 session)
24. Dimension of personality types and traits in sports: Personality-Sports Performance Relationship. Exploratory and Sensation seeking behaviour in sports. Causal attribution in sports.(1 session)
25. Anxiety – Arousal – Peak Performance Relationship: Concepts of Distress and Eustress. Arousal attention relationship in peak performance.(With Practical – 2 sessions)
26. Relation between Aggression and Sports Performance: Hostility and Anger in Sports. Aggression Reduction – Assertive Training.(1 session)
27. Self-regulation Techniques: Progressive Relaxation; Autogenic Training; Breathing Control Techniques; Imagery Training ;Systematic Desensitization Techniques; Biofeedback and Neurofeedback therapies ;Visuo Motor Behaviour Rehearsal (VMBR) training (Practical classes – 2 sessions).

Module-V

28. Principles of Exercise Training: General Principles of training, Resistance training program, Anaerobic and Aerobic Power training programs.(1 session)
29. Adaptations to Resistance Training: Resistance Training and Gains in Muscular Fitness, Mechanisms of Muscle Strength, Muscle soreness and cramps, Resistance Training for special populations.(1 session)
30. Adaptation to Aerobic and Anaerobic Training: Adaptation to Aerobic training, Adaptation to Anaerobic training, Specificity of training and Cross-training. (1session)
31. Exercise in Hot and Cold Environments: Body Temperature Regulation, Physiological responses to Exercise in the Heat, Health Risks during exercise in the Heat, Acclimation to exercise in the Heat, Exercise in the cold, Physiological responses to exercise in the Cold, Health risks during exercise in the Cold. (2 sessions)
32. Exercise at Altitude: Environmental conditions at Altitude, Physiological responses to Acute Altitude exposure, Exercise and Sport performance at Altitude, Chronic exposure to Altitude, Optimizing Training and Performance, Health Risks of Acute exposure to Altitude. (1 session)

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Explain Structure and Identify Functions of Muscles in Exercise, Discuss Metabolism in Muscle and Bioenergetics, Analyze Neural Control of Exercising Muscle, Analyze Hormonal Control during Exercise, Relate Energy Expenditure and Fatigue, Describe Cardiovascular System, Explain Respiratory System, Identify Cardio respiratory responses to Acute exercise. |
| CO-2 | Kinesiological/Functional classification of muscles, Discuss Concept of posture, Identify Planes of Motion and Axes of Rotation, Explain Concept of Kinetics and Kinematics, Discuss Nomenclature of Levers, Analyze Stability and Balance - Centre of Gravity (COG), Explain Newton's laws of motion - Force production, Analyze Projectile motion - Trajectory of a projectile. |
| CO-3 | Relate Motor Control and Motor Program and Coordination, Discuss Motor Coordination, Explain Transfer of Learning, Analyze Information-Processing in Motor Learning, Discuss Decision Making in Motor Learning. |
| CO-4 | Discuss Cognitive Appraisal in Sports, Identify Burnout athletes, Identify Dimension of personality types and traits in sports, Relate Anxiety – Arousal – Peak Performance Relationship, Relation between Aggression and Sports Performance, Analyze Self-regulation Techniques. |
| CO-5 | Explain Principles of Exercise Training, Analyze Adaptations to Resistance Training, Analyze Adaptation to Aerobic and Anaerobic Training, Identify Exercise in Hot and Cold Environments, Analyze Exercise at Altitude. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-----------------|-----------|
| CO -1 | Explain Structure and Identify Functions of Muscles in Exercise, Discuss Metabolism in Muscle and Bioenergetics, Analyze Neural Control of Exercising Muscle, Analyze Hormonal Control during Exercise, Relate Energy Expenditure and Fatigue, Describe Cardiovascular System, Explain Respiratory System, Identify Cardio respiratory responses to Acute exercise. | 1,2,3,5,6,7,8 | 1,2,3,4,5 |
| CO-2 | Kinesiological/Functional classification of muscles, Discuss Concept of posture, Identify Planes of Motion and Axes of Rotation, Explain Concept of Kinetics and Kinematics, Discuss Nomenclature of Levers, Analyze Stability and Balance - Centre of Gravity (COG), Explain Newton's laws of motion - Force production, Analyze Projectile motion - Trajectory of a projectile. | 1,2,3,5,6,7,8 | 1,2,3,4,5 |
| CO-3 | Relate Motor Control and Motor Program and Coordination, Discuss Motor Coordination, Explain Transfer of Learning, Analyze Information-Processing in Motor Learning, Discuss Decision Making in Motor Learning. | 1,2,3,5,6,7,8 | 1,2,3,4,5 |
| CO-4 | Discuss Cognitive Appraisal in Sports, Identify Burnout athletes, Identify Dimension of personality types and traits in sports, Relate Anxiety – Arousal – Peak Performance Relationship, Relation between Aggression and Sports Performance, Analyze Self-regulation Techniques. | 1,2,3,5,6,7,8,9 | 1,2,3,4,5 |
| CO-5 | Explain Principles of Exercise Training, Analyze Adaptations to Resistance Training, Analyze Adaptation to Aerobic and Anaerobic Training, Identify Exercise in Hot and Cold Environments, Analyze Exercise at Altitude. | 1,2,3,5,6,7,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | 2 | - | 2 | 3 | 2 | 2 | - |
| CO 2 | 3 | 2 | 2 | - | 2 | 3 | 2 | 2 | - |
| CO 3 | 3 | 2 | 2 | - | 2 | 3 | 2 | 2 | - |
| CO 4 | 3 | 2 | 2 | - | 2 | 3 | 2 | 2 | 2 |
| CO 5 | 3 | 2 | 2 | - | 2 | 3 | 2 | 2 | 2 |
| Average | 3 | 2 | 2 | - | 2 | 3 | 2 | 2 | 2 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 1 | 1 | 2 | 3 |
| CO 2 | 3 | 1 | 1 | 2 | 3 |
| CO 3 | 3 | 1 | 1 | 2 | 3 |
| CO 4 | 3 | 1 | 1 | 2 | 3 |
| CO 5 | 3 | 1 | 1 | 2 | 3 |
| Average | 3 | 1 | 1 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Grassroot Development in Sports

