



JIS College of Engineering
NAAC 'A' Accredited Autonomous Institute
Syllabus of BBA in Digital Marketing
Effective from session 2026-27



JIS College of Engineering

Proposed Detailed Syllabus for BBA in Digital Marketing

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

Regulation - 2026

(Effective from 2026-27 admission batches)

Department of Business Administration



General Course Objective:

- Develop a strong foundation in business administration, management principles, and digital marketing practices.
- Equip students with analytical and problem-solving skills to address contemporary business and marketing challenges.
- Bridge the gap between theoretical knowledge and practical application through industry-oriented learning, projects, internships, and experiential pedagogy.
- Foster effective communication, teamwork, leadership, and interpersonal skills required in professional environments.
- Develop technical competencies in digital marketing tools, platforms, analytics, content strategy, social media marketing, search engine optimization, and online advertising.
- Promote ethical values, social responsibility, sustainability, and professionalism in business decision-making.
- Encourage innovation, creativity, critical thinking, and entrepreneurial orientation among students.
- Prepare students to analyze market trends, consumer behaviour, and digital business environments for informed managerial decision-making.
- Enhance students' employability by developing both soft skills and industry-relevant digital competencies.
- Enable students to pursue careers in digital marketing, e-commerce, branding, advertising, analytics, entrepreneurship, and related business domains, as well as higher studies and research.

Program Outcomes:

- Demonstrate professionalism, self-awareness, leadership, and effective communication skills.
- Understand ethical issues and dilemmas that businesses often face.
- Apply knowledge and skills to solve business problems.
- Understand the concepts of information technology (IT) and how IT can improve organizational performance.
- Demonstrate a global perspective and an awareness of how cultural differences impact businesses.
- Possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.
- Possess the skills required to work and lead effectively in a team-based environment.
- Engage in independent and life-long learning.

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	2	0	1	3
4.	GE		Any one from GE Basket A/D	3	0	0	3
5.	AECC	AECC101	English & Professional Communication	2	0	0	2
6.	SEC	SEC181	Life Skills & Personality Development	2	0	0	2
7.	VAC	VAC181A/ B/C	Yoga/ Health and Wellness/ Sports	1	0	1	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.	AECC	AECC201	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

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
3.	SEC	SEC881	Internship & Research Project	0	0	6	6
		SEC882	Dissertation	0	0	6	6
Total Credit							22



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SEMESTER I



Course Name: Principles of Management

Course Code: DMC101

Mode: Offline

Credits: 5 (Theory)

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



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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



Course Name: Business Statistics

Course Code: DMC102

Mode: Offline

Credits: 5 (Theory)

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 their limitations, measures of dispersion.	M1	5	CO1
2	Scatter diagram, Karl-Pearson's correlation, 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, conditional probability, mutually exclusive events and independent events.	M3	10	CO3
4	Concept of statistical inference, population and sample, parameter and statistic, sampling distributions, estimation of population parameters, confidence intervals, and basic principles of hypothesis testing.	M4	10	CO4
5	The Binomial distribution and its properties, the Poisson distribution and its properties.	M5	10	CO5
6	Continuous distribution, Normal distributions, Normal approximation to Binomial and Poisson distributions.	M6	5	CO6

Learning Outcome / Skills Developed

This course introduces the concept of bivariate data and their application in several areas. A major emphasis is 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



Course Name: Computer Fundamental

Course Code: MIC101

Mode: Offline

Credits: 3 (2 Lecture, 1 Practical)

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



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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



Course Name: English & Professional Communication

Course Code: AECC101

Semester: I

Mode: Offline

Credits: 2 (Theory)

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	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	Communication: Definition, Importance, Purpose, Elements, Barriers, Body Language and Communication Strategies, Debate, Discussion, Public interaction, Safety measures of Communication, Power of Convincing Others and Audio-Visual Technology used for the contemporary communication system.	U2	8	CO1, CO2, CO3
2	Reading Skills: Purpose, Articulation, Syllables, Accent, Voice Modulation	U3	7	CO3, CO4
3	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	Communication	14	20%	1, 2, 3
U2	Reading Skills	7	20%	1, 2
U3	Presentation & Interview	9	30%	1, 2, 3

