

Master of Arts (History)

PROGRAMME GUIDE

TABLE OF CONTENTS	
INTRODUCTION	3
PROGRAMME OUTCOMES	3
PROGRAMME SPECIFIC OUTCOMES	3
SALIENT FEATURES	3
PROGRAMME CODE	3
DURATION OF THE PROGRAMME	3
MEDIUM OF INSTRUCTION/EXAMINATION	3
PROGRAMME STRUCTURE	5
PROGRAMME SCHEME	6-8
SYLLABUS OF PROGRAMME	9-88

INTRODUCTION

History is a discipline valued by political, economic and social thinkers. The programme broadly covers Historical methods, Archaeology, World History and Indian History

PROGRAMME OUTCOMES

Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviours that students acquire in their matriculation through the program

1. **Research:** Apply appropriate research techniques and tools for Historical research.
2. **Historical Evolution:** Explain the various historical approaches and schools of thought in historical evolution and diversity
3. **Lifelong learning:** Demonstrate curiosity for lifelong learning
4. **Leadership:** Demonstrate leadership, team spirit and organizing ability in organizing events and programs.

PROGRAMME SPECIFIC OUTCOMES

1. **PSO1:** Authoritatively interpret History and contemporary social phenomenon through historical approaches.
2. **PSO2:** Undertake Historical research to explore new dimensions of History and human society.

SALIENT FEATURES

- **Research Focus:** Research orientation through dissertation and research paper publication.
- **Focus on competitive exams:** Curriculum as per the UGC guidelines and special courses to prepare students for central and state competitive exams.
- **Contemporary Historical Issues:** Exposure to various contemporary Historical Issues of global relevance.

PROGRAMMECODE: OL442B

DURATION OF THEPROGRAMME:

Minimum Duration 2 years

Maximum Duration 4 years

MEDIUM OF INSTRUCTION/EXAMINATION:

Medium of instruction and Examination shall be English.

PROGRAMME STRUCTURE

Term	Core Courses (CR I, CR II, CR III A, CR III B) CR I+II - (8+4) 12 x 4 Credits CR III (A) - 1 x 4 Credits CR III (B) - 1 x 8 Credits	Skill Enhancement Courses (SEC) 1 x 4 Credits	Generic Electives (GE) 4 x 4 Credits	Credits
I	Discipline Specific Core- I Discipline Specific Core- II Discipline Specific Core- III Discipline Specific Core- IV	SEC-I Fundamentals of Information Technology		20
II	Discipline Specific Core- V Discipline Specific Core- VI Discipline Specific Core- VII Discipline Specific Core- VIII		GE-I (Data Science, Economics, English, Finance, General Management, Political Science, Human Resource, Marketing, Sociology)	20
III	Discipline Specific Core- IX Discipline Specific Core- X Discipline Specific Core- XI CR III- A – TERM PAPER OR 1 Course from the GE Basket 1 which is not chosen as Generic Elective (GE)		GE-II (Data Science, Economics, English, Finance, General Management, Political Science, Human Resource, Marketing, Sociology)	20
IV	Discipline Specific Core- XII CR III- B–DISSERTATION or 2 courses from GE basket 2 and 3 of same area from which the course chosen in term paper		GE-III GE IV (Data Science, Economics, English, Finance, General Management, Political Science, Human Resource, Marketing, Sociology)	20
Total	60 Credits	4 Credits	16 Credits	80

**MASTER OF ARTS (HISTORY)
PROGRAMME SCHEME (ONLINE)**

COURSE CODE	COURSE TITLE	Cr.	CA	ETE (Th.)	ETE (Pr.)
TERM 1					
EHIS507	HISTORY OF INDIA FROM 1757AD TO 1857	4	30	70	0
EHIS533	POLITY AND ECONOMY OF INDIA FROM 1200AD TO 1750 AD	4	30	70	0
EHIS551	HISTORY OF INDIA UPTO AD 650	4	30	70	0
EGEN530	FUNDAMENTALS OF RESEARCH	4	30	70	0
ECAP145	FUNDAMENTALS OF INFORMATION TECHNOLOGY	4	30	40	30
TERM 2					
EHIS536	SOCIETY AND CULTURE OF INDIA 1200AD-1750AD	4	30	70	0
EHIS553	HISTORY OF INDIA FROM 650-1200 AD	4	30	70	0
EHIS656	HISTORY OF INDIA 1858-1964 AD	4	30	70	0
GE-I	GENERIC ELECTIVE I	4	30	70	0
ESSC501	TEACHING APTITUDE	4	30	70	0
TERM 3					
EHIS632	WOMEN IN INDIAN HISTORY	4	30	70	0
EHIS636	ECONOMIC HISTORY OF INDIA FROM 1757AD TO 1947AD	4	30	70	0
EHIS657	HISTORY OF MODERN EUROPE FROM 1795AD TO 1870AD	4	30	70	0
GE-II	GENERIC ELECTIVE II	4	30	70	0
	TERM PAPER	4	0	0	100
	OR Course from the GE Basket 1 which is not chosen as Generic Elective (GE).	4	30	70	0
TERM 4					
EHIS631	TWENTIETH CENTURY WORLD	4	30	70	0
GE-III	GENERIC ELECTIVE III	4	30	70	0
GE-IV	GENERIC ELECTIVE IV	4	30	70	0
	DISSERTATION**	8	30	0	70
	OR Next 2 courses from GE Basket 2 & 3 of same area from which the course chosen in Term Paper	4	30	70	0
TOTAL CREDITS		80			

GENERIC ELECTIVE (GE) BASKET 1								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	EENG539	ACADEMIC ENGLISH	4	30	70	0	ENGLISH	2
2	EPOL525	POLITICAL INSTITUTIONS IN INDIA	4	30	70	0	POLITICAL SCIENCE	2
3	ESOC515	FUNDAMENTALS OF SOCIOLOGY	4	30	70	0	SOCIOLOGY	2
4	EHRM504	HUMAN RESOURCE MANAGEMENT	4	30	70	0	HUMAN RESOURCE	2
5	EFIN542	CORPORATE FINANCE	4	30	70	0	FINANCE	2
6	EMGN581	ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	4	30	70	0	MANAGEMENT	2
7	EMKT509	CONSUMER BEHAVIOUR	4	30	70	0	MARKETING	2
8	EECO608	INTERNATIONAL ORGANIZATION AND REGIONAL COOPERATION IN TRADE	4	30	70	0	ECONOMICS	2
9	ECAP790	PROBABILITY AND STATISTICS	4	30	40	30	DATA SCIENCE	2

GENERIC ELECTIVE (GE) BASKET 2								
S. No	Course	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	EENG514	INTRODUCTION TO THE STUDY OF LANGUAGE	4	30	70	0	ENGLISH	3
2	EPOL527	PUBLIC POLICY AND GOVERNANCE IN INDIA	4	30	70	0	POLITICAL SCIENCE	3
3	ESOC506	GLOBALIZATION AND SOCIETY	4	30	70	0	SOCIOLOGY	3
4	EHRM619	TRAINING AND DEVELOPMENT	4	30	70	0	HUMAN RESOURCE	3
5	EFIN548	INTERNATIONAL FINANCIAL MANAGEMENT	4	30	70	0	FINANCE	3
6	EMGN578	INTERNATIONAL BUSINESS ENVIRONMENT	4	30	70	0	MANAGEMENT	3
7	EMKT503	MARKETING MANAGEMENT	4	30	70	0	MARKETING	3
8	EECO542	ECONOMICS OF EDUCATION AND HEALTH	4	30	70	0	ECONOMICS	3
9	ECAP792	DATA SCIENCE TOOLBOX	4	30	40	30	DATA SCIENCE	3

GENERIC ELECTIVE (GE) BASKET 3								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	EENG519	POST-INDEPENDENCE INDIAN LITERATURE	4	30	70	0	ENGLISH	4
2	EPOL650	COMPARATIVE POLITICAL ANALYSIS	4	30	70	0	POLITICAL SCIENCE	4
3	ESOC507	GENDER AND SOCIETY	4	30	70	0	SOCIOLOGY	4
4	EHRM615	INDUSTRIAL RELATION AND LABOUR LAWS	4	30	70	0	HUMAN RESOURCE	4
5	EFIN508	INTERNATIONAL BANKING AND FOREX MANAGEMENT	4	30	70	0	FINANCE	4
6	EFIN542	CORPORATE FINANCE	4	30	70	0	MANAGEMENT	4
7	EMKT505	DIGITAL AND SOCIAL MEDIA MARKETING	4	30	70	0	MARKETING	4
8	EECO507	COMPERATIVE DEVELOPMENT MODELS	4	30	70	0	ECONOMICS	4
9	ECAP794	ADVANCE DATA VISUALIZATION	4	30	40	30	DATA SCIENCE	4

GENERIC ELECTIVE (GE) BASKET 4								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	EENG527	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	4	30	70	0	ENGLISH	4
2	EPOL617	POLITICAL PROCESSES IN INDIA	4	30	70	0	POLITICAL SCIENCE	4
3	ESOC614	SOCIOLOGY OF HEALTH	4	30	70	0	SOCIOLOGY	4
4	EHRM611	COMPENSATION MANAGEMENT	4	30	70	0	HUMAN RESOURCE	4
5	EFIN576	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	30	70	0	FINANCE	4
6	EOPR639	OPERATIONS MANAGEMENT AND RESEARCH	4	30	70	0	MANAGEMENT	4
7	EMKT687	CUSTOMER RELATIONSHIP MANAGEMENT	4	30	70	0	MARKETING	4
8	EECO510	INTERNATIONAL CAPITAL MARKETS AND FINANCE	4	30	70	0	ECONOMICS	4
9	ECAP737	MACHINE LEARNING	4	30	40	30	DATA SCIENCE	4

Note:

1. Students can adopt only one area from Generic Elective basket that will be applicable for the whole program.
2. In case of Term Paper student may choose one course against Term Paper from the Generic Basket 1 which is not chosen as Generic Elective (GE) and in case of Dissertation student may choose two courses against Dissertation from Generic Basket 2 & 3 of the same area from which the course chosen in Term Paper.
3. If student opt for Term Paper, then student is eligible to complete Dissertation in Term 4.
4. If student opt for course in place of Term Paper, then student will not allow to opt Dissertation. Student is allowed to complete two courses as per guidelines.

Course Code	EHIS551	Course Title	HISTORY OF INDIA UPTO AD 650
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Evaluate the origin, significance and contribution of Harappan civilization, Vedic age and later Vedic age

CO2: Analyze the emergence of the Mauryan and Gupta empires during the “classical age” in India

CO3: Define the various stages of the evolution of ancient dynasties in India

CO4: Evaluate review the social, economic, religious and political life of India during ancient period

CO5: Examine the rise and fall of Kushans, Gupta and Post Gupta rulers and their achievements

CO6: Analyze the Sangam, Pallava and Chola's administration, economy and land grants during Sangam age

Unit No.	Content
Unit-1	Reconstructing ancient Indian History: sources and interpreting historical trends
Unit-2	Stone age hunters and gatherers: Palaeolithic, Mesolithic Cultures; and rock art
Unit-3	Early farming communities: Pastoralism and incipient farming; Neolithic and Chalcolithic village cultures
Unit-4	Bronze age, first urbanisation: Early Harappan, Mature Harappan, Late and Post Harappan culture, Debated on Harappan chornology and ethnic identities
Unit-5	Vedic society: Polity, economy, religion, role of Vedas in Indian history
Unit-6	Early Iron Age: disposal of the dead, megalithic culture, economic development, social stratification: beginning of Varna Ashram, Jati, gender, marriage, property relations, Samskar
Unit-7	Janapadas and Mahajanapadas: Territorial states: monarchical and republican, Religious movements: Jainism and Buddhism, Ajivaks and other sects
Unit-8	Towards empires: Nandas and Mauryas- Kautilya's Arthashastra and Megasthese's Indica, polity, nature and extent of centralisation, foreign relations, economy, trade and trade routes, currency, coinage, art & architecture, Ashoka's edicts, dhamma,
Unit-9	Post-Mauryan Developments: Sungas, Kanvas, Indo-Greeks, Shaka-Pallavas: social conditions
Unit-10	Satvahanas, Shaka-Kshatrapas: State formation, land grants, agriculture expansion, trade and trade guilds, silk route, coins and currency
Unit-11	Gupta Dynasty: Political consolidation- extent and structure, administrative organisation, provisional and feudatory states, land grants and expansion of agriculture, religion: revival of vedic and puranic religious traditions, temples, coins and currency, Sanskrit literature, science and technology, Hunas invasions
Unit-12	Vakatakas and other dynasties of peninsular India: Land grants, art and architecture, painting, society and religion
Unit-13	Vardhan and other kingdoms: Harsha, C halukyias and Pallavas, extent of kingdoms, administration, religion, society and cultural activities, Sangam age
Unit-14	Status of Women: family, marriage and property rights

READINGS:

1. INDIA'S ANCIENT PAST by RAM SHARAN, OXFORD & IBH
2. ASPECTS OF POLITICAL IDEAS AND INSTITUTIONS IN ANCIENT INDIA by RAM SHARAN SHARMA, MOTILAL BANARSIDASS PUBLISHERS
3. ANCIENT INDIA: IN HISTORICAL OUTLINE by DWIJENDRA NARAYAN JHA, MANOHAR PUBLISHERS & DISTRIBUTORS
4. ANCIENT INDIA SOCIAL HISTORY by ROMILA THAPAR, ORIENT BLACKSWAN PVT. LTD.
5. ANCIENT INDIAN HISTORY AND CIVILIZATION (TRENDS & PERSPECTIV (PAPERBACK) by BHATTACHARYYA, MANOHAR PUBLISHERS & DISTRIBUTORS
6. FROM PLASSEY TO PARTITION: A HISTORY OF MODERN INDIA by SHEKHAR BANDHOPADYAY, ORIENT BLACKSWAN PVT. LTD.
7. A NEW LOOK AT MODERN INDIA HISTORY by B.L. GROVER, S. CHAND & COMPANY
8. SOCIAL BACKGROUND OF INDIAN NATIONALISM by A.R. DESAI, POPULAR PRAKASHAN

Course Code	EHIS533	Course Title	POLITY AND ECONOMY OF INDIA 1200-1750 AD	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Understand about Literary and Archaeological sources of Medieval India.

CO2: Analyse nature of the state under different rulers during Medieval Indian History.

CO3: Understand the specific concepts of political processes and developments of Medieval India.

CO4: Construct the nature of the Agrarian relations and the pattern of resource use during Medieval Indian History

Unit No.	Contents
Unit-1	Primary Sources: Literary: Indigenous accounts, foreign accounts, oral accounts Archaeological: Inscriptions, Monuments and sculpture, Numismatics
Unit-2	Historiography: different approaches
Unit-3	State: Nature of state, Theories of kingship, Problem of legitimacy, Pressure groups, State and regional identities, Tensions and conflicts inherent in the imperial system, Problem of legitimacy, evolution of indigenous theories
Unit-4	Evolution of the Institutional Structure and System of Government: Iqta, Amaram, Mansabdari and Jagirdari, Central administration, Provincial administration, State and rural society, Village administration
Unit-5	Ruling Classes: evolving composition, immigration, local alliances and conflicts
Unit-6	Systemic Crisis and Collapse: Tensions and conflicts inherent in the imperial system, patterns of resistance, collapse of empire, emergence of regional states, patterns of state formations
Unit-7	Agrarian Economy and the State: Control over land and relations of production, Resource base and the pattern of resource use in agrarian production
Unit-8	Revenue Policies and Taxation: Nature and magnitude of taxation, Agrarian relations
Unit-9	Trade, Commerce and Production Technology: Inland and maritime trade, Structure and volume of trade, Role of Arab and European traders, Indian merchants and their commercial practices
Unit-10	Monetary system: Currency, coinage, and banking system - indigenous methods
Unit-11	Growth of Cities and Towns: Nature and Classification, demographic changes, administration, urban communities and morphology of cities
Unit-12	Industries and Production Technology: Textiles, agro-industries, metal technology, artisans, mercantile groups and their role in production
Unit-13	Industries and Production Technology: Textiles, agro-industries, metal technology, artisans, mercantile groups and their role in production
Unit-14	Interpreting the Eighteenth Century

READINGS:

1. RELIGION, STATE AND SOCIETY IN MEDIEVAL INDIA by EDITOR(S): SATISH CHANDRA, OXFORD UNIVERSITY PRESS
2. HISTORY OF MEDIEVAL INDIA by V D MAHAJAN, S. CHAND & COMPANY
3. STUDIES IN ISLAMIC CULLURE IN THE INDIAN ENVIRONMENTAL by AHMAD AZIZ, OTHER
4. ECONOMIC HISTORY OF MEDIEVAL INDIA, 1200-1500 by IRFAN HABIB, PEARSON

Course Code	EHIS507	Course Title	HISTORY OF INDIA FROM 1757AD TO 1857 AD
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Develop an understanding about the primary and secondary sources of Modern Indian History

CO2: Describe the processes by which the East India Company moved from trade to territorial control

CO3: Examine the policies and ideologies of British Government to control Indian territory

CO4: Evaluate the discourse between different schools of thought like Orientalists, Evangelicals, Utilitarian

Unit No.	Contents
Unit-1	Understanding Modern India I: Primary Sources, archival records, manuscripts, private papers, newspapers, periodicals, oral tradition
Unit-2	Understanding Modern India II: approaches and interpretations: schools of thought:
Unit-3	India in the Mid-18th Century: polity, economy, society and culture
Unit-4	Expansion and Consolidation of British Power: ideology and tools of expansion, war and diplomacy, policies and programs of expansion
Unit-5	Colonial Construction of India: structures and institutions, administrative structure, arms of the state - police, army and law, Ideologies of raj and racial attitudes
Unit-6	Constitutional development: Regulating Act, Pitts India Act, Charter Acts 1793, 1833, 1853
Unit-7	Social Policies: British understanding of Indian society, Orientalists, Evangelicals, Utilitarian,
Unit-8	Social Change: education: indigenous and modern, social reform movements, emergence of social classes
Unit-9	Economic Organizations and development I: Rural economy, Eastern India, Western India, Southern India, Northern India
Unit-10	Economic Organizations and development II: land revenue administration, commercialization of agriculture, rural indebtedness, theory of economic drain, development of post, communication: telegraph and railways
Unit-11	Urban Economy I: Artisans and industrial production, debate of de-industrialisation
Unit-12	Urban Economy II: rise of internal markets and urban centres
Unit-13	Resistance to Colonial Rule I: Nature and forms of resistance, pre-1857-peasant, tribal and cultural resistance
Unit-14	Resistance to Colonial Rule II: Revolt of 1857, ideology, programmes, leadership at various levels, people's participation, nature of the revolt, Punjab's participation in the revolt, British repression

READINGS:

1. FROM PLASSEY TO PARTITION: A HISTORY OF MODERN INDIA by SHEKHAR BANDHOPADYAY, ORIENT BLACKSWAN PVT. LTD.

REFERENCES:

1. A NEW LOOK AT MODERN INDIA HISTORY by B.L. GROVER, S. CHAND & COMPANY
2. SOCIAL BACKGROUND OF INDIAN NATIONALISM by A.R. DESAI, POPULAR PRAKASHAN

Course Code	EGEN530	Course Title	FUNDAMENTAL OF RESEARCH
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Develop research aptitude and get in-depth understanding of various methods of research.