Semester: 8

Subject Category: MC

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Grassroots Sport: Definition, Overview of Good governance, Integrity and Fair play, Ethic code, Risk analysis, Participation and inclusion of stakeholders, Conflict of interests, Undue advantages, Case Study and Presentation. (8 sessions)
2. Sports Development in India: National Sports Policies/Guidelines/Legislation, Functioning of departments of Sports, National Sports schemes, Promotional schemes, National Sports Development Fund, Case Study and Presentation. (8 sessions)

Module-II

3. Grassroots development in Football by FIFA: Philosophy of Grassroots Football, Coach-educator, Educational approach, Organizing tournaments, Organizing Festival, grassroots football session, small-sided games, basic techniques, Grassroots football plan, Grassroots structure in Member Associations, Links with Government, Case Study and Presentation. (12 sessions)
4. Khelo India Games: Sports as a Strong soft power, Evolving Sports Policies, Reforms, Fundamental principles of reforms and achievements, Sports culture in India, Sports for Women, Harnessing special abilities, Sports for peace and development, Indigenous games, Impact of Khelo India, Nurturing sports excellence, Fit India movement, Case Study and Presentation. (12 sessions)

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Define Grassroots Sport, Discuss Overview of Good governance, Analyze Integrity and Fair play, Explain Ethic code, Risk analysis, Demonstrate Participation and inclusion of stakeholders, Identify Conflict of interests, Undue advantages. |
| CO-2 | Explain National Sports Policies/Guidelines/Legislation, Analyze Functioning of departments of Sports, Evaluate National Sports schemes, Promotional schemes, National Sports Development Fund. |
| CO-3 | Explain Grassroots development in Football by FIFA, Discuss Philosophy of Grassroots Football, Define Coach-educator, Analyze Educational approach, Organizing tournaments, Organizing Festival, grassroots football session, small-sided games, basic techniques, Grassroots football plan, Analyze Grassroots structure in Member Associations, Discuss Links with Government. |
| CO-4 | Discuss Khelo India Games, State Sports as a Strong soft power, Analyze Evolving Sports Policies, Reforms, Discuss Fundamental principles of reforms and achievements, Explain Sports culture in India, Identify Sports for Women, Harnessing special abilities, Discuss Sports for peace and development, Identify Indigenous games, Analyze Impact of Khelo India, Nurturing sports excellence, Discuss Fit India movement. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------------|-----------|
| CO -1 | Define Grassroots Sport, Discuss Overview of Good governance, Analyze Integrity and Fair play, Explain Ethic code, Risk analysis, Demonstrate Participation and inclusion of stakeholders, Identify Conflict of interests, Undue advantages. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-2 | Explain National Sports Policies/Guidelines/Legislation, Analyze Functioning of departments of Sports, Evaluate National Sports schemes, Promotional schemes, National Sports Development Fund. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-3 | Explain Grassroots development in Football by FIFA, Discuss Philosophy of Grassroots Football, Define Coach-educator, Analyze Educational approach, Organizing tournaments, Organizing Festival, grassroots football session, small-sided games, basic techniques, Grassroots football plan, Analyze Grassroots structure in Member Associations, Discuss Links with Government. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-4 | Discuss Khelo India Games, State Sports as a Strong soft power, Analyze Evolving Sports Policies, Reforms, Discuss Fundamental principles of reforms and achievements, Explain Sports culture in India, Identify Sports for Women, Harnessing special abilities, Discuss Sports for peace and development, Identify Indigenous games, Analyze Impact of Khelo India, Nurturing sports excellence, Discuss Fit India movement. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO 4 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| Average | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 2 | 2 | 3 |
| CO 2 | 3 | 2 | 2 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 3 |
| CO 4 | 3 | 2 | 2 | 2 | 3 |
| Average | 3 | 2 | 2 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports & Entertainment Industry

Semester: 8

Subject Category: ME

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Sports and Entertainment means Business: Sports and Entertainment Economics, Risk Management, Business Ethics, Financial Analysis. (4 classes)
2. Wide world of Sports and Entertainment: Industry Segments, Special marketing tools, Travel and Tourism, Sports and Entertainment events. (6 classes)
3. Marketing Game Plan: The Game plan, Entertainment and Sports Strategies, Mapping the plan. (4 classes)

Module-II

4. Sports and Entertainment product: Product mix, Recruiting Athletes and Entertainers, Customized Entertainment, Product Marketing Strategies. (4 classes)
5. Channel of Sports and Entertainment: Global Channels of distribution, Sports distribution, Entertainment distribution, Technology and Distribution media. (6 classes)
6. Economics of Supply and Demand: Supply and Demand, Pricing strategies, Market conditions. (4 classes)
7. Sport and Entertainment promotion: Promoting Sports and Entertainment, Advertising and Placement, Publicity and Sales promotion, Promotional plans, Sponsorships and Endorsements, Promotional Events. (6 classes)

