# JIS College of Engineering

## Proposed Detailed Syllabus for BBA in Digital Marketing

## (1st Sem to 8th Sem) under Autonomy Incorporation of NEP-2020

## Regulation - 2025

## (Effective from 2025-26 admission batches)

## Department of Business Administration

## Graduate Attributes

**By the end of the program the students will be able to:**

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.
- Upon completion of the BBA Digital Marketing program, the individual must demonstrate maturity, professionalism and team working skills
- Upon completion of the BBA Digital Marketing program, the individual will have specialized skills to deal with area specific issues of concern.
- Upon completion of the BBA Digital Marketing program, the individual will be capable of analyzing, investigating and solving critical business issues.

## Curriculum Structure

**SEM-1**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC101 | Principles of Management | 4 | 1 | 0 | 5 |
| 2. | | DMC102 | Business Statistics | 4 | 1 | 0 | 5 |
| 3. | **DSE** | MIC101 | Computer Fundamentals | 3 | 0 | 0 | 3 |
| 4. | **GE** | | Any one from GE Basket A/D | 3 | 0 | 0 | 3 |
| 5. | **AEC** | AEC101 | English & Professional Communication | 2 | 0 | 0 | 2 |
| 6. | **SEC** | SEC181 | Life Skills & Personality Development | 2 | 0 | 0 | 2 |
| 7. | **VAC** | VAC181A/ B/C | Yoga<br>Health & Wellness<br>Sports | 2 | 0 | 0 | 2 |
| **Total Credit** | | | | | | | 22 |

**SEM-2**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC 201 | Marketing Management | 4 | 1 | 0 | 5 |
| 2. | | DMC 202 | Digital Marketing | 4 | 1 | 0 | 5 |
| 3. | **DSE** | MIC 201 | Management Information System | 3 | 0 | 0 | 3 |
| 4. | **GE** | | Any one from GE Basket B/E | 3 | 0 | 0 | 3 |
| 5. | **AEC** | AEC201 | Modern Indian Languages and Literature | 2 | 0 | 0 | 2 |
| 6. | **SEC** | SEC281 | IT Skills | 2 | 0 | 0 | 2 |
| 7. | **VAC** | VAC281 A/B/C | Critical Thinking, NSS, Mental Health Environmental Studies | 2 | 0 | 0 | 2 |
| **Total Credit** | | | | | | | 22 |

**SEM-3**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC301 | Principles of Accounting | 4 | 1 | 0 | 5 |
| 2. | | DMC302 | Human Resource Management | 4 | 1 | 0 | 5 |
| 3. | **DSE** | MIC301A | Word and PowerPoint & Spreadsheet Application with Excel | 3 | 1 | 0 | 4 |
| 4. | **GE** | | Any one from GE Basket C/F | 3 | 0 | 0 | 3 |
| 5. | **AEC** | AEC301 | The Constitution Human Rights and Law | 2 | 0 | 0 | 2 |
| 6. | **SEC** | SEC381 | Understanding basics of Cyber Security | 2 | 0 | 0 | 2 |
| **Total Credit** | | | | | | | 21 |

**SEM-4**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC401 | Digital Business Strategy | 4 | 1 | 0 | 5 |
| 2. | | DMC402 | Consumer Behaviour | 3 | 1 | 0 | 4 |
| 3. | | DMC403 | Management Information System & ERP | 3 | 1 | 0 | 4 |
| 4. | **DSE** | MIC401 | Basics of Operating System | 3 | 1 | 0 | 4 |
| 5. | | MIC402 | Graphic Design with Photoshop and Illustrator | 3 | 1 | 0 | 4 |
| 6. | **AEC** | AEC401 | Society Culture and Human Behavior | 2 | 0 | 0 | 2 |
| **Total Credit** | | | | | | | 23 |

**SEM-5**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC501 | Social Media Marketing | 4 | 1 | 0 | 5 |
| 2. | | DMC502 | Integrated Marketing Communication | 4 | 1 | 0 | 5 |
| 3. | **DSE** | MIC501 | Cloud Computing | 3 | 1 | 0 | 4 |
| 4. | | MIC502 | E-Commerce and Applications | 3 | 1 | 0 | 4 |
| 5. | **SEC** | SEC581 | Internship | 0 | 0 | 4 | 4 |
| **Total Credit** | | | | | | | 22 |

**SEM-6**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC601 | Web Design and Development | 3 | 1 | 0 | 4 |
| 2. | | DMC602 | Introduction to Python | 4 | 1 | 0 | 5 |
| 3. | | DMC603 | Organizational Behaviour | 4 | 1 | 0 | 5 |
| 4. | **DSE** | MIC601 | Development with HTML and CSS | 3 | 1 | 0 | 4 |
| 5. | | MIC602 | Internet and Networking | 3 | 1 | 0 | 4 |
| **Total Credit** | | | | | | | 22 |

**SEM-7**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC701 | Introduction to Business Analytics using R/Python | 4 | 1 | 0 | 5 |
| 2. | | DMC702 | Cyber Security & Cyber Law | 4 | 1 | 0 | 5 |
| 3. | | DMC703 | Services Marketing | 3 | 1 | 0 | 4 |
| 4. | **DSE** | MIC701 | Software Project Management | 3 | 1 | 0 | 4 |
| 5. | | MIC702 | Data Analysis and Interpretation | 3 | 1 | 0 | 4 |
| **Total Credit** | | | | | | | 22 |

**SEM-8**

| Sl. | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|---|---|---|---|---|---|---|---|
| | | | | L | T | P | |
| 1. | **DSC** | DMC801 | Search Engine Marketing & Search Engine Optimization | 4 | 1 | 0 | 5 |
| 2. | | DMC802 | Computerized Accounting System | 4 | 1 | 0 | 5 |
| 4. | **SEC** | SEC881 | Internship & Research Project/ Dissertation | 0 | 0 | 12 | 12 |
| **Total Credit** | | | | | | | 22 |

# SEMESTER I

**Course Name: Principles of Management**

**Course Code:** DMC101
**Mode:** Offline | **Credits:** 5

**Aim of the Course**

1. To enable the students to know evolution of Management,
2. To study the principles and functions of management.
3. To learn the application of the principles in an organization.
4. To help the students to develop cognizance of the importance of management principles.
5. To aware the student's contemporary issues and modern approaches of management.

**Course Objectives**

1. To foster comprehension of core principles of hospital management.
2. To equip students with knowledge of planning and operational aspects of hospitals.
3. To enable students to grasp the foundational tenets of healthcare operations.

**Course Outcomes (COs)**

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

1. Have a good understanding of the subject of management, the important theories, its scope, and impact.
2. Develop an understanding of the basic processes of planning, organizing, and directing
3. Understand the theories of motivation and its applications and the basic principles of management control and coordination
4. Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.
5. Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management

## Course Content & Module-wise Mapping

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Concepts, Theory and Practice: The Evolution of Management Thought– Scientific Management School, Behavioral School, Quantitative School. | M1 | 10 | CO1 |
| 2 | Planning- Nature, Purpose, Types & Process of Planning; Concept of MBO, MBE&MBWA. Organizing- Line/ Staff Authority, Decentralization &Delegation, Effective Organizing, Direction Supervision, Span of Supervision, Graicuna's Theory of Span of Management. | M2 | 15 | CO2 |
| 3 | Motivation- elements, importance, methods, theories, Controlling- Control Process, Importance, Critical Control Standards & Techniques, Maintenance Vs Crisis Management, Overall Control Process, Coordination Definition, Characteristics, Objectives, Techniques. | M3 | 10 | CO3 |
| 4 | Job analysis, recruitment, selection, post selection steps, job changes: transfers/promotions, performance appraisal, training, management development, job rotation, rewards, and recognition Vision 2020, etc. | M4 | 10 | CO4 |
| 5 | Social Responsibility & Ethics, Globalization & Management, Inventing & Reinventing Organizations, Culture & Multiculturalism. | M5 | 4 | CO5 |

## Learning Outcome / Skills Developed

This course covers the explanations about the fundamentals of management discipline in organizational context. It details the different functions of management such as planning, organizing, staffing, directing, and controlling. The course also emphasizes on identification of critical issues and framing of strategies and scenarios required to execute management functions.

## Assessment Blueprint

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Evolution & Growth of Management Thought | 10 | 25% | 1, 2 | NA |
| M2 | Planning, Organizing & Direction | 15 | 30% | 1, 2, 3 | NA |
| M3 | Motivation, Control & Coordination | 10 | 20% | 1, 2 | NA |
| M4 | Staffing | 10 | 20% | 1, 2, 3 | NA |
| M5 | Contemporary Issues | 5 | 5% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical/ Tutorial Hours:** 8 | **Total Hours:** 58
**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Business Statistics**

**Course Code:** DMC102
**Mode:** Offline | **Credits:** 5

**Aim of the Course**

1. To use the techniques of statistical analysis, which are commonly applied to understand and analyse business problems.
2. To strengthen the knowledge of the students in data collection, presentation, and to understand the basic descriptive properties of the data with statistical tools and techniques.
3. To enhance the fundamental knowledge of probability where the true essence of statistics lies.

**Course Objectives**

1. This course enables students to define and apply various measurements of statistical data along with diagrammatic representations for better visualization.
2. It aims to illustrate the basic concepts of correlation and regression for bivariate data, and to classify different definitions of probability—classical, statistical, and axiomatic—while applying Bayes' theorem to measure the likelihood of events.
3. The course also helps students compare the fundamental properties of discrete and continuous distributions of random variables and develop the ability to find probability mass functions for key discrete distributions such as Binomial, Geometric, and Poisson distributions.

**Course Outcomes (COs)**

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

1. Define different measurements of statistical data and diagrammatic representation of data.
2. Illustrate the basic concept of correlation and regression of bivariate data.
3. Classify classical, statistical, and axiomatic definition of probability and use Bay's theorem to measure happening of an event
4. Compare discrete distribution and continuous distribution of random variables with their fundamental properties
5. Find probability mass function of Binomial distribution, geometric distribution, and Poisson distribution.
6. Define probability density function of Uniform distribution and Normal distribution

## Course Content & Module-wise Mapping

| Sl No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Statistics: definition, scope and limitation, presentation of data, diagrammatic and graphical representation of data, measures of central tendency, mean, median and mode, geometric and harmonic mean, and their limitations. | M1 | 5 | CO1 |
| 2 | Scatter diagram, Karl-Pearson's correlation, concurrent deviation method, rank correlation, uses of correlation in business regression, regression lines, regression coefficients, properties of regression coefficients, and uses of regression in business problems. | M2 | 10 | CO2 |
| 3 | Probability as a concept, basic probability rules, tree diagrams, conditional probability, mutually exclusive events and independent events, Bayes' theorem, or inverse probability rule. | M3 | 10 | CO3 |
| 4 | Discrete and Continuous random variables, expectation value, mean and variance of a random variable, theorems on expectation. | M4 | 10 | CO4 |
| 5 | Probability mass function and density function, discrete distributions, the Binomial distribution and its properties, idea of geometrical and hyper geometric distributions, the Poisson distribution and its properties, fitting a Binomial or Poisson distribution to an observed distribution. | M5 | 10 | CO5 |
| 6 | Continuous distribution, uniform, exponential and Normal distributions, Normal approximation to Binomial and Poisson distributions | M6 | 5 | CO6 |

## Learning Outcome / Skills Developed

Thiscourseintroducestheconceptofbivariatedataandtheirapplicationinseveralareas.Amajoremphasisis given on the fundamental knowledge of probability where the true essence of statistics lies. This course contains probability distribution of discrete and continuous random variables, different measures to obtain the nature of statistical data, correlation and regression.

## Assessment Blueprint

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Fundamentals of Statistics | 5 | 25% | 1, 2 | NA |
| M2 | Correlation | 10 | 30% | 1, 2, 3 | NA |
| M3 | Theory of Probability | 10 | 20% | 1, 2 | NA |
| M4 | Probability distribution of a random variable | 10 | 20% | 1, 2, 3 | NA |
| M5 | Theoretical probability distributions | 10 | 5% | 1, 2, 3 | NA |
| M6 | Continuous distribution | 5 | | 2,3 | NA |

**Total Theory Hours:** 50 | **Practical/ Tutorial Hours:** 8 | **Total Hours:** 58
**Total Credit:** 5
**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Computer Fundamental**

**Course Code:** MIC101
**Mode:** Offline | **Credits:** 3

**Aim of the Course**

1. To use the techniques of statistical analysis, which are commonly applied to understand and analyse business problems.
2. To strengthen the knowledge of the students in data collection, presentation, and to understand the basic descriptive properties of the data with statistical tools and techniques.
3. To enhance the fundamental knowledge of probability where the true essence of statistics lies.

**Course Objectives**

1. On completion of this course, students will be able to demonstrate a clear understanding of computer hardware and software components
2. Explain the functionalities of different operating systems, and recognize the importance of computer networking in modern computing.
3. Additionally, they will gain foundational knowledge of algorithms and pseudocode, enhancing their problem-solving skills in computational contexts.

**Course Outcomes (COs)**

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

1. Student should have a solid understanding of computer hardware and software components.
2. Student should have a good knowledge of various operating systems and their functionalities effectively.
3. Student should have a good knowledge of networking principle sand configurations.
4. Student should have a good knowledge of implementing the basic algorithm concepts to solve computational problems.

## Course Content & Module-wise Mapping

| Sl No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Basic Computer Concepts–Different generations of computer hardware, Modern taxonomy of computers; Hardware and software; Programming languages, Overview of computer systems and their components, Evolution of computers and their impact on society, Classification of computers (mainframes, personal computers, mobile devices), General idea of information and communication technologies, Information system development process. | M1 | 8 | CO1 |
| 2 | Computer Hardware–Input and Output devices; Memory (or storage) devices; Central Processing Unit. Input/ Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and hand writing recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage–RAM, ROM, EEROM, PROM, EPROM; Secondary storage–direct access devices, serial access devices: hard disks, floppy disks, magnetic tape, CD-ROM, DVD; Cache memory and Virtual memory. Central Processing Unit–Control Unit; Arithmetic and Logic Unit; Decoders; Registers; Machine Instructions; Stored program concept; Program execution: Fetch-Decode- Execute cycle; Arithmetic, logical and shift operations. | M2 | 10 | CO2 |
| 3 | Meaning of software; broad classification of software; system software and application software; utilities. Systems software–Operating systems: Basic idea of an OS; OS as are source manager–memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc. Application software–System development tools, Utilities, Application packages, User-written programs. | M3 | 8 | CO3 |
| 4 | Programming languages and Algorithms–The concept of programming; pseudocode and flowcharts; structure of programs; program development guidelines; programming languages–machine language, assembly languages, high-level languages (procedural and object-oriented languages), fourth generation languages; object code and executable codes; compilers, translators, assemblers; Algorithms Basic concept; Some typical algorithms–Finding the sum of a series, checking whether a number is prime or not, creating an array of numbers and displaying the largest element in the list, sorting a given set of numbers.(The algorithms may be implemented using either pseudocode or a high-level programming language). | M4 | 12 | CO4 |
| 5 | Computer Applications: Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, LAN, WAN, MAN networking. | M5 | 7 | CO5 |

**Learning Outcome / Skills Developed**

The candidate will be able to gain a thorough knowledge on the fundamental concepts of computer and its allied factors like hardware, software, and programming languages for the random application in practical life.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Basic Computer Concepts | 8 | 15% | 1 | NA |
| M2 | Computer Hardware | 10 | 20% | 1, 2 | NA |
| M3 | Theory of Probability | 8 | 25% | 1, 2, 3 | NA |
| M4 | Programming languages and Algorithms | 12 | 25% | 1, 2 | NA |
| M5 | Computer Applications | 7 | 15% | 1, 2 | NA |

**Total Theory Hours:** 45 | **Practical/ Tutorial Hours:** 8 | **Total Hours:** 53
**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: English & Professional Communication**

**Course Code:** AEC101
**Semester:** I
**Mode:** Offline
**Credits:** 2 (2 Theory)

**Aim of the Course**

To develop linguistic competence and professional communication skills essential for academic, personal, and professional success.