CO2: Identify the appropriate research problem and conduct research in an effective way.

CO3: Understand indexing systems of various journals.

CO4: Apply ethics of research in writing research paper and dissertation thesis.

CO5: Understand basics of intellectual property rights.

Unit No.	Content
Unit-1	Basics of research: meaning of research, objectives of research, motivations in research, types of Research
Unit-2	Research approaches, significance of research, research process, criteria of good research, concept of theory: deductive and inductive theory
Unit-3	Literature survey and research gap identification, problem identification as per industrial and societal needs, potential and thrust areas, difference between scientific literature and advocacy literature
Unit-4	Hypothesis: qualities of a good hypothesis, null hypothesis and alternative hypothesis, use of databases, search engines and researchgateways, framing of timeline/Gantt chart
Unit-5	Types and classification of journals, journal indexing, role of indexing in defining the quality of journal
Unit-6	Journal citation indices, h-index, h5-index, h5-median, g index, i-10 index, almetrics, JIF, JIF percentile, cite score, SJR, SNIP and eigen factor
Unit-7	Research paper review process, citation, self-citation, funding agencies, Manupatra, academic social networks: google scholar, academia research gate etc
Unit-8	Objectivity and subjectivity in research, integrity, carefulness, openness, respect for intellectual property, confidentiality, social responsibility, competence, legality and informed consent
Unit-9	Definition of Plagiarism, use of turnitin/ithenticate software, role of referencing/bibliography in handling plagiarism, penalties and consequences, University Grants Commission's (UGC) policy for curbing plagiarism
Unit-10	Research writing including research paper, research proposal, review writing, thesis writing, Microsoft word (grammar checking, formatting of documents, incorporating references), reference styles
Unit-11	Poster preparation, coherence of the ideas, use of theory, Microsoft power point (creation of posters, slides for seminar/talk)
Unit-12	Introduction to intellectual property rights concept and theories kinds of intellectual property rights, introduction to patents, patent act 1970 – amendments of 1999, 2000, 2002 and 2005
Unit-13	Copyright and neighboring rights concept and principles, historical development of the concept of trademark and trademark law-National and International
Unit-14	International regime relating to IPR TRIPS and other Treaties (WIPO, WTO, GATTS)

READINGS:

1. RESEARCH DESIGN QUALITATIVE, QUANTITATIVE, AND MIXED METHODS APPROACHES by JOHN W. CRESWELL, SAGE PUBLICATIONS INTELLECTUAL PROPERTY RIGHTS (IPRS) by E. T. LOKGANATHAN, NEW CENTURY PUBLICATIONS
2. RESEARCH METHODOLOGY: METHODS AND TECHNIQUES by KOTHARI C R, GARG,
3. GAURAV, NEW AGE INTERNATIONAL
4. AN INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS by J P MISHRA, CENTRAL LAW PUBLICATION
5. THE PRESENTATION BOOK, 2/E: HOW TO CREATE IT, SHAPE IT AND DELIVER IT! IMPROVE YOUR PRESENTATION SKILLS NOW PAPERBACK by EMMA LEDDEN, PEARSON

Course Code	ECAP145	Course Title	FUNDAMENTALS OF INFORMATION TECHNOLOGY		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

C01: Understand basic concepts and terminology of information technology.

C02: Have a basic understanding of personal computers and their operations.

C03: Understand various software and hardware, various security issues.

C04: Familiarize students with complete fundamentals and the packages commonly used in computing software

C05: Gain writing skills and various presentation aspects using word processing software

Unit No.	Content
Unit-1	Computer Fundamentals: Characteristics & Generation of Computers, Block diagram of Computer. Application of IT in various sectors. Data Representation: Binary Number System, Octal, Hexadecimal, decimal and their Conversion.
Unit-2	Memory: Types, Units of memory, RAM, ROM, Secondary storage devices–HDD, Flash Drives, Optical Disks: DVD, SSD I/O Devices –Keyboard, Mouse, LCDs, Scanner, Plotter, Printer & Latest I /O devices in market
Unit-3	Processing Data: Transforming data into information, how computers represent data, How Computers process data, Machine cycles, Memory, Registers, The Bus, Cache Memory
Unit-4	Operating Systems: operating system basics, Purpose of the operating system, types of operating system, providing a user interface ,Running Programs, Sharing Information, Managing Hardware, Enhancing an OS with utility software.
Unit-5	Data Communication: Local and Global reach of the network, Digital and Analog Transmission, Data communication with standard telephone lines and Modems, Using Digital Data Connections, Wireless networks
Unit-6	Networks: Sharing data anytime anywhere, uses of a network, Common types of a network, Hybrid Networks, how networks are structured, Network topologies and Protocols, Network Media, Network Hardware
Unit-7	Graphics and Multimedia: Understanding graphics File Formats, Getting Images in to your Computer, Graphics Software, Multimedia Basics
Unit-8	Data Base Management Systems: The Database, The DBMS, Working with a database, Data bases at Work, Common Corporate Database Management Systems
Unit-9	Software Programming and Development: What is computer Program, hardware/Software Interaction planning a Computer Program, how programs Solve Problems
Unit-10	Programming Language sand Programming Process: Categories of Programming Languages, Machine and Assembly Language, Higher Level Languages, WWW development languages, The SDLC of Programming
Unit-11	Internet: Basic Internet terms: Web Page, Website, Homepage, Browser, URL, Hypertext, ISP, Web Server, HTML, DHTML, XML, Introduction to client side and server-side scripting. Applications: WWW, e-mail, Instant Messaging, Internet Telephony, Videoconferencing, Web Browser & its environment
Unit-12	Understanding The Need of Security Measures: Basic Security Concepts, Threats to Users, Threats to Hardware, Threat to Data, Cyber Terrorism. Taking Protective Measures: Keeping your System Safe, Protecting Your self, protecting your

	Privacy, Managing Cookies, Spyware and other BUGS, keeping your data secure, Backing Update, Safe guarding your hardware
Unit-13	Cloud Computing and IoT: SaaS, PaaS, IaaS, Public and Private Cloud; Virtualization, Virtual Server, Cloud Storage, Database Storage, Resource Management, Service Level Agreement, Basics of IoT and its applications.
Unit-14	Futuristic World of Data Analytics: Introduction to Big data and Analysis Techniques: Elements, Variables, and Data categorization, Levels of Measurement, Data management and indexing, Introduction to statistical learning and overview of various tools used for data analysis.

LABORATORYWORK:

1. Hardware familiarizing with various I/O Peripheral devices, storage devices.
2. Familiarity with DOS, Implementing various internal and external commands in DOS
3. **MS-Windows:** Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software.
4. MS-Office (or any other Office Suite), meaning and features, its components
5. MS-Word(or anyother word processor): Creating Document Files,
5. Saving, Closing Files, Page Settings and Formatting Text. Spell Checking, Thesaurus,
6. Creating Tables, Adding rows, columns. Printing Documents, Setting Print Settings, creating abels and mail merge, taking Printouts

Course Code	EHIS553	Course Title	HISTORY OF INDIA FROM 650-1200 AD
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Examine early medieval Indian history and culture with the help of archaeological and literary sources

CO2: Identify various social, political, economic and cultural developments in early medieval Indian history

CO3: Analyze the emergence of political structure, regional specification and urban processes in early medieval India

Unit No.	Content
Unit-1	Interpreting the period: changing pattern of polity, economy and society
Unit-2	Historical Sources: Sanskrit, Tamil and other literatures, archaeology, epigraphy and numismatics
Unit-3	Political Structure and Regional Variations I: political structure and forms of legitimation, regional variations: northern and western India
Unit-4	Political Structure and Regional Variations II: western and central India, Deccan and south India
Unit-5	Agrarian Economy: land grants, agricultural expansion, agrarian organization, irrigation, and technology
Unit-6	Urban Economy: trade and trade-routes, inter-regional and maritime trade, urban settlements, trade and craft guilds, forms of exchange, coinage and currency, interest and wages, traders, merchants and craftsmen
Unit-7	Society I: social stratification, proliferation of castes, untouchability, status of women: matrilineal society, marriage, property rights, inheritance
Unit-8	Society II: educational ideas and institutions, everyday life, migration and settlement of Aryan group in different regions of India
Unit-9	Religion: Bhakti movements: Saivism, Vaishnavism, Tantricism, Jainism, Buddhism, Judaism, Christianity, Islam, other popular religious movements
Unit-10	Philosophy: schools of Vedanta and Mimamsa
Unit-11	Literature: Sanskrit, Prakrit, Tamil and Apbhansha
Unit-12	Rise of Regional Language and Literature: Marathi, Kannada, Telugu and other languages
Unit-13	Art and Architecture I: Temple architecture: Nagara, Dravida and Vesara style
Unit-14	Art and Architecture II: Ajanta, Ellora, Bagh and Kaneri, The Pallava and Chola Architecture

READINGS:

1. A HISTORY OF ANCIENT AND EARLY MEDIEVAL INDIA, FROM THE STONE AGE TO THE 12TH CENTURY by SINGH, UPINDER, PEARSON
2. THE MAKING OF EARLY MEDIEVAL INDIA by CHATTOPADHYAYA BRAJADULAL, OXFORDUNIVERSITY PRESS

Course Code	EHIS536	Course Title	SOCIETY AND CULTURE OF INDIA 1200AD-1750AD
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: analyze the urban rural stratification and demographic structure of society during medieval India

CO2: evaluate socio-cultural and religious synthesis of India during medieval period

CO3: describe the patriarchal set-up and gender relations in Indian society during medieval Period

CO4: explain the process of growth of language and literature along with the development of art and architecture

Unit No.	Content
Unit-1	Structure of Rural Society: Composition & Stratification of rural society, Village community, Village officials
Unit-2	Urban setting and structure of urban society: Composition of urban society, Structure of urban society, rural-urban relationship and Urban life, Important urban centers and their settings
Unit-3	Formation of regional identities: Jagannath Cult in Orissa, Vaishnavite Cult in East India, Rishi Tradition in Kashmir, Acharyas in Tamilnadu
Unit-4	Sufism: Concept, Origin, Practices, Different Silsilahs, Relations with other religious groups
Unit-5	Bhakti Movement: Origin, Principles of Bhakti Movement, Saints of Bhakti Movement, Nath Panthis, Saint Tradition
Unit-6	Society II: patriarchy and gender relations, patriarchal society and its characteristics
Unit-7	Society II: status of women in Hindu and Muslim society, Women Bhakats of North and South India: Meera Bai and Mahadevi Akka
Unit-8	Elements of Islamic Architecture: architecture in Sultanate period from Slave to Lodhi Dynasty, architecture in Mughal period from Babur to Aurangzeb
Unit-9	Regional Architecture: Vijayanagar, Bahmani, Sharqi and Sur style
Unit-10	Painting schools and development: Mughal, Kangra and Rajput School of Paintings
Unit-11	Performing Arts: Devadasis, drama, dance and music
Unit-12	Growth of Language and Literature I: Persia and Urdu
Unit-13	Growth of Language and Literature II: Sanskrit and regional languages
Unit-14	Elements of Conflict and Synthesis in Medieval Indian Society: ruling groups, state and orthodoxy, religious and sectarian communities, evolution of composite culture

READINGS:

- 1. MEDIEVAL INDIA: FROM SULTANATE TO THE MUGHALS 1206-1526, PART I** by CHANDRA, SATISH, HAR-ANAND PUBLICATIONS
- 2. A COMPREHENSIVE HISTORY OF MEDIEVAL INDIA FROM TWELFTH TO MID-EIGHTEENTH CENTURY** by FAROOQUI, AHMED SALMA, PEARSON
- 3. THE NEW CAMBRIDGE HISTORY OF INDIA- THE MUGHAL EMPIRE** by RICHARD, F. JOHN, CAMBRIDGE UNIVERSITY PRESS
- 4. MUGHAL SCULPTURE** by NATH.R, APH PUBLISHING CORPORATION
- 5. MEDIEVAL INDIA** by BHUSHAN BHARAT, MAXFORD BOOKS
- 6. ARCHITECTURE IN INDIAN SUB-CONTINENT** by BAKSHI, S.R, VISTA INTERNATIONAL PUBLISHING HOUSE
- 7. THE AGRARIAN SYSTEM OF MUGHAL INDIA 1556-1707, PART II** by HABIB IRFAN, OXFORD UNIVERSITY PRESS
- 8. ESSAYS ON MEDIEVAL INDIAN HISTORY** by CHANDRA, SATISH, OXFORD UNIVERSITY PRESS
- 9. MEDIEVAL INDIA: FROM SULTANATE TO THE MUGHALS, MUGHAL EMPIRE, 1526-1748, PART II** by
- 10. THE NEW CAMBRIDGE HISTORY OF INDIA ARCHITECTURE OF MUGHAL INDIA** by CATHERINE B. ASHER, CAMBRIDGE UNIVERSITY PRESS
- 11. THE MAKING OF EARLY MEDIEVAL INDIA** by CHATTOPADHYAYA BRAJADULAL, OXFORD UNIVERSITY PRESS
- 12. MUGHAL AND RAJPUT PAINTINGS: THE NEW CAMBRIDGE HISTORY OF INDIA SERIES** by BOACH MILO 1ST, DELHI

Course Code	EHIS656	Course Title	HISTORY OF INDIA 1858-1964 AD
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Tell students about emergence of nationalism in the form of Indian national congress.

CO2: Analyze the role of Moderates and Extremists in the early years of the freedom struggle

CO3: Focus on the role of extremists in the freedom struggle of India

CO4: Teach the emergence of Gandhi and the mobilization of the rural masses

CO5: Debate the political upheavals like Communal politics in the freedom struggle

Unit No.	Content
Unit-1	Indian nationalism 1859-1885 I: British government and its control over Indian administration- central, provincial and district
Unit-2	Indian nationalism 1859-1885 II: early associations and peasant uprisings 1859- 1880s
Unit-3	Foundation of Congress: theories of origin and foundation of the Indian National Congress, social basis of the Indian National Congress
Unit-4	National awakening in India in its early phase I: national awakening and socio-religious reforms movements, moderate phase of the Indian National Congress, growth of extremism
Unit-5	The Indian Council Act of 1909: main features and provisions
Unit-6	Government of India Act of 1919: main features and provisions
Unit-7	National awakening in India in its early phase II: growth of revolutionary terrorism, Home-Rule movement
Unit-8	Nationalism under Gandhi's leadership: emergence of Gandhi and his ideology of mass participation, critical assessment of Non-cooperation and regional variations and Khilafat movement, Salt march, Civil Disobedience and regional variations
Unit-9	Government of India Act of 1935: main features and provisions
Unit-10	Communal politics and partition of India I: communal strands: origin and growth of communal politics, foundation of Muslim League and Hindu Mahasabha
Unit-11	Communal politics and partition of India II: Cripps proposal, Cabinet Mission scheme, communal riots and direct-action day
Unit-12	Indian Independence Act and partition of India
Unit-13	India after independence I: boundary commission, rehabilitation after partition: settlement plans, creating new towns and agriculture settlements
Unit-14	India after independence II: new opportunities for the displaced, Nehru's vision of

READINGS:

1. INDIA'S STRUGGLE FOR INDEPENDENCE by BIPIN CHANDRA, PENGUIN BOOKS INDIA
2. MODERN INDIA: 1885-1947 by SUMIT SARKAR, LAKSHMI PUBLICATIONS
3. A SOCIAL, CULTURAL AND ECONOMIC HISTORY OF INDIA VOL. III by CHOPRA P.N., PURIB.N, DAS M.N, MACMILLAN

Course Code	ESSC501	Course Title	TEACHING APTITUDE
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: understand the teaching

CO2: visualize the learner's characteristics

CO3: describe different factors affecting teaching

CO4: discuss various methods of teaching

CO5: evaluate teaching support system

CO6: analyze various evaluation systems in education

Unit No.	Content
Unit-1	Teaching Aptitude Teaching-I: Concept, Objectives, Levels of teaching (Memory, Understanding and Reflective), Characteristics and basic requirements; Learner's characteristics: Characteristics of adolescent and adult learners (Academic, Social, Emotional and Cognitive), Individual differences; and Factors affecting teaching related to: Teacher, Learner, Support material, Instructional facilities, Learning environment and Institution.
Unit-2	Teaching Aptitude Teaching-II: Methods of teaching in Institutions of higher learning: Teacher centred vs. Learner centred methods; Off-line vs. On-line methods (Swayam, Swayamprabha, MOOCs etc.); Teaching Support System: Traditional, Modern and ICT based; and Evaluation Systems: Elements and Types of evaluation, Evaluation in Choice Based Credit System in Higher education, Computer based testing and Innovations in evaluation systems.
Unit-3	Research Aptitude-I: Research: Meaning, Types, and Characteristics, Positivism and Post-positivistic approach to research; Problem formulation; Literature Review; and Hypothesis
Unit-4	Research Aptitude-II: Steps of Research; Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods; Thesis and Article writing: Format and styles of referencing; Application of ICT in research; and Research ethics.
Unit-5	Communication: Communication: Meaning, types and characteristics of communication; Effective communication: Verbal and Non-verbal, Inter-Cultural and group communications, Classroom communication; Barriers to effective communication; and Mass-Media and Society
Unit-6	Mathematical Reasoning and Aptitude-I: Number series; Letter series; Codes and Relationships
Unit-7	Mathematical Reasoning and Aptitude-II: Mathematical Aptitude - Fraction, Time & Distance, Ratio, Proportion and Percentage, Profit and Loss, Interest and Discounting, Averages etc.
Unit-8	Logical Reasoning: Understanding the structure of arguments: argument forms, structure of categorical propositions, Mood and Figure, Formal and Informal fallacies, Uses of language, Connotations and denotations of terms, Classical square of opposition; Evaluating and distinguishing deductive and inductive reasoning; Analogies; and Venn diagram: Simple and multiple use for establishing validity of arguments.
Unit-9	Indian Logic: Means of knowledge, Pramanas: Pratyaksha (Perception), Anumana (Inference), Upamana (Comparison), Shabda (Verbal testimony), Arthapatti (Implication) and Anupalabddhi (Non-apprehension); and Structure & kinds of Anumana (inference), Vyapti (invariable relation) and Hetvabhasas (fallacies of inference).
Unit-10	Data Interpretation: Sources, acquisition and classification of Data, Quantitative and Qualitative Data, Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart and Line-chart) and interpretation of Data

Unit-11	Information and Communication Technology (ICT): General abbreviations and terminology, Basics of Internet, Intranet, E-mail, Audio and Video-conferencing, Digital initiatives in higher education
Unit-12	Comprehension: A passage of text be given. Questions be asked from the passage to be answered.
Unit-13	People, Development and Environment: Development and environment: Millennium development and Sustainable development goals; Human and environment interaction: Anthropogenic activities and their impacts on environment; Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions; Impacts of pollutants on human health; Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal, Biomass, Nuclear and Forests; Natural hazards and disasters: Mitigation strategies, Environmental Protection Act (1986), National Action Plan on Climate Change, International agreements/efforts-Montreal Protocol, Rio Summit, Convention on Biodiversity, Kyoto Protocol, Paris Agreement and International Solar Alliance.
Unit-14	Higher Education System: Institutions of higher learning and education in ancient India; Evolution of higher learning and research in Post-Independence India; Oriental, Conventional and Non-conventional learning programmes in India; Professional, Technical and Skill Based education; Value education and environmental education, and Policies, Governance and Administration.