Module-III

8. Selling Sports and Entertainment: The Sales process, Ticket Sales, Group and Corporate sales.(2 classes)
9. Sports and Entertainment Legal Issues: Laws, Labor Unions, Agents and Contracts.(4 classes)

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Discuss Sports and Entertainment means Business, Analyze Sports and Entertainment Economics, Describe Risk Management, Explain Business Ethics, Discuss Financial Analysis. |
| CO-2 | Discuss Wide world of Sports and Entertainment, Classify Industry Segments, Identify Special marketing tools, Relate Travel and Tourism, Analyze Sports and Entertainment events. |
| CO-3 | Discuss Marketing Game Plan, Analyze Entertainment and Sports Strategies, Explain Mapping the plan. |
| CO-4 | Explain Sports and Entertainment product, Analyze Product mix, Discuss Recruiting Athletes and Entertainers, Identify Customized Entertainment, Analyze Product Marketing Strategies. |
| CO-5 | Discuss Channel of Sports and Entertainment, Identify Global Channels of distribution, Explain Sports distribution, Analyze Entertainment distribution, Relate Technology and Distribution media. |
| CO-6 | Discuss Economics of Supply and Demand, Analyze Pricing strategies, Identify Market conditions. |
| CO-7 | Discuss Sport and Entertainment promotion, Relate Advertising and Placement, Publicity and Sales promotion, Identify Promotional plans, Sponsorships and Endorsements, Analyze Promotional Events. |
| CO-8 | Discuss Selling Sports and Entertainment, Analyze The Sales process, Describe Ticket Sales, Group and Corporate sales. |
| CO-9 | Discuss Sports and Entertainment Legal Issues, Identify Laws, Describe Labor Unions, Agents and Contracts. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-----------------|-----------|
| CO -1 | Discuss Sports and Entertainment means Business, Analyze Sports and Entertainment Economics, Describe Risk Management, Explain Business Ethics, Discuss Financial Analysis. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-2 | Discuss Wide world of Sports and Entertainment, Classify Industry Segments, Identify Special marketing tools, Relate Travel and Tourism, Analyze Sports and Entertainment events. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-3 | Discuss Marketing Game Plan, Analyze Entertainment and Sports Strategies, Explain Mapping the plan. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |

| | | | |
|------|--|-------------------|-----------|
| CO-4 | Explain Sports and Entertainment product, Analyze Product mix, Discuss Recruiting Athletes and Entertainers, Identify Customized Entertainment, Analyze Product Marketing Strategies. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-5 | Discuss Channel of Sports and Entertainment, Identify Global Channels of distribution, Explain Sports distribution, Analyze Entertainment distribution, Relate Technology and Distribution media. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-6 | Discuss Economics of Supply and Demand, Analyze Pricing strategies, Identify Market conditions. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-7 | Discuss Sport and Entertainment promotion, Relate Advertising and Placement, Publicity and Sales promotion, Identify Promotional plans, Sponsorships and Endorsements, Analyze Promotional Events. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-8 | Discuss Selling Sports and Entertainment, Analyze The Sales process, Describe Ticket Sales, Group and Corporate sales. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-9 | Discuss Sports and Entertainment Legal Issues, Identify Laws, Describe Labor Unions, Agents and Contracts. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 4 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 5 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 6 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 7 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 8 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 9 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| Average | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 2 | 2 | 3 |
| CO 2 | 3 | 3 | 2 | 2 | 3 |
| CO 3 | 3 | 3 | 2 | 2 | 3 |
| CO 4 | 3 | 3 | 2 | 2 | 3 |
| CO 5 | 3 | 3 | 2 | 2 | 3 |
| CO 6 | 3 | 3 | 2 | 2 | 3 |
| CO 7 | 3 | 3 | 2 | 2 | 3 |
| CO 8 | 3 | 3 | 2 | 2 | 3 |
| CO 9 | 3 | 3 | 2 | 2 | 3 |
| Average | 3 | 3 | 2 | 2 | 3 |

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High) -: None

Subject: Injuries in Sports

Semester: 8

Subject Category: ME

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Introduction and History of Sports Traumatology: (2 sessions)

- a. Nomenclature of Sports Traumatology.
- b. Treatment of Athletic Injuries.
- c. Arthroscopy: History and future prospects.

2. Prevention of Sports injuries: (9 sessions)

- a. Biomechanical Assessment Protocols for analysing the Mechanisms of Sport Injuries.
- b. Prevention of Ligament Injuries.
- c. Prevention in Anterior Cruciate Ligament (ACL) Injuries.
- d. Neuromuscular Strategies in ACL Injury Prevention.
- e. ACL Injured Copers and Noncopers.
- f. Prevention of Soccer Injuries.
- g. Sports Injuries and Proprioception.
- h. Injury Proneness: Psychopathology of injuries and psychological implications of injuries.

3. Sports injuries of the Upper Extremity (Shoulder Injuries): (9 sessions)

- a. Rotator Interval, Pathology of Rotator Cuff Tears, Rotator Cuff Disorders.
- b. Neurovascular Risks Associated with Shoulder Arthroscopy.
- c. Arthroscopic Transosseous Equivalent Suture Bridge Rotator Cuff Repair.
- d. Posterosuperior and Anterosuperior Impingement in Overhead Athletes.
- e. Anterior Shoulder Instability.
- f. Arthroscopic Treatment of Anterior Glenohumeral Instability.
- g. Acute Posterior Dislocations, Management of Recurrent Dislocation of the Hypermobile Shoulder.
- h. Proximal Biceps Tendon Pathologies.
- i. Rehabilitation and Return to Sports After Conservative and Surgical Treatment of Upper Extremity Injuries
Case Study and Presentation.

