



St. Joseph's University

#36, Lalbagh Main Road, Bangalore 560027

Re-Accredited With 'A++' Grade by NAAC

Recognized by UGC as University of Excellence



Faculty of Commerce and Management

Master of Commerce

Curriculum

*OBE Framework,
2024-2025 onwards*

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1.0 About the University

St. Joseph's University, erstwhile St. Joseph's college (Autonomous), Bangalore is one of the oldest University in the state of Karnataka with a history of more than 137 years. It has been conferred as University of Excellence by the University Grants Commission (India). The University is awarded a rating of A++ (3.79/4), in the 4th cycle of re-accreditation by the National Assessment and Accreditation Council (NAAC) in 2017. St. Joseph's University has around 300 teaching and non-teaching staff and more than 6000 students.

VISION

St. Joseph's University's objective is to prepare men and women for the service of others, especially the poor and the oppressed. We provide opportunities to the students to critically understand society and its structures so that education will assist them in working for a humane and just society. Stress is laid on academic excellence, character formation, and social concern.

MISSION

1. Academic Excellence: Study injects is a major task. All the necessary facilities are made available for students like reading room, good library and computer lab with internet facility to assist them in the same.
2. Character Formation: Character development is an essential aspect of education. A person is what his/her values are. Your character includes your behavior, your values, and attitudes to life and to others and the way you face life. Building up character, a sense of hard work, perseverance, honesty, integrity, sensitivity to others and universal love that embrace all people, cutting across barriers of language, religion, and caste.
3. Social Concern: The Management has made a policy of admitting, as far as possible, students from the socio-economically marginalized groups. It is the vision of the University to train students who are socially conscious and ready to stake their lives for the oppressed and the exploited. Our task as educators is to create in the student a deeper understanding of oneself and to change the world by creating plentiful opportunities for personal and social growth and total development. For the members of the Society of Jesus, education is not a commercial activity. It is a mission.

Our mission is to build up a group of young men and women who would be agents of change in society and work towards a secular world of fraternity, equality, and justice.

2.0 Faculty of Commerce and Management

Department of Commerce and Management at St. Joseph's University provides an enabling environment to help its students stand out both academically and in shaping them to an overall balanced personality both in terms of the University's vision and today's competitive environment. Since its commencement, the Department has continuously evolved offering diverse programs in the field of business studies. The Department aims at a holistic and integral formation of its students, fostering in the spirit of academic excellence, character formation, and social concern, shaping them to become "men and women" for others. The department strives to equip in its students' skills required to face the challenges of the dynamic business world.

Vision

To impart value-based quality education to serve the ever-changing global needs in the field of commerce by preparing men and women who will be agents of change.

Mission Statement

The Department of Commerce and Management strives to provide quality Commerce education by adopting effective teaching-learning processes along with developing the required values, skills and attitudes to create business leaders with a passion for the world of business who will understand the economic, social, and global context of business.

3.0 Program Profile

- ☞ M.Com degree provides theoretical and practical inputs to students on the assorted courses in commerce, finance, Banking, Insurance, taxation and accounting. The programme is designed to provide the basis for developing the skills necessary to face the challenges of job market, the course structure supports the process of competency building of the students in attaining success in NET/SET and other competitive examinations. As a part of curriculum students will be required to prepare the Project Report based on the field work and studying the current trends under the guidance of Project Guide. M.Com programme offers broad range of career opportunities, Students can enter corporate world, become entrepreneurs or take up teaching profession.
- ☞ Duration: 2 years (4 semesters). A student successfully completing Two (02) years of the program will be awarded a Master's Degree in Commerce (M.Com). Each Semester will be of 13 weeks or more duration with a minimum of 90 actual working days.
- ☞ Eligibility for admission: A candidate who has passed the B.Com/B.B.M/BBS and BBAD Degree examination of this University or of any other University recognized as equivalent thereto and has secured not less than 50% of the marks in the aggregate in all the Commerce subjects of Business Education in all the years (Examinations of the B.Com/BBM course) shall be eligible for admission to the course. Further, a candidate applying for the program must meet the prescribed performance level in admission interview and admission entrance (if applicable).