Total Theory Hours: 30 | Total Credits: 2



Course Name: Life Skills and Personality Development

Course Code: SEC181

Semester: I

Mode: Offline

Credits: 2 (Theory)

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	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



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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



Course Name: Yoga Health & Wellness Sports

Course Code: VAC181A

Semester: I

Mode: Offline

Credits: 2 (1 Theory, 1 Practical)

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	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



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SEMESTER II



Course Name: Marketing Management

Course Code: DMC201

Mode: Offline

Credits: 5 (Theory)

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, Service Marketing: Definition, characteristics of services, difference between goods and Services, 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 sustainability 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



Course Name: Digital Marketing

Course Code: DMC202

Mode: Offline

Credits: 5 (Theory)

Course Objectives

1. This course is an initiative designed to educate students in Digital Marketing. Digital Marketing and Social 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 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



Course Name: Management Information System

Course Code: MIC201

Mode: Offline

Credits: 3 (Theory)

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



Course Name: Modern Indian Languages and Literature

Course Code: AECC201

Semester: II

Mode: Offline

Credits: 2 (Theory)

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	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, Voice, Phrases and Clauses, Narration, Transformation of Sentences, Vocabulary.	U1	6	CO1, CO4
2	Writing Styles: Expository, Descriptive, Reflective, Narrative, Biographical, Formal Letters, Newspaper Reports & Features	U2	7	CO1, CO2
3	Literary Texts: Poetry – Jack by E.V. Lucas, Snake by D.H. Lawrence Prose – The Kite by Somerset Maugham, The Hungry Stone by Rabindranath Tagore Drama– Tara by Mahesh Dattani	U3	9	CO2, CO3



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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	14	25%	1, 2,3
U2	Writing Styles	7	25%	1, 2
U3	Literary Appreciation	9	25%	1, 2, 3

Total Theory Hours: 30 | Total Credits: 2



Course Name: IT Tools for Business

Course Code: SEC281

Semester: II

Mode: Offline

Credits: 2 (Theory)

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	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



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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



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

Course Code: VAC281B

Semester: II

Mode: Offline (Practical-Based)

Credits: 2 (Lecture)

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	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



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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



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SEMESTER III



Course Name: Principles of Accounting

Course Code: DMC 301

Mode: Offline

Credits:5 (Theory)

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



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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
M1	Introduction to Accounting	10	35%	1, 2, 3
M2	Depreciation	6	10%	1, 2
M3	Final Accounts	8	25%	1, 2, 3
M4	Cost & Management Accounting	8	10%	1, 2
M5	Absorption & Marginal Costing	10	10%	1, 2
M6	Budget & Budgetary Control	8	10%	1, 2, 3

Total Theory Hours: 50 | Practical Hours: 0 | Total Hours: 50

Total Credit: 5



Course Name: Human Resource Management

Course Code: DMC 302

Mode: Offline

Credits: 5 (Theory)

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



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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



Course Name: Word, PowerPoint & Spreadsheet Application with Excel

Course Code: MIC301A

Mode: Offline

Credits: 4 (Theory)

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



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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
U1	Basic MS Word operations	10	15%	1, 2
U2	Advanced Word features	10	15%	1, 2, 3
U3	PowerPoint interface and formatting	10	15%	1, 2
U4	Multimedia & slideshow features	10	15%	1, 2
U5	Excel basics & formulas	10	20%	1, 2, 3
U6	Excel data tools & analysis	10	20%	1, 2, 3

Total Theory Hours: 60 | Practical Hours: 0 | Total Hours: 60

Total Credit: 4



Course Name: The Constitution, Human Rights and Law

Course Code: AECC301

Mode: Offline

Credits: 2 (Theory)

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.