Module-II

4. Sports Injuries of the Upper Extremity (Elbow and Wrist Injuries): (6 sessions)

- a. Sports Related Elbow Problems.
- b. Chronic Elbow Instabilities.
- c. Acute Distal Biceps Tendon Ruptures.
- d. Common Fractures in Sports.
- e. Triangular Fibrocartilage Complex Tears in the Athlete.
- f. Carpal Instability in Athletes.

5. Groin Injuries in Sports: (4 sessions)

- a. Epidemiology and Common Reasons of Groin Pain in Sport.
- b. Differential Diagnosis in Groin Pain.

- c. Groin Pain in Pediatric Athletes.
- d. Neuropathies and Compression Syndromes.
- e. Bone and Joint Problems Related to Groin Pain.

6. Knee Injuries in Sports (Meniscal Repair and Replacement): (6 sessions)

- a. Lateral Meniscal Variations and Treatment Strategies.
- b. Mucoïd Degeneration and Cysts of the Meniscus.
- c. Mechanical Properties of Meniscal Suture Techniques.
- d. Collagen Meniscus Implantation in Athletically Active Patients.

7. Knee Injuries in Sports (Ligament Surgery): (4 sessions)

- a. Biomechanical Variation of Double-Bundle Anterior Cruciate Ligament Reconstruction.
- b. Ground Force 360 Device Efficacy.
- c. ACL Reconstruction.
- d. Arthroscopic Anterior Cruciate Ligament Repair.
- e. Return to play decision making following Anterior Cruciate Ligament Reconstruction.