PROGRAM EDUCATIONAL OBJECTIVE [PEOs]

PEO 1	To build competencies for a career in commerce, trade, industry and entrepreneurship through academic and research activities.
PEO 2	Exercising Professional skills, values, team spirit, and high leadership and to accept the challenges in the Industry and Academics
PEO 3	To provide adequate in – depth understanding about diverse areas of business such as accounting, finance, insurance, Banking, taxation, laws and other functional areas of business.
PEO 4	To inculcate a spirit of ethics and social commitment in the personal and professional life of commerce graduates so that they add value to the society.

PEOs TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4
1. Academic Excellence	H		H	
2. Character Formation	M	H		
3. Social Concern				H

H=High | L= Low | M=Moderate

PROGRAM OUTCOMES (POs). On completion of the program, students will be able to:

PO1	Acquire the techniques of managing the business with special focus on accounting and finance taxation and banking.
PO2	Evaluate changes in business environment that influence business operation and respond to these changes with the innovation and integrity.
PO3	Gain entrepreneurial skills, teaching aptitude, interpersonal skills, research aptitude through ethical and continuous professional development.
PO4	Apply statistical methods, accounting tools and financial models to solve business problems and decision making and analysis of business data.
PO5	Appraise the structure and operations of banking system, insurance sector, international markets and Indian and global economy.

POs TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PO1	PO2	PO3	PO4	PO5
1. Academic Excellence	H	H	M	H	H
2. Character Formation		L	H		
3. Social Concern		M	H		

H=High | L= Low | M=Moderate

4.0 Program Structure

Master of Commerce is one of the most sought courses as it is well received in the industry and has been serving the needs of managerial cadre in business and industry. It is a notch higher than the Bachelor degree in Commerce and helps build an in-depth knowledge about various commerce and trade practices. It is a specialized course which prepares an individual for a career in accounting, taxation, finance and other areas of business studies. The Program Consists of:

- Core Course (CC):** A course that should compulsorily be studied by a candidate as a core requirement. The core course provides a sound knowledge of the program.
- Allied Course (AC):** A course that is being closely associated with the program. Knowledge of allied courses supports better understanding and implementation of the knowledge acquired from core courses.
- Elective Course (EC):** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill.
- Skill Enhancement Courses (SEC):** These courses are designed to provide practical exposure to students and equip students with relevant skills required for professional and personal growth. They are as follows:

- a. **Internship or Teaching Practice:** It is mandatory for students of M.Com to complete 6 weeks of internship during 3rd semester or 15 hours of Teaching practice.
- b. **Soft Skills for Business:** A course in the 1st semester is designed to help students in developing interpersonal skills, professionalism and corporate etiquette.
- c. **Projectwork:** Each student will choose business research project/live business problem in a business organization or industry, and prepare a dissertation report. He/she will formulate it as a research problem, work under the guidance of a faculty member on it during the IV semester, prepare a report based on his/her work under the guidance of a faculty member and submit at the end of each semester.
- d. **Research Analytics**
- e. **Business Analytics**

5.0 Dissertation Guidelines

1. The dissertation shall be undertaken after the completion of the third semester examination and should be completed before the fourth semester end semester examination.
2. The dissertation shall be compulsory for all students and internal dissertation guides from the department would be allotted for the same
3. Each dissertation guide shall not have more than 5 students under them
4. Students shall select the research problem either from business Organizations or on a freelance basis keeping in mind the recent trends in Commerce, subject to the approval of the guide.
5. The monitoring of the dissertation shall be the responsibility of the internal guide which shall be a part of their work load (2 hours a week).
6. The students shall seek guidance from the guide on a continuous basis and the guide shall give a certificate to this effect
7. Each student shall put in 8 hours a week towards dissertation. (6 library hours and 2 hours with the guide).
8. On completion of the dissertation the students shall submit 2 copies of the dissertation report in the prescribed format .
9. Paper presentation on any area is mandatory after 2nd semester but before 4th semester as a course completion requirement.