READINGS:

1. UGC NET/JRF/SLET GENERAL PAPER-1 TEACHING & RESEARCH APTITUDE by ARIHANT EXPERT, ARIHANT PUBLICATIONS INDIA LTD. References: PRAKASHAN
2. UGC-NET/JRF/SET TEACHING & RESEARCH APTITUDE (GENERAL PAPER-I) by DR. K. KAUTILYA, UPKAR
3. NTA UGC NET/SET/JRF - PAPER 1: TEACHING AND RESEARCH APTITUDE by KVS MADAN, PEARSON
4. CBSE UGC-NET: TEACHING & RESEARCH APTITUDE by Dr. M.S. ANSARI & RPH EDITORIAL BOARD, RAMESH PUBLISHING HOUSE, 2019.

Course Code	EHIS632	Course Title	WOMEN IN INDIAN HISTORY
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Analyze the changing role of women in Indian society from ancient period to modern age

CO2: Evaluate the gender roles and identify gender bias to reconstruct the gender identity

CO3: Review the concept of patriarchy from gender perspective in India

CO4: Develop the sense of social responsibility and social consciousness about gender issues

Unit No.	Content
Unit-1	Feminist Consciousness in Ancient India: Women in Indian Thought: Arthashastra, Manusmriti, Therigathas
Unit-2	Feminist Consciousness in Medieval India: Cases of Queen Didda , Razia Sultana, Nurjahan andJahanara
Unit-3	Feminist Consciousness in Modern India: Feminists in Colonial India: Begum Rokeya Sakhawat Hossain, Sarla Devi Chaudharani
Unit-4	Women's participation in the National Movement: Women participation in Civil Disobedience Movement, Quit India Movement
Unit-5	Women's Movement in Post-Independence period in India I: Dalit Women's Issues, Chipko Movement
Unit-6	Women's Movement in Post-Independence period in India II: Devadasi Movements, Anti-Arrack Movement
Unit-7	Partition and Women I: Recovery, Restoration, Re-settlement, Official and unofficial records of the abducted women
Unit-8	Partition and Women II: Victimization of Women during partition, The abducted and Widowed women, Plight of women during partition riots of 1947
Unit-9	Political Empowerment of Women: Committees and Commissions on Women's participation inPRI
Unit-10	Women in Panchayati Raj Institutions: With special reference to the 73rd Constitutional Amendment, Women in Urban Local Bodies (With reference to the 74th Constitutional Amendment)
Unit-11	Contemporary Issues taken up by Women's Movement in India I: Trafficking of Women, Honour killings and Khap Panchayats,
Unit-12	Contemporary Issues taken up by Women's Movement in India II: Violence against Women, NRI marriages
Unit-13	Crime against Women and Laws in India I: Rape Laws (reference to Sec 375 IPC), Dowry Prohibition Act, 1961 (as amended in 1984 and 1986), Domestic Violence Act 2005
Unit-14	Crime against Women and Laws in India II: Termination of Pregnancy Act 1971, Pre-Conception and Pre-Natal Diagnostic Techniques (Regulation and Prevention) Act, 1994 as amended in 2004, Sexual Harassment at the Workplace and Judicial attitude

READINGS:

- 1. THE POSITION OF WOMEN IN HINDU CIVILIZATION: FROM PREHISTORIC TIME TO THE PRESENT DAY**
by ALTEKAR, A.S., MOTILAL BANARSIDASS PUBLISHERS
- 2. SAMAJ CHINTAN** by AVINASH RAI KHANNA, Prabhat Prakashan
- 3. WOMEN IN GANDHI'S MASS MOVEMENTS** by THAKUR BHARTI, DEEP & DEEP
- 4. PUBLICATIONS PVT. LTD.**
- 5. WOMEN IN MANU'S PHILOSOPHY** by DAS, RAM MANOHAR, SOUTH ASIA BOOKS
- 6. INDIAN WOMEN FROM PURDAH TO MODERNITY** by NANDA, BAL RAM (ED), STOSIUS
- 7. INC/ADVENT BOOKS DIVISION**
- 8. VIOLENCE, LAW AND WOMEN'S RIGHTS IN SOUTH ASIA** by GOONESEKERE, SAVITRI
- 9. CRIME AGAINST WOMEN** by AHUJA, RAM, RAWAT PUBLICATIONS
- 10. CONTENTIOUS MARRIAGES: ELOPING COUPLES: GENDER, CASTE AND PATRIARCHY IN NORTHERN INDIA** by CHOUDHARY PREM, OXFORD UNIVERSITY PRESS
- 11. VIOLENCE AGAINST WOMEN: AN ANALYSIS OF CONTEMPORARY REALITIES** by MOHANTI BEDABATI, KANISHKA PUBLISHERS, DISTRIBUTORS
- 12. FROM INDEPENDENCE, TOWARDS FREEDOM: INDIAN WOMEN SINCE 1947** by BHARATI RAY AND APARNA BASU, OXFORD UNIVERSITY PRESS
- 13. WOMEN'S STUDIES IN INDIA: A READER** by MARY E. JOHN, PENGUIN BOOKS INDIA
- 14. EMPOWERMENT FOR WOMEN THROUGH POLITICAL PARTICIPATION** by SINHA NIROJ, KALPAZ PUBLICATIONS
- 15. GANDHI AND THE STATUS OF WOMEN** by BAKSHI, S.R, CRITERION PUBLISHERS

Course Code	EHIS636	Course Title	ECONOMIC HISTORY OF INDIA FROM 1757AD TO 1947AD
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Know the causes that led to the decline of indigenous industries in India

CO2: Understand the features of Indian economy in the 18th century

CO3: Differentiate between traditional industry and modern industry

CO4: Analyze the factors that led to the growth of modern industries in India

CO5: Evaluate the impact of British rule on Indian economy

Unit No.	Content
Unit-1	Nature & structure of economy: rural & urban, Agrarian & non-agrarian production
Unit-2	Indian Economy in the mid18th Century I: debate on the potentialities of capitalist change in the pre-colonial economy
Unit-3	Indian Economy in the mid 18th Century II: technology & methods of production, Trade and indigenous banking
Unit-4	Agrarian Settlements: Permanent Settlement in Bengal, Rayatwari Settlement in the Deccan, Mahalvari Settlement in Central India
Unit-5	Agrarian Production: Effects of periodic settlements on economy, Export products, New techniques & modes of production
Unit-6	Early Phase of Colonial Economy I: Mercantilism & European interests in India, The East India Company and its rule in Bengal
Unit-7	Early Phase of Colonial Economy II: Drain of Wealth -a debate, Indian industry, Internal & external commerce
Unit-8	Traditional Industry: Decline of Indigenous industry, Handicraft products
Unit-9	Capitalism & industry: De-industrialization, De-urbanization, Commercialization of agriculture & its effects
Unit-10	Imperialism & Indian Industry: medicine, transportation, warfare, and production of goods, effects
Unit-11	Rise of Heavy Industry I: Railway: a tool of industrial growth, its network, Indian markets and their nature
Unit-12	Rise of Heavy Industry II: Industries - Cotton, Jute, Iron, Steel, Nationalist and imperialist controversy, Industrial labour and its problem
Unit-13	Foreign Trade I: External trade, Shift from direct to indirect taxes, Tariff & excise
Unit-14	Foreign Trade II: Credit system, Monetary system, Drain of Wealth & British overseas trade, Impact of British Rule on Indian Economy

READINGS:

1. MODERN INDIAN HISTORY by SUMIT SARKAR, MACMILLAN
2. MODERN INDIAN HISTORY by B.L. GROVER AND ALKA MEHTA, S. CHAND & COMPANY
3. THE RISE AND GROWTH OF ECONOMIC NATIONALISM IN INDIA by CHANDRA BIPIN, ANAMIKA PUBLISHERS & DISTRIBUTORS

Course Code	EHIS657	Course Title	HISTORY OF MODERN EUROPE FROM 1795AD TO 1870AD	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Discuss the major events of world history in a broader perspective

CO2: Define the contribution of Napoleon Bonaparte to European history

CO3: Determine the Modern European revolutions and scenario aftermath

CO4: Analyze the significance of nationalism in the World

CO5: Critique the epistemological contribution of Modern Europe to world history

CO6: Justify the impact of Modern Europe to world history.

Unit No.	Content
Unit-1	French Revolution- Phase I: causes and outbreak of revolution, role of the Philosophers and Writers, influences of international events
Unit-2	French Revolution- Phase II: fall of Bastille, National Constituent Assembly of France
Unit-3	French Revolution- Phase III: National convention, effects, consequences, impact of the revolution, France under Directory
Unit-4	Napoleon Bonaparte I: early achievements, rise to power, reforms system, Emperor of the France
Unit-5	Napoleon Bonaparte II: Continental system, Wars of Napoleon
Unit-6	Napoleon Bonaparte III: Peninsular war, Napoleon at the climax of his power, decline of Napoleon's European warfare, Causes of Napoleon's downfall, role of England in the fall of Napoleon
Unit-7	Congress of Vienna I: prominent leaders, main objectives, main problems, the principles of the Congress, working procedures, main decisions
Unit-8	Congress of Vienna II: significance of the Vienna settlement, criticism of the Treaty of Vienna, reconstruction of Europe
Unit-9	French Revolutions 1830: July revolution of 1830 and its causes, significance and Effects
Unit-10	French Revolutions 1848: Revolution of 1848 and its causes, event and impact
Unit-11	Age of Metternich I: Metternich and the Austrian empire, domestic policy
Unit-12	Age of Metternich II: foreign policy of Metternich, German Confederation and Metternich, Downfall of Metternich and its causes, critical estimate of Metternich work
Unit-13	Nationalism in Europe I: Unification of Italy, national awaking in Italy, various plans for unification of Italy, unification under Piedmont, annexation of southern states, Crimean War, Austro-Prussian War, Franco-Prussian War
Unit-14	Nationalism in Europe II: Unification of Germany, Bismarck's –the architect of German empire, successful efforts for German Unification, Carlsbad decrees, Zollverein Economic unity

READINGS:

1. HISTORY OF MODERN EUROPE by MAHAJAN V.D., S. CHAND & COMPANY
2. HISTORY OF MODERN EUROPE by B. V. RAO, STERLING PUBLISHING
3. HISTORY OF THE MODERN WORLD by JAIN AND MATHUR, JAIN PRAKASHAN MANDIR

Course Code	EHIS631	Course Title	TWENTIETH CENTURY WORLD
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Identify the important aspects of world history in the 20th century

CO2: Review the causes and outcomes of World War I and II in world history

CO3: Outline the socio-economic changes of the 20th century

Unit No.	Content
Unit-1	Legacy of the Nineteenth Century I: Growth of capitalism and imperialism
Unit-2	Legacy of the Nineteenth Century II: Liberalism and socialism, Nationalism
Unit-3	World Order up to 1919 I: Origins of first world war, Peace settlement and long term consequences, Russian revolution, Economic and political aspects, Responses and reactions in the west
Unit-4	World Order up to 1919 II: Russian revolution, Economic and political aspects, Responses and reactions in the west
Unit-5	World between the two wars I : League of Nations, Working of League of Nations and Failure
Unit-6	World between the two wars II : Great Depression and New Economic Deal
Unit-7	World between the two wars III : Ideologies of Nazism and Fascism
Unit-8	Second World war and the new political order I : Origin, nature, results of war
Unit-9	Second World war and the new political order II : Nationalist Movements and decolonization
Unit-10	Second World war and the new political order III : Communist revolution in China
Unit-11	Cold war and its effects I : Ideological and political basis of cold war, Non Alignment Movement
Unit-12	Cold war and its effects II: UNO concept of world peace, regional tensions, Apartheid Movement
Unit-13	Disintegration of Socialist Block and the end of cold war I: Genesis and process of disintegration, Changes in political order- from bipolar to unipolar
Unit-14	Disintegration of Socialist Block and the end of cold war II : Socialism in decline, Globalization

READINGS:

1. HISTORY OF THE WORLD by ARJUN DEV, ORIENT BLACKSWAN PVT. LTD
2. HISTORY OF MODERN WORLD by B V RAO, STERLING PUBLISHING
3. ISSUES IN TWENTIETH CENTURY WORLD HISTORYM by SNEH MAHAJAN, MACMILLAN

Course Code	EENG539	Course Title	ACADEMIC ENGLISH
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

C01: Differentiate between a range of authentic academic texts

C02: Observe actively to lectures, presentations and interviews to understand key information

C03: Construct a variety of essays and other assignments

C04: Appraise academic grammar

C05: Apply academic English and vocabulary in professional life

Unit No.	Content
Unit-1	Academic writing: introduction, texts and academic texts, ways of writing, balanced versus weighted essays
Unit-2	Academic writing: brainstorming and outlining, gathering information, sorting the material
Unit-3	Writing paragraphs: introduction, types of paragraphs, enumeration
Unit-4	Writing paragraphs: exemplification, complex paragraphs, sequence
Unit-5	Writing paragraphs: comparison of items, cause effect in paragraph writing, visuals in paragraph writing
Unit-6	Basics of reports and research papers: introduction, types of reports, format of a report, assessment reports
Unit-7	Basics of reports and research papers: writing a report, understanding the text, data collection, writing a research paper
Unit-8	Basics of reports and research papers: overview of a research paper, selection of a research paper, plagiarism, citing sources, publication sources
Unit-9	Presenting your ideas: purpose of a presentation, components of a presentation, when to read or speak, preparation
Unit-10	Presenting your ideas: before the talk, on the podium, handling questions, strategic planning
Unit-11	Grammar for editing: basic sentences, verbs, nouns, editing a sentence
Unit-12	Grammar for editing: delayed subjects: it, there and what, the long and winding sentence, short sentences, parallelism
Unit-13	Working with words: misleading words, one word for many, complicated words, avoiding metaphors, redundant words
Unit-14	Working with words: linking words, expressing the degree of certainty, capitalization, sexist language

READINGS:

1. A COURSE IN ACADEMIC WRITING by RENU GUPTA, ORIENT BLACKSWAN PVT. LTD.
2. ENGLISH GRAMMAR by RAJEEVAN KARAL, OXFORD UNIVERSITY PRESS
3. OXFORD EAP: A COURSE IN ENGLISH FOR ACADEMIC PURPOSES by EDWARD DE CHAZALAND SAM MCCARTER, OXFORD UNIVERSITY PRESS
4. MLA HANDBOOK by MODERN LANGUAGE ASSOCIATION OF AMERICA, MODERN LANGUAGE ASSOCIATION

Course Code	EPOL525	Course Title	POLITICAL INSTITUTIONS IN INDIA
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Understand the leading institutions of the Indian political system and the changing nature of these institutions

CO2: Assess the laws pertaining to elections and analyse the electoral system of India

CO3: Enumerate the working of the Indian federalism in the constitutional context

CO4: Distinguish the powers and functions of various organs of the government

CO5: Discuss about various constitutional and statutory bodies of India

CO6: Evaluate the functioning of the local government institutions

Unit No.	Content
Unit-1	Making of the Indian Constitution: Indian national movement to the making of the Indian constitution
Unit-2	Constituent Assembly: composition of constituent assembly, ideological moorings, constitutional debates
Unit-3	Philosophy of the Constitution: preamble, fundamental rights, directive principles of state policy
Unit-4	Constitutionalism in India: democracy, social change, national unity, checks and balances, basic structure debates, constitutional amendments
Unit-5	Union executive: president as the head of the state, prime minister and council of ministers
Unit-6	Union Parliament: structure of the union parliament, role and functioning, parliamentary committees
Unit-7	Judiciary part-1: supremeCourt, high court
Unit-8	Judiciary part -11: judicial review, judicial activism, judicial reform
Unit-9	State executive: Governor, Chief Minister and council of ministers
Unit-10	State Legislature: Legislative council and Legislative assembly
Unit-11	Federalism in India: strong centre framework, asymmetrical federal provisions and adaption, role of intergovernmental coordination mechanisms, inter-state council, emerging trends.
Unit-12	Electoral Process and Election Commission of India: conduct of elections, rules, electoral reforms. functioning and reforms of the local government Institutions
Unit-13	Constitutional and Statutory Bodies Part -1: Comptroller and Auditor General, National Commission for Scheduled Castes, National Commission for Scheduled Tribes
Unit-14	Constitutional and Statutory Bodies Part -11: National Commission for Human Rights, National Commission for Women, NationalCommission for Minorities