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Define Nomenclature of Sports Traumatology, Explain Treatment of Athletic Injuries, Discuss Arthroscopy: History and future prospects. |
| CO-2 | Discuss Biomechanical Assessment Protocols for analysing the Mechanisms of Sport Injuries, Identify Prevention of Ligament Injuries, Identify Prevention in Anterior Cruciate Ligament (ACL) Injuries, Explain Neuromuscular Strategies in ACL Injury Prevention, Discuss ACL Injured Copers and Noncopers, Identify Prevention of Soccer Injuries, Analyze Sports Injuries and Proprioception, Injury Proneness. |
| CO-3 | Discuss Sports injuries of the Upper Extremity (Shoulder Injuries), Analyze Rotator Interval, Explain Pathology of Rotator Cuff Tears, Identify Rotator Cuff Disorders, Analyze Neurovascular Risks Associated with Shoulder Arthroscopy, Demonstrate Arthroscopic Transosseous Equivalent Suture Bridge Rotator Cuff Repair, Analyze Posterosuperior and Anterosuperior Impingement in Overhead Athletes, Discuss Anterior Shoulder Instability, Explain Arthroscopic Treatment of Anterior Glenohumeral Instability, Identify Acute Posterior Dislocations, Analyze Management of Recurrent Dislocation of the Hypermobile Shoulder, Proximal Biceps Tendon Pathologies, Describe Rehabilitation and Return to Sports After Conservative and Surgical Treatment of Upper Extremity Injuries. |
| CO-4 | Discuss Sports Injuries of the Upper Extremity (Elbow and Wrist Injuries), Identify Sports Related Elbow Problems, Explain Chronic Elbow Instabilities, Analyze Acute Distal Biceps Tendon Ruptures, Identify Common Fractures in Sports, Explain Triangular Fibrocartilage Complex Tears in the Athlete, Carpal Instability in Athletes. |
| CO-5 | Discuss Groin Injuries in Sports, Explain Epidemiology and Identify Common Reasons of Groin Pain in Sport, Differential Diagnosis in Groin Pain, Analyze Groin Pain in Pediatric Athletes, Discuss Neuropathies and Compression Syndromes, Identify Bone and Joint Problems Related to Groin Pain. |
| CO-6 | Discuss Knee Injuries in Sports (Meniscal Repair and Replacement), Identify Lateral Meniscal Variations and Treatment Strategies, Analyze Mucoïd Degeneration and Cysts of the Meniscus, Identify Mechanical Properties of Meniscal Suture Techniques, Discuss Collagen Meniscus Implantation in Athletically Active Patients. |
| CO-7 | Discuss Knee Injuries in Sports (Ligament Surgery), Identify Biomechanical Variation of Double-Bundle Anterior Cruciate Ligament Reconstruction, Explain Ground Force 360 Device Efficacy, Describe ACL Reconstruction, Explain Arthroscopic Anterior Cruciate Ligament Repair, Analyze Return to play decision making following Anterior Cruciate Ligament Reconstruction. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|---------------|-----------|
| CO -1 | Define Nomenclature of Sports Traumatology, Explain Treatment of Athletic Injuries, Discuss Arthroscopy: History and future prospects. | 1,2,4,5,6,9 | 1,2,3,4,5 |
| CO-2 | Discuss Biomechanical Assessment Protocols for analysing the Mechanisms of Sport Injuries, Identify Prevention of Ligament Injuries, Identify Prevention in Anterior Cruciate Ligament (ACL) Injuries, Explain Neuromuscular Strategies in ACL Injury Prevention, Discuss ACL Injured Copers and Noncopers, Identify Prevention of Soccer Injuries, Analyze Sports Injuries and Proprioception, Injury Proneness. | 1,2,4,5,6,8,9 | 1,2,3,4,5 |
| CO-3 | Discuss Sports injuries of the Upper Extremity (Shoulder Injuries), Analyze Rotator Interval, Explain Pathology of Rotator Cuff Tears, Identify Rotator Cuff Disorders, Analyze Neurovascular Risks Associated with Shoulder Arthroscopy, Demonstrate Arthroscopic Transosseous Equivalent Suture Bridge Rotator Cuff Repair, Analyze Posterosuperior and Anterosuperior Impingement in Overhead Athletes, Discuss Anterior Shoulder Instability, Explain Arthroscopic Treatment of Anterior Glenohumeral Instability, Identify Acute Posterior Dislocations, Analyze Management of Recurrent Dislocation of the Hypermobility Shoulder, Proximal Biceps Tendon Pathologies, Describe Rehabilitation and Return to Sports After Conservative and Surgical Treatment of Upper Extremity Injuries. | 1,2,4,5,6,8,9 | 1,2,3,4,5 |
| CO-4 | Discuss Sports Injuries of the Upper Extremity (Elbow and Wrist Injuries), Identify Sports Related Elbow Problems, Explain Chronic Elbow Instabilities, Analyze Acute Distal Biceps Tendon Ruptures, Identify Common Fractures in Sports, Explain Triangular Fibrocartilage Complex Tears in the Athlete, Carpal Instability in Athletes. | 1,2,4,5,6,9 | 1,2,3,4,5 |
| CO-5 | Discuss Groin Injuries in Sports, Explain Epidemiology and Identify Common Reasons of Groin Pain in Sport, Differential Diagnosis in Groin Pain, Analyze Groin Pain in Pediatric Athletes, Discuss Neuropathies and Compression Syndromes, Identify Bone and Joint Problems Related to Groin Pain. | 1,2,4,5,6,9 | 1,2,3,4,5 |
| CO-6 | Discuss Knee Injuries in Sports (Meniscal Repair and Replacement), Identify Lateral Meniscal Variations and Treatment Strategies, Analyze Mucoïd Degeneration and Cysts of the Meniscus, Identify Mechanical Properties of Meniscal Suture Techniques, Discuss Collagen Meniscus Implantation in Athletically Active Patients. | 1,2,4,5,6,8,9 | 1,2,3,4,5 |
| CO-7 | Discuss Knee Injuries in Sports (Ligament Surgery), Identify Biomechanical Variation of Double-Bundle Anterior Cruciate Ligament Reconstruction, Explain Ground Force 360 Device Efficacy, Describe ACL Reconstruction, Explain Arthroscopic Anterior Cruciate Ligament Repair, Analyze Return to play decision making following Anterior Cruciate Ligament Reconstruction. | 1,2,4,5,6,8,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | - | 2 | 3 | 3 | - | - | 2 |
| CO 2 | 3 | 2 | - | 2 | 3 | 3 | - | 2 | 2 |
| CO 3 | 3 | 2 | - | 2 | 3 | 3 | - | 2 | 2 |
| CO 4 | 3 | 2 | - | 2 | 3 | 3 | - | - | 2 |
| CO 5 | 3 | 2 | - | 2 | 3 | 3 | - | - | 2 |
| CO 6 | 3 | 2 | - | 2 | 3 | 3 | - | 2 | 2 |
| CO 7 | 3 | 2 | - | 2 | 3 | 3 | - | 2 | 2 |
| Average | 3 | 2 | - | 2 | 3 | 3 | - | 2 | 2 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 2 | 2 | 3 |
| CO 2 | 3 | 2 | 2 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 3 |
| CO 4 | 3 | 2 | 2 | 2 | 3 |
| CO 5 | 3 | 2 | 2 | 2 | 3 |
| CO 6 | 3 | 2 | 2 | 2 | 3 |
| CO 7 | 3 | 2 | 2 | 2 | 3 |
| Average | 3 | 2 | 2 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports Team Management

Semester: 8

Subject Category: ME

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Team Management: Definition, Manager Vs Leaders, Sports team management, Case Study. (2 classes)
2. Sports Team Manager: Definition, Knowledge, Skills, Experience and Requirements of Team Manager, Case Study and Presentation. (4 classes)
3. Responsibilities of Team Manager (Pre-Games Period): **Communication**; Motivation, Sports Organization/Federation, Participation of Junior Athletes, Press and Publicity, **Safety and Risk Management**; Training and fitness levels, Medical forms and clearance, **Team Responsibilities**; Team Registration, Team Accommodation, Team travel, Team Finance, Participant insurance, Team Uniform, Data protection and IPR, Case Study and Presentation. (16 classes)

Module-II

4. Responsibilities of Team Manager (During Games Period): General responsibilities, Touring Committee – Team manager, Team Captain, Mentors, Social Media, Medical Team, Case Study and Presentation. (6 classes)
5. Responsibilities of Team Manager (Post-Games Period): Administration, Travel, Accommodation, Transport, Food, Social events, Team Performance, Medical and associated services, Media, Case Study and Presentation. (6 classes)
6. Planning Duties of Team Manager: Budgeting, Catering, Completion of medical details, Discipline of Team members, Competition entries, Equipment, Travel Itinerary, Uniform details. (6 classes)