**Course Objective**

1. To emphasize the development of linguistic competence and effective communication skills.
2. To prepare students for real-life communication in academic and workplace contexts.

**Course Outcomes (COs)**

| CO Code | Course Outcome | Mapped Unit |
|---|---|---|
| CO1 | Improve overall communicative competence of students. | U1 |
| CO2 | Enable students to converse effectively in real-life situations. | U1, U2 |
| CO3 | Use English effectively for practical and professional purposes. | U1, U2, U3 |
| CO4 | Acquire basic phonetic and pronunciation skills to enhance oral communication. | U1, U3, U4 |

**Course Content & Unit-wise Mapping**

| Sl. No | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Grammar: Tenses, Voice, Phrases & Clauses, Narration, Transformation of Sentences, Vocabulary | U1 | 6 | CO1, CO2, CO3, CO4 |
| 2 | Communication: Definition, Importance, Purpose, Elements, Barriers, Body Language and Communication Strategies | U2 | 8 | CO2, CO3 |
| 3 | Reading Skills: Purpose, Articulation, Syllables, Accent, Voice Modulation | U3 | 7 | CO3, CO4 |
| 4 | Presentation Skills: Structure, Speech Preparation, Public Speaking, Interview Types, Group Discussion, Mock Practice | U4 | 9 | CO4 |

**Learning Outcome / Skills Developed**

Upon successful completion of the course, students will:

- Develop a strong foundation in grammar and vocabulary.
- Gain fluency in English for academic and professional contexts.
- Acquire confident articulation, modulation, and body language for public speaking.
- Be prepared for interviews, group discussions, and workplace communication.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level |
|---|---|---|---|---|
| U1 | Grammar | 6 | 30% | 1, 2, 3 |
| U2 | Communication | 8 | 20% | 1, 2, 3 |
| U3 | Reading Skills | 7 | 20% | 1, 2 |
| U4 | Presentation & Interview | 9 | 30% | 1, 2, 3 |

**Total Theory Hours:** 30 | **Total Credits:** 2
**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Life Skills and Personality Development**

**Course Code:** SEC181
**Semester:** I
**Mode:** Offline
**Credits:** 2 (2 Theory)

**Aim of the Course**

To equip students with essential life skills, personality traits, and soft skills required for professional success and personal growth in a holistic manner.

**Course Objectives**

1. This course is designed to help students understand the importance of fundamental life skill practices and analyze the need for personality development in leading a fulfilling life.
2. It emphasizes the critical role of soft skills in professional environments and enables students to comprehend the integration between essential life skills and nuanced personality traits for overall personal and professional growth.

**Course Outcomes (COs)**

| CO Code | Course Outcome | Mapped Unit |
|---|---|---|
| CO1 | Understand the essence of career growth and professional skill development. | U1 |
| CO2 | Realize the importance of attitude and its impact on motivation and stress management for holistic development. | U1, U2 |
| CO3 | Acquire knowledge of various communication techniques and their practical applications. | U1, U2, U3 |
| CO4 | Appreciate the need for soft skills in the corporate world, job search, and career development. | U1, U3, U4 |

**Course Content & Unit-wise Mapping**

| Sl. No | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | **Career & Professional Skills**: Listening, Reading, Writing, Resume writing, Digital literacy, Social/Cultural etiquette, Presentation skills | U1 | 7 | CO1, CO2, CO3 |
| 2 | **Attitude & Motivation**: Concepts, Types, De-motivation & Remedies, Stress Management, Leadership, Ethics, Time & Team Management | U2 | 8 | CO2, CO3 |
| 3 | **Soft Skills**: Self-awareness, Confidence, Positive Thinking, Inter/Intrapersonal Skills, Group Dynamics, Troubleshooting & Problem Solving | U3 | 9 | CO3, CO4 |
| 4 | **Communication & Corporate Skills**: Public Speaking, Email Etiquette, CV Writing, Goal Setting, Job Interviews, Body Language, GD Practice | U4 | 6 | CO3, CO4 |

**Learning Outcome / Skills Developed**

By the end of this course, students will:

- Gain practical skills for personal development and career readiness.
- Improve interpersonal and intrapersonal communication.
- Build confidence and motivation to navigate challenges in both life and work.
- Be ready for real-world professional scenarios including interviews, group discussions, and public presentations.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level |
|---|---|---|---|---|
| U1 | Career and Professional Skills | 7 | 25% | 1, 2, 3 |
| U2 | Attitude and Motivation | 8 | 20% | 1, 2, 3 |
| U3 | Introduction to Soft Skills | 9 | 25% | 1, 2, 3 |
| U4 | Communication and Job Hunting Skills | 6 | 30% | 1, 2, 3 |

**Total Theory Hours:** 30 | **Total Credits:** 2
**Examination Scheme:** Sessional External Examination – 100 marks

**Course Name: Yoga Health & Wellness Sports**

**Course Code:** VAC181A
**Semester:** I
**Mode:** Offline (Practical-Based)
**Credits:** 2 (2 Practical)

**Aim of the Course**

To introduce students to the fundamental principles of Yoga and its practical application for achieving physical health, mental balance, and holistic well-being.

**Course Objectives**

1. This course aims to impart the basic concepts of yoga for promoting health and wellness, while familiarizing students with health-oriented yogic practices that support personal development.
2. It also seeks to build a strong foundation for professional-level understanding of yoga and to develop the essential knowledge and skills required to teach and practice yoga effectively.

**Course Outcomes (COs)**

| CO Code | Course Outcome | Mapped Unit |
|---|---|---|
| CO1 | Explain the meaning, importance, and value system associated with Yoga. | U1 |
| CO2 | Classify different branches of Yoga and understand their unique values. | U1 |
| CO3 | Understand different yogic practices like Asanas, Kriyas, and Pranayama and their physiological and psychological benefits. | U2 |
| CO4 | Comprehend the yogic view of health, healing, and disease management. | U3 |
| CO5 | Explore stress management and yogic dietary principles for a healthy life. | U3 |
| CO6 | Recognize the role of Yoga and Meditation in promoting mental and physical balance. | U3 |

**Course Content & Unit-wise Mapping**

| Sl. No | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | **Introduction to Yoga**: Concepts, Principles, Classifications, Aims, Character Building, Concentration, Willpower, Discipline, Daily Life Integration | U1 | 12 | CO1, CO2 |
| 2 | **Asanas, Kriyas & Pranayama**: Types, Guidelines, Benefits & Limitations (Standing, Sitting, Supine, Prone, Balancing Asanas), Types of Kriyas, Practice of Pranayama | U2 | 12 | CO3 |
| 3 | **Yoga & Health**: Yogic concept of health, healing, stress relief, dietary principles, lifestyle management, effects of meditation | U3 | 8 | CO4, CO5, CO6 |

**Learning Outcome / Skills Developed**

Upon completing the course, students will:

- Understand and practice basic yogic postures and breathing techniques.
- Experience improvements in physical flexibility, stress reduction, and concentration.
- Apply yoga as a lifestyle tool for health, self-discipline, and mental well-being.
- Appreciate yogic philosophy and its holistic approach to life.

**Assessment Scheme (Formative Evaluation)**

| Assessment Type | Marks |
|---|---|
| Practical Demonstration | 25 |
| Assignments | 25 |
| Theory-Based Written Exam | 25 |
| PowerPoint Presentation | 25 |
| **Total** | **100** |

**Assessment Blueprint**

| Unit | Content | Hours | Bloom's Level |
|---|---|---|---|
| U1 | Yoga Concepts & Values | 12 | 1 |
| U2 | Asanas, Kriyas, Pranayama | 12 | 1, 2, 3 |
| U3 | Yoga & Health Practices | 8 | 1, 2 |

**Total Hours (Practical):** 30 | **Total Credits:** 2
**Examination Scheme:** Practical / Sessional External Evaluation – 100 marks

# SEMESTER II

**Course Name: Marketing Management**

**Course Code:** DMC201
**Mode:** Offline | **Credits:** 5

**Aim of the Course**

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

**Course Objectives**

1. On completion of this course, students will be able to understand the key components of promotion, marketing information systems, and marketing research.
2. They will be able to identify the fundamentals of various marketing elements, such as selling skills and research tools and techniques.
3. Students will also be equipped to prepare marketing promotion mix models based on product and new product development processes and understand the promotion strategies of products or services.
4. Additionally, they will be able to illustrate and evaluate contemporary marketing issues to identify best practices in the industry.

**Course Outcomes (COs)**

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

1. Different components of Marketing, Concepts of marketing, Evolution of Marketing.
2. Basic concept of Segmentation and consumer Behaviour, bases of segmentation.
3. Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing strategy of a product or service.
4. Concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods.
5. Basics of IMC

## Course Content & Module-wise Mapping

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Different components of Marketing, Concepts of marketing, Evolution of Marketing | M1 | 5 | CO1 |
| 2 | Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation-concept and importance; Targeting and positioning, Bases of Segmentation, Patterns of segmentation, Branding-Definition, Importance, Branding Strategy; Packaging. | M2 | 15 | CO2 |
| 3 | Concepts of Products, Product Mix, Product Line, Product Width, Depth; Product Life Cycle Meaning and Stages, Strategies Involved in PLC Stages, New Product Development- Steps, Pricing- Meaning, Importance of Price in the Marketing Mix, Objectives and Methods of Pricing, Factors Affecting Price of a Product/Service, Discounts and Rebates. | M3 | 10 | CO3 |
| 4 | Distributions Channels and Physical Distribution: Distribution channels–concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods; Transportation; Warehousing, Promotion Elements of Promotion Mix Advertising Media–Their Relative Merits and Limitations; Characteristics of an Effective Advertisement; | M4 | 15 | CO4 |
| 5 | Introduction to Integrated Marketing Communications: Role, Developing, Deciding, Managing Marketing Communications. | M5 | 5 | CO5 |

## Learning Outcome / Skills Developed

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustain ability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, product development and its importance, life cycle of a product and the promotional tools. This course covers all aspects above with market segmentation, targeting and positioning and will discuss how company do that with real life example. The course will cover through group discussion, presentation, and real issues.

## Assessment Blueprint

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction of Marketing | 5 | 10% | 1, 2 | NA |
| M2 | Consumer Behavior and Market Segmentation | 15 | 30% | 1, 2, 3 | NA |
| M3 | Product and Pricing | 10 | 20% | 1, 2 | NA |
| M4 | Distributions Channels and Physical Distribution | 15 | 30% | 1, 2, 3 | NA |
| M5 | Integrated Marketing Communication | 5 | 10% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical/ Tutorial Hours:** 8 | **Total Hours:** 58

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Digital Marketing**

**Course Code:** DMC202
**Mode:** Offline | **Credits:** 5

**Aim of the Course**

1. To develop fundamentals idea of digital marketing and others tools of marketing.
2. The course will help to learn different digital marketing techniques SEO, Ad words.
3. The course should develop idea on the application of various digital marketing tools in the marketplace.

**Course Objectives**

1. This course is an initiative designed to educate students in Digital Marketing. Digital Marketing and Socia media have transformed marketing and business practice across the globe.
2. This course provides an understanding of the ever-evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan.
3. It explores the challenges of Interactive media, the online market place, and the creative challenges of communicating and retention strategies of customers through these media, the main search engines, and the future trends in digital marketing.

**Course Outcomes (COs)**

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

1. Different components of Digital Marketing, Concepts of marketing, Evolution of Digital Marketing.
2. Market place, customer online, Buyer behavior, competitors, suppliers, Digital Macro Environment, Social factors, Legal Factors.
3. Identification of Website Types, Selection of template.
4. Ad words overview, Introduction, Signup, concept of Display Ad, Video Ad, Shopping Ad, Quality Score, CPC, Bidding, CTR, Impression, ECPC, Keyword.
5. Word Press (CMS), Login, Dashboard, Plug-in Installation, Using Widgets, Page Creations, Role of Users Admin, Editor, contributors.

## Course Content & Module-wise Mapping

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Concept, Significance, Nature, Scope of Digital Marketing, Application of Digital Marketing, Stages of Digital Marketing, Impact of Digital Marketing on society and Business, Digital Vs Traditional Marketing. | M1 | 5 | CO1 |
| 2 | Digital Micro Environment, Different components, Market place, customer online, Buyer behavior, competitors, suppliers, Digital Macro Environment, Social factors, Legal Factors, Technological issues, Economic and political Issues Digital Marketing strategy, Scope, Integrated digital marketing, channel marketing strategy, Internet Marketing Mix, Strategy formulation. | M2 | 15 | CO2 |
| 3 | a) Digital Marketing Mix, Product Price Promotion and Place<br>b) Identification of Website Types, Selection of template, Edit Website, Content writing, Publish website | M3 | 10 | CO3 |
| 4 | Ad words overview, Introduction, Signup, concept of Display Ad, Video Ad, Shopping Ad, Quality Score, CPC, Bidding, CTR, Impression, ECPC, Keyword, Automated Bidding, CPA, CPM, CPV, VCPM, Ad group, Location targeting, Manual Bidding, Campaign, Search Campaign, Display Campaign, Video Campaign, | M4 | 15 | CO4 |
| 5 | Word Press (CMS), Login, Dashboard, Plug-in Installation, Using Widgets, Page Creations, Role of Users Admin, Editor, contributors, Word press integration process, Mail chimp account design and development. | M5 | 5 | CO5 |

## Learning Outcome / Skills Developed

Translate some of the key marketing and business models that will help to shape your digital marketing strategy. Review the history of digital marketing to give some perspective to your digital strategic plan. Describe online market presence, segmentation and the 4Ps of marketing and their implications for digital marketing.

## Assessment Blueprint

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction of Digital Marketing | 5 | 10% | 1, 2 | NA |
| M2 | Digital Marketing Environment and Strategy | 15 | 30% | 1, 2, 3 | NA |
| M3 | Digital Marketing Mix | 10 | 20% | 1, 2 | NA |
| M4 | Digital Marketing Tools | 15 | 30% | 1, 2, 3 | NA |
| M5 | Word Press | 5 | 10% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical/ Tutorial Hours:** 8 | **Total Hours:** 58
**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Management Information System**

**Course Code:** MIC201
**Mode:** Offline | **Credits:** 3

**Aim of the Course**

1. To develop fundamentals idea of digital marketing and others tools of marketing.
2. The course will help to learn different digital marketing techniques SEO, Ad words.
3. The course should develop idea on the application of various digital marketing tools in the marketplace.