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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



Course Name: Understanding Basics of Cyber Security

Course Code: SEC381

Mode: Offline

Credits: 3 (2 Lecture, 1 Tutorial)

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



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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
U1	Introduction to Cybersecurity	6	20%	1, 2, 3
U2	Cybercrimes and Legal Remedies	6	20%	1, 2, 3
U3	Privacy and Security in social Media	6	20%	1, 2, 3
U4	E-Commerce and Cyber Security	3	10%	1, 2
U5	Digital Payments and Cyber Frauds	6	20%	1, 2, 3
U6	Security in Computers and Mobiles	3	10%	1, 2

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



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SEMESTER IV



Course Name: Digital Business Strategy

Course Code: DMC402

Mode: Offline

Credits: 4 (3 Lecture, 1 Tutorial)

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



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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
M1	Introduction to Digital Business Strategy	5	5%	1, 2
M2	Market Analysis and Consumer Behavior	5	20%	1, 2, 3
M3	Strategic Planning Frameworks	10	25%	1, 2, 3
M4	Ethics & Compliance in Digital Marketing	15	25%	1, 2, 3
M5	Budgeting and Resource Allocation	15	30%	1, 2, 3

Total Theory Hours: 50 | Practical Hours: 0 | Total Hours: 50
Total Credit: 4



Course Name: Consumer Behaviour

Course Code: DMC 402

Mode: Offline

Credits:4 (Theory)

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	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.



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Assessment Blueprint

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

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



Course Name: MIS & ERP

Course Code: DMC 403

Mode: Offline

Credits: 4 (Theory)

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
M1	Introduction to ERP	10	15%	1, 2
M2	ERP Modules & Implementation	10	15%	1, 2, 3
M3	Information Systems	10	15%	1, 2
M4	Information Systems – Business Applications	10	20%	1, 2, 3
	Total	40	100%	

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



Course Name: Basics of Operating System

Course Code: MIC401

Mode: Offline

Credits: 4 (Theory)

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



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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
U1	Introduction to Operating System	12	20%	1, 2
U2	Processes and Threads	12	20%	1, 2
U3	Memory Management	12	20%	1, 2, 3
U4	Storage Management & File Systems	12	20%	1, 2, 3
U5	Security and Protection	12	20%	1, 2, 3
	Total	60	100%	

Total Theory Hours: 60 | Practical Hours: 0 | Total Hours: 60

Total Credit: 4



Course Name: Graphic Design with Photoshop and Illustrator

Course Code: MIC402

Mode: Offline

Credits: 4 (Theory)

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.



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Assessment Blueprint

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

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



Course Name: Society, Culture and Human Behaviour

Course Code: AECC401

Mode: Offline

Credits: 2 (Theory)

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.



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Assessment Blueprint

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

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



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SEMESTER V



Course Name: Social Media Marketing

Course Code: DMC501

Mode: Offline

Credits: 5 (Theory)

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



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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
M1	Introduction to Social Media Marketing	10	25%	1
M2	SEO and Content Management	8	10%	1, 2
M3	Facebook & LinkedIn Marketing	8	20%	1, 2
M4	Influencer & X (Twitter) Marketing	10	20%	1, 2, 3
M5	YouTube and Email Marketing	8	20%	1, 2, 3
M6	Emerging Trends & Web Analytics	6	5%	1, 2, 3

Total Theory Hours: 50 | Practical Hours: 0 | Total Hours: 50

Total Credit: 5



Course Name: Integrated Marketing Communication

Course Code: DMC502

Mode: Offline

Credits: 5 (Theory)

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



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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
M1	Introduction to IMC	5	10%	1, 2
M2	Advertising	15	30%	1, 2, 3
M3	Promotional Campaigns	5	10%	1, 2
M4	Direct Marketing	5	10%	1, 2, 3
M5	Media Planning	10	20%	1, 2, 3
M6	Personal Selling & Digital Tools	10	20%	1, 2