READINGS:

1. INDIAN GOVERNMENT AND POLITICS by BIDYUT CHAKRABARTY, RAJENDRA KUMAR PANDEY, SAGE PUBLICATIONS
2. THE INDIAN CONSTITUTION: CORNERSTONE OF A NATION by AUSTIN GRANVILLE, Oxford Paperbacks

Course Code	ESOC515	Course Title	FUNDAMENTALS OF SOCIOLOGY
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Articulate all the methodical concepts to understand the social system and function

CO2: Collect information regarding various social units in terms of structural and functional analysis

CO3: Examine structural and functional significance of social institution

CO4: Innovate ideas to create pathways for the social problems

CO5: Apply theoretical understanding in the process of social change and mobilization

CO6: Analyse the process of social exclusion and inclusion in terms of policy making and development program

Unit No.	Content
Unit-1	Introduction to Sociology: Definition, Nature and Importance, Relation of Sociology with other social sciences-Economics, History, Political Science, Psychology and Social Anthropology
Unit-2	Sociology and other Social Studies: Branches of Sociology-Industrial Sociology, Political Sociology, Sociology of Family, Sociology of Education, Medical Sociology, Urban and Rural Sociology
Unit-3	Sociological Imagination: Development of Sociology as a Social Science and Sociological Prospective
Unit-4	Basic Concepts: Society, Community, Association and Institution –Social Groups, Social Structure and function, Role and Status, Social Stratification and Mobility, Social Control, Social process and Social Change.
Unit-5	Sociology of Culture: Culture and Socialization Definition-Features, Elements, Types, Cultural Relativity, Ethnocentrism, Cultural lag, Cultural System & sub-system, cultural change.
Unit-6	Social Institutions: Marriage, Family, Kinship, Religious Institutions, Economic Institution, Educational Institution and Political Institutions
Unit-7	Indian Social Institutions (I): Caste System, Jajmani System, Major religious practices
Unit-8	Indian Social Institutions (II): Indian Agriculture: farmers movements, Primary education, Mid-day meal, privatization of higher education, Research and development
Unit-9	Social Problems (I): Definition, Nature, Cause, Proposals, Legal and Constitutional measures in controlling Social problems.
Unit-10	Social Problems (II): Family Disorganisation, Problem of Child Labour, Problem of Aged, Gender issues and Gender problems,
Unit-11	Social Problems (III): Communal Riots, corruption, terrorism, Alcoholism and Drug Addiction, problem of Unemployment, untouchability, population problem, Rural and Urban Problems, Nepotism
Unit-12	Social Change: Meaning Definition, Nature and Importance, Types of Social Change
Unit-13	Social Movement: Peasant movement, Dalit Movement, Backward Classes movement, Social Reform Movement
Unit-14	Social Inclusion and Exclusion: Meaning-Nature-issues and problems of Social Inclusion/Exclusion among Scheduled Caste and Class-Scheduled Tribes, Neo Buddhist movement, Women empowerment

READINGS:

1. Sociology: Principles of Sociology with an Introduction to Social Thoughts. Rao C.N. Shankar. S Chand; Fundamentals of Sociology. VidyaBhushan. Pearson Education.
2. Fundamentals of Sociology Gisbert P. Orient BlackSwan. Third edition (2010).
3. Fundamentals of Sociology Rajendra Kumar Sharma. Atlantic. 1st edition (2013).

Course Code	EHRM504	Course Title	HUMAN RESOURCE MANAGEMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: demonstrate basic concepts and functions of human resource management

CO2: formulate policies to acquire, develop, motivate and retain human resources

CO3: appraise the dynamics of industrial relations and to manage them as per statutory regulations

CO4: apply human resource management functions to handle emerging issues

Unit No.	Content
Unit-1	Introduction: External and Internal Forces of environment affecting HRM, Integrating HR Strategy with Business Strategy, Objectives and functions of HRM
Unit-2	Human Resource Planning: HRP process, Barriers and Prerequisites for Successful HRP
Unit-3	Job Analysis: Methods of Collecting Job Data, Potential Problems with Job Analysis, Job Design and its approaches, Process of Job Analysis
Unit-4	Recruitment: Meaning, Recruitment process, Recruitment Methods, Challenges in India
Unit-5	Selection: Selection Process, Barriers to effective selection, Selection Challenges in India
Unit-6	Talent Management: talent management, talent retention, talent acquisition and sources of talent acquisition
Unit-7	Orientation, induction and placement: process of orientation, induction and placement programme, Evaluation of Orientation Programme
Unit-8	Training and Development: employee training, difference in training and development, methods of training, methods of management development, people capability maturity model
Unit-9	Career planning and management: career management, process of career planning, challenges in career planning
Unit-10	Performance management system: performance management, performance planning, performance appraisal, potential appraisal, feedback and counselling
Unit-11	Compensation management: types and theories of compensation, concept of wages, factors influencing compensation management, incentives and fringe benefits, employee engagement and retention.
Unit-12	Managing industrial relations: major actors and their roles in IR, factors influencing IR, approaches to IR, grievance handling procedure,
Unit-13	Industrial Disputes: industrial disputes, methods of settlement of industrial disputes, trade unions and their challenges in India
Unit-14	HR maintenance: social security schemes in India, welfare schemes, contemporary issues in HRM, current challenges faced by HRM

READINGS:

1. HUMAN RESOURCE MANAGEMENT by DESSLER, G. AND VARKEY, B, PEARSON
2. HUMAN RESOURCE MANAGEMENT by PRAVIN DURAI, PEARSON
3. HUMAN RESOURCE MANAGEMENT-A SOUTH ASIAN PERSPECTIVE by SNELL, BOHLANDER AND VOHRA, CENGAGE LEARNING

Course Code	EFIN542	Course Title	CORPORATE FINANCE
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Understanding finance function with respect to its evolution and growth

CO2: Understanding the concept of Time Value of Money and interpreting the results based on calculations

CO3: Analyzing financing needs of the businesses and designing an optimum capital structure

CO4: Understanding the retention and distribution of profits and impact on business valuation

Unit No.	Content
Unit-1	Financial Management: An Overview, evolution of finance, the basic goal: creating shareholder value, agency issues, business ethics and social responsibility
Unit-2	Sources of Finance: Long term and Short-term sources of finance- Ordinary shares, Preferences shares, redeemable irredeemable debentures, Debt vs Equity.
Unit-3	Money Market Instruments: Treasury Bills, Commercial Papers, Certificate of Deposits, Treasury Management and Treasury Operations in corporates. External Commercial Borrowings, Financing for MSMEs
Unit-4	Time Value of Money concept: Compounding and discounting, Future value and Present value, Annuities, Effective interest rates
Unit-5	Investment Decisions: Capital Budgeting Decisions, Rationale of Capital Budgeting, Non-Discounting Capital Budgeting Techniques - Payback period, Profitability Index, Accounting Rate of Return
Unit-6	Investment Decisions: Discounting Techniques of Capital Budgeting - NPV, IRR, Discounting Payback Period Method, Estimation of Cash Flows, NPV v/s IRR, Risk analysis in Capital Budgeting - Sensitivity Analysis, Certainty Equivalent Approach.
Unit-7	Cost of Capital: Meaning and Concept, Cost of Debt, Cost of Equity, Cost of Retained Earnings, Calculation of WACC, International Dimensions in Cost of Capital
Unit-8	Financing Decisions: Capital Structure, Theories and Value of the firm - Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani Miller Model, Determining the optimal Capital Structure, Checklist for Capital Structure Decisions, Costs of Bankruptcy and Financial Distress.
Unit-9	EBIT-EPS Analysis: Concept of Leverage, Types of Leverage: Operating Leverage, Financial Leverage, Combined Leverage.
Unit-10	Dividend Decisions: Factors determining Dividend Policy, Theories of Dividend Gordon Model, Walter Model, MM Hypothesis
Unit-11	Forms of Dividend: Cash Dividend, Bonus Shares, Stock Split, Stock Repurchase, Dividend Policies in practice.
Unit-12	Working Capital Management: Working Capital Policies, Risk-Return trade-off, Cash management, Receivables management
Unit-13	Corporate Governance: Value-based Corporate culture, Disclosures, transparency and accountability, Corporate Governance and Human Resource Management, Evaluation of performance of board of directors, Succession planning, Public sector undertakings and corporate governance, Insider trading, Lessons from corporate failure
Unit-14	Economic outlook and Business Valuation: Impact of changing business environment on corporate valuation, climate change and corporate valuation, Business sustainability and corporate valuation, Role of environmental, social, and governance (ESG) factors in corporate valuation

READINGS:

1. FUNDAMENTALS OF CORPORATE FINANCE by JONATHAN BERK, PETER DeMARZO & JARRED HARDFORD, PEARSON
2. CORPORATE FINANCE by STEPHEN A. ROSS, RANDOLPH W. WESTERFIELD & JEFFREY JAFFE, MCGRAW HILL

Course Code	EMGN581	Course Title	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Enumerate the concept of management practices and organizational behavior

CO2: Develop and sharpen acumen of how different management thoughts can be used to improve organization functioning

CO3: Analyze the importance of management practices and important organizational behavior dimensions at different levels of organization

CO4: Appraise the dynamics of industrial relations and to manage them as per statutory regulations

CO5: Apply human resource management functions to handle emerging issues

Unit No.	Content
Unit-1	Organizational behavior: relationship between management and organization behavior, model of OB and contributing disciplines to the OB field Foundations of individual behavior: values, attitude and job satisfaction, theories of learning and behavior modification
Unit-2	Personality: theories of personality and its assessment, transactional analysis and attribution theory of perception Emotions: emotional intelligence and affective events theory of emotion Motivation: early and contemporary theories of motivation
Unit-3	Group dynamics: group dynamics and its significance, types of groups, formation and stages of group development, group performance factors Team development: team formation, its types and difference between group and team
Unit-4	Organizational conflict and negotiations: conflict sources, types and levels of conflict, traditional and modern approaches to conflict, resolution of conflict through negotiation Stress: sources and consequences of stress, stress management techniques
Unit-5	Introduction: External and Internal Forces of environment affecting HRM, Objectives and functions of HRM. Human Resource Planning: HRP process, Barriers and Prerequisites for Successful HRP.
Unit-6	Job Analysis: Methods of Collecting Job Data, Potential Problems with Job Analysis, Job Design and its approaches, Process of Job Analysis
Unit-7	Recruitment & Selection: Meaning, Recruitment process, Recruitment Methods, Challenges in India and Selection Process
Unit-8	Talent Management: talent management, talent retention, talent acquisition and sources of talent acquisition Orientation, induction and placement: process of orientation, induction and placement programme, Evaluation of Orientation Programme
Unit-9	Training and Development: employee training, difference in training and development, methods of training, methods of management development, people capability maturity model
Unit-10	Career planning and management: career management, process of career planning, challenges in career planning
Unit-11	Performance management system: performance management, performance planning, performance appraisal, potential appraisal, feedback and counselling

Unit-12	Compensation management: types and theories of compensation, concept of wages, factors influencing compensation management, incentives and fringe benefits, employee engagement and retention.
Unit-13	Managing industrial relations: major actors and their roles in IR, factors influencing IR, approaches to IR, grievance handling procedure
Unit-14	Industrial Disputes: industrial disputes, methods of settlement of industrial disputes, trade unions and their challenges in India

READINGS:

1. Organizational Behaviour By Stephen P. Robbins. Timothy A. Judge. Neharika Vohra, Pearson
2. Management by Management By Stephen P. Robbins. Mary Coulter. Neharika Vohra, Pearson
3. Human Resource Management By Dessler, G. And Varkkey, B, Pearson

Course Code	EMKT509	Course Title	CONSUMER BEHAVIOR
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

- C01:** Understand the implications of consumer behavior concepts & theories for businesses and wider society.
- C02:** Discern how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
- C03:** Analyze the dynamic interplay of internal and external factors influencing consumer behavior and accordingly develop a marketing strategy.
- C04:** Articulate practical and comprehensive managerial understanding of consumer behavior.
- C05:** Develop the understanding of marketing regulation, consumer protection act and contemporary issues in consumer behaviour.

Unit No.	Content
Unit-1	Consumer Behavior and Marketing strategy: consumer behaviour, market strategy and applications of consumer behavior.
Unit-2	Market Analysis and Consumer Decisions: market analysis components, segmentation strategy and consumer decisions and consumer behavior models.
Unit-3	Culture and Group influence: cultural and group influence on consumer behavior, concept of culture, cross cultural marketing strategy, the household life cycle and marketing strategy.
Unit-4	Groups, Reference Group and Diffusion of Innovation: groups, types of groups, reference group influence on consumption process & marketing strategies and diffusion of innovation.
Unit-5	Perception: perception, exposure, attention and interpretation, perception and marketing strategy.
Unit-6	Learning and Personality: memory's role in learning, learning theories, brand image and product positioning, brand equity and brand leverage motivation, personality and emotion.
Unit-7	Motivation and Emotion: motivation theory and marketing strategy use of personality in marketing practice, emotions and marketing strategy.
Unit-8	Attitude and Market Segmentation: attitude, influencing attitude, attitude components and change strategies, market segmentation and product development strategies based on attitudes.
Unit-9	Self-Concept and Consumer Decisions: nature of lifestyle, the VALS system consumer decision process and types of consumer decisions.
Unit-10	Consumer Decision Making Process: process of problem recognition and uncontrollable determinants of problem recognition, marketing strategy and problem recognition, information, alternative evaluation and selection, types and sources of information, consumer decision making and evaluation criteria.
Unit-11	Decision Rules and Attributes of consumers: decision rules for attitude based choices, attributes affecting retail outlet selection, consumer characteristics and outlet choice, in-store and online influence on brand choice and evaluation criteria.
Unit-12	Post purchase Processes and Dissonance: post purchase processes, post purchase dissonance, product use and non-use, disposition.
Unit-13	Purchase Evaluation and Customer Satisfaction: purchase evaluation, customer satisfaction, dissatisfaction responses, repeat purchase and customer commitment.
Unit-14	Consumer Behavior and Marketing Regulation: regulation and marketing to children, regulation and marketing to adults, consumer protection act and contemporary issues in consumer behavior.

READINGS:

1. CONSUMER BEHAVIOR- BUILDING MARKETING STRATEGY by DEL I HAWKINS, DAVID L
2. MOTHERSBAUGH, & AMIT MOOKERJEE, MCGRAW HILL EDUCATION
3. CONSUMER BEHAVIOR by KUMAR, S. R., SCHIFFMAN, L.G, WISENBLIT J., PEARSON
4. CONSUMER BEHAVIOR by RAJNEESH KRISHNA, OXFORD UNIVERSITY PRESS.
5. SCHIFFMAN, L. G., &KANUK, L. L. CONSUMER BEHAVIOR. NEW DELHI, PRENTICE HALL.

Course Code	EECO608	Course Title	INTERNATIONAL ORGANIZATION AND REGIONAL COOPERATION IN TRADE	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze the theoretical foundations of international trade

CO2: Examine the pattern, structure and policy framework of foreign trade

CO3: Assess the role of international trade, gains from trade, trade patterns, exchange rates

CO4: Analyze the trade and commercial policies including protectionism and liberalism

CO5: Evaluate the role of international financial systems and foreign exchange markets

CO6: Assess the price adjustment mechanism in the context of stabilization policy

Unit No.	Content
Unit-1	Theoretical Foundations of International Trade: reasons for international trade: mercantilist and neo-mercantilist view
Unit-2	Direct Investment: FDI in the world economy, the political economy of FDI, cost and benefit of FDI to host and home countries, government policy instruments and FDI; foreign debt situation.
Unit-3	Instruments of Commercial Policy: tariffs quotas and other measures and their effects; arguments for and against protection; trade regulations and WTO; trade policy and developing countries.
Unit-4	Factor Movements and International Trade in Services: capital flows-types and theories of foreign investments, barriers to foreign investments; labour migration; theory of international trade in services.
Unit-5	Regional Economic Integration: levels of regional economic integration; free trade area, customs union, economic union, and common market; trade creation and diversion effects, NAFTA, EU, SAARC, ASEAN.
Unit-6	Policy Framework and Promotional Measures: India's foreign trade and investment policy; policy making body and mechanism; export promotion measures and infrastructure support – export and trading, houses, export promotion schemes and incentives; institutional arrangements for export promotion; export processing/special economic zones, 100% EOUs
Unit-7	International Organizations: role of international organizations and do they really matter, History and Background, controls of the IMF, governments and IMF programs
Unit-8	Regional Monetary Funds: Introduction, role of World Bank, role of international institutions, cooperation
Unit-9	The Charter of the United Nations: The United Nations general assembly, role of united nations security council, the united nations human rights conventions
Unit-10	International monetary system: introduction, Bretton woods system, operation and evolution of the Bretton Wood system, international monetary system: present and future
Unit-11	International Macroeconomic Policy: fixed versus flexible exchange rates; international monetary systems; financial globalization and financial crises.
Unit-12	Forms of economic cooperation: reforms for the emergence of trading blocs at the global level, static and dynamic effects of a custom union and free trade areas.
Unit-13	Multilateralism and WTO: emerging international monetary system with special reference to developed and developing countries. reform of the international monetary system, India and developing countries

READINGS:

1. Micro Economic Foundations of International Trade by Hazari, R. Bharat, Croom Helm, London and Sydney
2. International Economics by Mannur, H.G., Vikas Publishing House, New Delhi,
3. International Economics: Policies and Theoretical Foundations by Letiche, John M., Academic Press, New York
4. International Economics by Carbough, R.J, International Thompson Publishing, New York

Course Code	ECAP790	Course Title	PROBABILITY AND STATISTICS		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

CO1: Experiment to carry out simple data investigations for categorical variables.

CO2: Measure a random variable that describe randomness or an uncertainty in certain realistic situation.
It can be of either discrete or continuous type.

CO3: Employ the different types of data and choose an appropriate way to display them.