**Course Objectives**

1. This course aims to provide students with a comprehensive understanding of the role and importance of Management Information Systems (MIS) in organizations.
2. It covers fundamental concepts and theories related to information systems and their applications in managerial functions. Students will develop the skills to analyze, design, and implement effective information systems that support decision-making and streamline organizational processes.
3. Additionally, the course explores emerging trends and technologies in MIS, highlighting their potential impact on organizational efficiency and competitiveness.

**Course Outcomes (COs)**

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

1. Students should have a good understanding of the role and importance of management information systems in organizational decision-making and strategic planning.
2. Students should have a good understanding on different types of information system and ERP.
3. Students should have a good understanding on technology to enhance operational efficiency and improve decision-making processes.
4. Student should stay updated with emerging trends and advancements in management information systems, enabling adaptation to changing business environments.
5. Students should have a good understanding on networking, security threads and understand risk management.

## Course Content & Module-wise Mapping

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction, Data, Information, and Knowledge, Information Technology-Concept, Features and Components, Information Systems-Concept and types of Information Systems, Role of IT in business and society. MIS Concept, evolution and meaning of MIS; Information system for competitive advantage, MIS function in an organization. Limitations of MIS. | M1 | 6 | CO1 |
| 2 | Information and Managerial Effectiveness: Information as a corporate resource, types of information–operational, tactical and strategic; Levels of management and information needs of management; Quality of information; Information systems for finance, marketing, manufacturing, human resource areas. | M2 | 8 | CO2 |
| 3 | Understanding information system; concepts; sub-systems and super-systems; Types of information systems, Transaction processing systems, MIS decision support systems, Executive support system; Enterprise Resource Planning (ERP)(Features, merits, issues, and challenges in implementation). | M3 | 8 | CO3 |
| 4 | System Development Life Cycle: Sequential Process of software development; Water fall model. Development and Management of Data Bases: Relation data bases, DDL, DCL, DML, Data Base Management Systems (DBMS) and their components, Concept of entity and relationships, ER Diagram, Data Model, Data dictionary, Introduction to SQL Queries. | M4 | 11 | CO4 |
| 5 | Data Communication and Networking: Uses of computer networks, types of networks, network topologies; Network Devices, Intranets, Internet, and Extranet. Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures, Firewall, Antivirus, Risk Management | M5 | 12 | CO5 |

## Learning Outcome / Skills Developed

The candidate will be able to gain a detailed knowledge on the importance and the effectiveness of management information system including the concepts of software development, data communication and other relevant spheres and applications.

## Assessment Blueprint

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction of MIS | 6 | 20% | 1 | NA |
| M2 | Information and Managerial Effectiveness | 8 | 15% | 1, 2 | NA |
| M3 | Understanding information system | 8 | 25% | 1, 2 | NA |
| M4 | System Development Life Cycle | 1 | 15% | 1, 2, 3 | NA |
| M5 | Data Communication and Networking | 12 | 25% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical/ Tutorial Hours:** 8 | **Total Hours:** 58
**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Modern Indian Languages and Literature**

**Course Code:** AEC201
**Semester:** II
**Mode:** Offline
**Credits:** 2 (2 Theory + 0 Practical)

**Aim of the Course**

To enable students to gain a foundational understanding of English grammar, prose writing, literary appreciation, and modern communication skills through contemporary techniques and classical literary texts.

**Course Objectives**

1. To understand the basics of functional grammar, its usage, and real-life application.
2. To explore writing techniques, logical thought development, and stylistic patterns in prose.
3. To appreciate selected literary texts and understand their relevance in today's world.
4. To enhance communication skills by integrating modern communication technologies and formats.

**Course Outcomes (COs)**

| CO Code | Course Outcome | Mapped Unit |
|---|---|---|
| CO1 | Comprehend the fundamentals of English grammar and its practical application. | U1, U2 |
| CO2 | Develop writing skills across a variety of styles including essays, reports, and formal letters. | U2, U3 |
| CO3 | Interpret selected literary works in poetry, prose, and drama with critical insight. | U3 |
| CO4 | Acquire communication expertise applicable in debates, discussions, and digital platforms. | U1, U4 |

**Course Content & Unit-wise Mapping**

| Sl. No | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | **Functional Grammar**: Tenses, Gerund, Infinitive, Verbal Noun, Sentence Synthesis, Idioms and Proverbs | U1 | 6 | CO1, CO4 |
| 2 | **Writing Styles**: Expository, Descriptive, Reflective, Narrative, Biographical, Formal Letters, Newspaper Reports & Features | U2 | 7 | CO1, CO2 |
| 3 | **Literary Texts**:<br><br>***Poetry*** – Jack by E.V. Lucas, Snake by D.H. Lawrence<br>***Prose*** – The Kite by Somerset Maugham, The Hungry Stone by Rabindranath Tagore<br>***Drama*** – Tara by Mahesh Dattani | U3 | 9 | CO2, CO3 |
| 4 | **Communication Skills**: Debate, Discussion, Public Speaking, Persuasion, Audio-Visual Tools, Safe Digital Communication | U4 | 8 | CO4 |

**Learning Outcome / Skills Developed**

Upon completion, students will:

- Master basic grammar rules and apply them effectively in academic and professional writing.
- Express themselves clearly through various writing formats and literary appreciation.
- Gain confidence in public communication, group interaction, and persuasive speaking.
- Understand and utilize modern audio-visual and communication technologies.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level |
|---|---|---|---|---|
| U1 | Functional Grammar | 6 | 25% | 1, 2 |
| U2 | Writing Styles | 7 | 25% | 1, 2 |
| U3 | Literary Appreciation | 9 | 25% | 1, 2, 3 |
| U4 | Communication Applications | 8 | 25% | 1, 2, 3 |

**Total Theory Hours:** 30 | **Total Credits:** 2
**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: IT Tools for Business**

**Course Code:** SEC281
**Semester:** II
**Mode:** Offline
**Credits:** 2 (2 Theory)

**Aim of the Course**

To develop foundational understanding and practical knowledge of essential IT tools and technologies used in business environments for communication, data management, marketing, HR, and cybersecurity.

**Course Objectives**

1. This course is designed to help students understand the usage of various IT tools and software applications commonly employed in business environments.
2. It explores how these tools enhance productivity, efficiency, and communication in day-to-day operations.
3. Students will learn to utilize IT tools for effective data management, analysis, and reporting to support informed decision-making.

**Course Outcomes (COs)**

| CO Code | Course Outcome | Mapped Unit |
|---|---|---|
| CO1 | Gain knowledge of various IT tools and software applications that support and enhance business operations. | U1 |
| CO2 | Understand how IT tools streamline processes and improve productivity. | U1, U2 |
| CO3 | Utilize IT-based data management and analytics tools for informed decision-making. | U1, U2, U3 |
| CO4 | Understand the application of CRM, HRIS, and SEO tools in modern business contexts. | U1, U3, U4 |
| CO5 | Acquire foundational knowledge of cybersecurity principles and IT governance frameworks in India. | U5 |

**Course Content & Unit-wise Mapping**

| Sl. No | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | **Introduction to IT Tools in Business**: IT importance in business, Operating Systems, Internet usage, ERP systems (SAP, Oracle, Dynamics) | U1 | 7 | CO1, CO2, CO3, CO4 |
| 2 | **Communication & Collaboration Tools**: Email, Instant Messaging, Video Conferencing, Document Sharing, Virtual Coordination | U2 | 5 | CO2 |
| 3 | **Data Management & Analysis**: Spreadsheets, Formulas, Pivot Tables, Database Management, BI Tools | U3 | 6 | CO3 |
| 4 | **Marketing & HR Tools**: CRM, Email Marketing, HRIS Tools, Marketing Automation, SEO & Web Analytics | U4 | 6 | CO4 |
| 5 | **Cybersecurity & IT Governance**: Threats, Network Security, Encryption, Risk Management, Governance Frameworks & Compliance | U5 | 6 | CO5 |

**Learning Outcome / Skills Developed**

Upon successful completion, students will:

- Gain hands-on knowledge of IT tools essential for business success.
- Effectively use communication, productivity, and collaboration software.
- Analyze business data using spreadsheets and BI tools.
- Understand CRM, SEO, and HRIS tools for marketing and HR domains.
- Grasp basic cybersecurity practices and governance principles applicable to Indian organizations.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level |
|---|---|---|---|---|
| U1 | IT Tools in Business | 7 | 20% | 1 |
| U2 | Communication Tools | 5 | 15% | 1, 2 |
| U3 | Data Management & Analysis | 6 | 15% | 1, 2, 3 |
| U4 | CRM & SEO Tools | 6 | 20% | 1, 2, 3 |
| U5 | Cybersecurity & IT Governance | 6 | 20% | 1, 2 |

**Total Theory Hours:** 30 | **Total Credits:** 2
**Examination Scheme:** Sessional External Examination – 100 mark

**Course Name: Critical Thinking / NSS/ Mental Health/ Environmental Studies**

**Course Code:** VAC281B
**Semester:** II
**Mode:** Offline (Practical-Based)
**Credits:** 2 (2 Practical)

**Aim of the Course**

To cultivate a spirit of voluntary service among students while fostering national integration, cultural pride, disaster preparedness, and a deeper understanding of community dynamics through the National Service Scheme (NSS).

**Course Objectives**

1. This course aims to help students appreciate India's rich cultural diversity and foster a sense of national pride.
2. It encourages a deeper understanding of the communities they interact with, enabling them to identify local problems and actively participate in finding solutions.
3. The course also focuses on building students' capacity to respond effectively to emergencies and natural disasters.

**Course Outcomes (COs)**

| CO Code | Course Outcome | Mapped Unit |
|---|---|---|
| CO1 | Explain the meaning, purpose, and importance of NSS in community development. | U1 |
| CO2 | Understand the organizational structure, emblem, responsibilities, and national identity elements of NSS. | U1 |
| CO3 | Gain knowledge of regular NSS activities, surveys, village/slum adoption methods, and youth development programs. | U2 |
| CO4 | Understand the values of volunteerism, leadership roles, and qualities of youth leaders. | U3 |
| CO5 | Develop an understanding of disaster types, management practices, and the role of youth in emergencies. | U3 |

**Course Content & Unit-wise Mapping**

| Sl. No | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | **Introduction & Basics of NSS**: History, Philosophy, Aims, Emblem, Badge, Clap, Flag, NSS Songs, Organizational Structure, Roles & Responsibilities | U1 | 8 | CO1, CO2 |
| 2 | **NSS Programme & Activities**: Regular Activities, Visit & Survey (Orphanage, e, Child Care), Village/Slum Adoption, Activity Calendar, Youth Profile | U2 | 10 | CO3 |
| 3 | **Volunteerism & Disaster Management**: Shramdan, Leadership Types, Qualities of Leaders, Youth Leadership, Classification of Disasters, Role of Youth in Emergencies | U3 | 12 | CO4, CO5 |

**Learning Outcome / Skills Developed**

By completing this course, students will:

- Be able to define and explain the functioning and impact of NSS in community service.
- Demonstrate leadership, teamwork, and planning abilities in voluntary settings.
- Understand how to conduct surveys and adapt to community environments.
- Be prepared to take leadership during emergencies and manage disaster-related responsibilities.
- Foster social responsibility and national unity.

**Assessment Blueprint**

| Unit | Content | Hours | Bloom's Level |
|---|---|---|---|
| U1 | Introduction to NSS | | 1 |
| U2 | NSS Programmes and Activities | 10 | 1, 2, 3 |
| U3 | Volunteerism and Disaster Mgmt | 12 | 1, 2 |

**Total Practical Hours:** 30 | **Total Credits:** 2
**Examination Scheme:** Sessional External Evaluation – 100 Marks

# SEMESTER III

**Course Name: Principles of Accounting**
**Course Code:** DMC 301
**Mode:** Offline
**Credits:**5 (Theory)

**Aim of the Course:**
To attain a comprehensive understanding of the fundamental principles of accounting and their practical implementation in a corporate setting.

**Course Objectives:**

1. To equip students with a comprehensive understanding of essential accounting principles, conventions, and processes of recording transactions.
2. To build student expertise in depreciation accounting as a critical skill for preparing financial statements.
3. To enable students to identify discrepancies between cash and passbook balances and prepare Bank Reconciliation Statements.
4. To develop student capability to prepare financial statements for different types of corporate entities.
5. To introduce students to the fundamentals of cost accounting and budgetary control for managerial decision-making.

**Course Outcomes (COs):**
CO1**:** Examine the fundamental accounting concepts, principles, conventions, and document financial transactions in the accounting records.
CO2**:** Utilize the understanding of depreciation accounting to prepare financial statements.
CO3**:** Create financial statements for various types of company entities.
CO4**:** Describe the cost concepts, cost behaviours, and cost accounting techniques for business and service sectors, along with basics of management accounting.
CO5**:** Explain the concepts of marginal costing, cost-volume-profit analysis, and break-even analysis.
CO6**:** Develop understanding of budgets, their types, and practical applications in financial management.

**Course Content & Module-wise Mapping:**

| Sl. No. | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Accounting: Concepts, Users, Bookkeeping, Journal, Ledger, Trial Balance, Bases of Accounting | M1 | 10 | CO1 |
| 2 | Depreciation: Concepts, Methods (SLM & DBM), Change of Method, Reserves & Provisions | M2 | 6 | CO2 |
| 3 | Final Accounts: Preparation of Manufacturing, Trading, P&L Accounts, Balance Sheet | M3 | 8 | CO3 |
| 4 | Introduction to Cost & Management Accounting: Concepts, Objectives, Tools, Role of Management Accountant | M4 | 8 | CO4 |
| 5 | Absorption & Marginal Costing: Variable Costing, CVP Analysis, Break-even & P/V Analysis | M5 | 10 | CO5 |
| 6 | Budget & Budgetary Control: Types of Budgets, Responsibility Accounting, Opportunity Cost | M6 | 8 | CO6 |

**Learning Outcome / Skills Developed:**
Upon successful completion of the course, students will gain thorough knowledge of core accounting principles, depreciation methods, and final account preparation. They will understand cost and management accounting techniques, marginal costing, and be able to prepare and apply different types of budgets in a business context. The course builds analytical and practical skills essential for financial reporting and decision-making.

**Assessment Blueprint:**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Accounting | 10 | 35% | 1, 2, 3 | NA |
| M2 | Depreciation | 6 | 10% | 1, 2 | NA |
| M3 | Final Accounts | 8 | 25% | 1, 2, 3 | NA |
| M4 | Cost & Management Accounting | 8 | 10% | 1, 2 | NA |
| M5 | Absorption & Marginal Costing | 10 | 10% | 1, 2 | NA |
| M6 | Budget & Budgetary Control | 8 | 10% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical Hours:** 0 | **Total Hours:** 50
**Total Credit:** 5
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

1. Hanif & Mukherjee, Financial Accounting, TMH
2. Arun Kumar, Financial Management, Khanna Book Publishing.
3. Sukla, Grewal, Gupta: Advanced Accountancy, Vol. I, S. Chand
4. M. Y. Khan & P. K. Jain, Management Accounting, TMH
5. B. Banerjee, Cost Accounting, PHI

**Course Name: Human Resource Management**
**Course Code:** DMC 302
**Mode:** Offline
**Credits:** 5 (Theory)

**Aim of the Course:**
To develop comprehensive knowledge and practical skills related to managing human resources effectively in organizational settings, while understanding strategic and operational HR practices.