Dissertation Evaluation Guidelines:

1. The dissertation shall be evaluated on a total of 200 marks, 140 for the report and 60 for the Viva.
2. 80 marks out of the 140 marks shall be awarded by the internal guide and 60 marks shall be awarded by an external expert.
3. The Viva-Voce shall be conducted in the University premises by a committee comprising of the Guide and one external expert member.
4. The average of the marks of the Guide and the external expert would be considered for the Viva – Voce.
5. Minimum passing marks for the dissertation shall be 40% for report and Viva-voce, however 50% in aggregate of all the papers in that semester.

6.0 Program Pedagogy

Our teaching pedagogy is uniquely devised keeping in consideration the potential of every student so that It may cater to the needs of students at every level from brilliant, mediocre to average. The pedagogy used by our course instructors encourages independent thinking and helps the students develop holistic perspectives, strong domain knowledge, contemporary skills-set and a positive attitude.

Classrooms Methodologies	Beyond Classroom	Industry Exposure
1. Classroom learning	1. Conferences	1. Internships
2. Use of multimedia (PowerPoint presentation, audiovisuals).	2. Projects	2. Industrial visits
3. Case studies	3. Seminars and workshops	3. International study tours
4. Games and group activities	4. Development programs	
5. Role-play	5. Fests and competitions	
6. Guest lectures	6. Learning exchange programs	
7. Assignments & quizzes	7. Research-based assignments	
	8. Outreach and drives	

7.0 Program Assessment


The University has adopted the Credit Grade Based Performance Assessment (CGPA). The weightage of the components of the course is as directed by the Bangalore University. The course gives 50% weightage to Continuous Assessment (CA) and 50% weightage is given to End semester Examinations. Minimum for a pass in each paper shall be 40% (CA+ESE) in Semester paper and 50% in aggregate of all the papers in that semester.

GUIDELINES FOR QUESTION PAPER SETTING AND SCHEME OF EVALUATION

- ☞ End semester Examination Question Paper Pattern. Time: 2 hours. Maximum marks: 50. The evaluation system comprises of both internal faculty for question paper setting and for valuation of papers.
 - ☞ Question papers received will go through the Board of Examiners for scrutiny for content, the suitability of marks, the inclusion of topics and typographical / mistakes and language.
1. Section A: Conceptual (2x5 marks = 10) 2/3 questions: In this section, questions seek to test a student's Conceptual knowledge of the subject and fact retaining abilities
 2. Section B: Analytical (2x15 marks = 30) 2/3 questions: Questions in this section are to test whether the students can analyze.
 3. Section C: Compulsory Question/Case Study (1 x 10 marks =10)

8.0 Glossary

1. Program: An educational program in Commerce leading to award of Degree. It involves events/activities, comprising of lectures/ tutorials/outreach activities/ project work/viva/ seminars/ internship/ assignments/ presentations/ self-study/ quiz etc., or a combination of some of these.
2. Course: Refers to usually referred to as 'subjects' and is a component of a program. All Courses need not carry the same weight. Courses should define learning objectives and learning outcomes. A Course may be designed to comprise lectures/ tutorials/ laboratory work/ fieldwork/ outreach activities/project work/ vocational training/ viva/ seminars/ term papers/assignments/ presentations/ self-study/quiz etc. or a combination of some of these.

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3. Outcome-Based Education (OBE): An approach to education in which decisions about the curriculum are driven by the outcomes the students should display by the end of the course- professional knowledge, skills, abilities, values and attitudes- rather than on the educational process.
 4. Programme Educational Outcomes: PEOs are statements that describe the Institution's Mission aligned with the program.
 5. Program Outcomes: POs are statements that describe what the students graduating from any of the educational Programmes should be able to do.
 6. Course Outcomes: COs are statements that describe what students should be able to do at the end of a course.