Total Theory Hours: 50 | Total Credit: 5



Course Name: Cloud Computing

Course Code: MIC501

Mode: Offline

Credits: 4 (Theory)

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



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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
M1	Introduction to Cloud Computing	12	15%	1
M2	Virtualization in Cloud	12	20%	1, 2
M3	Cloud Architecture & Services	12	25%	1, 2, 3
M4	Cloud Storage & Data Management	12	25%	1, 2
M5	Cloud Security & Compliance	12	15%	1, 2

Total Theory Hours: 60 | Total Credit: 4



Course Name: E-Commerce and Application

Course Code: MIC502

Mode: Offline

Credits: 4 (Theory)

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



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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
M1	Introduction to E-Commerce	12	20%	1, 2
M2	Internet and Network Security	12	20%	1, 2
M3	Electronic Payment Methods	12	20%	1, 2, 3
M4	Digital Certificates & Currencies	12	20%	1, 2, 3
M5	E-core values	12	20%	1, 2, 3

Total Theory Hours: 60 | Practical Hours: 0 | Total Hours: 60

Total Credit: 4



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SEMESTER VI



Course Name: Web Design and Development

Course Code: DMC 601

Mode: Offline

Credits: 4

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



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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



Course Name: Introduction to Python

Course Code: DMC 602

Mode: Offline

Credits: 5 (4 Theory, 1 Tutorial)

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.



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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



Course Name: Organizational Behaviour

Course Code: DMC 603

Mode: Offline

Credits: 5 (4 Theory, 1 Tutorial)

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



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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
M1	Introduction to OB	7	10%	1, 2
M2	Individual Behaviour	7	15%	1, 2, 3
M3	Motivation	7	15%	1, 2, 3
M4	Leadership	7	15%	1, 2, 3
M5	Group Dynamics	5	15%	1, 2
M6	Organizational Culture & Change	4	15%	1, 2, 3
M7	Communication & Decision-Making	3	15%	1, 2

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

Total Credit: 5



Course Name: Development with HTML and CSS

Course Code: MIC 601

Mode: Offline

Credits: 4

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.



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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



Course Name: Internet and Networking

Course Code: MIC 602

Mode: Offline

Credits: 4

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.



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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



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SEMESTER VII



Course Name: Introduction to Business Analytics using R/Python

Course Code: DMC 701

Mode: Offline

Credits: 5 (4 Tutorials, 1 Tutorial)

Course Objectives

1. To provide foundational knowledge in business analytics concepts and tools.
2. To introduce students to data analysis techniques using R or Python.
3. 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



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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



Course Name: Cyber Security & Cyber Law

Course Code: DMC 702

Mode: Offline

Credits: 5 (4 Theory, 1 Tutorial)

Course Objectives

1. To introduce students to the fundamental concepts of cyber security.
2. To provide insight into common cyber threats and mitigation strategies.
3. To familiarize students with cyber laws, legal implications of cybercrime, and digital ethics.
4. To cultivate skills for recognizing, preventing, and managing cybersecurity threats.
5. 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, practice 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.



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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



Course Name: Services Marketing

Course Code: DMC 703

Mode: Offline

Credits: 4 (Theory)

Course Objectives

1. To provide a foundation in the concepts and principles of services marketing.
2. To highlight the differences between product and service marketing.
3. To enable students to formulate marketing strategies specific to services.
4. To analyze service quality, customer satisfaction, and service delivery systems.
5. 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



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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



Course Name: Software Project Management

Course Code: MIC 701

Mode: Offline

Credits: 4 (Theory)

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



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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



Course Name: Data Analysis and Interpretation

Course Code: MIC 702

Mode: Offline

Credits: 4

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



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SEMESTER VIII



Course Name: Web Design and Development

Course Code: DMC 801

Mode: Offline

Credits: 5 (4 Theory,1 Tutorial)

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



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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



Course Name: Computerized Accounting System

Course Code: DMC 802

Mode: Offline

Credits: 5 (4 Theory, 1 Tutorial)

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



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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



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



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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



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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