**Course Objectives:**

1. To understand the distinctions between Human Resource Management (HRM) and Personnel Management and recognize the strategic role of HR.
2. To explore the objectives, scope, and functions of HRM in depth.
3. To develop practical skills in job design, job analysis, recruitment, selection, and induction processes.
4. To understand the significance of orientation, training, and career development and learn to design effective training programmes.
5. To implement and evaluate performance appraisal systems and develop insights through case-based learning.

**Course Outcomes (COs):**
CO1: Demonstrate a solid understanding of basic HRM concepts and distinguish them from Personnel Management.
CO2: Analyze and interpret core HRM topics, comparing various concepts and identifying their relevance in organizational settings.
CO3: Apply HRM theories and concepts in practical situations such as recruitment planning, job design, and organizational reporting.
CO4: Develop and articulate verbal and written responses through HR-related case studies, discussions, and presentations.

**Course Content & Module-wise Mapping:**

| Sl. No. | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Human Resource Management: Meaning, Difference between HRM & Personnel Management, Strategic Role of HR, Objectives, Scope, Functions | M1 | 10 | CO1 |
| 2 | Developing Human Resources: Job Design, Job Analysis, Evaluation, Recruitment, Selection, Placement, Induction | M2 | 20 | CO2, CO3 |
| 3 | Orientation & Career Planning: Training, Executive Development, Career Planning & Development | M3 | 10 | CO2, CO3 |
| 4 | Rewarding Human Resources: Performance Appraisal – Methods, Needs, Challenges, Case Study | M4 | 10 | CO4 |

**Learning Outcome / Skills Developed:**
Students will develop a strong foundational understanding of Human Resource Management and its strategic importance. They will acquire the practical ability to execute job analysis, recruitment, training, and performance evaluation methods. They will also develop analytical and communication skills through discussion of HR case studies, improving their readiness for HR functions in real-world scenarios.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to HRM | 10 | 15% | 1, 2 | NA |
| M2 | Developing Human Resources | 20 | 40% | 1, 2, 3, 4 | NA |
| M3 | Orientation & Career Planning | 10 | 20% | 1, 2, 3 | NA |
| M4 | Rewarding Human Resources | 10 | 25% | 1, 2 | NA |

**Total Theory Hours:** 50 | **Practical Hours:** 0 | **Total Hours:** 50
**Total Credit:** 5
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**


- K. Aswathappa , Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi. Chhabra T.N. Human Resource Management, DhanpatRai and Co. Delhi.
- Gary Dessler , Human Resources Management, Prentice Hall, USA
- M. Armstrong, Handbook of Human Resource Management Practice.
- Daniels , Aubrey C. Bringing out the Best in People, New Delhi: Tata McGraw Hill, 2003
- Cantrell, Susan M. Workforce of One, Boston: Harvard Business Press, 2010
- Kalan, A.P.J. Abdul" You are Unique" Puriya Publishing Pvt Ltd. (2012) - Delhi.
- S.K. Bhatia, Training & Development – Concept and Practices, Deep and Deep Publications Pvt. Ltd. New Delhi – 2005

**Course Name: Word, PowerPoint & Spreadsheet Application with Excel**
Course Code: MIC301A
Mode: Offline
Credits: 4 (Theory)

**Aim of the Course:**
To equip students with practical and professional knowledge of Word, Excel, and PowerPoint for integrated document creation, data analysis, and effective presentations.

**Course Objectives:**
1. To develop understanding of integrating Word, Excel, and PowerPoint for document creation and presentation.
2. To build efficient working knowledge using keyboard shortcuts and time-saving techniques.
3. To enhance problem-solving skills in Excel and develop professional presentation skills.
4. To learn best practices for organizing, saving, and sharing documents created across the three applications.

**Course Outcomes (COs):**
CO1: Equip students with the ability to integrate Word, Excel, and PowerPoint for comprehensive and cohesive document creation and presentation.
CO2: Develop student proficiency in working efficiently with Office applications using productivity techniques.
CO3: Enable students to troubleshoot issues in document and presentation creation.
CO4: Apply best practices in organizing, saving, and sharing files created across Office tools.

**Course Content & Unit-wise Mapping:**

| Sl. No. | Course Content | Unit | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to MS Word: File operations, text formatting, paragraph settings, printing features | U1 | 10 | CO1, CO2 |
| 2 | Advanced Word features: Grammar tools, tables, mail merge, inserting objects, formatting tables | U2 | 10 | CO2, CO4 |
| 3 | PowerPoint basics: Interface, templates, text/image formatting, layouts, animation, transition | U3 | 10 | CO1 |
| 4 | Advanced PowerPoint: Multimedia insertion, interactivity, slideshow settings, presenter tools | U4 | 10 | CO4 |
| 5 | Excel basics: Interface, worksheet management, formulae, functions | U5 | 10 | CO1, CO3 |
| 6 | Advanced Excel: Charts, data analysis tools, Pivot Table, Goal Seek | U6 | 10 | CO3, CO4 |

**Learning Outcome / Skills Developed:**
Students will develop hands-on skills in creating and editing professional documents, spreadsheets, and presentations. They will understand how to apply formulas and tools in Excel, design and deliver impactful presentations using PowerPoint, and structure well-formatted documents in Word. Students will also learn integration and sharing techniques for professional environments.

**Assessment Blueprint:**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| U1 | Basic MS Word operations | 10 | 15% | 1, 2 | NA |
| U2 | Advanced Word features | 10 | 15% | 1, 2, 3 | NA |
| U3 | PowerPoint interface and formatting | 10 | 15% | 1, 2 | NA |
| U4 | Multimedia & slideshow features | 10 | 15% | 1, 2 | NA |
| U5 | Excel basics & formulas | 10 | 20% | 1, 2, 3 | NA |
| U6 | Excel data tools & analysis | 10 | 20% | 1, 2, 3 | NA |

**Total Theory Hours:** 60 | **Practical Hours:** 0 | **Total Hours:** 60
**Total Credit:** 4
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**


- Michael Busby and Russell A. Stultz. - *Office 2000*
- Bittu Kumar - *Mastering Ms Office: Computer Skill Development - Be Future Ready*
- Cogent learning solution (dreamtech press) - *Office 2013 in Simple Steps*
- Ramesh Bangia (Khanna Publications) - *Learning Microsoft Office 2013*

**Course Name: The Constitution, Human Rights and Law**
**Course Code:** AEC301
**Mode:** Offline
**Credits:** 2 (Theory)

**Aim of the Course:**
To provide students with fundamental knowledge of the Indian Constitution, Human Rights, and legal frameworks essential for responsible citizenship and social awareness.

**Course Objectives:**
1. To help students understand the significance and foundational structure of the Indian Constitution.
2. To outline the importance of Fundamental Rights and Duties in maintaining the democratic fabric.
3. To make students aware of the structure and functions of Union, State, and Local governments.
4. To introduce students to the provisions related to elections, emergency, amendments, and human rights.

**Course Outcomes (COs):**
CO1**:** Understand and infer the significance of the Constitution of India and its basic concepts.
CO2: Explain the importance and implications of Fundamental Rights and Duties.
CO3: Relate to the functioning of Union, State, and Local governments in the Indian federal system.
CO4: Explain emergency provisions, election systems, and amendment processes.
CO5: Assess the role of human rights bodies and understand the challenges in their implementation.

**Course Content & Module-wise Mapping:**

| Sl. No. | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to the Constitution: Preamble, Salient Features, Fundamental Rights, Directive Principles, Fundamental Duties | M1 | 6 | CO1, CO2 |
| 2 | Union Government: Executive, Legislature, Judiciary | M2 | 5 | CO3 |
| 3 | State & Local Government: Structure and Functions of State Executive, Judiciary and 73rd/74th Amendments | M3 | 6 | CO3 |
| 4 | Election Provisions, Emergency Provisions, and Amendment of the Constitution | M4 | 5 | CO4 |
| 5 | Human Rights: NHRC, Other Human Rights Organizations, Fundamental Freedoms, Issues of Women, Children, Disabled, Tribals, and Legal Challenges | M5 | 8 | CO5 |

**Learning Outcome / Skills Developed:**
Students will understand the framework of the Indian Constitution, the legal and human rights systems, and gain awareness about the functioning of democratic institutions and social justice mechanisms. They will also be better equipped to engage in discussions about legal rights, governance, and policymaking.

**Assessment Blueprint:**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Constitution | 6 | 20% | 1, 2 | NA |
| M2 | Union Government | 5 | 15% | 1, 2 | NA |
| M3 | State & Local Government | 6 | 20% | 1, 2 | NA |
| M4 | Election & Emergency Provisions | 5 | 15% | 1, 2, 3 | NA |
| M5 | Human Rights | 8 | 30% | 1, 2, 3 | NA |

**Total Theory Hours:** 30 | **Practical Hours:** 0 | **Total Hours:** 30
**Total Credit:** 2
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Course Name: Understanding Basics of Cyber Security**
**Course Code:** SEC381
**Mode:** Offline
**Credits:** 2 (Practical)
**Aim of the Course:**
To build foundational awareness and understanding of cybersecurity concepts, threats, digital safety practices, and the ethical, legal, and social dimensions of the cyber world.
**Course Objectives:**

1. To analyse and evaluate the importance of personal data, privacy, and security.
2. To assess the security risks in social media platforms and the ethical implications of their usage.
3. To examine cyber security risks and suitable risk control measures.
4. To understand the human role in cybersecurity, including vulnerabilities and social engineering.
5. To build awareness of cyber-attack vectors and promote safe practices for individual and societal protection.

**Course Outcomes (COs):**
CO1: Understand the concept of cybersecurity and challenges associated with cyberspace.
CO2: Identify and report cybercrimes and understand the legal frameworks.
CO3: Appreciate privacy and security concerns in social media.
CO4: Understand the basic concepts of e-commerce and associated risks.
CO5: Become familiar with digital payment modes, cyber fraud prevention, and RBI guidelines.
CO6: Understand the fundamental security aspects of computers and mobile devices.

**Course Content & Module-wise Mapping:**

| Sl. No. | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Cybersecurity: Cyberspace, Computer/Web Technologies, Data Communication, Security Goals, Challenges | U1 | 6 | CO1 |
| 2 | Cybercrimes: Types, Nature, Legal Remedies, Reporting Procedures | U2 | 6 | CO2 |
| 3 | Privacy & Security in social media | U3 | 6 | CO3 |
| 4 | Basics of E-Commerce and Cyber Security | U4 | 3 | CO4 |
| 5 | Digital Payment Systems, RBI Guidelines, Cyber Frauds & Prevention | U5 | 6 | CO5 |
| 6 | Cyber Security in Computers and Mobile Devices | U6 | 3 | CO6 |

**Learning Outcome / Skills Developed:**
Students will gain awareness of the cyber world, threats, and protective strategies for both individual and societal security. They will understand legal frameworks, ethical responsibilities, and develop skills to identify, report, and mitigate cyber threats and frauds.

**Assessment Blueprint:**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| U1 | Introduction to Cybersecurity | 6 | 20% | 1, 2, 3 | NA |
| U2 | Cybercrimes and Legal Remedies | 6 | 20% | 1, 2, 3 | NA |
| U3 | Privacy and Security in social media | 6 | 20% | 1, 2, 3 | NA |
| U4 | E-Commerce and Cyber Security | 3 | 10% | 1, 2 | NA |
| U5 | Digital Payments and Cyber Frauds | 6 | 20% | 1, 2, 3 | NA |
| U6 | Security in Computers and Mobiles | 3 | 10% | 1, 2 | NA |

**Total Theory Hours:** | **Practical Hours:** 20 | **Total Hours:** 20
**Total Credit:** 2
**Examination Scheme:** Sessional External Examination (Practical): 100 Marks

# SEMESTER IV

**Course Name: Digital Business Strategy**

**Course Code:** DMC 401
**Mode:** Offline
**Credits:**5 (Theory)

**Aim of the Course:**

To develop strategic thinking in the digital business landscape by understanding consumer behaviour, market dynamics, advertising frameworks, and performance-based evaluation for enhanced business execution and revenue generation.

**Course Objectives:**

1. To appreciate the significance of digital marketing in contemporary business environments.
2. To examine developments in the market and consumer behaviour in digital ecosystems.
3. To develop and apply digital marketing strategies for effective advertisement campaigns.
4. To assess the efficacy of digital marketing strategies using performance metrics.
5. To foster critical thinking and problem-solving in digital marketing situations.

**Course Outcomes (COs):**

| CO No. | Description |
|---|---|
| CO1 | Develop a holistic understanding of digital marketing and its importance in business strategy. |
| CO2 | Analyze evolving markets and anticipate consumer behavior trends in digital ecosystems. |
| CO3 | Formulate and implement digital marketing strategies and advertising frameworks. |
| CO4 | Evaluate and optimize digital strategies through ethical practices and performance metrics. |
| CO5 | Address challenges and explore alternative strategies in digital marketing operations. |

**Course Content & Module-wise Mapping:**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Digital Marketing: Overview, Buyer Personas, Customer Journey Mapping | M1 | 5 | CO1 |
| 2 | Market Research & Consumer Behavior: Industry Trends, Digital Consumer Insights | M2 | 5 | CO2 |
| 3 | Strategic Planning Frameworks: SWOT, SMART Goals, Digital Strategy Canvas | M3 | 10 | CO3 |
| 4 | Ethics & Compliance: Laws, Privacy, Data Use, Real-World Applications | M4 | 15 | CO4 |
| 5 | Budgeting & Resource Allocation: Budget Frameworks, ROI, Optimization | M5 | 15 | CO5 |

**Learning Outcome / Skills Developed:**

Students will develop the ability to strategize, plan, implement, and evaluate digital marketing activities. They will understand the importance of consumer behaviour analysis, budgeting, ethical considerations, and effective resource allocation in creating impactful digital campaigns that align with business objectives.

**Assessment Blueprint:**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Digital Business Strategy | 5 | 5% | 1, 2 | NA |
| M2 | Market Analysis and Consumer Behavior | 5 | 20% | 1, 2, 3 | NA |
| M3 | Strategic Planning Frameworks | 10 | 25% | 1, 2, 3 | NA |
| M4 | Ethics & Compliance in Digital Marketing | 15 | 25% | 1, 2, 3 | NA |
| M5 | Budgeting and Resource Allocation | 15 | 30% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical Hours:** 0 | **Total Hours:** 50
**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

- "Digital Marketing Strategy: An Integrated Approach to Online Marketing" by Simon Kingsnorth
- "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
- "Influence: The Psychology of Persuasion" by Robert B. Cialdini

**Course Name: Consumer Behaviour**

**Course Code:** DMC 402
**Mode:** Offline
**Credits:**5 (Theory)

**Aim of the Course**

To develop a comprehensive understanding of the psychological, social, and cultural factors influencing consumer decision-making and behaviour and to apply this knowledge to effective marketing strategies.

**Course Objectives**

1. To develop understanding about the concept and influences guiding consumer behaviour.
2. To interpret the power of individual psychological factors on consumer decision-making.
3. To evaluate the influence of culture and subculture on consumer preferences.
4. To assess the components and stages of the individual decision-making process in a marketing context.