Course Matrix

A series of several parallel diagonal lines in shades of gray, extending from the bottom left towards the top right of the page.

First Semester

		Course	Credits	
1	Financial Reporting & Standards-I	DSC	4	
2	Personal Financial Planning	DSC	4	
3	Organisational Behaviour	DSC	4	
4	Business Innovations	DSC	4	
5	Business Marketing	DSA	4	
6	Soft skills for business	SEC	2	
Second Semester				
1	Financial reporting and standards -II	DSC	4	
2	Merchant Banking and Financial Services	DSC	4	
3	Research Methodology	DSC	4	
4	Strategic corporate finance - I	DSC	4	
5	Financial Modelling	SAP	4	
6	Competency Development	SEC	2	
Third Semester				
1	Cost optimisation and Decision Making	DSC	4	
2	Strategic Corporate Finance – II	DSC	4	
3	Research Methodology II	DSC	4	
4	Course from the Selected Elective Group	DSE	4	
5	Course from the Selected Elective Group	DSE	4	
6	Business Analytics	SEC	2	
7	Internship	SEC	2	
Fourth Semester				
1	Public Finance	DSC	4	
2	Sustainable business practices	DSC	4	
3	Course from the Selected Elective Group	DSE	4	
4	Course from the Selected Elective Group	DSE	4	
5	Dissertation	SAP	8	

ACCOUNTING AND TAXATION GROUP

#	Elective	Subject		
1	DSE 1	Direct Tax Planning	3 rd sem	
2	DSE 2	Forensic Accounting	3 rd sem	
3	DSE 3	International Taxation	4 th sem	
4	DSE 4	Accounting for Managers	4 th sem	

FINANCE GROUP

#	Elective	Subject		
1	DSE 1	Behavioral Finance	3rdsem	
2	DSE 2	Financial Econometrics	3 rd sem	
3	DSE 3	Financial and Commodity Derivatives	4 th sem	
4	DSE 4	Technical Analysis	4 th sem	



First Semester



Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
		FINANCIAL REPORTING & STANDARDS - I	60 Hours	DSC	4 Hours a Week	4

Course Objective/s:	<ul style="list-style-type: none"> To understand the conceptual framework of accounting and reporting standards. To enable students in applying Ind AS on the elements of financial statements. 					
Course Outcomes						
CO1	Understand the conceptual framework and convergence of Ind AS.					
CO2	Describe and implement accounting for current assets and non- current assets.					
CO3	Enumerate the treatment of cash and its reporting procedure.					
CO4	Asses the recognition criteria of liabilities.					
CO5	Apply the Ind AS on revenue recognition and enhancement of shareholder's wealth					
Reference Books:						
#	Title	Author/s	Publisher			
1	Taxmann's Illustrated Guide to Indian Accounting Standards (Ind AS)	B. D. Chatterjee & Jinender Jain	Taxmann Publications Private Limited.			
2	Student's guide to Ind ASs (Converged IFRSs)	D. S. Rawat & Pooja Patel	Taxmann Publications Private Limited.			
3	Financial Reporting	ACCA approved study material	Kaplan Publishing UK			
4	Financial Reporting	ACCA approved study material	BPP Learning media Ltd.			
Learning by Doing activities [8 hours]						
<ol style="list-style-type: none"> Concepts and conventions. Standard setting and convergence procedure in Ind AS. 						