Course Outcome (CO)

| CO # | Description |
|-------|---|
| CO -1 | Define Team Management, Distinguish Manager Vs Leaders, Discuss Sports team management. |
| CO-2 | Define Sports Team Manage, Identify Knowledge, Skills, Experience and Requirements of Team Manager. |
| CO-3 | Discuss Responsibilities of Team Manager (Pre-Games Period), Explain Communication : Motivation, Sports Organization/Federation, Participation of Junior Athletes, Press and Publicity, Analyze Safety and Risk Management : Training and fitness levels, Medical forms and clearance, Identify Team Responsibilities : Team Registration, Team Accommodation, Team travel, Team Finance, Participant insurance, Team Uniform, Data protection and IPR. |
| CO-4 | Discuss Responsibilities of Team Manager (During Games Period), Identify Touring Committee – Team manager, Team Captain, Mentors, Social Media, Medical Team. |
| CO-5 | Discuss Responsibilities of Team Manager (Post-Games Period), Analyze Administration, Travel, Accommodation, Transport, Food, Social events, Team Performance, Medical and associated services, Media. |

| | |
|------|---|
| CO-6 | Discuss Planning Duties of Team Manager, Analyze Budgeting, Explain Catering, Completion of medical details, Discipline of Team members, Competition entries, Equipment, Travel Itinerary, Uniform details. |
|------|---|

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|---|-------------------|-----------|
| CO -1 | Define Team Management, Distinguish Manager Vs Leaders, Discuss Sports team management. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-2 | Define Sports Team Manage, Identify Knowledge, Skills, Experience and Requirements of Team Manager. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-3 | Discuss Responsibilities of Team Manager (Pre-Games Period), Explain Communication : Motivation, Sports Organization/Federation, Participation of Junior Athletes, Press and Publicity, Analyze Safety and Risk Management : Training and fitness levels, Medical forms and clearance, Identify Team Responsibilities : Team Registration, Team Accommodation, Team travel, Team Finance, Participant insurance, Team Uniform, Data protection and IPR. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-4 | Discuss Responsibilities of Team Manager (During Games Period), Identify Touring Committee – Team manager, Team Captain, Mentors, Social Media, Medical Team. | 1,2,3,4,5,6,7,8,9 | 1,2,3,4,5 |
| CO-5 | Discuss Responsibilities of Team Manager (Post-Games Period), Analyze Administration, Travel, Accommodation, Transport, Food, Social events, Team Performance, Medical and associated services, Media. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |
| CO-6 | Discuss Planning Duties of Team Manager, Analyze Budgeting, Explain Catering, Completion of medical details, Discipline of Team members, Competition entries, Equipment, Travel Itinerary, Uniform details. | 1,2,3,4,5,6,7,9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 4 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| CO 5 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| CO 6 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | - | 3 |
| Average | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 3 | 2 | 2 | 3 |
| CO 2 | 3 | 3 | 2 | 2 | 3 |
| CO 3 | 3 | 3 | 2 | 2 | 3 |
| CO 4 | 3 | 3 | 2 | 2 | 3 |
| CO 5 | 3 | 3 | 2 | 2 | 3 |
| CO 6 | 3 | 3 | 2 | 2 | 3 |
| Average | 3 | 3 | 2 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports Economics

Semester: 8

Subject Category: ME

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Sports Economics and its Understanding: Basic Definition, Micro and Macro economics- understanding and its impact in Sports. (4 classes)
2. Professional Sports Markets: Definition and Objective, Demand of Professional Sports, Labour markets in Professional Team Sports. (8 classes)
3. Economic importance of the Sports sector: Public outcome, economic impact of Sporting events, E-sports- new impulse in Sports Economics, Case Study and Presentation. (16 classes)

Module-II

4. Sports Business in India: Key trends and market understanding, Sports ecosystem in India and its outcome, Case Study and Presentation. (10 classes)
5. Sports market overview: Global overview, Key trends driving global sport sector. (2 classes)

Course Outcome (CO)

| CO # | Description |
|-------------|---|
| CO -1 | Discuss Sports Economics and its Understanding, Explain Micro and Macro economics- understanding and Analyze its impact in Sports. |
| CO-2 | Define Professional Sports Markets, Discuss Objective, Identify Demand of Professional Sports, Analyze Labour markets in Professional Team Sports. |
| CO-3 | Discuss Economic importance of the Sports sector, Describe Public outcome, Analyze economic impact of Sporting events, Discuss E-sports- new impulse in Sports Economics. |
| CO-4 | Discuss Sports Business in India, Identify Key trends and market understanding, Analyze Sports ecosystem in India and its outcome. |
| CO-5 | Discuss Sports market Global overview, Analyze Key trends driving global sport sector. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|-----------------|-----------|
| CO -1 | Discuss Sports Economics and its Understanding, Explain Micro and Macro economics- understanding and Analyze its impact in Sports. | 1,3,5,6,8 | 1,2,3,4,5 |
| CO-2 | Define Professional Sports Markets, Discuss Objective, Identify Demand of Professional Sports, Analyze Labour markets in Professional Team Sports. | 1,3,5,6,8 | 1,2,3,4,5 |
| CO-3 | Discuss Economic importance of the Sports sector, Describe Public outcome, Analyze economic impact of Sporting events, Discuss E-sports-new impulse in Sports Economics. | 1,2,3,4,5,6,7,8 | 1,2,3,4,5 |
| CO-4 | Discuss Sports Business in India, Identify Key trends and market understanding, Analyze Sports ecosystem in India and its outcome. | 1,3,5,6,8 | 1,2,3,4,5 |
| CO-5 | Discuss Sports market Global overview, Analyze Key trends driving global sport sector. | 1,3,5,6,8 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | - | 2 | - | 3 | 3 | - | 2 | - |
| CO 2 | 3 | - | 2 | - | 3 | 3 | - | 2 | - |
| CO 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | - |
| CO 4 | 3 | - | 2 | - | 3 | 3 | - | 2 | - |
| CO 5 | 3 | - | 2 | - | 3 | 3 | - | 2 | - |
| Average | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | - |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 2 | 2 | 2 |
| CO 2 | 3 | 2 | 2 | 2 | 2 |
| CO 3 | 3 | 2 | 2 | 2 | 2 |
| CO 4 | 3 | 2 | 2 | 2 | 2 |
| CO 5 | 3 | 2 | 2 | 2 | 2 |
| Average | 3 | 2 | 2 | 2 | 2 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Adapted Physical Activity