**Course Outcomes (COs)**

| CO No. | Course Outcome Description |
|---|---|
| CO1 | Gain a foundational understanding of consumer behavior and marketing principles. |
| CO2 | Analyze and interpret consumer motivation, personality traits, and perception. |
| CO3 | Apply theoretical concepts to practical cases related to learning, memory, and attitudes. |
| CO4 | Comprehend and communicate social and group influences and apply them to consumer decision-making. |

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Consumer Behavior and Consumer Research | M1 | 8 | CO1 |
| 2 | Market Segmentation and Positioning | M2 | 8 | CO1 |
| 3 | Consumer Motivation | M3 | 8 | CO2 |
| 4 | Consumer Personality and Perception | M4 | 8 | CO2 |
| 5 | Consumer Learning, Memory, and Involvement | M5 | 8 | CO3 |

**Learning Outcome / Skills Developed**

Students will gain fundamental knowledge of consumer behaviour, market segmentation, motivation, and decision-making. They will develop analytical and interpretive skills to evaluate consumer responses and implement effective marketing strategies based on behaviour, perception, learning, and social influences.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Consumer Behavior and Research | 8 | 20% | 2, 3 | NA |
| M2 | Marketing Segmentation and Positioning | 8 | 20% | 2, 3 | NA |
| M3 | Consumer Motivation | 8 | 20% | 2, 3 | NA |
| M4 | Consumer Personality and Perception | 8 | 20% | 2, 3 | NA |
| M5 | Consumer Learning, Memory, and Involvement | 8 | 20% | 2, 3 | NA |

**Total Theory Hours:** 40 | **Practical Hours:** | **Total Hours:** 40
**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

1. Schiffman Leon G; Consumer Behavior: Pearson Education India.
2. Rajneesh Krishna: Consumer Behaviour 1st Edition: Oxford HED
3. Kardes Frank: Consumer Behavior: Cengage
4. David L. Mothersbaugh, Del I Hawkins, Amit Mookerjee: Consumer Behavior: Building Marketing Strategies: McGraw Hill India, 13th Edition.
5. Solomon: Consumer Behaviour Buying Having and Being: Pearson.
6. Michael R. Solomon, Tapan Kumar Panda: Consumer Behavior, 13/e: Pearson

**Course Name: MIS & ERP**

**Course Code:** DMC 403
**Mode:** Offline | **Credits:** 4 (Theory)

**Aim of the Course**

To obtain a thorough understanding of the fundamental principles of ERP and MIS and their practical application in business operations.

**Course Objectives**

1. To understand the concepts and working of ERP and MIS systems.
2. To learn the lifecycle and implementation process of ERP and MIS.
3. To explore the current and future trends in ERP and MIS systems.
4. To apply ERP and MIS systems in real-world industry scenarios.

**Course Outcomes (COs)**

CO1: Introduce ERP fundamentals and its evolution.
CO2: Interpret ERP modules and understand their implementation strategy.
CO3: Identify types and importance of information systems.
CO4: Apply business applications of information systems including CRM, SCM, and E-commerce.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to ERP: ERP Overview, MRP I & II, Evolution, Market Trends, ERP Products & Vendors, Benefits | M1 | 10 | CO1 |
| 2 | ERP Modules & Implementation: Finance, HR, Manufacturing, Quality, ERP Evaluation & Selection, End User Training | M2 | 10 | CO2 |
| 3 | Information Systems: MIS, TPS, DSS, ESS, Strategic IS, AI in Business | M3 | 10 | CO3 |
| 4 | Information Systems – Business Applications: CRM, SCM, E-Commerce Fundamentals, Security Measures | M4 | 10 | CO4 |

**Learning Outcome / Skills Developed**

Students will gain insights into ERP and MIS systems' structures, components, and implementation strategies. They will also understand how modern information systems support strategic and operational decision-making in businesses and be equipped to contribute to ERP/MIS projects in organizations.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to ERP | 10 | 15% | 1, 2 | NA |
| M2 | ERP Modules & Implementation | 10 | 15% | 1, 2, 3 | NA |
| M3 | Information Systems | 10 | 15% | 1, 2 | NA |
| M4 | Information Systems – Business Applications | 10 | 20% | 1, 2, 3 | NA |
| | **Total** | **40** | **100%** | | |

**Total Theory Hours:** 40 | **Practical Hours:** 0 | **Total Hours:** 40
**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

1. CSV Murthy; ERP & MIS: Himalaya Publishing House.
2. Sadagopan;ERP – A managerial Perspective: McGraw Hill
3. Monk, Wagner;Concepts in ERP 4e: Cengage
4. Leon;ERP Demystified 3e: McGraw Hill India.
5. James A O'Brien, George Marakas;Management Information Systems 10e: McGraw Hill Irwin.
6. Kenneth Laudon, Jane Laudon; Management Information Systems 17e: Pearson

**Course Name: Basics of Operating System**

**Course Code:** MIC401
**Mode:** Offline | **Credits:** 4 (Theory)

**Aim of the Course**

To attain a comprehensive understanding of the key principles, components, and functionalities of operating systems, including process handling, memory management, storage, file systems, and data protection mechanisms.

**Course Objectives**

1. To understand the core concepts of operating systems.
2. To gain insight into processes, threads, and scheduling techniques.
3. To comprehend memory management and related algorithms.
4. To explore secondary storage and file system management.
5. To examine system security and data protection strategies.

**Course Outcomes (COs)**

CO1**:** Acquire foundational understanding of operating system concepts.
CO2: Understand process and thread management including scheduling.
CO3: Learn memory management techniques and related algorithms.
CO4: Understand storage systems, disk scheduling, and file organization.
CO5: Analyze security threats and protection mechanisms in operating systems.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Operating System: Purpose, Functions, Types (Batch, Multiprogramming, Time-Sharing, etc.), Examples | U1 | 12 | CO1 |
| 2 | Processes and Threads: Concepts, Differences, Scheduling Techniques (FCFS, SJN, RR, etc.) | U2 | 12 | CO2 |
| 3 | Memory Management: Logical vs Physical Address, Paging, Segmentation, Swapping, Page Faults, Replacement Algorithms | U3 | 12 | CO3 |
| 4 | Storage Management & File Systems: Disk Structure, Disk Scheduling (FIFO, SSTF, SCAN, etc.), RAID, File Access | U4 | 12 | CO4 |
| 5 | Security and Protection: Goals, Threats (Program/System/Network), Cryptography, Firewalls | U5 | 12 | CO5 |

**Learning Outcome / Skills Developed**

Students will acquire knowledge of the architecture and functioning of operating systems. They will develop skills in handling process management, memory allocation, storage systems, and security mechanisms essential for safeguarding computing environments.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| U1 | Introduction to Operating System | 12 | 20% | 1, 2 | NA |
| U2 | Processes and Threads | 12 | 20% | 1, 2 | NA |
| U3 | Memory Management | 12 | 20% | 1, 2, 3 | NA |
| U4 | Storage Management & File Systems | 12 | 20% | 1, 2, 3 | NA |
| U5 | Security and Protection | 12 | 20% | 1, 2, 3 | NA |
| | **Total** | **60** | **100%** | | |

**Total Theory Hours:** 60 | **Practical Hours:** 0 | **Total Hours:** 60
**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

Abraham Silberschatz, Peter B. Galvin, and Greg Gagne, *Operating System Concepts*, 9th Edition, Wiley, 2012.

Andrew S. Tanenbaum and Herbert Bos, *Modern Operating Systems*, 4th Edition, Pearson, 2015.

Ekta Walia, *Operating System Concepts*, 1st Edition, Khanna Publishing House, 2011.

**Course Name: Graphic Design with Photoshop and Illustrator**

**Course Code:** MIC402
**Mode:** Offline | **Credits:** 4 (Theory)

**Aim of the Course**

To develop a comprehensive understanding of graphic design principles and enable practical skills in Adobe Photoshop and Illustrator for professional-quality digital design.

**Course Objectives**

1. To understand the basic principles and elements of graphic design including color, typography, and composition.
2. To familiarize students with Adobe Photoshop and Illustrator interfaces.
3. To apply tools and techniques in Photoshop and Illustrator for design creation and editing.
4. To design professional graphic materials like logos, posters, brochures, and web layouts.

**Course Outcomes (COs)**

CO1: Introduce students to the fundamentals of graphic design.
CO2: Develop proficiency with Adobe Photoshop and Illustrator interfaces.
CO3: Apply various tools and techniques used in digital graphic design.
CO4: Create comprehensive designs for real-world applications such as logos, posters, and web interfaces.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Graphic Design; Design principles; Trends and Adobe interfaces | U1 | 6 | CO1 |
| 2 | Typography; Layout; Color theory; Harmonious schemes and visual balance | U2 | 8 | CO2 |
| 3 | Photoshop & Illustrator techniques: layers, retouching, vector design, brushes, filters, pen tool | U3 | 7 | CO2, CO3 |
| 4 | Final Project: Application of principles; Portfolio development; Design refinement | U4 | 9 | CO4 |

**Learning Outcome / Skills Developed**

Students will gain practical knowledge of visual design, digital imaging, vector drawing, and project-based application using Photoshop and Illustrator. They will be capable of producing creative visual content suitable for print, web, and branding.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| U1 | Introduction to Graphic Design | 6 | 15% | 1, 2 | NA |
| U2 | Design Principles, Typography, Color Theory | 8 | 30% | 1, 2, 3 | NA |
| U3 | Photoshop & Illustrator Techniques | 7 | 25% | 1, 2, 3 | NA |
| U4 | Final Project & Portfolio Development | 9 | 30% | 1, 2, 3 | NA |
| | **Total** | **30** | **100%** | | |

**Total Theory Hours:** 40 | **Practical Hours:** 0 | **Total Hours:** 40
**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

Ellen Lupton and Jennifer Cole Phillips, *Graphic Design: The New Basics*, Princeton Architectural Press, 2008.

Alex W. White, *The Elements of Graphic Design*, 2nd Edition, Allworth Press, 2011.

Josef Müller-Brockmann, *Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers*, Niggli Verlag, 1996.

David Airey, *Logo Design Love: A Guide to Creating Iconic Brand Identities*, 2nd Edition, New Riders, 2014.

**Course Name: Society, Culture and Human Behaviour**

**Course Code:** AEC401
**Mode:** Offline | **Credits:** 2 (Theory Only)

**Aim of the Course**

To develop a comprehensive understanding of the relationship between society, culture, and human behaviour and to promote awareness of socio-cultural issues that influence individuals and communities.

**Course Objectives**

1. To explore the relationship between society, culture, and human behaviour.
2. To analyse the impact of social norms, values, and beliefs on individual and collective behaviour.
3. To examine cultural diversity and its influence on social interactions and perceptions.

**Course Outcomes (COs)**

CO1: Demonstrate an understanding of the interplay between society, culture, and human behaviour.
CO2: Gain knowledge about caste system, unemployment, poverty, and other social issues.
CO3: Critically assess theories and concepts related to human behaviour.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Characteristics of Indian Population; Population Growth; National Population Policy | M1 | 6 | CO1 |
| 2 | Indian Society and Culture; Diversity; Comparison with Western Culture | M2 | 6 | CO1 |
| 3 | Social Stratification: Caste, Class, Minorities, Constitutional Provisions | M3 | 6 | CO2 |
| 4 | Socio-Economic Problems: Poverty, Unemployment, Illiteracy, Migration, Crime, etc. | M4 | 6 | CO2 |
| 5 | Introduction to Human Behavior: Determinants, Theories, and Importance | M5 | 6 | CO3 |

**Learning Outcome / Skills Developed**

Students will gain an in-depth understanding of the interplay between society, culture, and human behaviour, which is essential for social awareness, empathy, and civic responsibility in professional and personal life.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Demographic Profile of Indian Society | 6 | 20% | 1, 2, 3 | NA |
| M2 | Indian Society and Culture | 6 | 20% | 1, 2, 3 | NA |
| M3 | Social Stratification | 6 | 20% | 1, 2, 3 | NA |
| M4 | Socio-Economic Problems | 6 | 20% | 1, 2, 3 | NA |
| M5 | Introduction to Human Behavior | 6 | 20% | 1, 2, 3 | NA |

**Total Theory Hours:** 20 | **Practical Hours:** 0 | **Total Hours:** 20
**Total Credit:** 2

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings:**

Andre Beteille, *Society and Politics in India*, Oxford University Press.

Dipankar Gupta, *Social Stratification*, Oxford University Press.

Ram Ahuja, *Social Problems in India*, Rawat Publications.

M.N. Srinivas, *Social Structure and Caste and Other Essays*, Oxford University Press.

A.N. Tripathi, *Human Values*, New Age International.

# SEMESTER V

**Course Name: Social Media Marketing**

**Course Code:** DMC501
**Mode:** Offline | **Credits:** 5 (Theory Only)

**Aim of the Course**

To equip students with the knowledge and skills to effectively utilize social media platforms for achieving strategic business and marketing objectives.

**Course Objectives**

1. To provide students with a comprehensive understanding of social media marketing, strategies, and advertising.
2. To familiarize students with SEO and content management in the context of social media.
3. To equip students with practical skills for managing campaigns on platforms like Facebook, LinkedIn, X (formerly Twitter), YouTube, and Email.
4. To develop students' creativity and critical thinking in designing impactful and innovative campaigns.
5. To introduce students to emerging trends and analytics tools for data-driven decision-making in social media.

**Course Outcomes (COs)**

CO1: Demonstrate a solid understanding of social media marketing concepts, including audience targeting, content creation, engagement strategies, and campaign measurement.
CO2: Understand the role of SEO in enhancing social media and website visibility and apply content management strategies effectively.
CO3: Develop proficiency in creating and managing campaigns using Facebook and LinkedIn.
CO4: Implement influencer marketing strategies and manage content effectively on X (Twitter).
CO5: Apply innovative social media marketing strategies using YouTube and Email.
CO6: Explore and analyse emerging trends in digital marketing and present solutions through analytical and collaborative means.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to social media marketing, strategies, analytics, and global trends | M1 | 10 | CO1 |
| 2 | SEO in social media context, techniques, and content management | M2 | 8 | CO2 |
| 3 | Facebook and LinkedIn Marketing: Campaign creation, strategy, lead generation | M3 | 8 | CO3 |
| 4 | Influencer Marketing & X (Twitter) Campaigns | M4 | 10 | CO4 |
| 5 | YouTube Marketing and Email Campaign Strategies | M5 | 8 | CO5 |
| 6 | Emerging trends, collaborative marketing, web analytics tools | M6 | 6 | CO6 |

**Learning Outcome / Skills Developed**

Students will gain the ability to develop, manage, and evaluate digital and social media strategies across various platforms, apply data analytics in campaigns, and creatively engage target audiences using the latest tools and trends.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Social Media Marketing | 10 | 25% | 1 | NA |
| M2 | SEO and Content Management | 8 | 10% | 1, 2 | NA |
| M3 | Facebook & LinkedIn Marketing | 8 | 20% | 1, 2 | NA |
| M4 | Influencer & X (Twitter) Marketing | 10 | 20% | 1, 2, 3 | NA |
| M5 | YouTube and Email Marketing | 8 | 20% | 1, 2, 3 | NA |
| M6 | Emerging Trends & Web Analytics | 6 | 5% | 1, 2, 3 | NA |

**Total Theory Hours:** 50 | **Practical Hours:** 0 | **Total Hours:** 50
**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings**

1. **Ahuja, V.** (2015). *Digital Marketing*. Oxford University Press.
2. **Blanchard, O.** (2011). *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization*. Pearson Education, United Kingdom.
3. **Charlesworth, A.** (2014). *An Introduction to Social Media Marketing*. Taylor & Francis, United Kingdom.
4. **Gupta, S.** (2020). *Digital Marketing*. McGraw Hill Education (India) Private Limited, India.