Cos	Program Outcome				
	PO1	PO2	PO3	PO4	PO5
1	H				
2	M				
3					
4					
5		L			
3=High 1=Low 2=Moderate					

Unit 1	CONCEPTUAL FRAMEWORK	8 Hours
Objectives and general purpose of Financial Reporting; Concept of carve-outs in convergence of Ind AS and IFRS; Qualitative characteristics of useful financial information; Elements of financial statements; Recognition criteria; Measurement basis – Historical cost and current value - problems for conceptual learning.		
Unit 2	TANGIBLE AND INTANGIBLE ASSETS	16 Hours
Inventories (Ind AS 02); Property, Plant and Equipment (Ind AS 16); Borrowing costs (Ind AS 23); Impairment of assets (Ind AS 36); Intangible Assets (Ind AS 38); Investment property (Ind AS 40); Agriculture (Ind AS 41); Non-Current Assets held for sale and Discontinued operations (Ind AS 105); Simple problems for conceptual learning.		
Unit 3	CASH FLOW STATEMENT WITH FOREX	10 Hours
Effects of changes in Foreign Exchange Rates (Ind AS 21); Statement of Cash Flows (Ind AS 07) – Comprehensive problems.		
Unit 4	ACCOUNTING STANDARDS ON OBLIGATIONS.	8 Hours
Provisions & Contingencies (Ind AS 37); Accounting policies, estimated & Errors (Ind AS 08); Events after Reporting period (Ind AS 10); Government Grants (Ind AS 20).		
Unit 5	REVENUE RECOGNITION AND EARNINGS PER SHARE	10 Hours
Principles of Revenue recognition of the business – concept of deferred income - Revenue from contract with customers (Ind AS 115); Earnings per share (Ind AS 33).		

Department of Commerce						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
		PERSONAL FINANCIAL PLANNING	52 Hours	DSC	4 Hours a Week	4

Course Objective/s:	<ol style="list-style-type: none"> 1. To familiarize the students with different concepts of financial planning like investment opportunities , insurance planning, retirement planning, and tax planning. 2. To encourage the students to save and investment in different avenues. 3. To cultivate the skills of investing and earning returns among the students. 		
Course Outcomes			
CO1	On completion of this course, the students will be able to: different concepts of financial planning.		
CO2	Comprehend how to analyse and prepare their financial goals.		
CO3	Understand how to to analyse the insurance planning, retirement planning, and tax planning.		
CO4	Develop necessary skills for investing and earning maximum returns.		
CO5	To analyse the Debt Management and to develop the skills for tax planning		
Reference Books:			
#	Title	Author/s	Publisher
1	Study Guide for Personal Finance	Kapoor	Cram 101
2	Your Everyday Guide to Personal Finance and Insurance	Prakash Praharaj	CNBC
3	Personal Finance Simplified	Tycho Press, Callisto Media Inc	
4	Personal Finance Lessons	Amit Trivedi	CNBC
5	Prasanna Chandra,	Investment Analysis & Portfolio Management	Tata McGraw Hill

Cos	Program Outcome				
	PO1	PO2	PO3	PO4	PO5
1	H	M			
2	M	L	M		
3	M				H
4					H
5				M	

Unit 1	FOUNDATION TO FINANCIAL PLANNING	12 Hours
Need for financial planning, steps in financial planning, types of financial planning – goal based financial plan and comprehensive financial plan, budgeting incomes and payments of an individual,		

time value of money, financial goals. Benefits of savings, management of spending and financial disciplines, setting alerts and maintaining sufficient funds for fixed commitments.		
Unit 2	FUNDAMENTALS OF INVESTMENT	08 Hours
Concepts of investments, characteristics of investment, Difference between savings and investments, classifications of investments, factors influencing investments, Investment process, sources of investment information, meaning of investment risk and its types, investment v/s speculation v/s Gambling, Risk profiling of investors, Investor life-cycle.		
Unit 3	INVESTMENT OPPORTUNITIES	12 Hours
Non-Marketable financial instruments – Bank deposits, post office deposits, NSC, employees provident (meaning and benefits only). Types of Money Market Instruments – Fixed income securities, government bonds, equity shares (concept only), mutual funds and types of Schemes, real estate, precious objects – gold, silver, art objects, antiques and Crypto currencies, Emerging Investments avenues in India.		
Unit 4	INSURANCE AND RETIREMENT PLANNING	12 Hours
Meaning Need for insurance, life insurance, health insurance, property insurance, credit life insurance and professional liability insurance. Meaning and need for retirement planning and its goals, process of retirement planning, FIRE, pension plans available in India, Reverse mortgage, estate and farm house planning, legacy planning.		
Unit 5	DEBT MANAGEMENT AND TAX PLANNING	10 Hours
Meaning of personal tax planning and its scope, tax structure in India for personal taxation, exemptions and deductions available under different heads for an individual. Tax benefits for various investment options, Meaning of Tax avoidance, Tax Evasion, comparison between tax avoidance and tax evasion.		