Semester: 8

Subject Category: ME

Credit:4 (L:3, T:1)

Syllabus

Module-I

1. Adapted Physical Education– Overview: (8 sessions).
 - a. Concept of Adapted Physical Education – A Special Education service.
 - b. Concept of Inclusion – In Family; School and Society
 - c. Individualized Educational Program (IEP)
 - d. Individuals with Disabilities Education Act (IDEA).
 - e. Adapted Physical Education National Standards (APENS)
 - f. European Standards of Adapted Physical Activity (EUSAPA)
 - g. Case Study and Presentation.
2. Adapted Sport – Overview: (4 sessions).
 - a. Concept of Adapted Activities
 - b. Concept of Disability Sports
 - c. Concept of Recreation
 - d. Adapted Sports

Module-II

3. Governing Bodies: Adapted Sports: (4 sessions).
 - a. NASPE: National Association of Sport & Physical Education.
 - b. AAHPERD: Am. Alliance for Health, Phy. Edu., Recreation & Dance.
 - c. FAPE: Free Appropriate Public Education.
 - d. IFAPA: International Federation of Adapted Physical Activity.
 - e. AAHPER: American Asso. for Health, Phy. Education, and Recreation.
4. Active, Healthy Lifestyles for All: (10sessions).
 - a. Celebrating differences and striving Toward inclusion Concept of Disability Sports.
 - b. Teamwork, Communication and Creativity
 - c. Adaptation, Advocacy and Law
 - d. Curriculum Planning and Evaluation by Attitude Change
 - e. Assessment, the IEP, and the Accommodation Plan
 - f. Teaching and Consulting
 - g. Self-Concept, Motivation and Well-Being
 - h. Inclusion, Social Competence, and Attitude Change
 - i. Sensory motor Learning and Severe Disability
 - j. Test of Gross Motor Development (TGMD 1 &2)
 - k. Perceptual-Motor Learning and movement skill foundations (MSFs)
 - l. Fitness and Healthy Lifestyle and ACTIVITYGRAM

m. Postures, Appearance, and Muscle Imbalance

5. Sport Recreation and Competition: Socialization, Instruction and transition: (5 sessions).
 - a. Wheelchair Sports and Orthopaedic Impairments
 - b. Wheelchair Sports (manual and slalom, i.e., motorized wheelchair).
 - c. Adapted Dance, Dance Therapy and Relaxation
 - d. Adapted Aquatics
 - e. Individualized Family Service Plan (IFSP)

Module-III

6. Disabilities and Management Programs: (5 sessions)
 - a. Learning Disabilities and Neuro diversity (e.g., LD, ADHD, DCD etc.)
 - b. Mental Retardation, Special Olympics, and the INAS-FID
 - c. Serious Emotional Disturbance and Autism -behavioural intervention plan (BIP)
 - d. Cerebral Palsy, Stroke, and Traumatic Brain Injury
 - e. Deaf and Hard-of-Hearing Conditions
 - f. Blindness and Visual Impairments
 - g. Aging and Disability
 - h. Les Autres Conditions and Amputations
7. Adapted Physical Activity Model and Philosophy: (4 sessions)
 - a. International Laws Influencing Adapted Physical Activity Paradigm
 - b. Peer Teachers–Unidirectional and Reciprocal.
 - c. Philosophy of Emphasizing the abilities, not the disabilities.
 - d. Self-Actualization

Course Outcome (CO)

| CO # | Description |
|-------|--|
| CO -1 | Define Adapted Physical Education, Discuss Concept of Inclusion, Explain Individualized Educational Program, State Individuals with Disabilities Education Act, Analyze European Standards of Adapted Physical Activity. |
| CO-2 | Discuss Concept of Adapted Activities, Explain Concept of Disability Sports, Discuss Concept of Recreation, Define Adapted Sports. |
| CO-3 | Explain Governing Bodies, Discuss National Association of Sport & Physical Education, Explain Am. Alliance for Health, Phy. Edu., Recreation & Dance, Analyze Free Appropriate Public Education, Discuss International Federation of Adapted Physical Activity, Explain American Asso. for Health, Phy. Education, and Recreation. |
| CO-4 | Explain Celebrating differences and striving Toward inclusion Concept of Disability Sports, Teamwork, Communication and Creativity, Adaptation, Advocacy and Law, Analyze Curriculum Planning and Evaluation by Attitude Change, Assessment, the IEP, and the Accommodation Plan, Evaluate Teaching and Consulting, Self-Concept, Motivation and Well-Being, Inclusion, Social Competence, and Attitude Change, Analyze Sensory motor Learning and Severe Disability, Test of Gross Motor Development, Perceptual-Motor Learning and movement skill foundations, Discuss Fitness and Healthy Lifestyle and ACTIVITYGRAM, Postures, Appearance, and Muscle Imbalance. |