**Course Name: Integrated Marketing Communication**

**Course Code:** DMC502
**Mode:** Offline | **Credits:** 5 (5 Theory)

**Aim of the Course**

To explore the strategic role of integrated marketing communications from multiple aspects. Students will learn how to plan, develop, execute, and evaluate cohesive communication strategies using advertising, public relations, digital media, sales promotions, direct marketing, and personal selling.

**Course Objectives**

1. To understand the components and role of IMC in marketing strategy.
2. To analyze target audiences and develop positioning strategies.
3. To design and implement an IMC campaign across multiple platforms.
4. To evaluate the effectiveness of communication tools and media.

**Course Outcomes (COs)**

CO1: Understand the basic concept and features of Integrated Marketing Communication
CO2: Comprehend different advertising agencies and develop campaigns
CO3: Explain different kinds of promotional campaigns
CO4: Understand different kinds of direct marketing tools and techniques
CO5: Describe different aspects of media planning and its implementation
CO6: Comprehend personal selling and various aspects of social media marketing

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Definitions, Evolution, Importance, Key Features, Types of IMC, Traditional vs Digital IMC | M1 | 5 | CO1 |
| 2 | Advertising: Campaign Planning, Celebrity Endorsements, Advertising Agencies: Functions & Structure | M2 | 15 | CO2 |
| 3 | Promotional Campaigns: Consumer & Trade Promotions, Promotion Planning and Evaluation | M3 | 5 | CO3 |
| 4 | Direct Marketing: Methods, Tools & Techniques, Advantages and Limitations | M4 | 5 | CO4 |
| 5 | Media Planning: Process, Objectives, Scheduling, Implementation | M5 | 10 | CO5 |
| 6 | Personal Selling: Principles, Negotiation Skills, PR, Email, Mobile, SEO, and Social Media Marketing | M6 | 10 | CO6 |

**Learning Outcome / Skills Developed**

Students will be able to understand and apply the principles of cohesive brand messaging across multiple communication channels. They will develop skills in planning, executing, and evaluating integrated campaigns involving advertising, public relations, digital media, sales promotion, and direct marketing. This course prepares them to create impactful, audience-focused marketing communications in a dynamic media environment.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to IMC | 5 | 10% | 1, 2 | NA |
| M2 | Advertising | 15 | 30% | 1, 2, 3 | NA |
| M3 | Promotional Campaigns | 5 | 10% | 1, 2 | NA |
| M4 | Direct Marketing | 5 | 10% | 1, 2, 3 | NA |
| M5 | Media Planning | 10 | 20% | 1, 2, 3 | NA |
| M6 | Personal Selling & Digital Tools | 10 | 20% | 1, 2 | NA |

**Total Theory Hours:** 50 | **Total Credit:** 5
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested Readings**

George Belch, Michael Belch, and Keyoor Purani, *Advertising and Promotion*, 9th Edition, McGraw Hill.
Terence Shimp, *Integrated Marketing Communication in Advertising and Promotion*, 8th Edition, Cengage Learning.
Terence A. Shimp, *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*, 9th Edition, Cengage Learning.
Jaishree Jethwaney and Shruti Jain, *Advertising and Promotion*, 2nd Edition, Oxford University Press.

**Course Name: Cloud Computing**

**Course Code:** MIC501
**Mode:** Offline | **Credits:** 4 (Theory)

**Aim of the Course**

1. To understand the fundamentals of Cloud Computing.
2. To explore cloud service and deployment models.
3. To learn cloud architecture, storage, and design principles.
4. To study security, privacy, and compliance in the cloud.
5. To familiarize with major cloud providers and platforms.

**Course Objectives**

1. To develop a comprehensive understanding of cloud computing models and services.
2. To understand the importance and mechanics of virtualization in the cloud.
3. To gain hands-on skills in using cloud services and tools for application development.
4. To learn effective strategies for managing cloud storage and data.
5. To evaluate and implement cloud security practices and compliance standards.

**Course Outcomes (COs)**

CO1: Describe the key concepts and models of cloud computing.
CO2: Analyze the role of virtualization in cloud computing.
CO3: Utilize various cloud platforms for application development and deployment.
CO4: Implement cloud storage and data management strategies.
CO5: Identify and address cloud security, privacy, and compliance issues.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Definition and Characteristics of Cloud Computing; Service & Deployment Models; Evolution, Benefits | M1 | 12 | CO1 |
| 2 | Virtualization Basics; Hypervisors; VMs and Containers; Docker; Kubernetes | M2 | 12 | CO2 |
| 3 | Cloud Architecture; IaaS, PaaS, SaaS; APIs; Web Services | M3 | 12 | CO3 |
| 4 | Cloud Storage Concepts; Block/File/Object Storage; HDFS; Databases in the Cloud | M4 | 12 | CO4 |
| 5 | Cloud Security Risks; IAM; Encryption; GDPR, HIPAA; Compliance Standards | M5 | 12 | CO5 |

**Learning Outcome / Skills Developed**

Students will understand cloud computing principles, develop cloud-based applications, manage storage and data effectively, and evaluate cloud services for security, efficiency, and scalability.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Cloud Computing | 12 | 15% | 1 | NA |
| M2 | Virtualization in Cloud | 12 | 20% | 1, 2 | NA |
| M3 | Cloud Architecture & Services | 12 | 25% | 1, 2, 3 | NA |
| M4 | Cloud Storage & Data Management | 12 | 25% | 1, 2 | NA |
| M5 | Cloud Security & Compliance | 12 | 15% | 1, 2 | NA |

**Total Theory Hours:** 60 | **Total Credit:** 4
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested readings:**

1. Cloud Computing: Principles and Paradigms Rajkumar Buyya, James Broberg, Andrzej M. Goscinski Wiley
2. Cloud Computing: Concepts, Technology & Architecture Thomas Erl Prentice Hall (Pearson)
3. Mastering Cloud Computing Rajkumar Buyya, Christian Vecchiola, S. Thamarai Selvi McGraw Hill Education
4. Cloud Computing: A Practical Approach Anthony T. Velte, Toby J. Velte, Robert Elsenpeter McGraw Hill

**Course Name: E-Commerce and Application**

**Course Code:** MIC502
**Mode:** Offline | **Credits:** 4 (4 Theory + 0 Practical)

**Aim of the Course**

To provide students with a comprehensive understanding of E-Commerce concepts, technologies, payment systems, security measures, and core ethical and legal values in the digital space.

**Course Objectives**

1. To introduce the fundamental concepts of E-Commerce.
2. To understand the architecture and working of Internet and Network Security.
3. To explore Electronic Payment Methods.
4. To understand the design and configuration of Digital Certificates and Currencies.
5. To develop an awareness of E-core values (ethical, legal, taxation, etc.).

**Course Outcomes (COs)**

CO1: Gain foundational understanding of E-Commerce and its various models and applications.
CO2: Analyze the architecture and functioning of the internet and network security in E-Commerce.
CO3: Understand and evaluate electronic payment systems.
CO4: Comprehend the structure and importance of digital certificates, digital currencies, and secure transactions.
CO5: Demonstrate awareness of ethical, legal, and regulatory aspects in E-Commerce.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | E-Commerce and its types (B2B, B2C, C2B, C2C); Advantages, Disadvantages, Application areas, Framework | M1 | 12 | CO1 |
| 2 | Internet and E-Commerce; IP, DNS, ISP, URL, Connectivity modes, Web architecture, VPN | M2 | 12 | CO2 |
| 3 | Electronic Payment Methods – Types, Differences, Security systems | M3 | 12 | CO3 |
| 4 | Digital Certificates, SSL, SET, Cyber Cash, Digi cash, Smart Cards, EDI | M4 | 12 | CO4 |
| 5 | Ethical, Legal, Taxation and International Issues in E-Commerce | M5 | 12 | CO5 |

**Learning Outcome / Skills Developed**

Students will be equipped with the ability to understand and apply the principles of E-Commerce, analyse security systems, implement digital payment models, and evaluate ethical and legal implications in real-world applications.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to E-Commerce | 12 | 20% | 1, 2 | NA |
| M2 | Internet and Network Security | 12 | 20% | 1, 2 | NA |
| M3 | Electronic Payment Methods | 12 | 20% | 1, 2, 3 | NA |
| M4 | Digital Certificates & Currencies | 12 | 20% | 1, 2, 3 | NA |
| M5 | E-core values | 12 | 20% | 1, 2, 3 | NA |

**Total Theory Hours:** 60 | **Practical Hours:** 0 | **Total Hours:** 60
**Total Credit:** 4
**Examination Scheme:** End Semester Exam – 70, Continuous Assessment – 25, Attendance – 5

**Suggested readings:**

Adesh K. Pandey, *Introduction to E-Commerce and ERP*, S. K. Kataria & Sons.
Ritender Goel, *E-Commerce*, New Age International.
M.M. Oka, *E-Commerce*, Everest Publishing House.
Joseph, *E-Commerce: A Managerial Perspective*, PHI Learning.

# SEMESTER VI

**Course Name: Web Design and Development**

**Course Code:** DMC 601
**Mode:** Offline | **Credits:** 4

**Aim of the Course**

To equip students with the essential knowledge and practical skills required to design and develop professional, responsive, and interactive websites.

**Course Objectives**

1. To introduce students to the principles of web design and front-end development.
2. To provide hands-on experience in creating web pages using HTML, CSS, and JavaScript.
3. To develop understanding of responsive design, user interface (UI), and user experience (UX) principles.
4. To familiarize students with web hosting, domain management, and website deployment.
5. To encourage innovation and creative problem-solving in real-world web development projects.

**Course Outcomes (COs)**

CO1: Understand the fundamental concepts and structure of web technologies.
CO2: Apply HTML and CSS to design the layout and structure of a website.
CO3: Use JavaScript for basic interactivity and client-side validation.
CO4: Create responsive and user-friendly web pages considering UX/UI principles
CO5: Demonstrate the ability to deploy and manage a live website.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Web Design; Web standards; Internet basics; Types of websites; Domain & Hosting | M1 | 4 | CO1 |
| 2 | HTML Basics: Elements, Attributes, Forms, Tables, Media Integration | M2 | 8 | CO2 |
| 3 | CSS Fundamentals: Selectors, Box Model, Positioning, Flexbox, Grid; External and Internal Stylesheets | M3 | 8 | CO2 |
| 4 | JavaScript Basics: Syntax, Variables, Functions, Events, DOM Manipulation, Form Validation | M4 | 8 | CO3 |
| 5 | Responsive Design: Media Queries, Mobile-first approach, Bootstrap Framework | M5 | 6 | CO4 |
| 6 | UX/UI Design Principles; SEO Basics; Accessibility; Deployment & Hosting Practices | M6 | 6 | CO5 |

**Learning Outcome / Skills Developed**

Students will acquire the ability to conceptualize, design, develop, and deploy functional and aesthetically pleasing websites. They will be skilled in front-end web development tools and able to implement responsive, user-centered web solutions.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Web Design | 4 | 10% | 1, 2 | M1 |
| M2 | HTML Basics | 8 | 20% | 1, 2, 3 | M2 |
| M3 | CSS Fundamentals | 8 | 20% | 1, 2, 3 | M3 |
| M4 | JavaScript Basics | 8 | 20% | 2, 3 | M4 |
| M5 | Responsive Design | 6 | 15% | 2, 3 | M5 |
| M6 | UX/UI & Deployment | 6 | 15% | 2, 3 | M6 |

**Total Hours:** 40
**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Introduction to Python**

**Course Code:** DMC 602
**Mode:** Offline | **Credits:** 5 (4 Theory + 1 Tutorial)

**Aim of the Course**

To provide students with a foundational understanding of Python programming and develop skills for problem-solving using programming logic and syntax.

**Course Objectives**

1. To introduce students to the core concepts and syntax of Python programming.
2. To enable students to write simple to moderately complex programs using Python.
3. To develop analytical thinking and problem-solving skills through programming.
4. To demonstrate practical applications of Python in real-world tasks.
5. To prepare students for advanced learning in data analysis, automation, and web development.

**Course Outcomes (COs)**

CO1: Understand the fundamentals of Python programming and its syntax.
CO2: Write and execute Python programs using variables, data types, and control structures.
CO3: Implement functions, modules, and error handling.
CO4: Demonstrate working knowledge of file handling and libraries.
CO5: Solve real-world problems using Python's practical applications.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Python: History, Features, Installation, IDEs, Syntax, Variables, Data Types | M1 | 6 | CO1 |
| 2 | Operators, Input/Output Functions, Type Conversion, Conditional Statements (if, if-else, nested) | M2 | 7 | CO2 |
| 3 | Loops (for, while), Loop control statements (break, continue, pass), Data Structures (Lists, Tuples) | M3 | 7 | CO2 |
| 4 | Dictionaries, Sets, String Operations, Functions, Lambda, Recursion | M4 | 7 | CO3 |
| 5 | Modules, Packages, Exception Handling, File Handling | M5 | 7 | CO4 |
| 6 | Introduction to Libraries: Math, Random, Date time, NumPy basics; Real-life mini projects | M6 | 6 | CO5 |

**Learning Outcome / Skills Developed**

Students will acquire the ability to write Python programs, understand problem-solving logic, and apply Python to real-world use cases including data manipulation and automation. They will be well-prepared for advanced courses in analytics, machine learning, and web development.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction & Basics | 8 | 15% | 1, 2 | M1 |
| M2 | Operators & Control Flow | 10 | 20% | 1, 2, 3 | M2 |
| M3 | Loops & Data Structures | 10 | 20% | 1, 2, 3 | M3 |
| M4 | Advanced Data Types & Functions | 8 | 20% | 1, 2, 3 | M4 |
| M5 | Modules, Exception & File Handling | 8 | 15% | 1, 2, 3 | M5 |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Organizational Behaviour**

**Course Code:** DMC 603
**Mode:** Offline | **Credits:** 5 (4 Theory + 1 Tutorial)

**Aim of the Course**

To provide students with a comprehensive understanding of human behaviour in organizational settings, fostering the ability to effectively manage and lead individuals and teams in professional environments.

**Course Objectives**

1. To introduce the core concepts and theories of organizational behaviour.
2. To explore individual, group, and organizational dynamics.
3. To understand motivation, leadership, communication, and organizational culture.
4. To encourage application of OB concepts in real-world business scenarios.
5. To develop analytical and interpersonal skills for effective team and organizational management.