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Department of Commerce						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
			ORGANISATIONAL BEHAVIOUR	60 Hours	DSC	4 Hours a Week

Course Objective/s:	To assist students in analysing the importance of organisational behaviour in the workplace. To facilitate students identify key determinants that form the basis of organizational behaviour.		
Course Outcomes			
CO1	On completion of this course, the students will be able to: Understand the fundamental and the elementary aspects of Organisational Behaviour		
CO2	Comprehend the various dimensions of individual behaviour like personality, attitudes and values		
CO3	Understand the relevance and implications of Perception and Learning in Individuals.		
CO4	Develop necessary skills for communicating, motivating and thereby improve group dynamics in work place		
CO5	Analyse the various sources of conflict and conflict resolution strategies in the workplace		
Reference Books:			
#	Title	Author/s	Publisher
1	Personnel management and human resources	Venkata Ratnam C. S. & Srivatsava B. K	Tata Mc-Graw Hill.
2	Organisational Behaviour	S.K.Gupta and Rosy Joshiy	Kalyani Publishers
3	Organizational Behaviour	Robbins, S P., Judge, T A and Vohra, N	Prentice Hall of India.
4	Understanding Organizational Behavior.	Udai Pareek	Oxford University Press.
5	Organizational behavior	Helriegel, D., Slocum, J.N., & Woodman, R. W	McGraw Hill
Learning by Doing activities [8 hours]			
<i>Ethical Dilemmas:</i> Reflect on ethical dilemmas in the workplace and explore ethical decision-making frameworks.			

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Cos	Program Outcome				
	PO1	PO2	PO3	PO4	PO5
1	L	M	H		
2	L	M	H		
3	L	M	H		
4	L	M	H		
5					

COURSE CONTENTS

Unit 1	FOUNDATION TO OB	06 Hours
Organizational Behaviour: Definition-scope- Contributing disciplines to the OB-Approaches-Models- Challenges of Organisational Behaviour-Toxic work culture, inclusion and diversity - professional code of ethics.		
Unit 2	ELEMENTS OF INDIVIDUAL BEHAVIOUR	12 Hours
Individual Behaviour: Foundations of individual behaviour, Personality: Determinants-Factors-Interpersonal conflict-Johari window-Transactional Analysis, Attitude: Meaning-Features Components, Values: Meaning, Sources		
Unit 3	PERCEPTION AND LEARNING	14 Hours
Perception: Meaning-Process-Factors influencing Perception-errors in Perceptual Process-Interpersonal Perception, Learning: Principles of Learning and Reinforcement-Observational Learning-Cognitive Learning: Theories of Learning.		
Unit 4	MANAGING HUMAN BEHAVIOUR	10 Hours
Motivation: Meaning-types-theories-Communication: Meaning-Process-Barriers to Communication, Group:Types of Groups-Group Vs Team,Formation of groups-Functions, Group Cohesiveness: Meaning-Importance-Techniques to improve Group Cohesiveness, Decision Making: Meaning-Steps-Techniques- Individual decision-making Vs Group decision making. Change management – process and problems .		
Unit 5	POWER AND CONFLICT	10 Hours
Power and conflict: Bases of Power, Power Vs Authority; Conflict: sources of conflict patterns- levels and conflict resolution strategies.		