CO4: Identify and compare techniques for collecting data from primary and secondary sources, and identify questions and issues involving different data types

Unit No.	Content
Unit-1	Introduction to probability: Elements of Set Theory, Sample Space and Probability Measure, Statistical Independence, Conditional Probability, Counting Sample Points, Mutually and pair wise independent events, multiplication theorem of probability for independent events, Baye's theorem.
Unit-2	Introduction to statistics and data analysis: Statistical Inference, Samples, Populations and Experimental Design, Measures of Location: The Sample Mean and Median, Measures of Variability, Discrete and Continuous Data, Statistical Modeling, Scientific Inspection, and Graphical Diagnostics, Graphical Methods and Data Description, General Types of Statistical Studies.
Unit-3	Mathematical expectations: Definition, expected value of random variable, expected value of function of a random variable, properties of expectations, Various measures of Central Tendency, Dispersion, skewness and Kurtosis for continuous probability distribution, continuous distribution function, Variance, Properties of variance, covariance.
Unit-4	Moments: Chebyshev Inequality, Moments of Two or More Random Variables, Moments of Sums of Random Variables, Moment Generating Function, Properties of moment generating function, cumulants, Raw and central moments.
Unit-5	Relation between moments: raw moments & central moments, Effect of change of origin and scale on moments, Pearsonian coefficients Measures of skewness, kurtosis.
Unit-6	Correlation, regression and analysis of variance: Pearson's Correlation coefficient, Spearman's Rank correlation coefficient, Regression Concepts, Regression lines, Multiple correlation and regression, Analysis of Variance- One-way classification and two-way classification.
Unit-7	Standard distribution: Binomial, Poisson, Negative Binomial Distribution, Normal Distribution and their properties.
Unit-8	Statistical quality control: Introduction, Process control, control charts for variables – X and R, X and S charts control, charts for attributes: p chart, np chart, c chart and their applications in process control
Unit-9	Index numbers: Learn about the need of index numbers, explain the different methods of constructing index numbers, evaluate the tests for judging the soundness of an index number.
Unit-10	Time series: Explain about time series, describe components of time series, and define measurement of variations of time series.
Unit-11	Sampling theory: Sampling Theory, Random Samples and random Numbers, Sampling with and without replacement, sampling distributions, sampling distribution of means, sampling distribution of properties, sampling distribution of differences and sum, standard errors, software demonstration of elementary sampling Theory.

Unit-12	Hypothesis testing: Definition of hypothesis, interpret statistical procedure of hypothesis testing, use application of hypothesis testing in several business contexts.
Unit-13	Tests of significance: Based On t, F and Z Distributions: -Student's (t) distribution, definition, properties, critical value of t, Application of t-distribution, Test for single mean, t-test for difference of mean, Fischer Z- transformation, F-statistic, critical value of F distribution, application.
Unit-14	Statistical tools and techniques: Bayesian Concepts, Bayesian Inferences, Bayes Estimates Using Decision Theory Framework, Statistical Tools: Excel, R-Studio and SPSS.

READINGS:

1. FUNDAMENTALS OF MATHEMATICAL STATISTICS by S.C. GUPTA AND V. K. KAPOOR, SULTAN CHAND & SONS (P) LTD.
2. PROBABILITY & STATISTICS FOR ENGINEERS & SCIENTISTS by RONALD E. WALPOLE, PEARSON

Course Code	EENG514	Course Title	INTRODUCTION TO THE STUDY OF LANGUAGE
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Identify vowels and consonants in phonetics

CO2: Distinguish between different parts of speech organs, place of articulation and manner of articulation

CO3: Describe syllable and stress patterns in relationship with aspects of connected speech in English language

Unit No.	Content
Unit-1	Language and Phonetics: introduction to first and second language, introduction to phonetics
Unit-2	Language and Phonetics: meaning and importance of phonetics, difference between phonetics and phonology
Unit-3	The Production of Speech Sounds: introduction to the speech organs, articulators above the larynx
Unit-4	The Production of Speech Sounds: vowels and consonants, long vowels and short vowels
Unit-5	Vowels, Diphthongs, and Triphthongs: introduction to vowels, long vowels, short vowels
Unit-6	Vowels, Diphthongs, and Triphthongs: introduction, diphthongs, triphthongs
Unit-7	Voicing and Consonants: the larynx, respiration and voicing, plosives
Unit-8	Voicing and Consonants: place of articulation, manner of articulation, fortis and lenis
Unit-9	The Phoneme and Phonology: the functioning and patterning of sounds, the phoneme
Unit-10	The Phoneme and Phonology: the phonology, symbols and transcription, minimal pairs
Unit-11	The Syllable and Stress: strong and weak syllables, close front and close back vowels
Unit-12	The Syllable and Stress: syllabic consonants, nature of stress
Unit-13	The Syllable and Stress: levels of stress, placement of stress within the word
Unit-14	Aspects of Connected Speech: rhythm, assimilation, elision, linking

READINGS:

1. LINGUISTICS by CRYSTAL, DAVID, PENGUIN BOOKS INDIA
2. ENGLISH PRONOUNCING DICTIONARY by JONES, DANIEL, CAMBRIDGE UNIVERSITYPRESS
3. ENGLISH PHONETICS AND PHONOLOGY: A PRACTICAL COURSE by ROACH, PETER,CAMBRIDGE UNIVERSITY PRESS
4. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY,OXFORD UNIVERSITY PRESS
5. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY,OXFORD UNIVERSITY PRESS

Course Code	EPOL527	Course Title	PUBLIC POLICY AND GOVERNANCE IN INDIA	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Understand the nature and scope of public policy and administration in India

CO2: Assess the major problems and complexities in India's governance system

CO3: Appreciate the methodological pluralism and synthesizing nature of knowledge in public policy and administration

CO4: Analyse the changing dimensions and patterns in India's public governance and administrative processes.

CO5: Evaluate the role of non-state actors and civil society in India's public governance system.

Unit No.	Content
Unit-1	Public policy and Administration in India: meaning and evolution;
Unit-2	Public and private administration Approaches and its replications in India: System Theory, Decision Making,
Unit-3	Ecological Approach Public administration theories and concepts
Unit-4	Scientific Management Theory, Rational Choice theory, New Public Administration, Development Administration
Unit-5	Comparative Public Administration in India
Unit-6	New Public Management
Unit-7	changing nature of Public Administration: Indian public administration in the era of liberalization and Globalisation
Unit-8	Theories and Principles of Organization and its operations in India: Scientific Management Theory, Bureaucratic Theory, Human Relations Theory
Unit-9	Managing the organization: The case of India: Theories of leadership and motivation.
Unit-10	Organizational Communication: Theories and Principles, functioning in India and its impacts
Unit-11	Chester Bernard Principles of Communication, Information Management in the organization Managing
Unit-12	Conflict in the Organization: Mary Parker Follett Management by Objectives- Peter Drucker
Unit-13	Public Policy and Governance in India
Unit-14	Public policy issues and challenges in India.

READINGS:

1. Introduction To The Study Of Public Administration by Shafritz, J.M. and Hyde, Wadsworth
2. Public Administration in India by Sterling Publications, Streling Publications.

Course Code	ESOC506	Course Title	GLOBALIZATION AND SOCIETY	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Identify concept of globalization as academic contested

CO2: Locate the economic dimension of globalization

CO3: Consider the political dimension of globalization

Unit No.	Content
Unit-1	Introduction to globalization: concept, history of globalization
Unit-2	Dimensions of globalization (i): social, cultural, political
Unit-3	Dimensions of globalization (ii): Economic and ecological dimension
Unit-4	Globalization in India
Unit-5	Globalization in society: Family, marriage, relationship
Unit-6	Globalization in Culture: Language and communication, Social Structure
Unit-7	Globalization in education: Learning, Access to education, Technological gap
Unit-8	Globalization in economy: Globalization of Indian banks with WTO regime
Unit-9	Business Process Outsourcing (BPO): an emerging trend in India
Unit-10	Micro finance, Economic liberalization: free market policy
Unit-11	Globalization in environment: Tourism, Pollution, Global warming
Unit-12	Global crises: globalization as an inevitable process, The East Asia crises
Unit-13	Globalization in Indian society
Unit-14	Future of globalization: future of globalization, Broken promises of global institution

READINGS:

1. S K. PRAMANIK, R GANGULY, GLOBALIZATION IN INDIA: NEW FRONTIERS AND EMERGING CHALLENGES, PHI Learning Pvt Ltd
2. BABITA AGARWAL, ANIL AGARWAL, GLOBALIZATION AND INDIAN SOCIETY, A P. Publisher
3. MANFRED B. STEGERGLOBALIZATION: A VERY SHORT INTRODUCTION, OXFORDUNIVERSITY PRESS

Course Code	EHRM619	Course Title	TRAINING AND DEVELOPMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Recognize the process and practices of training and development.

CO2: Ability to assess training needs and design training programmes in an organizational setting.

CO3: Appreciate the worth of training investment by evaluating the training programmes.

CO4: Inculcate the capacity to design and implement training sessions for any organization.

Unit No.	Content
Unit-1	Introduction to Employee Training and Development: Concept of Training and Development, Designing Effective Training, Snapshot of Training
Unit-2	Strategic Training & Development: The Strategic Training and Development Process, Training Need in different Strategies, Marketing of Training function, Outsourcing of training Function
Unit-3	Training need Assessment: Need and Methods of Need Assessment, Need Assessment Process, Scope of Need Assessment
Unit-4	Training Design: Understanding & Developing the Objectives of Training, Considerations in Designing Effective Training Programs
Unit-5	Learning: Learning Process, Learning Theories, Instructional Emphasis of Learning outcomes
Unit-6	Training Modules: Developing training modules including training objectives, lesson plan and learning climate.
Unit-7	Training & Development Methods: On the job and off the job training methods: Lecture method, Simulation, Case-study, special projects, Games, Action Maze, Role Play, Team Building, and Sensitivity Training.
Unit-8	Training Evaluation: Overview of Evaluation Process, Methods of evaluating effectiveness of Training Efforts; Kirkpatrick model of training effectiveness
Unit-9	Problems in Evaluation: Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program, obtaining feedback of trainees; Training issues resulting from the external environment and internal needs of the company
Unit-10	Contemporary Methods of Training including E-learning and Use of technology: Technology's Influence on Training and Learning, Experiential Learning, Computer Based Training, Training for change, Learning Organization, Future trends of training and development
Unit-11	Employee Development: Introduction, Approaches to Employee Development, The Development Planning Process, Company Strategies for providing Development, Types of MDPs, EDPs/Seminars and Conferences
Unit-12	Career Management: Need and Importance of Career Management, Protean verses Traditional Career, Role of Employees, Managers, Human resource managers, and the company in the career Management, Evaluating Career management System,
Unit-13	Career Development: A Model of Career Development, Career paths and developing dual career options, Career portfolio, Balancing work and life
Unit-14	Future Trends: Current trends in Training & Development initiatives, Evaluating Training Outcomes

READINGS:

1. EMPLOYEE TRAINING AND DEVELOPMENT by RAYMOND A NOE, AMITABH DEO KODWANI, MCGRAW HILL EDUCATION
2. EFFECTIVE TRAINING by P. NICK BLANCHARD, JAMES THACKER, PEARSON

Course Code	EFIN548	Course Title	INTERNATIONAL FINANCIAL MANAGEMENT
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

- CO1:** Understand the critical financial issues of international firms and international investors in present scenario.
- CO2:** Analyze the framework of exchange rates and foreign exchange exposures and forces affecting exchange rates.
- CO3:** Evaluate the international capital structure and international capital budgeting mechanism of multinational corporations.
- CO4:** Analyze the different modes of raising finance in international market and significance of international finance in MNCs.

Unit No.	Content
Unit-1	Introduction to International Financial management: Domestic vs. international finance, International financial market integration, currency crisis, and global recession and risk spill over
Unit-2	Balance of Payments - Structure - Contents of Current, Capital, and Reserve Accounts -Linkages and Impact on Exchange Rates, Capital Markets, & Economy - Understanding BOP structure of a country for Investment and Raising Finance
Unit-3	Foreign Exchange Markets and Exchange Rate Mathematics: Nature, Functions, Transactions, Participants, Forex Markets in India, Forex dealing, foreign exchange regimes, Foreign exchange rate determination, factors affecting foreign exchange
Unit-4	Forecasting Foreign Exchange Rate: Exchange Rate Forecasting- Purchasing Power Parity, Covered and Uncovered Interest Rate Parity - International Fisher's Effect - Forward Rate Parity-Influence of these parity relationships on Exchange Rates
Unit-5	Foreign Exchange Spot and Derivative Market: Spot and Forward Contracts- Cash and Spot Forex Trading, Forward Contracts- Long and Short Forward contract, Foreign Exchange Futures Contract- Contract specification trading at National Stock Exchange of India
Unit-6	Management of Foreign Exchange Risk: Foreign Exchange Exposure: Risk, Measurement and Management: Global Firms Foreign exchange exposure - Transaction, economic and translation exposures, potential currency exposure impact on global firms and investor performance
Unit-7	International Capital Markets - Sources of International Finance - Debt and Equity Markets - International Equity Diversification, Short-term Vs Long-term Finance - Export Import Finance
Unit-8	Capital Structure of the Multinational Firm: International Capital Structure - Parent Vs Subsidiary Norms, Global Capital Structure - Factors affecting the choice of markets and structure. International Cost of Capital - Calculation - Cost of Foreign Debt, Cost of Foreign Equity, Use of International CAPM
Unit-9	Capital Budgeting of the Multinational Firm: International Capital Budgeting - Key Issues - Unique Cashflows - Adjusted Present Value Approach. Foreign Direct Investment - Motives - Determinants - International Portfolio Diversification.
Unit-10	Working Capital Management of the Multinational Firm: International Working Capital Management - International Cash Management - Decentralized Vs Centralized Cash Management - Bilateral Vs Multilateral Netting - Central Cash Pool

Unit-11	Option Contracts American and European Currency Options, call and Put option, Option and risk management strategies. Introduction to currency swap, Foreign exchange risk management strategies through Forward contracts, future contracts, money market hedges, and options contracts.
Unit-12	Managing Foreign Operations: ADRs; benefits and costs of ADR holdings for investors; benefits and costs of ADR issuance for corporations, External Commercial Borrowing and International refinancing, issues and challenges before multinational subsidiaries
Unit-13	Multinational Cash management: Centralized perspective of Cash Flow Analysis, Techniques to Optimize Cash Flow- Leading and Lagging, Netting, Matching.
Unit-14	Country Risk Analysis- Nature of Country Risk Assessment, Techniques to assess Country Risk, Raters of Country Risk, Multinational Capital Budgeting: Problems and issues in Foreign Investment Analysis, Techniques of Multinational Capital Budgeting- NPV, IRR, APV

READINGS:

1. Shapiro, A.C. (2013). Multinational Financial Management. (10thed.). John, Inc.
2. Buckley, A. (2009). Multinational Finance. (5thed.). Pearson Education.
3. Levi, M.D. (2018). International Finance. (6th ed.). Routledge Publications
4. Madura, J. (2018). International Financial Management. (13thed.). Cengage Learning India Pvt Ltd.

Course Code	EMGN578	Course Title	INTERNATIONAL BUSINESS ENVIRONMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

- CO1:** Analyze business environment and trends to take decisions with respect to international business operations
- CO2:** Interpret and apply international trade theories in international business operations
- CO3:** Identify and critically analyse the role of foreign exchange market and usage of fundamental instruments for currency exchange
- CO4:** Develop skills on analysing the business data, and problem solving in other functional areas such as marketing, business strategy and human resources
- CO5:** Develop responsiveness to contextual social issues or problems and exploring solutions, understanding business ethics and resolving ethical dilemmas
- CO6:** Identify aspects of the global business and cross-cultural understanding

Unit No.	Content
Unit-1	Overview of international business environment: Globalization and international Business; introduction to international business, types of international business
Unit-2	Components of international Business environment: social environment, political and legal environment, economic environment, technological environment
Unit-3	The external environment and challenges: assessing risk in international business, Recent world trade and foreign Investment trends, environment Influence on Trade and investment patterns
Unit-4	International Trade theories: theory of absolute advantage, theory of comparative advantage, factor proportion theory, the diamond model of national competitive advantage, factor mobility theory
Unit-5	Protectionism and trading environment: Globalization trends and challenges; environment for foreign trade and investment, governmental influence on trade and investments; tariff and non-tariff barriers
Unit-6	Economic Integration and Co-operation: cross national cooperation and agreements, Role of international organizations: WTO, IMF, Regional Economic Integrations
Unit-7	International financial markets: foreign exchange market mechanism, exchange rate arrangement, determinants of exchange Rates, exchange rate movements and their impact
Unit-8	Global Debt and Equity Markets: Euro Currency market, offshore financial centres, International Banks, Non-Banking Financial service firms; stock markets
Unit-9	Global Competitiveness: Export Management, Technology and global Competition, world economic growth and the environment
Unit-10	Internationalization strategies: Theories of internationalization, Modes of operations in International Business, export and import strategy
Unit-11	Forms and Ownership of Foreign Production: Types of collaborative arrangements; Licensing, joint ventures& consortium approaches Managing International Collaborations
Unit-12	International business diplomacy: Negotiating an international business, issues in asset protection, Multilateral sentiments
Unit-13	Country evaluation and selection: Opportunity and risk matrix, analysis of Macro and micro indicators, country comparison tools

Unit-14	Globalization and society: globalization with social responsibility, Ethical Dimensions of Labour Conditions, Ethics and the Environment, legislation for anti-competitive and unfair trade practices
----------------	--

READINGS:

1. Daniels, Radebaugh, Sullivan & Salwan, International Business Environments and Operations by Pearson
2. International Business - Competing in the Global marketplace by Charles W Hill, Arun Kumar Jain, McGraw Hill

Course Code	EMKT503	Course Title	MARKETING MANAGEMENT	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze and respond to environmental and competitive changes, their impact on marketing planning, strategies and practices

CO2: Apply the conceptual frameworks, theory and techniques to various marketing contexts

CO3: Prepare marketing and sales plan appropriate to the needs of customers and contexts

CO4: Determine strategies for developing new products and services that are consistent with evolving market needs

Unit No.	Content
Unit-1	Introduction: market and marketing, definition, nature and scope of marketing, exchange process, functions of marketing, core marketing concepts
Unit-2	Marketing orientations: evolution of modern marketing concept, holistic marketing concepts, new marketing orientations selling vs. marketing
Unit-3	Marketing mix: 7 P's & 7 C's of Marketing, 4 A's of Marketing, customer quality, value and satisfaction, Michael E. Porters chain analysis model
Unit-4	Marketing environment: Significance of scanning marketing environment; Analysis of macro environment of marketing – economic, demographic, socio-cultural, technological, political legal and ecological; Impact of micro and macro environment on marketing decisions
Unit-5	Consumer behaviour: buyer behaviour, different consumer roles, need for studying buyer behaviour, different buying motives, consumer buying decision process and influences, consumer vs. business buying behaviour, industrial buying process
Unit-6	Segmentation decisions: market segmentation, characteristics of a segment, bases for segmenting a consumer market, levels of market segmentation, factors influencing selection of market segments
Unit-7	Targeting and positioning: Benefits of market segmentation; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process
Unit-8	Product decisions: concept and classification, layers of products, major product decisions, product-mix, new product development stages, packaging and labelling, product life cycle (PLC) – concept and appropriate strategies adopted at different stages
Unit-9	Pricing decisions: pricing – objectives, price sensitivity, factors affecting price of a product, pricing methods and strategies, ethical issues in product and pricing decisions
Unit-10	Distribution planning: channels of distribution – concept and importance, different types of distribution middlemen and their functions, selection, motivation and performance appraisal of distribution middlemen
Unit-11	Distribution decisions: decisions involved in setting up the channel, channel management strategies, distribution logistics – concept, importance and major logistics decisions, channel integration and systems, ethical issues in distribution decisions
Unit-12	Distribution decisions: retailing and wholesaling, types of retail formats, retail theories, retailing strategies, non-Store retailing, wholesaling – nature and importance, types of wholesalers, developments in retailing and wholesaling in indian perspective

Unit-13	Promotion decisions: role of promotion in marketing, promotion mix, integrated marketing communication, concept, communication process and promotion, determining promotion mix, factors influencing promotion mix, developing promotion campaigns, sales promotion, direct marketing, public relations, digital and social media
Unit-14	Trends in marketing: service Marketing, e-marketing, green marketing, customer relationship management, rural marketing, other emerging trends, ethical issues in marketing

READINGS:

1. Kotler, P. & Keller, K. L. (2017). Marketing Management. Pearson
2. McCarthy, E. J., Cannon, J. & Perreault, W. (2014). Basic Marketing. McGraw-Hill Education
3. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). Marketing Concepts and Cases. Tata McGraw Hill

Course Code	EECO542	Course Title	ECONOMICS OF EDUCATION AND HEALTH
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Analyze the key issues in health and educational economics.