| | |
|------|---|
| CO-5 | Discuss Sport Recreation and Competition: Socialization, Instruction and transition, Analyze Wheelchair Sports and Orthopaedic Impairments, Wheelchair Sports (manual and slalom, i.e., motorized wheelchair), Adapted Dance, Dance Therapy and Relaxation, Adapted Aquatics, Individualized Family Service Plan. |
| CO-6 | Explain Learning Disabilities and Neuro diversity, Mental Retardation, Special Olympics, and the INAS-FID, Serious Emotional Disturbance and Autism -behavioural intervention plan (BIP), Cerebral Palsy, Stroke, and Traumatic Brain Injury, Deaf and Hard-of-Hearing Conditions, Blindness and Visual Impairments, Aging and Disability, Les Autres Conditions and Amputations. |
| CO-7 | Analyze International Laws Influencing Adapted Physical Activity Paradigm, Peer Teachers– Unidirectional and Reciprocal, Philosophy of Emphasizing the abilities, not the disabilities, Self-Actualization. |

CO-PO-PSO Mapping

| CO # | Course Outcomes (CO) | POs | PSOs |
|-------|--|---------------------------|-----------|
| CO -1 | Define Adapted Physical Education, Discuss Concept of Inclusion, Explain Individualized Educational Program, State Individuals with Disabilities Education Act, Analyze European Standards of Adapted Physical Activity. | 1, 2, 4, 6, 8, 9 | 1,2,3,4,5 |
| CO-2 | Discuss Concept of Adapted Activities, Explain Concept of Disability Sports, Discuss Concept of Recreation, Define Adapted Sports. | 1, 2, 4, 6, 8, 9 | 1,2,3,4,5 |
| CO-3 | Explain Governing Bodies, Discuss National Association of Sport & Physical Education, Explain Am. Alliance for Health, Phy. Edu., Recreation & Dance, Analyze Free Appropriate Public Education, Discuss International Federation of Adapted Physical Activity, Explain American Asso. for Health, Phy. Education, and Recreation. | 1, 2, 4, 6, 8, 9 | 1,2,3,4,5 |
| CO-4 | Explain Celebrating differences and striving Toward inclusion Concept of Disability Sports, Teamwork, Communication and Creativity, Adaptation, Advocacy and Law, Analyze Curriculum Planning and Evaluation by Attitude Change, Assessment, the IEP, and the Accommodation Plan, Evaluate Teaching and Consulting, Self-Concept, Motivation and Well-Being, Inclusion, Social Competence, and Attitude Change, Analyze Sensory motor Learning and Severe Disability, Test of Gross Motor Development, Perceptual-Motor Learning and movement skill foundations, Discuss Fitness and Healthy Lifestyle and ACTIVITYGRAM, Postures, Appearance, and Muscle Imbalance. | 1, 2, 3, 4, 5, 6, 7, 8, 9 | 1,2,3,4,5 |
| CO-5 | Discuss Sport Recreation and Competition: Socialization, Instruction and transition, Analyze Wheelchair Sports and Orthopaedic Impairments, Wheelchair Sports (manual and slalom, i.e., motorized wheelchair), Adapted Dance, Dance Therapy and Relaxation, Adapted Aquatics, Individualized Family Service Plan. | 1, 2, 4, 5, 6, 8, 9 | 1,2,3,4,5 |
| CO-6 | Explain Learning Disabilities and Neuro diversity, Mental Retardation, Special Olympics, and the INAS-FID, Serious | 1, 2, 4, 5, 6, 8, 9 | 1,2,3,4,5 |

| | | | |
|------|--|------------------|-----------|
| | Emotional Disturbance and Autism -behavioural intervention plan (BIP), Cerebral Palsy, Stroke, and Traumatic Brain Injury, Deaf and Hard-of-Hearing Conditions, Blindness and Visual Impairments, Aging and Disability, Les Autres Conditions and Amputations. | | |
| CO-7 | Analyze International Laws Influencing Adapted Physical Activity Paradigm, Peer Teachers–Unidirectional and Reciprocal, Philosophy of Emphasizing the abilities, Self-Actualization. | 1, 2, 4, 6, 8, 9 | 1,2,3,4,5 |

CO-PO Matrix

| Course Outcome | Programme Outcome | | | | | | | | |
|----------------|-------------------|------|------|------|------|------|------|------|------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| CO 1 | 3 | 2 | - | 2 | - | 3 | - | 2 | 2 |
| CO 2 | 3 | 2 | - | 2 | - | 3 | - | 2 | 2 |
| CO 3 | 3 | 2 | - | 2 | - | 3 | - | 2 | 2 |
| CO 4 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| CO 5 | 3 | 2 | - | 2 | 2 | 3 | - | 2 | 2 |
| CO 6 | 3 | 2 | - | 2 | 2 | 3 | - | 2 | 2 |
| CO 7 | 3 | 2 | - | 2 | - | 3 | - | 2 | 2 |
| Average | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

| Course Outcome | Programme Specific Outcome | | | | |
|----------------|----------------------------|-------|-------|-------|-------|
| | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | 3 | 2 | 2 | 2 | 3 |
| CO 2 | 3 | 2 | 2 | 2 | 3 |
| CO 3 | 3 | 2 | 2 | 2 | 3 |
| CO 4 | 3 | 2 | 2 | 2 | 3 |
| CO 5 | 3 | 2 | 2 | 2 | 3 |
| CO 6 | 3 | 2 | 2 | 2 | 3 |
| CO 7 | 3 | 2 | 2 | 2 | 3 |
| Average | 3 | 2 | 2 | 2 | 3 |

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None