I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
		Business Innovations	60 Hours	All students	4 Hours a Week	4

Course Objective:	To develop and recognize students' own creativity and carry out innovative work in an effective way.
Course Outcomes:	

CO1	Understand the concept of Innovation and its role in business development		
CO2	Build a foundation in creative thinking process		
CO3	Demonstrate the scope and significance of Innovation Management		
CO4	Comprehend innovation process in the context of Entrepreneurship		
CO5	Understand various areas of innovation and its application		
Reference Books:			
#	Title	Author/s	Publisher
1	Innovation Management	C S G Krishnamacharyulu	Himalaya Publishing House
2	Competitive Innovation Management	James A Christiansen	Macmillan Business
3	Innovation Management	Paul Trott	Pitman
4	Managing innovation in the New Millennium	S. S. George	The ICFAI Press
5	Creating Innovators	Wagner, Tony	Scribner

Cos	Program Outcome				
	PO1	PO2	PO3	PO4	PO5
1	L			L	
2		H			
3		H			
4		L		L	
5		L			

COURSE
CONTENTS

Unit 1	Foundation to Innovation	10 Hours
<p>Concept, Characteristics, Importance, Principles of Innovation, Process of Innovation, Types of innovation, Models of Innovation, Innovation process, Managed innovation, Systems Approach to Innovation, Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level Leadership and Innovations.</p>		
Unit 2	Creativity for Innovation	10 Hours
<p>Creativity - Concept, Importance, Creativity Process, Hurdles to Creativity, Traditional V/S Creative Thinking, Individual Creativity Techniques, Difference between creativity and innovation, Creativity and Innovation in Design Process, Sources of innovation.</p>		
Unit 3	Innovation Management	10 Hours
<p>Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation, Innovation diffusion theory, managing innovation within firms: - Managing uncertainty, Managing project portfolio, Management tools for innovation, Innovation and Operations, Management Design principles.</p>		
Unit 4	Innovation Process	12 Hours
<p>Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities, Development of an Innovative Business Idea into a Proof-of-Concept, Management Skills for Entrepreneurs and Managing for Value Creation, Development of Business Idea into working Prototype, Creating and Sustaining Enterprising Model & Organizational Effectiveness.</p>		
Unit 5	Areas of Innovation and IPR	10 Hours
<p>TQM, Business Process Reengineering, Design thinking, business uses of design thinking, Reasons for Reverse Engineering, Ethics in Innovation Management, Intellectual property management and rights- Types of IPs, IP as an asset, Procedure for applying for an IP.</p>		

I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
		Business Marketing	60 Hours	All students	4 Hours a Week	4

Course Objective:	<ol style="list-style-type: none"> 1. To expose students with understanding of rural & Industrial marketing. 2. To familiarize students with elements of supply chain & Logistics activity. 		
Course Outcomes:			
CO1	Expose the industrial marketing functions of firms.		
CO2	Analyse consumer behaviour, distribution channels, marketing strategies in the context of rural markets in India		
CO3	Understand the significance of service marketing in the global economy and also to find challenges and opportunities		
CO4	Learn to develop a framework for structuring supply chain drivers, network designs and logistics activities		
CO5	Analyze the insights into all functional areas of retailing		
Reference Books:			
#	Title	Author/s	Publisher
1	Industrial Marketing	Hawaldar, K. Krishna	Tata Mcgraw-Hill Publishing Company Limited, New Delhi.
2	Robert R. Reeder, Briety & Betty H. Reeder	, Industrial Marketing	Prentice Hall Of India Pvt. Ltd, New Delhi, 2008
3	Kotler, P., & Keller, K	Marketing Management (2014) (13th Edition).	Prentice Hall

4	Dr.Shajahan.S	Service Marketing(Concept,Practices & Cases)	Himalaya Publishing House; Mumbai.
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Cos	Program Outcome				
	PO1	PO2	PO3	PO4	PO5
1					H
2		H			
3	M		M		H
4			H	H	
5			L	M	M