CO2: Grasp theoretical and conceptual understanding of health and education as an economic dimension

CO3: Appreciate and analyze the key issues in health sector and educational sector in Indian context.

CO4: Analyze microeconomic framework in the demand for health and education

Unit No.	Content
Unit-1	Micro economic foundation of health care: Introduction to demand for health, Empirical analysis of demand for health care, Income and price effect, Supply of health care, Factors affecting supply and demand for health, Demand for health care in medical insurance
Unit-2	Economic dimension of health care: Health and development, Income-health linkages, Health care as a factor of economic development
Unit-3	Determinations of health-poverty: Malnutrition and environmental issues, Risk pooling in health care delivery, Development assistance in health care
Unit-4	Financing of health care: Financing of health care, Principles and constraints, Implications of health care resource mobilization
Unit-5	Resources allocation of health care purchasing: Magnitude of health care, Rashtriya Swasthya Bima Yojna: challenges and implementation
Unit-6	Demand and supply considerations of education: Demand and supply of education, Cost of education, Effects of education, Ability and family backgrounds on earnings
Unit-7	Education and economic growth: Education as an instrument for economic growth, Human capital versus physical capital
Unit-8	Demand for education: Private demand and social demand, Significance of education to economic development, Measurement of economic value of education
Unit-9	Educational financing: Introduction to educational finance, Sources of educational finance, Linkage of education with poverty and inequality
Unit-10	Policies of educational financing: Policies of educational financing in India, Expenditure on education
Unit-11	Education Investment in Human Capital: Rate of Return to Education: Private and Social; Quality of Education; Signaling or Human Capital
Unit-12	Social aspects of health and education: Gender and caste discrimination in educational sector in India, Theories of discrimination, Private and public delivery system of health and education,
Unit-13	Disparities in health care delivery system: Statistical discrimination in higher education, Health and education and its linkages with social exclusion
Unit-14	Role of Health and Education in Human Development: Importance in poverty alleviation; Health and Education outcomes and their relationship with macroeconomic performance

READINGS:

1. Principles of Health Economics For Developing Countries by William Jack, World Bank Publications
2. Education and Economics by Saumen Chattopadhyay, Oxford University Press
3. Economics of Health In Developing Countries by Lee, Kenneth, Oxford University Press

Course Code	ECAP792	Course Title	DATA SCIENCE TOOL BOX		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

- C01:** Observe the various methods to extract knowledge using data mining techniques
C02: Evaluate current trends in data mining such as web mining, spatial-temporal mining.
C03: Apply different data mining methodologies with information systems.
C04: Analyze research of database systems and improve the decision-making process
C05: Observe the various methods to extract knowledge using data mining techniques
C06: Evaluate current trends in data mining such as web mining, spatial-temporal mining.
C07: Apply different data mining methodologies with information systems.
C08: Understand big data concepts
C09: Define need of big data analytics in real world
C010: Develop interest in the area of hadoop cluster mechanism
C011: Apply the big data learning in research

Unit No.	Content
Unit-1	Data Science Fundamentals: What is Data Science? What is Data? The Data Science Process, Need of Data Science, Global requirement of Data Scientist.
Unit-2	Using Data Science Tool R and R Studio: Installing R, Installing R Studio, RStudio Tour, R Packages, Projects in R
Unit-3	Version Control and Git Hub: Version Control, Github and Git, Linking Github and R Studio, Projects under Version Control
Unit-4	Introduction to Python: Variables and expressions, conditional execution (loops, branching, and try/except), functions, Python data structures (strings, lists, dictionaries, and tuples), and manipulating files
Unit-5	Python as Data Visualization: Introduction to Data Visualization, introduction to Matplotlib, Basic Plotting with Matplotlib, importing Dataset, Line Plot, Area Plots, Histograms Bar Charts, Waffle Charts, Word Clouds
Unit-6	Introduction to Rapid Miner: Downloading and Installation of Rapid Miner, Introduction to different modules of Rapid miner interface, working with different sample data in Rapid miner, Working with different sample process in Rapid miner
Unit-7	Introduction to operators in RapidMiner: Introduction to various operators in RapidMiner, working with different data processing operators, Using various filters. Statistical. Analysis of sample data.
Unit-8	Introduction to Big Data: Understanding big data concepts and terminology datasets data analysis data analytics descriptive analytics, diagnostic analytics, predictive analytics, prescriptive analytics business intelligence (BI) ,key performance indicators (KPI) big data characteristics volume, velocity ,variety veracity value different types of data :structured data ,unstructured data ,semi- structured data ,metadata case study background history identifying data characteristics volume velocity variety veracity
Unit-9	Business Motivations and Drivers for Big Data Adoption: Business Motivations and Drivers for Big Data Adoption: marketplace dynamics business architecture business process management information and communications technology data analytics and data science digitization affordable technology and commodity hardware social media hyper-connected communities and devices cloud computing internet of everything (IoE) case study example

Unit-10	Introduction to Weka mining tools: Introduction to Weka tool, importing data into Rapid miner using different formats of files, Storing and retrieving data using rapid miner.
Unit-11	Data Import and Export in Rapid Miner: Graphical representation of data in rapid miner, Hands on practice problems on data import/export. Identification and removal of duplicates, apply operations for handling meta data like rename or attribute role definition, Identify and remove the missing values in the data set
Unit-12	Data Pre-processing using rapid miner: Apriori method for finding frequent itemset Weka/Rapid miner tool Apply data mining pre-processing techniques and methods to large data sets, Hands on practice problems on data pre-processing
Unit-13	Introduction to classification: Introduction to Classification methods, applying model for prediction, Bayesian Classification on new imported data, Bayesian Classification on existed dummy data set, Decision Tree classification on both new and dummy data sets
Unit-14	Introduction to clustering: Introduction to Clustering algorithms, differentiate clustering and classification, K-means clustering, Hierarchical clustering algorithm

READINGS:

1. DATA MINING AND MACHINE LEARNING, A PROGRAMMER'S GUIDE TO DATA MINING, RON ZACHARSKI, 2015.
2. DATA MINING: CONCEPTS AND TECHNIQUES by JAWEI HAN, MICHELINE KAMBER AND JIAN PE, MORGAN KAUFMANN
3. INTRODUCTION TO DATA MINING by PANG-NING TAN , MICHAEL STEINBACH , VIPIN KUMAR, PEARSON

Course Code	EENG519	Course Title	POST-INDEPENDENCE INDIAN LITERATURE
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: understand the social cultural and political dimensions of Indian Writing in English.

CO2: deduce the historical elements and theoretical orientation of Indian Writing in English.

CO3: analyze the stylistic techniques of Indian Writing in English.

CO4: trace the essential features of Indian Writing in English.

Unit No.	Content
Unit-1	Literary Terms : feminism, patriarchy, sexism
Unit-2	Literary Terms : misogynoir, misandry, LGBTQ
Unit-3	Literary Terms : gender issues, male gaze, womanism
Unit-4	Rupa Bajwa - The Sari Shop : plot and narrative technique
Unit-5	Rupa Bajwa - The Sari Shop : social and political background, character analysis and thematic analysis
Unit-6	Tagore - Leave this chanting and singing: textual, analysis, thematic analysis, symbols and motifs, stylistic features
Unit-7	Tagore - Kamala Das - My Grandmother's House : textual analysis, thematic analysis
Unit-8	Tagore - Kamala Das - My Grandmother's House : symbols and motifs, stylistic features
Unit-9	Difficult Daughters by Manju Kapur : about the author, plot, character analysis
Unit-10	Difficult Daughters by Manju Kapur : thematic analysis and gender issues, critical analysis
Unit-11	Mahesh Dattani - Final Solution : character analysis and thematic analysis
Unit-12	Mahesh Dattani - Final Solution : plot, narrative technique
Unit-13	Girish Karnad - Nagamandala : thematic analysis, narrative technique
Unit-14	Girish Karnad - Nagamandala : plot summary, character analysis

READINGS:

1. THE VINTAGE BOOK OF MODERN INDIAN LITERATURE by AMIT CHAUDHURI, VINTAGEBOOKS
2. THE SARI SHOP by RUPA BAJWA, PENGUIN BOOKS INDIA
3. NAGAMANDALA by GIRISH KARNAD, OXFORD UNIVERSITY PRESS
4. GITANJALI: RABINDRANATH TAGORE by RABINDRANATH TAGORE, RUPA PUBLICATIONS
5. KAMALA DAS by DR. N. K. SHARMA, Unique Publisher
6. FINAL SOLUTIONS by MAHESH DATTANAI, PENGUIN BOOKS INDIA
7. DIFFICULT DAUGHTERS by MANJU KAPUR, PENGUIN BOOKS INDIA

Course Code	EPOL650	Course Title	COMPARATIVE POLITICAL ANALYSIS
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Describe the theoretical approaches to the study of comparative politics

CO2: State the differences and similarities between the various constitutional arrangements

CO3: Analyze various classifications of states and different constitutional structures

CO4: Develop an understanding to compare the world political system

Unit No.	Content
Unit-1	Introduction to comparative government and politics: significance of comparison and its nature
Unit-2	Scope of comparative politics, difference between comparative government and politics: meaning and definitions of comparative politics, growth and evolution of comparative politics
Unit-3	Approaches to the study of comparative politics: traditional approaches, modern approaches
Unit-4	Systems analysis: structural-functional analysis approach, input-output analysis, political economy approach
Unit-5	Theories of State: liberal-democratic state, totalitarian regimes
Unit-6	The Democratic steps and welfare state: its functions and role, states in third world countries
Unit-7	Constitutional structures: legislature and its role in political system, structure
Unit-8	Composition of legislature, office of prime minister and president: power and functions of prime minister and president
Unit-9	Judiciary and its importance: challenges and problems of judiciary in India, judicial activism
Unit-10	Classifications of governments: presidential and prime ministerial governments, unitary government
Unit-11	Federal systems, features of federal system and its advantages, characteristics of unitary government
Unit-12	Typology of states: totalitarian state and its features
Unit-13	Liberal state: Its role, Welfare state and its role on modern society
Unit-14	Advantages and disadvantages: totalitarian form of governments

READINGS:

1. COMPARATIVE GOVERNMENT AND POLITICS by A.S. NARANG, GITANJALI PUBLISHING HOUSE
2. COMPARATIVE POLITICS by J C JOHARI, STERLING PUBLISHING

Course Code	ESOC507	Course Title	GENDER AND SOCIETY
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

- CO1:** Identify social construction of gender in the context of gender role and its development
CO2: Classify the theoretical standpoint available and reinforced in the study of sociological analysis of gender construction with special reference to feminist thought
CO3: Articulate interdisciplinary connection between economic, political and religious dimensions of gender construction as social stratification
CO4: Categorize the various status of women in Indian context under the list of gendered social issues
CO5: Defend the position of women's studies and its development with special reference to its demographic profile
CO6: Design a model for role-play program on the development of women's movements contributing the contemporary social change

Unit No.	Content
Unit-1	Social construction of gender: gender vs Biology, equality vs difference
Unit-2	Gender roles: private public dichotomy, division of labor, patriarchy as ideology and practice
Unit-3	Emergence of Feminist thought: socio- historical perspective
Unit-4	Approaches to the study of gender: types of feminism, post-feminism and anti-feminism
Unit-5	Gender based Sociological analysis: Contemporary context, Social issues, Case studies
Unit-6	Economic: marginalization and sexual based division of labour
Unit-7	Politics: reservation for women
Unit-8	Religion and culture: marriage, dowry and property
Unit-9	Major gendered social issues: development, ecology, communalism, violence
Unit-10	Women in India: changing status of women in India - pre-colonial, colonial and post-colonial
Unit-11	Demographic profile: the gender gap
Unit-12	Development of women's studies in India: North India, South India, Central India, East India, West India
Unit-13	Women's movement in India: women and national freedom movement
Unit-14	Women's movement and Social Change: in post-independent India

READINGS:

1. Lindal L. Lindsey. Gender Role: A Sociological Perspective. Pearson
2. Desai, Neera and M. Krishnaraj, Women and Society in India, Ajanta Publications

Course Code	EHRM615	Course Title	INDUSTRIAL RELATION AND LABOUR LAWS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze the nature and importance of employee Relations in India with a reflection of the history of unions in India

CO2: Develop an understanding of the economic, social and political environment and labour force in the Indian context

CO3: Analyze the constitution, laws and issues related to Trade Unions in India

CO4: Evaluate Role of government in Industrial Relations and Social dialogue

CO5: Analyze worker-management cooperation and importance of participation in Industrial Relations

Unit No.	Content
Unit-1	Introduction to Industrial Relations: Theories and Models and Approaches of Industrial Relations and history of IR in India, Contemporary issues of IR and the Labour Force; Economic, Political and Social Environment of Industrial Relations
Unit-2	Trade Unions: Definition, objectives and legal Framework related to Trade unions in India; Trade Union Act, 1926; Landmark judgments and case laws related to TU; Types, Rights and Issues of TU; Problems confronting TUs; Women in TUs; Managerial Associations; Employer Associations; Paradigm shift in IR policy
Unit-3	Collective Bargaining: Concept, Nature and Legal Framework of CB; Levels of Bargaining and Agreements; Negotiating Techniques and Skills
Unit-4	Role of Government in IR: Types and Levels of Tripartism, Social dialogue and reform process; Bipartism's link with Tripartism Types and Means of government Interventions; Role of State at the State IR Level; Future Role of government
Unit-5	Contract of Employment: Industrial Employment Standing Orders Act, 1946; Test of supervision; Shops and Establishment Act; Inter-State Migrant Workmen Act, 1979; The Contract Labour Act, 1970; Contract Labour Code.
Unit-6	Public Policy and Wage and Reward System: Wage Theories; Wage System in India; The Payment of Wages Act, 1936; Minimum Wages Act, 1948; The payment of Bonus Act, 1965; Profit Sharing and Stock Options; National Wage Policy; Wage Policy at the Company Level; Pay Structures; Contemporary Issues in Wage System
Unit-7	Working Conditions, Safety, Health and Environment: Factories Act 1948, Workers Compensation Act, Employees' State Insurance Act related to social security; Workers Education
Unit-8	Social Security: Medical Care; Safety; Occupational health; Welfare funds; Social security reforms during the period of structural Adjustment; Social Security conventions of ILO
Unit-9	Dispute Resolution: Industrial Conflict, Legal Framework: The Industrial Dispute Act, 1947; Role of labour boards, courts and tribunals; Procedures, power and Duties of Authorities; General prohibition of Strikes and Lockouts; Unfair Labour practices;
Unit-10	Industrial Harmony: Recommendations of National Commission of labour, Guiding framework for sound Labour Management Relations, Labour Administrative Machinery
Unit-11	Employee Participation and Labour-Management Cooperation: Labour participation schemes; Constitutional and Legal framework; Indirect representation versus direct participation; Levels of Indirect Participation; Participation versus Collective Bargaining; Suggestion schemes; Quality Circles

Unit-12	Grievance and Discipline Handling: Managing Employee Grievance; Nature and Cause of Grievance; Guiding principles for Grievance procedure; Grievance Procedure; Interest Issues and Rights Issues; Managing Discipline; Different types of approaches; Different types of punishments
Unit-13	HRM and IR in India: Management philosophy and Approaches; Integrative Approaches to Human Resource Management; HRM-IR-HRD
Unit-14	ILO, India and International Labour Standards: ILO & India; The Case of India; Lessons from foreign Unions; OECD guidelines; The road ahead for Indian IR Contemporary issues

READINGS:

1. Mamoria, S., Mamoria, C.B. &Gankar. (2010). Dynamics of Industrial Relations. New Delhi: Himalaya Publishing
2. VenkataRatnam, C.S.,&Dhal, M. (2017).Industrial Relations. Oxford University Press,India
3. Monappa, A. (2000). Industrial Relations. New Delhi: Tata McGraw

Course Code	EFIN508	Course Title	INTERNATIONAL BANKING AND FOREX MANAGEMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Understand the dimensions of international banking

CO2: Establish legal and regulatory issues in international banking institutions

CO3: Demonstrate foreign exchange market operations

CO4: Discover the functions of different bodies in foreign exchange management

CO5: Analyze various management issues in international finance

Unit No.	Content
Unit-1	International banking: global trends and developments in international banking, international financial centers, offshore banking units, profitability of international banking operations
Unit-2	Offshore banking & offshore currency trading; Factors contributing to the growth of international banking & Eurocurrency trading, regulatory asymmetry
Unit-3	International finance: fundamental principles of lending to MNCs, documentation and monitoring
Unit-4	International credit appraisal: International credit policy agencies and global capital markets, raising resources, project and infrastructure finance, financing of mergers and acquisitions
Unit-5	Legal and regulatory aspects: country risk and bank risk management, international debt management
Unit-6	International regulatory bodies: Role of IMF and World Bank in international debt crisis management, anti-money laundering laws
Unit-7	Foreign exchange business: Foreign exchange management act (FEMA), foreign exchange management philosophy, different types of exchange rates
Unit-8	International Financial Markets: Foreign exchange markets, international money markets, international credit markets, international bond markets & international stock markets; Regulatory asymmetry & its implications; Recycling of petrodollars
Unit-9	Role of RBI towards FOREX: RBI and FEDAI role in regulating foreign exchange, rules regarding rate structure, Indian norms
Unit-10	International trade: regulations covering international trade, various aspects of international trade, government policies
Unit-11	International Trade organization: DGFT and their schemes, customs procedures, banks' role in implementing these policies and schemes, WTO-its impact
Unit-12	Foreign Exchange Risk Management - Risk of forex fluctuations, impacts of global milieu, Types of fore risks, strategies for managing the risk, comprising policies, procedures and controls
Unit-13	Challenges of international Banking: Bank failure & safety nets, the problem of moral hazard & systemically important financial institutions; Problems in regulating international banking, regulatory arbitrage; BIS & Basel Committee-issues & challenges.
Unit-14	Contemporary issues: lessons from recent crisis in international banking crude oil relationship with foreign exchange, countries holding foreign exchange reserves, impact of federal policy decision on forex valuations, India economic crises of early nineties

READINGS:

1. INTERNATIONAL BANKING BY P. SUBRAMANIAN, MACMILLAN
2. INTERNATIONAL BANKING OPERATIONS by B. Y. OLKAR, A. K. TRIVEDI, A. K. PATWARDHAN, A. R. PAWSE, MACMILLAN

Course Code	EMKT505	Course Title	DIGITAL AND SOCIAL MEDIA MARKETING
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Define social media marketing goal setting necessary to achieve successful online campaigns.