**Course Outcomes (COs)**

CO1: Understand individual behaviour and personality traits in the workplace.
CO2: Apply motivation and leadership theories to enhance organizational performance.
CO3: Evaluate group dynamics, team roles, and conflict resolution strategies.
CO4: Analyse organizational culture and its influence on employee behaviour.
CO5: Develop communication, decision-making, and change management strategies.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to OB; Importance and historical development; Contributing disciplines; OB models | M1 | 7 | CO1 |
| 2 | Personality, Perception, Learning and Attitudes; Individual differences and values | M2 | 7 | CO1 |
| 3 | Motivation Theories – Maslow, Herzberg, McClelland, Vroom; Application of motivation in work settings | M3 | 7 | CO2 |
| 4 | Leadership Theories – Trait, Behavioural, Contingency, Transformational; Leadership styles and practices | M3 | 7 | CO2 |
| 5 | Group Dynamics; Teamwork; Group behaviour and norms; Conflict management and resolution | M4 | 5 | CO3 |
| 6 | Organizational Culture and Climate; Power and Politics; Organizational Change and Development | M5 | 4 | CO4, CO5 |
| 7 | Communication in organizations; Decision making process; Barriers and effective practices | M6 | 3 | CO5 |

**Learning Outcome / Skills Developed**

Students will be able to interpret and influence organizational behaviour, manage individuals and teams effectively, foster positive workplace dynamics, and lead change initiatives through applied understanding of human behaviour.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to OB | 7 | 10% | 1, 2 | NA |
| M2 | Individual Behaviour | 7 | 15% | 1, 2, 3 | NA |
| M3 | Motivation | 7 | 15% | 1, 2, 3 | NA |
| M4 | Leadership | 7 | 15% | 1, 2, 3 | NA |
| M5 | Group Dynamics | 5 | 15% | 1, 2 | NA |
| M6 | Organizational Culture & Change | 4 | 15% | 1, 2, 3 | NA |
| M7 | Communication & Decision-Making | 3 | 15% | 1, 2 | NA |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Development with HTML and CSS**

**Course Code:** MIC 601
**Mode:** Offline | **Credits:** 4

**Aim of the Course**

To provide students with fundamental skills in designing and developing web pages using HTML and CSS, preparing them for modern front-end web development.

**Course Objectives**

1. To introduce the structure, elements, and features of HTML for building the content of web pages.
2. To develop an understanding of CSS for styling and layout of web content.
3. To enable students to create responsive and accessible web pages using HTML5 and CSS3.
4. To foster practical experience through the creation of static websites and front-end design projects.

**Course Outcomes (COs)**

CO1: Understand the foundational elements of HTML and CSS used in web development.
CO2: Apply HTML and CSS to design and structure static web pages.
CO3: Demonstrate the ability to build responsive and user-friendly websites using modern web technologies.
CO4: Identify and follow best practices in web design, usability, and cross-browser compatibility.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| **1** | **Basics of HTML: Tags, Elements, Attributes, Lists, Tables, Forms, Multimedia** | **M1** | **8** | **CO1** |
| **2** | Introduction to CSS: Selectors, Properties, Colors, Fonts, Box Model | M2 | 8 | CO2 |
| **3** | Page Layout: Positioning, Float, Flexbox, CSS Grid | M3 | 8 | CO2 |
| **4** | HTML5 and CSS3 Features: Semantic Elements, Media Queries, Animations, Transitions | M4 | 8 | CO3 |
| **5** | Website Design Best Practices: SEO basics, Accessibility, Cross-browser Design + Project Work | M5 | 8 | CO4 |

**Learning Outcome / Skills Developed**

Students will gain the ability to build well-structured, visually appealing, and responsive websites. They will understand how to organize content using HTML and enhance it with CSS while applying modern design principles and accessibility standards.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | HTML Basics | 8 | 15% | 1, 2 | M1 |
| M2 | CSS Introduction | 8 | 25% | 1, 2, 3 | M2 |
| M3 | Page Layout Techniques | 8 | 20% | 2, 3 | M3 |
| M4 | HTML5 and CSS3 Features | 8 | 20% | 2, 3 | M4 |
| M5 | Best Practices & Project | 8 | 20% | 3, 4 | M5 |

**Total Theory Hours:** 40

**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Internet and Networking**

**Course Code:** MIC 602
**Mode:** Offline | **Credits:** 4

## Aim of the Course

To provide a comprehensive understanding of internet fundamentals and networking concepts essential for modern digital infrastructure and business operations.

## Course Objectives

1. To build foundational knowledge of the internet, networking protocols, and hardware.
2. To help students understand how networking supports digital communication in organizations.
3. To introduce students to modern trends and challenges in internet technologies and network security.

## Course Outcomes (COs)

CO1: Understand the core components and working of the internet and computer networks.
CO2: Analyze various network architectures and protocols.
CO3: Develop knowledge of IP addressing, DNS, and routing techniques.
CO4: Explore network security threats and countermeasures
CO5: Gain awareness of emerging networking trends such as IoT, Cloud Networking, and 5G.

## Course Content & Module-wise Mapping

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| **1** | **Introduction to Internet and Networking; Types of networks (LAN, MAN, WAN); Topologies; Network Devices (Router, Switch, Hub, etc.)** | **M1** | **8** | **CO1** |
| **2** | OSI and TCP/IP Models; Protocols (HTTP, FTP, SMTP, etc.); Packet switching & Circuit switching | M2 | 10 | CO2 |
| **3** | IP Addressing (IPv4 & IPv6); Subnetting; DNS; DHCP; Routing algorithms and techniques | M3 | 10 | CO3 |
| **4** | Network Security: Firewalls, Encryption, SSL/TLS, Cyber Threats, Antivirus and Anti-malware tools | M4 | 8 | CO4 |
| **5** | Emerging Trends: Internet of Things (IoT), Cloud Networking, Mobile Networks, 5G, Edge Computing | M5 | 4 | CO5 |

## Learning Outcome / Skills Developed

Students will gain a practical understanding of how networks function, how to troubleshoot and manage network systems, understand the significance of secure communication, and stay updated with modern internet-based technologies.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Internet & Networks | 8 | 20% | 1, 2 | M1 |
| M2 | OSI & TCP/IP Models and Protocols | 10 | 25% | 1, 2, 3 | M2 |
| M3 | IP Addressing & Routing | 10 | 25% | 1, 2, 3 | M3 |
| M4 | Network Security | 8 | 20% | 1, 2, 3 | M4 |
| M5 | Emerging Trends | 4 | 10% | 1, 2 | M5 |

**Total Theory Hours:** 40

**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

# SEMESTER VII

**Course Name: Introduction to Business Analytics using R/Python**

**Course Code:** DMC 701

**Mode:** Offline | **Credits:** 5 (4 Tutorials + 1 Tutorial)

**Aim of the Course**

To introduce students to the fundamentals of business analytics and develop data analysis skills using R or Python to support business decision-making.

**Course Objectives**

- To provide foundational knowledge in business analytics concepts and tools.
- To introduce students to data analysis techniques using R or Python.
- To enable students to interpret business data for informed decision-making.

**Course Outcomes (COs)**

CO1: Understand the core concepts of business analytics and its role in decision-making.

CO2: Gain hands-on experience with data handling, visualization, and analysis using R/Python.

CO3: Apply statistical and machine learning techniques to real-world business datasets.

CO4: Interpret analytical outputs to make meaningful business recommendations.

CO5: Identify suitable analytical tools and methods for specific business problems.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Business Analytics; Importance in modern business; Data types; Overview of R/Python | M1 | 6 | CO1 |
| 2 | Data Preprocessing: Importing, cleaning, handling missing values, outliers; Data structures in R/Python | M2 | 8 | CO2 |
| 3 | Exploratory Data Analysis: Descriptive statistics, data visualization (charts, plots, graphs) | M3 | 8 | CO2 |
| 4 | Statistical Techniques: Correlation, regression, hypothesis testing | M4 | 6 | CO3 |
| 5 | Introduction to Machine Learning: Classification, Clustering (e.g., KNN, K-means) | M5 | 4 | CO3 |
| 6 | Case studies on business problem-solving using R/Python | M6 | 4 | CO4 |
| 7 | Ethical use of data; Data privacy issues; Choosing appropriate analytical tools | M7 | 4 | CO5 |

**Learning Outcome / Skills Developed**

Students will acquire analytical thinking, programming skills in R/Python, the ability to analyze business data, derive insights, and support strategic decision-making using data-driven approaches.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Business Analytics | 6 | 15% | 1, 2 | M1 |
| M2 | Data Preprocessing | 8 | 20% | 1, 2, 3 | M2 |
| M3 | Exploratory Data Analysis | 8 | 20% | 2, 3 | M3 |
| M4 | Statistical Techniques | 6 | 15% | 2, 3 | M4 |
| M5 | Machine Learning | 4 | 10% | 2, 3 | M5 |
| M6 | Case Studies | 4 | 10% | 3, 4 | M6 |
| M7 | Ethics and Tool Selection | 4 | 10% | 1, 2, 4 | M7 |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Cyber Security & Cyber Law**

**Course Code:** DMC 702
**Mode:** Offline | **Credits:** 5 (4 Theory + 1 Tutorial)

**Aim of the Course**

To provide students with a comprehensive understanding of cyber threats, information security practices, and the legal frameworks governing cyber activities.

**Course Objectives**

- To introduce students to the fundamental concepts of cyber security.
- To provide insight into common cyber threats and mitigation strategies.
- To familiarize students with cyber laws, legal implications of cybercrime, and digital ethics.
- To cultivate skills for recognizing, preventing, and managing cybersecurity threats.
- To develop analytical ability in interpreting and applying cyber law in real-life scenarios.

**Course Outcomes (COs)**

CO1:Understand the basic concepts and need for cybersecurity. CO2:Identify and classify various forms of cyber threats and crimes. CO3:Explain the information security policies, practices, and defense mechanisms. CO4:Interpret Indian and global cyber laws and their application in digital environments. CO5: Apply legal principles to assess cybercrime cases and digital rights violations.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Cyber Security; Importance; CIA Triad; Types of attacks; Cybercrime & its classification | M1 | 8 | CO1 |
| 2 | Cyber Threats: Malware, Phishing, Hacking, Denial of Service; Attack Vectors; Preventive Strategies | M2 | 8 | CO2 |
| 3 | Information Security: Authentication, Firewalls, Cryptography, VPNs, Incident Response | M3 | 8 | CO3 |
| 4 | Introduction to Cyber Laws; IT Act 2000; Personal Data Protection Act 2003; Legal framework for E-commerce; Intellectual Property Issues | M4 | 8 | CO4 |
| 5 | Data Privacy & Protection; Cyber Ethics; Case studies on cybercrimes and judicial precedents | M5 | 8 | CO5 |

**Learning Outcome / Skills Developed**

Students will gain an understanding of cyber threats and protective measures, ethical use of technology, and application of cyber laws in real-life scenarios. They will also develop problem-solving and analytical skills relevant to information security and digital governance.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Cyber Security | 8 | 15% | 1, 2 | M1 |
| M2 | Cyber Threats | 8 | 20% | 1, 2, 3 | M2 |
| M3 | Information Security | 8 | 20% | 1, 2, 3 | M3 |
| M4 | Cyber Laws | 8 | 20% | 1, 2 | M4 |
| M5 | Privacy, Ethics & Case Studies | 8 | 15% | 2, 3 | M5 |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Services Marketing**

**Course Code:** DMC 703
**Mode:** Offline | **Credits:** 4

**Aim of the Course**

To develop a comprehensive understanding of the unique characteristics of services and to equip students with specialized marketing strategies applicable to the service sector.

**Course Objectives**

6. To provide a foundation in the concepts and principles of services marketing.
7. To highlight the differences between product and service marketing.
8. To enable students to formulate marketing strategies specific to services.
9. To analyze service quality, customer satisfaction, and service delivery systems.
10. To study emerging trends in services marketing across different sectors.

**Course Outcomes (COs)**

CO1: Understand the unique nature and classification of services.
CO2: Identify and apply the elements of the services marketing mix (7 Ps).
CO3: Evaluate consumer behavior in service contexts and service delivery models.
CO4: Apply frameworks for measuring service quality and improving customer satisfaction.
CO5: Analyze and interpret strategic issues in the marketing of services across sectors like healthcare, hospitality, banking, education, etc.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Services Marketing: Definition, characteristics of services, difference between goods and services, classification of services | M1 | 8 | CO1 |
| 2 | Services Marketing Mix: 7 Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) | M2 | 6 | CO2 |
| 3 | Consumer Behaviour in Services: Expectations and Perceptions, Customer Decision Process, Service Encounters | M3 | 7 | CO3 |
| 4 | Managing Service Quality and Customer Satisfaction: SERVQUAL model, GAP model, Service Recovery strategies | M4 | 12 | CO4 |
| 5 | Applications of Services Marketing: Sectoral practices in healthcare, hospitality, banking, education, tourism, and IT services | M5 | 7 | CO5 |

**Learning Outcome / Skills Developed**

Students will gain critical insights into designing and delivering superior service experiences, understand how service quality drives customer satisfaction, and learn to develop marketing strategies that cater to intangible offerings across various industries.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M3 | Introduction to Services | 8 | 20% | 1, 2 | M1 |
| M2 | Services Marketing Mix | 6 | 20% | 1, 2, 3 | M2 |
| M3 | Consumer Behaviour in Services | 7 | 15% | 1, 2 | M3 |
| M4 | Service Quality & Satisfaction | 12 | 30% | 1, 2, 3 | M4 |
| M5 | Applications of Services Marketing | 7 | 15% | 1, 2, 3 | M5 |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Software Project Management**

**Course Code:** MIC 701
**Mode:** Offline | **Credits:** 4

**Aim of the Course**

To provide students with a thorough understanding of the processes, practices, and challenges in managing software projects effectively in real-world scenarios.

**Course Objectives**

1. To introduce the principles and practices of software project management.
2. To develop skills in planning, scheduling, and controlling software projects.
3. To understand various project management methodologies and tools.
4. To evaluate risk management, quality assurance, and performance monitoring in software projects.

**Course Outcomes (COs)**

CO1: Understand fundamental concepts of software project management and its lifecycle.
CO2: Apply project planning, estimation, and scheduling techniques in software projects.
CO3: Analyze and apply project risk management and quality assurance practices..
CO4: Evaluate project performance using tracking tools and metrics.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| **1** | Introduction to Software Project Management: Nature of Software Projects, Project Life Cycle, Roles of Project Manager, Project Charter | **M1** | **8** | **CO1** |
| **2** | Project Planning: Scope Management, Work Breakdown Structure (WBS), Time Estimation, Cost Estimation, Scheduling Techniques (PERT, CPM) | M2 | 8 | CO2 |
| **3** | Project Monitoring & Control: Gantt Chart, Milestone Tracking, Earned Value Analysis, Change Control | M3 | 8 | CO4 |
| **4** | Risk Management & Quality Assurance: Risk Identification and Analysis, Risk Mitigation, Software Quality Metrics, Testing Strategies | M4 | 8 | CO3 |
| **5** | Agile and Traditional Project Methodologies: Scrum, Kanban, Waterfall, Hybrid Approaches; Project Closure and Post-Implementation Review | M5 | 8 | CO4 |

**Learning Outcome / Skills Developed**

Students will gain the ability to manage software development projects using appropriate methodologies, tools, and frameworks. They will develop strategic thinking to handle project risks, maintain quality, and ensure timely delivery of software products.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to SPM | 8 | 20% | 1, 2 | M1 |
| M2 | Project Planning | 10 | 25% | 1, 2, 3 | M2 |
| M3 | Project Monitoring & Control | 8 | 20% | 2, 3 | M3 |
| M4 | Risk & Quality Management | 8 | 20% | 2, 3 | M4 |
| M5 | Project Methodologies & Closure | 6 | 15% | 2, 3 | M5 |

**Total Theory Hours:** 40

**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Data Analysis and Interpretation**

**Course Code:** MIC 702

**Mode:** Offline | **Credits:** 4

## Aim of the Course

To provide students with the essential tools and techniques for analyzing and interpreting data in the context of business and healthcare decision-making.