COURSE CONTENTS		
Unit 1	INDUSTRIAL MARKETING	10 Hours
Industrial Marketing - Characteristics of Industrial Marketing, differences between Industrial and Consumer Marketing, Types of Industrial Customers, Types of Industrial Goods and Services, Global Industrial Marketing, Elements of marketing mix for industrial goods- Pricing, Product development, promotion and distribution methods & strategies for industrial goods, Industrial Product Life Cycle. Data analytics in industrial marketing-Role of AI in Industrial Marketing.		
Unit 2	RURAL MARKETING	10 Hours
Rural marketing-Characteristics of Rural Economy, Constraints in Rural Marketing , Elements of marketing mix for rural markets - Pricing, Product development, promotion and distribution methods & strategies for rural markets, Skill Development and Entrepreneurship in Rural Marketing, Government Policies for Rural Marketing, Digital Transformation in Rural Marketing- Role of AI in Rural Marketing.		
Unit 3	SERVICES MARKETING	10 Hours
Introduction to services, Marketing of Banking Services, Marketing in Insurance Sector, Marketing of Education Services, Marketing of Tourism and Airlines, , marketing of Hospitality Services, Healthcare Marketing, Artificial Intelligence (AI) and Automation in Service Marketing, ethics in services marketing,		
Unit 4	RETAIL MARKETING	12 Hours
Retailing- Economic Significance of Retailing, Product Retailing vs. Service Retailing, Types of Retailers, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Omni channel Retailing Strategies ,E-tailing- Advantages & Disadvantages of E-Tailing, Retailing in the Metaverse, Sustainability and Ethical Retailing Practices.		

Unit 5	SUPPLY CHAIN & LOGISTICS MANAGEMENT	10 Hours
Supply chain management -objectives, Scope of supply chain, Drivers of supply chain management, Problems in SCM, Supply Chain Benchmarking- Process. Logistics Management- Types of Logistic Activities, Green Logistics, Supply Chain Digitalization and Industry 5.0.		

I Semester	Code	Course Title	Course Duration	Offered to	Session	Credits
		Soft skills for business	30 Hours	All students	2 Hours a Week	2

Course Objective:	1. To familiarize students with corporate etiquette practices 2. To build fundamental soft skill competencies for business		
Course Outcomes:			
CO1	Understand the various areas of soft skill required in a business setup		
CO2	Enhance written business communication capabilities		
CO3	Apply soft skills in a wide range of routine, social and professional settings		
CO4	Learn how to employ soft skills to enhance employability and ensure workplace and career success		
Reference Books:			
#	Title	Author/s	Publisher
1	Managing Soft Skills for Personality Development	by B.N.Ghosh	McGraw Hill India
2	English and Soft Skills	S.P.Dhanavel	Orient Blackswan , India
3	English Grammar and Composition	Wren and Martin	S. Chand

Cos	Program Outcome				
	PO1	PO2	PO3	PO4	PO5
1	M	M	H		
2	M	H	H		
3	H	H	H		
4	H		H		

COURSE CONTENTS		
Unit 1	INTRODUCTION TO SOFT SKILLS FOR BUSINESS	08 Hours
Meaning & Significance of Soft Skills – Body Language and its importance in a corporate setup – listening skills – time management – stress management – negotiation skills, public speaking skills.		
Unit 2	COMMUNICATION	08 Hours
Communication – Grammar – Reading Comprehension – Improving writing skills - Letter writing – email writing – resume writing		
Unit 3	CORPORATE ETIQUETTE	04 Hours
Importance of Etiquette – Generally accepted business etiquette – Dress sense in the workplace – telephone etiquette – meeting etiquette – Etiquette before, during and after an interview – Dining etiquette – Cross cultural values and expectation - Diversity and inclusion in workspace.		
Unit 4	PRESENTATION SKILLS	06 Hours
How to make a presentation – content – audience analysis – presentation software – essentials of a good presentation, Group Discussion – Types of Group Discussions		