CO2: Describe the stages of the social media marketing strategy development process.

CO3: Develop effective social media marketing strategies for various types of industries.

CO4: Devise an integrated social media marketing strategy using a variety of services, tools and platforms to accomplish marketing objectives.

CO5: Analyze the progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

Unit No.	Content
Unit-1	Evolution of digital marketing- the digital consumer & communities online and digital marketing landscape.
Unit-2	Search Engine Marketing- Pay Per Click (PPC) and online advertising, search engine optimization and search engine marketing.
Unit-3	Social media and consumer engagement: Social feedback cycle, social web and engagement, operations and marketing connection.
Unit-4	Customer engagement -affiliate marketing & strategic partnerships-Email Marketing-Content strategies.
Unit-5	New role of the customer: social interactions, customer relationships, outreach and influencer relations.
Unit-6	Social listening- importance of social analytics, know your influencers, web analytics, and business analytics.
Unit-7	Mobile Marketing- integrating digital and social and media strategies.
Unit-8	Social technology and business decisions: creation of social business, understanding the conversations, social CRM and decision support.
Unit-9	Social CRM: social CRM and business design and build a social CRM program.
Unit-10	Engagement on the social web: engagement as a customer activity, engagement as a business activity and extend engagement.
Unit-11	Social objects: meaning of social object, build on existing social objects, create new social objects and use of social objects in business.
Unit-12	Social graph: role of social graph, social graphs spread information, use of social graphs in the business and measure the social graphs.
Unit-13	Social applications: importance of social applications, social applications drive engagement and planning a social application.
Unit-14	Social business ecosystem: social profiles, social applications, using brand outposts and communities, social ecosystem.

READINGS:

1. SOCIAL MEDIA MARKETING by DAVE EVANS AND JAKE MCKEENE, WILEY
2. SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH by MELISSA S. BARKER, DONALD I. BARKER, NICHOLAS F. BORMANN, DEBRA ZAHAY, MARY LOU ROBERTS, CENGAGE LEARNING
3. ADVANCED SOCIAL MEDIA MARKETING: HOW TO LEAD, LAUNCH, AND MANAGE A SUCCESSFUL SOCIAL MEDIA PROGRAM by TOM FUNK, APRESS

Course Code	EECO507	Course Title	COMPARATIVE DEVELOPMENT MODELS
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Research key factors of development models of global economic scenario

CO2: Criticize various development models in comparative perspective

CO3: Differentiate between capitalistic approach and socialistic approach of development models

CO4: Visualize international economic issues through study of applied developmental techniques

CO5: Examine the role of information and technology in comparative developmental models

Unit No.	Content
Unit-1	Concepts of Economic Growth and Development: characteristics, modern economic growth, measurement, economic development: structural approach, institutional approach, distributional approach, basic needs approach, capability approach, economic development and development
Unit-2	Social and Environmental Aspects of Development: objectives, introduction, social aspects of development, environmental aspects of development, sustainable society
Unit-3	Capitalistic Approach: introduction, meaning of capitalism, objectives, history of capitalism, merchant capitalism and mercantilism, beginning of modern capitalism, the physiocrats,
Unit-4	The doctrine of Adam smith: industrial capitalism and laissez-faire, capitalism following the great depression, capitalistic mode of production: types of commodity production, how does capitalism copes with scarcity?
Unit-5	Socialistic Approach: introduction, objectives, history of socialism, socialist revolution, the socialist command economy, the socialistic mode of production, how socialism copes with scarcity?
Unit-6	The Mixed Economy Approach: introduction, objectives, public private partnerships
Unit-7	The East Asian Experience: introduction, objectives, export-driven model of economic development, the common characteristics of the four Asian tigers, Singapore, Taiwan, Hong Kong, south Korea
Unit-8	Experience of United States and Japan: objectives, capitalistic approach: experience of USA, capitalistic approach: experience of Japan
Unit-9	Experience of China and Soviet Union: objectives, socialistic approach: experience of Soviet Union, socialistic approach: experience of People Republic of China
Unit-10	Emerging Information and Technology Order: introduction, objectives, applications of information technology, information technology can help productivity growth and overall economic performance, an emerging opportunity for India: the productivity of interactions
Unit-11	Technological Challenges: introduction, information technology industry in India, performance of IT software and service export, contribution to GDP and employment, IT-enabled services (ITES) and broad-based development, some problems and challenges, e-governance programmes, sustainable model of e-governance
Unit-12	Role of IT: information technology in India's financial sector, information technology in Indian agriculture
Unit-13	Emerging Financial System: objectives, financial system and its functions, development of world monetary system and IMF, evaluation of world bank, international development association, Asian development bank, special drawing rights and its features, new Bretton woods, the present international monetary system, the future of the monetary system

Unit-14	International Economic Issues: introduction, objectives, the scale of the debt crisis, causes of the debt crisis, what are the costs of the debt crisis?, terms of trade, India's trade with different countries/alliances and terms of trade, globalization and emerging trends in terms of trade, trade and inequality, exchange rate volatility
----------------	---

READINGS:

1. Comparative Economic Development by Girish Mishra, Pragati Prakashan
2. Understanding Poverty by A. Banerjee, R. Benabou, D. Mookerjee (eds.);, Oxford University Press (2006)

Course Code	ECAP794	Course Title	ADVANCE DATA VISUALISATION
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Discuss the terminology used in Tableau Prep.

CO2: Identify how Tableau Prep approaches data sampling.

CO3: Construct and understand data prep flows that address common scenarios encountered in data preparation, as applied to common data use cases.

CO4: Review the quality of the data and perform exploratory analysis.

CO5: Manage and Connect Data Source

Unit No.	Content
Unit-1	Introduction to Data Visualization: Acquiring and Visualizing Data, Simultaneous acquisition and visualization, Applications of Data Visualization, Keys factors of Data Visualization. Reading Data from Standard text files (.txt, .csv, XML), Displaying JSON content.
Unit-2	Making charts interactive and animated: Data joins, updates and exits, interactive buttons, Updating charts, Adding transactions, using keys, wrapping the update phase in a function, Adding a Play button to the page, Making the Play button go, Allow the user to interrupt the play, sequence.
Unit-3	Managing, organizing and enhancing data: Visualization of groups, trees, graphs, clusters, networks, software, Metaphorical visualization
Unit-4	Creation of Hierarchies: Create hierarchies to drill down into data, Creating groups for data, Creating and Using Sets Create data filters, Create calculated fields, Combine data sources using data blending, Creating & using Parameters, Bringing in More data with Joins
Unit-5	Chart types and their usage in tableau: Defining data and their different visualization ways, Building various charts, Visualizing data using Bar Chart, Lines Charts, Scatterplots, Heat maps, Histograms, Maps, Dual Axis, Charts, Pie Charts.
Unit-6	Visualization data with advanced analytics: Polygon Maps, Bump Charts, Control charts, Funnel charts, Pareto charts, Waterfall charts, Usage and filtration of data with charts, visualizing categorical data, visualizing time series data, visualizing multiple variables, Visualizing geospatial data, Mapbox integrations, Web Mapping Services, Background Images
Unit-7	Interactive dashboards and story points in tableau: Creating a dashboard, Designing dashboard, Add motions, Adding interactivity with actions, Dashboard layout and formatting, Add extra detail to visualization using Marks Shelf, Add Size, Shape, Labels, Details, Tool tips in visualization, Sharing and collaborating dashboards.
Unit-8	Story Points: and how to create them, designing effective slide presentations to showcase data story, Publish online business dashboards with Tableau, Exporting Pdfs, Sharing Dashboard Securely
Unit-9	Introduction: Installation of TABLEAU, Tableau Interface, Data Types, Tableau features Tableau Data Sources: Connecting data with tableau, Joining data sources, Combine data sources using data blending, Creating and Using Sets Create data filters, Creating & using Parameters, Bringing in More data with Joins
Unit-10	Managing, organizing and enhancing data in tableau: Splitting data, Pivoting & Transforming data, Blue & green pills Filters, Blue & green pills effect on dates, Cleaning data by Bulk Re-aliasing, Setting data defaults, Create hierarchies to drill down into data, Creating groups for data, Create calculated fields

Unit-11	Sharing your Work: Tableau data source, Tableau data extract, Tableau workbook, Tableau packaged workbook.
Unit-12	Mathematical and visual analytics in tableau: Aggregate calculations, Date calculations, Logic calculations, Number calculations, String calculations, Type calculations, LOD Expressions, Add reference lines and trend lines
Unit-13	Interactive dashboards and story points in tableau: Creating a dashboard, designing dashboard, Add motions, Adding interactivity with actions, Dashboard layout and formatting, Add extra detail to visualization using Marks Shelf, Add Size, Shape, Labels
Unit-14	Publishing work: Sharing and collaborating dashboards, Story Points and how to create them, designing effective slide presentations to showcase data story, Publish online business dashboards with Tableau, Exporting Pdfs, Sharing Dashboard Securely

READINGS:

1. DESIGNING DATA VISUALIZATIONS: REPRESENTING INFORMATIONAL RELATIONSHIPS by JULIE STEELE, NOAH ILIINSKY, KINDLE EDITION
2. MASTERING PYTHON DATA VISUALIZATION PAPERBACK by KIRTHI RAMAN, PACKT PUBLISHING

Course Code	EENG527	Course Title	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: identify the impact of colonialism on culture

CO2: estimate the significance of the post-colonial era in the life of its inhabitants

CO3: apply the post-colonial theory of Homi Bhabha and Edward Said in the prescribed texts

CO4: justify new trends in post-colonial discourse through the lens of selected texts

Unit No.	Content
Unit-1	Salman Rushdie: Midnight's Children: Midnight's Children as a post-colonial epic, technique of magic realism of Rushdie
Unit-2	Salman Rushdie: Midnight's Children: discussion of the plot of the novel, epical features of the novel
Unit-3	Salman Rushdie: Midnight's Children: character of Saleem and his importance, the themes of alienation and cultural dislocation
Unit-4	Chinua Achebe: Things Fall Apart: Struggle for dominance and identity crisis, introduction to the African culture
Unit-5	Chinua Achebe: Things Fall Apart: theme of cultural destruction, hybridity and marginalization
Unit-6	Chinua Achebe: Things Fall Apart: theme of gender discrimination in the novel, conflict between tradition and modernity
Unit-7	Bapsi Sidhwa: The American Brat: the life and achievements of the writer, the theme of male domination in society, Feroza's American experience
Unit-8	Bapsi Sidhwa: The American Brat: cultural assimilation of Feroza and the application of Bhabha's theory of hybridity, loss of identity of Feroza in America, cultural conflicts between Parsee culture and American culture, the character of Zareen
Unit-9	Jean Rhys: Wide Sargasso Sea: introduction to the writer, race, relations and prejudice, the theme of oppression of slavery
Unit-10	Jean Rhys: Wide Sargasso Sea: the episodes of magic and incantation in the novel, male domination and patriarchal power structure, discussion on the characters and themes
Unit-11	Derek Walcott: Dream On Monkey Mountain: the significance of the title of the drama, the post-colonial elements in the drama, the theme of the loss of identity
Unit-12	Derek Walcott: Dream On Monkey Mountain: the theme of marginalization and the application of the theory of Homi Bhabha, Makak and his confrontation with the colonial rulers, the significance of the ending of the drama
Unit-13	Margaret Atwood: Surfacing: the life and achievements of the writer, the significance of the title, the theme of alienation and the application of the theory of hybridity of Homi Bhabha
Unit-14	Margaret Atwood: Surfacing: the postcolonial elements in the novel, the theme of feminism in the novel, the role of nature in the novel, the plot structure of the novel

READINGS:

1. MIDNIGHT'S CHILDREN by SALMAN RUSHDIE, VINTAGE BOOKS
2. THINGS FALL APART by CHINUA ACHEBE, ANCHOR BOOKS
3. SURFACING by MARGARET ATWOOD, ANCHOR BOOKS
4. AMERICAN BRAT by BAPSI SIDHWA, MILKWEED EDITIONS
5. DREAM ON MONKEY MOUNTAIN by DEREK WALCOTT, FARRA, STRAUS
6. WIDE SARGASSO SEA by JEAN RHYS, PENGUIN CLASSICS

Course Code	EPOL617	Course Title	POLITICAL PROCESSES IN INDIA
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Discuss nature of Indian state, economy and developmental models

CO2: Assess the social and civil society movements in consolidating democracy in India

CO3: Examine the regional disparities, demand for new states and its implications

CO4: Analyse the nature of political party, electoral system and emerging trends

Unit No.	Content
Unit-1	State, Economy and Development: Nature of Indian State, Development
Unit-2	Planning model: Five Year Plans and Results
Unit-3	New Economic Policy: NEP and Growth and Human Development.
Unit-4	Process of Globalisation: social and economic implications.
Unit-5	Identity Politics: Religion, Tribe, Caste, Region, and Language.
Unit-6	Social Movements: Dalit, Tribal, Women, Farmers and labour
Unit-7	Civil Society Groups: Non-Party Social Formations, Non-Governmental Organisations and Social Action Groups.
Unit-8	Regionalisation of Indian Politics: Reorganisation of Indian States, States as Political and Economic Units and Sub-State Regions
Unit-9	Regional Disparities: Regional issues and demand for New States,
Unit-10	Gender and Politics in India: Issues of Equality and Representation.
Unit-11	Ideology and Social basis of Political Parties: National Parties and State Parties.
Unit-12	Electoral Politics: Participation and Contestation
Unit-13	Election and Emerging Trends in India: Representation and Emerging Trends.
Unit-14	Challenges: Political Processes in India, Challenges and Solutions

READINGS:

1. THE POLITICS OF INDIA SINCE INDEPENDENCE by P. R. BRASS, CAMBRIDGE UNIVERSITY PRESS AND FOUNDATION BOOKS
2. STATE AND POLITICS IN INDIA by P. CHATTERJEE, OXFORD UNIVERSITY PRESS

Course Code	ESOC614	Course Title	SOCIOLOGY OF HEALTH
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Define the core concepts of the sociology and health and allied areas like social epidemiology

CO2: Interpret and classify the available content in health discourse and its embodiment

CO3: Solve or plan to resolve the problems in health organization with the practice of community health

CO4: Analyze the contrast dimensions between sociology of risk and care system in modern society

CO5: Reframe prioritize the social construction of illness and the determinants of health

CO6: Design political and economic collaboration for better health and medical practices in the society

Unit No.	Content
Unit-1	Introduction to Sociology of Health: Definition, Nature and Importance of sociology of health; Sociology with Health and well-being –Interplay of structure and agency
Unit-2	Social Epidemiology: Epidemiology of diseases, Natural history of Diseases, Ecology of Diseases, Social etiology, Social epidemiology
Unit-3	Health as discourse: Understanding health as discourse in Foucault term
Unit-4	Health as embodiment: Health as process of embodiment.
Unit-5	Hospitals: Types of hospitals-general, Specialty, sanatoria , Dispensaries and cooperative Hospitals; Hospital as a Social organisation, Functions of hospital, Hospital as a community organization, Medical social service in hospitals
Unit-6	Community Health: Primary Health Centers, their organization and functioning, Community health problems in India, Concept of integrated health service, Implementation and utilization of health programmes in rural and urban communities
Unit-7	Sociology of Risk: Rise of risk society; Risk society and health care
Unit-8	Sociology of Care: Rise of care society; Interplay of care and health
Unit-9	The Social Construction of Illness: Rise of medicalization; Its implication on health and well being
Unit-10	The Social Determinants of Health: Politics and economy of health
Unit-11	The Political Economy of Medicine: Bio-politics, political economy of medical knowledge
Unit-12	The state and Health: Health as a Fundamental Right, Health policy of government of India, Medical Council of India, Health insurance, food and Drug adulteration, issues of consumer protection and the government
Unit-13	Therapy and Rehabilitation: Social components in Therapy and Rehabilitation, Importance of therapy and Rehabilitation, Principles of Rehabilitation, Rehabilitation Agencies: State and Nation, Rights and Care of handicapped
Unit-14	Social Inclusion and Exclusion in health: Meaning-Nature-issues and problems of Social Inclusion/Exclusion among Scheduled Caste and Class-Scheduled Tribes; Women empowerment, and LGBT community in Health, illness and pandemic

READINGS:

1. NAYAR,K.R, ECOLOGY AND HEALTH, APH PUBLISHING CORPORATION
2. ANNIE MARRIE BARRY, CHRIS YUILL, UNDERSTANDING THE SOCIOLOGY OF HEALTH, SAGE PUBLICATIONS
3. William C. Cockerham, (ed.) 2006:The Blackwell Companion to Medical Sociology, Blackwell
4. Aihwa Ong and Nancy Chen (eds.).2010. Asian Biotech: Ethics and Communities of Fate.Durham, NC: Duke University Press

Course Code	EHRM611	Course Title	COMPENSATION MANAGEMENT	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Understand components of executive and non-executive compensation

C02: Apply tools and techniques of job evaluation for assessing and monetizing relative value of jobs

C03: Analyze job evaluation tools and various compensation packages

C04: Evaluate various approaches of compensation design and practices in dynamic global environment

C05: Design a compensation policy on principles of equity, fairness and efficiency

Unit No.	Content
Unit-1	Conceptual dimension of wage: compensation and forms of pay, wages
Unit-2	Job evaluation: methods and techniques, bases of pay
Unit-3	Labor market: intra-inter industry differences in wages and compensation
Unit-4	Designing a compensation system:fixed and variable components and structuring
Unit-5	Performance and Compensation: perspectives of equity, efficiency and competitiveness
Unit-6	Employee benefits: components of benefits plan, administering the benefit plan, rational wage policy
Unit-7	Trade Union and Collective Bargaining: role of trade unions, negotiation and collective bargaining
Unit-8	Financial and Non-financial components: perks, benefits and services for managerial staff
Unit-9	Employee recognition and motivation: various employee recognition programs, motivating performance
Unit-10	Reward strategy and psychological contract: employee welfare and working conditions, statutory and voluntary measures
Unit-11	Statutory provisions related to compensation: national wage policy, wage boards, public sector pay, designing executive pay, designing employee benefits in SMEs and MNCs, wage legislation
Unit-12	Executive compensation: compensation and benefits administration program for executives
Unit-13	Performance Management and Reward System : traditional and contingent pay plans, reasons for introducing contingent pay plans, managing team performance, challenges of team performance management, evaluating efficacy of performance management system
Unit-14	Recent trends in rewards: employee stock options, investment advisory, tax planning, insurance, wellness

READINGS:

1. COMPENSATION by MILKOVICH T GEORGE,NEWMAN M JARRY, RATNAM CS VENKATA, MC GRAW HILL

Course Code	EFIN576	Course Title	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Assess the characteristics of different Investment alternatives and how to trade in the stock market.