## Course Objectives

1) To develop an understanding of the fundamental concepts of data collection, analysis, and interpretation.
2) To familiarize students with statistical tools for descriptive and inferential data analysis.
3) To enable learners to use data-driven insights for decision-making.
4) To introduce the practical applications of data interpretation in hospital and healthcare management.

## Course Outcomes (COs)

CO1: Understand the core concepts of data collection, classification, and presentation.

CO2: Apply statistical tools to analyze and interpret data accurately.

CO3: Develop data-driven decision-making skills using real-life examples and case studies.

CO4: Evaluate and communicate data insights through appropriate analytical techniques and visualization tools.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Data, Types of Data, Levels of Measurement, Data Collection Methods, Classification & Tabulation, Diagrammatic & Graphical Presentation | M1 | 8 | CO1 |
| **2** | Measures of Central Tendency (Mean, Median, Mode); Measures of Dispersion (Range, SD, Variance, CV) | M2 | 10 | CO2 |
| **3** | Correlation (Karl Pearson and Spearman); Regression Analysis (Simple Linear Regression) | M3 | 8 | CO2 |
| **4** | Probability Basics, Sampling Techniques, Sampling and Non-sampling Errors, Hypothesis Testing (Z-test, t-test, Chi-square – Basic Concepts) | M4 | 10 | CO3 |
| **5** | Data Interpretation Techniques, Use of MS Excel/SPSS for Data Analysis, Interpretation of Graphs, Charts, Tables, Real-life Case Studies | M5 | 4 | CO4 |

**Learning Outcome / Skills Developed**

Students will gain the ability to handle, analyze, and interpret various types of data. They will develop statistical thinking, learn practical tools for data analysis, and become capable of making informed, data-driven decisions.

**Assessment Blueprint**

| Unit | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Data Basics and Presentation | 8 | 20% | 1, 2 | M01 |
| M2 | Measures of Central Tendency and Dispersion | 10 | 25% | 2, 3 | M02 |
| M3 | Correlation and Regression | 8 | 20% | 2, 3 | M03 |
| M4 | Probability & Hypothesis Testing | 10 | 25% | 1, 2, 3 | M04 |
| M5 | Data Interpretation Tools & Applications | 4 | 10% | 2, 3, 4 | M05 |

**Total Theory Hours:** 40

**Total Credit:** 4

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

# SEMESTER VIII

**Course Name: Web Design and Development**

**Course Code:** DMC 801
**Mode:** Offline | **Credits:** 5 ( 4 Theory + 1 Tutorial)

**Aim of the Course**

To provide students with in-depth knowledge of search engine marketing (SEM) and search engine optimization (SEO), equipping them with practical skills to drive online visibility and traffic

**Course Objectives**

1. To introduce students to the concepts and techniques of SEO and SEM.
2. To help students understand the technical, on-page, and off-page aspects of search engine optimization.
3. To develop the ability to plan, execute, and manage paid advertising campaigns across search engines.
4. To encourage analytical thinking for improving online marketing effectiveness through search engines.

**Course Outcomes (COs)**

CO1: Understand the fundamentals and evolution of SEO and SEM in digital marketing.
CO2: Apply knowledge of on-page and off-page SEO techniques for website optimization.
CO3: Design and manage paid search engine advertising campaigns using tools like Google Ads.
CO4: Analyze SEO/SEM performance metrics and optimize strategies for better results.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to SEO & SEM; Importance in Digital Marketing; Evolution and Algorithm Updates; SEO vs SEM | M1 | 8 | CO1 |
| 2 | On-Page SEO: Keyword Research, Meta Tags, URL Structure, Content Optimization; Off-Page SEO: Link Building, Social Signals, Guest Blogging | M2 | 10 | CO2 |
| 3 | Paid Search Marketing: Google Ads, Ad Copywriting, Bidding Strategies, Campaign Types; Landing Pages | M3 | 10 | CO3 |
| 4 | Tools & Metrics: Google Analytics, Search Console, Keyword Planner, ROI & Conversion Tracking, Competitor Analysis | M4 | 6 | CO4 |
| 5 | SEO/SEM Trends & Best Practices: Mobile SEO, Voice Search, Local SEO, Video SEO, Ethical Considerations, Future of Search | M5 | 6 | CO4 |

**Learning Outcome / Skills Developed**

Students will acquire a thorough understanding of SEO and SEM strategies, be able to develop optimized content and ad campaigns, utilize tools to measure campaign performance, and make data-driven decisions for improving online visibility and adapting to future trends.

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to SEO & SEM | 8 | 20% | 1, 2 | M1 |
| M2 | On-Page & Off-Page SEO | 10 | 25% | 2, 3 | M2 |
| M3 | Paid Search Marketing | 10 | 25% | 2, 3 | M3 |
| M4 | Tools & Performance Analysis | 6 | 15% | 2, 3, 4 | M4 |
| M5 | SEO/SEM Trends & Best Practices | 6 | 15% | 2, 3, 4 | M5 |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**Course Name: Computerized Accounting System**

**Course Code:** DMC 802
**Mode:** Offline | **Credits:** 5 (4 Theory + 1 Tutorial)

**Aim of the Course**

To provide conceptual clarity and hands-on experience in computerized accounting systems to ensure effective financial data management in business environments.

**Course Objectives**

1. To introduce the fundamentals of computerized accounting systems and distinguish them from manual accounting.
2. To train students in using accounting software for recording, processing, and presenting financial information.
3. To develop analytical capabilities for interpreting financial reports and decision-making.
4. To familiarize students with legal compliance, data security, and control mechanisms in computerized systems.

**Course Outcomes (COs)**

CO1: Explain the principles, advantages, and framework of computerized accounting systems.

CO2: Demonstrate proficiency in using accounting software for business transactions.

CO3: Analyze and interpret financial statements generated through computerized systems.

CO4: Evaluate the use of internal controls, legal compliance, and data security in digital accounting.

**Course Content & Module-wise Mapping**

| Sl. No | Course Content | Module | Hours | Mapped CO |
|---|---|---|---|---|
| 1 | Introduction to Computerized Accounting: Definition, Features, Need; Manual vs. Computerized Accounting; System Requirements | M1 | 8 | CO1 |
| 2 | Getting Started with Accounting Software: Company Creation, Ledger & Group Management, Voucher Entry, Inventory Control | M2 | 10 | CO2 |
| 3 | Advanced Functions: Bill-wise Details, Cost Categories and Centers, Bank Reconciliation, Interest Calculations | M3 | 8 | CO2 |
| 4 | Financial Statements and Reports: Trial Balance, Profit & Loss Account, Balance Sheet, Cash Flow, Ratio Analysis | M4 | 8 | CO3 |
| 5 | Security, Compliance and Audit Trail: Data Backup, User Control, GST Configuration, E-filing, Audit & Data Verification Tools | M5 | 6 | CO4 |

**Learning Outcome / Skills Developed**

Students will develop operational knowledge in accounting software, understand business compliance processes, generate and analyze reports for decision-making, and recognize digital security and internal control in computerized accounting**.**

**Assessment Blueprint**

| Module | Content | Hours | % of Questions | Bloom's Level | Remarks |
|---|---|---|---|---|---|
| M1 | Introduction to Computerized Accounting | 8 | 20% | 1, 2 | M1 |
| M2 | Software Basics – Setup and Transactions | 10 | 25% | 1, 2, 3 | M2 |
| M3 | Advanced Software Functions | 8 | 20% | 2, 3 | M3 |
| M4 | Financial Reporting & Interpretation | 8 | 20% | 2, 3 | M4 |
| M5 | Controls, Security & Compliance | 6 | 15% | 2, 3 | M5 |

**Total Theory Hours:** 40 | **Tutorial Hours:** 10 | **Total Hours:** 50

**Total Credit:** 5

**Examination Scheme:** End Semester Exam – 70, Internal Assessment – 25, Attendance – 5

**JIS College of Engineering**
**NAAC 'A' Accredited Autonomous Institute**
**Syllabus of BBA in Digital Marketing**
**Effective from session 2025-26**

| Sem | Major Offline | Minor (Blended) | Interdisciplinary (Offline) | Ability Enhancement (Offline) | Skill Enhancement (Online / Sessional) | Common Value-added Course (Sessional) | Total Credits |
|---|---|---|---|---|---|---|---|
| **I** | 2 Subjects × 5 credits = 10 credits | MIC101: Computer Fundamental (3 credits) | Any one from GE baskets A or D (3 credits) | English & Professional Communication (2 credits) | Life Skills & Personality Development (2 credits) | Yoga/Health & Wellness/Sports/Physical Fitness & Wellness/Community Services (2 credits) | 22 |
| **II** | 2 Subjects × 5 credits = 10 credits | MIC201: Management Information System (3 credits) | Any one from GE baskets B or E (3 credits) | Modern Indian Languages and Literature (2 credits) | IT Skills / Monetizing Social Media / Design Thinking (2 credits) | Critical Thinking / NSS / Mental Health / Environmental Studies (2 credits) | 22 |
| **III** | 2 Subjects × 5 credits = 10 credits | MIC301A/B: Word & PowerPoint & Spreadsheet Application with Excel / R Programming & Data Analytics (4 credits) | Any one from GE baskets C or F (3 credits) | The Constitution, Human Rights and Law (2 credits) | Understanding Basics of Cyber Security (2 credits) | — | 21 |
| **IV** | 2 Subjects × 4 credits + 1 Subject × 5 credits = 13 credits | MIC401A/B/C: Basics of Operating System / Database Management with SQL / PHP Programming & Web Development (4 credits) | — | Society, Culture and Human Behavior / Universal Human Values (2 credits) | MIC402A/B/C: Graphic Design with Photoshop & Illustrator / Unix and Shell Programming / Advanced Excel & Data Analytics (4 credits) | — | 23 |
| **V** | 2 Subjects × 5 credits = 10 credits | MIC501A/B: Cloud Computing / Introduction to Computer Network (4 credits) | — | — | MIC502A/B: E-commerce and Application (4 credits) | Internship (4 credits) — to be started after 4th sem exam and completed within 5th sem (weekends) | 22 |
| **VI** | 2 Subjects × 5 credits + 1 Subject × 4 credits = 14 credits | MIC601A/B: Web Development with HTML & CSS / Data Mining & Data Warehousing (4 credits) | — | — | MIC602A/B: Internet and Networking / ERP (4 credits) | — | 22 |
| **VII** | 2 Subjects × 5 credits + 1 Subject × 4 credits | MIC701A/B/C: Software Project Management / Introduction to Cyber Security and Cyber Laws / | — | — | MIC702A/B/C: Digital Marketing / Data Analysis & Interpretation / Data Analysis & Reporting | — | 22 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | = 14 credits | Machine Learning with Python (4 credits) | | | using SAS (4 credits) | | |
| **VIII** | 2 Subjects × 5 credits = 10 credits | — | — | — | Research Project (12 credits) | — | 22 |

**Inter Disciplinary Baskets for 4 year UG programs**

| Basket No | Inter Disciplinary Basket | Course Code | Course Name |
|---|---|---|---|
| **For 1st Semester Basket A or D** | | | |
| Basket A | Natural and Physical Sciences | GE1B-01 | Medical Microbiology |
| | | GE1B-02 | Biochemistry & Nutrition |
| | | GE1B-03 | Earth Science |
| | | GE1B-04 | Fundamentals of space science |
| | | GE1B-05 | Basics of Human Genetics |
| | | GE 1B-06 | Fundamentals of marine science |
| | | GE 1B-07 | Basics of Evolutionary Biology |
| | | GE 1B-08 | Introduction to Interdisciplinary Health Science |
| | | | |
| Basket D | Library, Information, and Media Sciences | GE2B-01 | A Hand on Study on Film |
| | | GE2B-02 | Digital Photography Basics and Beyond |
| | | GE2B-03 | Cinema and Other Arts |
| | | GE2B-04 | Understanding Visual Design Aesthetics |
| | | GE2B-05 | Study of Performing Arts |
| | | GE2B-06 | The Language of Graphic design: Basics and Beyond |

| For 2nd Semester Basket B or E | | | |
|---|---|---|---|
| Basket B | Mathematics, Statistics, and Computer Applications | GE3B-01 | IT Literacy |
| | | GE3B-02 | Basic Mathematics & Statistics |
| | | GE3B-03 | Business Research Methods: Tool & Techniques |
| | | GE3B-04 | Mathematics for Computing |
| | | GE3B-05 | Probability & Statistics |
| | | GE3B-06 | Bio Statistics |
| | | GE3B-07 | Data Analysis with R |
| | | GE3B-08 | Learn Programming Fundamental with C |
| | | GE3B-09 | Programming with Python |
| | | GE3B-10 | Code in with Java |
| | | GE3B-11 | Computer Graphics |
| | | GE3B-12 | Computer Basics and Multimedia Software |
| | | GE3B-13 | Data Analysis with SPSS |
| | | | |
| Basket E | Commerce and Management | GE4B-01 | Entrepreneurship Theory & Practice |
| | | GE4B-02 | Accounting |
| | | GE4B-03 | Principles of Management & Organizational Behaviour |
| | | GE4B-04 | Basics of Accounting & Finance in Healthcare Management |
| | | GE4B-05 | Marco Economics in Business |
| | | GE4B-06 | Business Regulatory Framework |
| | | GE4B-07 | Decision Support System |
| | | GE4B-08 | Entrepreneurship: Launching an Innovative Business |
| | | GE4B-09 | Handling Human Resources In Workplace |
| | | GE4B-10 | Social Media management, Advertising & Marketing |
| | | GE4B-11 | E-Commerce & M-Commerce |
| | | GE4B-12 | Digital Transformation & Industry 4.0 |

| For 3rd Semester Basket C or F | | | |
|---|---|---|---|
| Basket C | Emerging Tech, Innovation & Others | GE5B-01 | Study of Textiles |
| | | GE5B-02 | Introduction to Hospitality Industry and major Departments |
| | | GE5B-03 | Health Education & Communication |
| | | GE5B-04 | Hospital Support Services |
| | | GE5B-05 | Blockchain Technology |
| | | GE5B-06 | Introduction to 3D printing Technology |
| | | GE5B-07 | Advances in Medical Technologies |
| | | GE5B-08 | Fundamentals of IOT |
| | | GE5B-09 | Basics of Prescription reading and Medical transcription |
| | | GE5B-10 | Fundamental of Bioinformatics |
| | | | |
| Basket F | Humanities and Social Sciences | GE6B-01 | Indian Constituency |
| | | GE6B-02 | Economics |
| | | GE6B-03 | Mind and Measurement |
| | | GE6B-04 | Sustainability & Fashion |
| | | GE6B-05 | Indian History & Culture |
| | | GE6B-06 | Values & Ethics |
| | | GE6B-07 | Enhancing Linguistic Competence & Developing Literacy Skills |
| | | GE6B-08 | Medical Ethics, Law and Etiquette |
| | | GE6B-09 | Law and Ethics |
| | | GE6B-10 | Surface & Soft Furnishings Design Development Techniques |
| | | GE6B-11 | Design and Human Evolution |