CO2: Apply different valuation models to find the intrinsic value of the shares.

CO3: Use the fundamental and technical analysis to predict the stock price movement.

CO4: Construct, revise and evaluate portfolios of different securities.

Unit No.	Content
Unit-1	Introduction to Security Analysis: securities market structure, major Indian stock exchanges, stock exchange players, investment objectives, investment process, investment alternatives, investment alternatives evaluation, and common error in investment process
Unit-2	Risk and Return: concept of return, measurement of return, concept of risk, types of risk, measurement of risk
Unit-3	Equity valuation: balance sheet valuation, dividend discount model, free cash flow model, earning multiplier approach
Unit-4	Fixed Income and Other Investment Alternatives: pricing, yields and risks of investments in fixed income securities, real estate, commodities, other alternative investments, strategies for investments in various investment alternatives
Unit-5	Efficient Market Hypothesis: forms of EMH, test for EMH, depository system, depository process and participants, calculation of sensex and nifty, listing of securities
Unit-6	Fundamental Analysis: industry analysis, economic analysis, company analysis, introduction to fundamental analysis, financial health
Unit-7	Technical Analysis: technical indicators, Dow Theory, fundamental v/s technical analysis, Elliot wave theory, chart patterns
Unit-8	Portfolio Construction and Management: portfolio risk, portfolio return, diversification, Markowitz model
Unit-9	Portfolio Risk and Return Management: portfolio risk and return with different correlations, efficient frontier, optimal portfolio
Unit-10	Asset Pricing: standard capital asset pricing model, capital asset pricing model, arbitrage pricing theory
Unit-11	Derivative and Regulatory Aspect: meaning and reasons of derivative trading, types of derivatives, forward, futures and options, regulation of derivative market
Unit-12	Evaluation of Portfolio Performance: Sharpe's performance index, Treynor's performance index, Jensen performance index
Unit-13	Portfolio Revision: active and passive management, rupee cost averaging, constant rupee plan, constant ratio plan, variable ratio plan
Unit-14	Contemporary Issues in Investment: fintech scope and challenges, algo trading issues and development, robo advisors, high frequency trade

READINGS:

1. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT by K SASIDHARAN & ALEX K MATHEWS, MCGRAW HILL EDUCATION
2. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT by PUNITHAVATHY PANDIAN, VIKAS PUBLISHING HOUSE

Course Code	EOPR639	Course Title	OPERATIONS MANAGEMENT AND RESEARCH	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze how to optimally utilize the resources.

CO2: Apply the concepts in solving real life problems.

CO3: Adapt different opinions and make correct judgment.

CO4: Apply mathematical models to a given problem.

CO5: Analyze the various decision-making environments and the tools applicable to them

Unit No.	Content
Unit-1	Introduction to Operations Management and Research: introduction and scope of operation management, emerging issues in operations management, history of operations research, definitions and features of operations research approach, models and modelling in operations research, applications of operations research
Unit-2	Forecasting: introduction, features and elements of forecasting, forecast based on judgment and opinion, forecast based on time-series data, associative forecasting techniques, concept of forecasting errors
Unit-3	Design and layout: production of goods versus delivery of services, product-process matrix, design process, product design, service design, process types, product and service profiling, automation, facility layout, line balancing
Unit-4	Location planning and analysis: need and nature of location decisions, factors that affect location decisions, evaluating location alternatives
Unit-5	Management of quality: defining quality-dimensions of quality, determinants of quality, the cost of quality, quality tools, total quality management, inspection, control charts for variables (mean and range chart), control charts for attributes (p-chart, c-chart), run test
Unit-6	Planning: Aggregate Production Planning; Master Production Schedule and MRP, MRP-II, ERP
Unit-7	Inventory management: nature and importance of inventories, inventory counting systems and inventory costs, economic production quantity, quantity discounts, EOQ model
Unit-8	Supply chain management: need, elements, and benefit of effective SCM, logistics and reverse logistics, requirements, and steps for creating an effective supply chain, lean vs. agile supply chains
Unit-9	JIT and lean operations: goals and building blocks of lean systems
Unit-10	Linear Programming: general mathematical model of linear programming, linear programming formulation, graphical solution, simplex method, Big M method, special cases
Unit-11	Assignment and transportation problem: Hungarian Assignment Model (HAM), special cases in assignment problem, Initial Basic Feasible Solution (IBFS) i.e. NWCM, LCM and VAM Method, optimization using stepping stone and MODI, special cases including concept of degeneracy
Unit-12	Project Management and Queuing Theory: difference between PERT and CPM, PERT problem with three time estimates and concept of probability, basic concepts and parameters of a queuing model, m/m/1 model characteristics
Unit-13	Game Theory: basics, saddle point, mixed strategies including odds, dominance, sub games and graphical method
Unit-14	Decision Theory: basics including decision making environments, decision making under risk, expected value of perfect information, decision making under uncertainty, concept of decision trees, decision tree analysis

READINGS:

1. OPERATIONS MANAGEMENT by WILLIAM J STEVENSON, MCGRAW HILL EDUCATION
2. OPERATIONS MANAGEMENT by NORMAN GAITHER, GREGORY FRAZIER, CENGAGE LEARNING

Course Code	EMKT517	Course Title	CUSTOMER RELATIONSHIP MANAGEMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Develop an insight and new learning in the area of customer relationship management.

CO2: Identify and respond to customers' needs, expectations and issues to build productive and rewarding relationships with customers.

CO3: Discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

CO4: Develop a conceptual understanding and the knowledge pertaining to practical application for building and managing partnering relationships with customers and suppliers.

CO5: Analyse how CRM is being used in consumer and business markets-implementation, management, benefits, problems and solutions.

Unit No.	Content
Unit-1	Introduction to CRM: definition, CRM as a business strategy, elements of CRM, processes and systems, entrance, applications and success of CRM.
Unit-2	Conceptual Foundations: -evolution and benefits of CRM; building customer relationship and zero customer defection.
Unit-3	Strategy and Organization of CRM: customer-supplier relationships, CRM as an integral business strategy and the relationship-oriented organization.
Unit-4	CRM Marketing Aspects: customer knowledge, communication and multichannel, the individualized customer proposition and the relationship policy.
Unit-5	Analytical CRM: relationship data management, data analyses and data mining, segmentation and selections, retention and cross-sell analyses.
Unit-6	Operational CRM: call center management, use of internet, website and applications of direct mail.
Unit-7	CRM Systems and their Implementation: CRM systems, implementation of CRM systems, and the future aspects.
Unit-8	E CRM: application of e-CRM technologies-emails, websites, chat rooms, forums and other channels.
Unit-9	CRM Process: introduction and objectives of a CRM process, an insight into CRM and ECRTA and online CRM.
Unit-10	Developing CRM Strategy: role of CRM in business strategy and understanding service quality with regard to CRM.
Unit-11	CRM Links in E-Business: E-Commerce and customer relationships on the internet.
Unit-12	Economics of Customer Relationship Management: market share Vs customer share orientation, customer life time value and customer profitability.
Unit-13	CRM Implementation: choosing the right CRM solution and framework for implementing CRM.
Unit-14	CRM Application in B2B and B2C Market: importance of CRM in B2B and B2C market, benefits of B2C and B2B CRM, B2B and B2C application in banking and hospitality sectors.

READINGS:

1. CUSTOMER RELATIONSHIP MANAGMENT by ED PEELLEN, Pearson Education India
2. THE CRM HANDBOOK- A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENTby JILL DYCHE, Pearson Education India.
3. CUSTOMER RELATIONSHIP MANAGEMENT-GETTING IT RIGHT by JUDITH W. KINCAID. Pearson Education India.

Course Code	EECO510	Course Title	INTERNATIONAL CAPITAL MARKET AND FINANCE	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: describe the basic concepts and working of financial markets

CO2: associate the theories pertaining to financial markets and their link with monetary policy.

CO3: analyze the derivatives market

CO4: classify the international money market

CO5: evaluate the for eign exchange market and the forwards market

CO6: collaboratethefactsoftherecentfinancialcrisisandevaluatethesituation

Unit No.	Content
Unit-1	International Financial Environment: foreign exchange and political risks, market imperfections, expanded opportunity set
Unit-2	Globalization of the World Economy : emergence of globalized financial markets, advent of Euro, Europe's Sovereign Debt Crisis of 2010, trade liberalization and economic integration, global financial crisis of 2008-2009
Unit-3	International Financial Markets: history of foreign exchange market, interpreting foreign exchange quotations
Unit-4	International Money Market: origin and development, money market interest rates among currencies, standardized global bank regulations
Unit-5	International Stock Markets: issuance of stock in foreign markets, issuance of foreign stock in India
Unit-6	The open economy : introduction to open economy, trade balance, balance of payment, international flow of capital and goods, Mudell Flaming model , open economy model
Unit-7	Exchange rate in open economy: saving and investment in a small open economy, exchange rates, nominal and real exchange rate, its determination, national income accounting, factors affecting exchange rate.
Unit-8	Stock Market: portfolio selection-Markowitz approach, feasible and efficient set, new portfolio theory-capital asset pricing model,
Unit-9	Issues in Stock Market: arbitrage pricing theory, consumption capital asset pricing model, equity premium puzzle
Unit-10	Financial Derivatives Market : options and futures, pricing of Options-Black-Scholes Model and Binomial Option Pricing Model, pricing of futures
Unit-11	International Monetary System: paper currency standard, purchasing power parity & Bretton Woods Agreement, paper currency standard theories of purchasing power parity
Unit-12	Market for Foreign Exchange: international finance in practice, the spot market, cross exchange rate quotations, forward market, Asian financial crisis, global financial crisis
Unit-13	International Capital Structure and Cost of Capital : cost of capital, cross border listing of stocks, capital asset pricing under cross listings, the effect of foreign equity ownership restrictions
Unit-14	International Monetary System : the gold standard, bretton woods system, international monetary fund and the rise of alternative world order, tariff and non-tariff barriers

READINGS:

1. INTERNATIONAL FINANCIAL MANAGEMENT by CHEOL SEUNAND BRUCE GRESNICK, M.G. Hills
2. INTERNATIONAL FINANCE MANAGEMENT by JEFFMADURA, CENGAGE LEARNING
3. MULTINATIONAL FINANCIAL MANAGEMENT by ALANC. SHAPIRO, WILEY

Course Code	ECAP737	Course Title	MACHINE LEARNING		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

CO1: Apply python libraries for data analysis and machine learning model development

CO2: Evaluate important features from a given dataset

CO3: Apply machine learning models for real world problems

CO4: Evaluate the performances of different machine learning models

Unit No.	Content
Unit-1	Introduction to Machine Learning: History of Machine Learning, Basic definitions, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Issues in machine learning, Different Applications of Machine learning.
Unit-2	Python Basics: Introduction to Python, Jupiter Notebook, and Python packages for data Science.
Unit-3	Data Pre-processing: Introduction to Data Analysis, Importing and Exporting Data in python, Data wrangling, Exploratory Data Analysis.
Unit-4	Pre-processing Implementation in python
Unit-5	Regression: Simple Linear Regression, Multiple Linear Regression, Non-Linear Regression, A mathematical formulation of Regression models, Model Evaluation in Regression Models.
Unit-6	Regression Implementation: Implementation and performance analysis of Linear Regression, Multi Regression, Non-Linear Regression
Unit-7	Classification: Classification Problems, Decision Boundaries, K-Nearest Neighbours, Decision Trees, Building Decision Tree, Training and Visualizing a Decision Tree.
Unit-8	Classification Algorithms: Logistic Regression, Support Vector Machine, Margin, Kernel function and Kernel SVM.
Unit-9	Classification Implementation: Implementation and performance analysis of KNN, SVM and Logistic Regression
Unit-10	Clustering: Introduction, K-Means Algorithm, A mathematical formulation of the K-Means algorithm, Hierarchical Clustering.
Unit-11	Ensemble methods: Bagging, random forests, boosting.
Unit-12	Clustering Implementation: Implementation and performance analysis of k-Means and Hierarchical Clustering, Implement and compare any two ensemble-based machine learning approaches on different datasets.
Unit-13	Neural network: Biological Structure of a Neuron, Perceptron, multilayer networks and back propagation, introduction to deep neural Networks, Evaluation Metrics of machine learning models.
Unit-14	Neural network Implementation: Design of an Artificial Neural Network for given dataset, Implement and compare the performances of any three-machine learning based classification models on different datasets

LABORATORY WORK:

Implementation of machine learning concepts (Data Analysis, Importing and Exporting Data in python, Data wrangling, Exploratory Data Analysis, Simple Linear Regression, Multiple Linear Regression, Non-Linear Regression, K-Nearest Neighbours, Decision Trees, Logistic Regression, Support Vector Machine, Margin, Kernel function and Kernel SVM, K-Means Algorithm, Bagging, random forests, boosting)

READINGS:

1. Applied Machine Learning by Madan Gopal (2018), McGraw Hill Education, India
2. Machine Learning by Tom Mitchell (2017), McGraw Hill Education, India
3. Principles of Soft Computing by S. N. Sivanandam and S. N. Deepa (2018), Wiley, India

Course Code	EMKT517	Course Title	CUSTOMER RELATIONSHIP MANAGEMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Develop an insight and new learning in the area of customer relationship management.

CO2: Identify and respond to customers' needs, expectations and issues to build productive and rewarding relationships with customers.

CO3: Discuss the conceptual foundations of relationship marketing and its implications for further Knowledge development in the field of business.

CO4: Develop a conceptual understanding and the knowledge pertaining to practical application for building and managing partnering relationships with customers and suppliers.

CO5: Analyse how CRM is being used in consumer and business markets-implementation, management, benefits, problems and solutions.

Unit No.	Content
Unit-1	Introduction to CRM: definition, CRM as a business strategy, elements of CRM, processes and systems, entrance, applications and success of CRM.
Unit-2	Conceptual Foundations: -evolution and benefits of CRM; building customer relationship and zero customer defection.
Unit-3	Strategy and Organization of CRM: customer-supplier relationships, CRM as an integral business strategy and the relationship-oriented organization.
Unit-4	CRM Marketing Aspects: customer knowledge, communication and multichannel, the individualized customer proposition and the relationship policy.
Unit-5	Analytical CRM: relationship data management, data analyses and data mining, segmentation and selections, retention and cross-sell analyses.
Unit-6	Operational CRM: call center management, use of internet, website and applications of direct mail.
Unit-7	CRM Systems and their Implementation: CRM systems, implementation of CRM systems, and the future aspects.
Unit-8	E CRM: application of e-CRM technologies-emails, websites, chat rooms, forums and other channels.
Unit-9	CRM Process: introduction and objectives of a CRM process, an insight into CRM and ECRTA and online CRM.
Unit-10	Developing CRM Strategy: role of CRM in business strategy and understanding service quality with regard to CRM.
Unit-11	CRM Links in E-Business: E-Commerce and customer relationships on the internet.
Unit-12	Economics of Customer Relationship Management: market share Vs customer share orientation, customer life time value and customer profitability.
Unit-13	CRM Implementation: choosing the right CRM solution and framework for implementing CRM.
Unit-14	CRM Application in B2B and B2C Market: importance of CRM in B2B and B2C market, benefits of B2C and B2B CRM, B2B and B2C application in banking and hospitality sectors.

READINGS:

1. CUSTOMER RELATIONSHIP MANAGMENT by ED PEELLEN, Pearson Education India
2. THE CRM HANDBOOK- A BUSINESS GUIDE TO CUSTOMER RELATIONSHIP MANAGEMENT by JILL DYCHE, Pearson Education India.
3. CUSTOMER RELATIONSHIP MANAGEMENT-GETTING IT RIGHT by JUDITH W. KINCAID. Pearson Education India.