

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)

Model curriculum structure for 4 year UG programs with fixed subjects for Minor in Management

Sem	Major (Offline)	Minor (Blended Mode) (Management)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	Total credits
I	2 sub x 5 credits	(1 sub x 3 credits) MIM101 Principles Of Management	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports / Physical Fitness and Wellness/Community Services (2 credits)	22
II	2 sub x 5 credits	(1 sub x 3 credits) MIM201A/B Organization Behaviour/Business Ethics & Corporate Governance	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Skills / Monetizing Social Media or Design Thinking (2 credits)	Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	22
III	2 sub x 5 credits	(1 sub x 4 credits) MIM301A/B Principles of Marketing/Business & Sustainability	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21
IV	2 sub x 4 credits 1 sub x 5 credits	MIM401A/B Human resource management /Corporate Social Responsibility (CSR) (4 credits) MIM402A/B Sales and distribution management /E-Commerce (4 credits)		Society Culture and Human Behavior / Universal Human Values (UHV) (2 credits)			23
V	2 sub x 5 credits	MIM501 Financial management (4 credits) MIM502 Entrepreneurship (4 credits)			Internship to be started after exam of 4 th sem (sem break) and completed within 5 th sem (weekends) (4 credits)		22
VI	2 sub x 5 credits 1 sub x 4 credits	MIM601 Customer relationship management (4 credits)					22

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		MIM602A/B Career planning and management/Ma naging Workplace Diversity (4 credits)					
VII	2 sub x 5 credits 1 sub x 4 credits	MIM701A/B Consumer behaviour /Exploring Business Opportunity (4 credits) MIM702A/B Strategic management/ Intellectual Property Rights (4 credits)					22
VIII	2 sub x 5 credits				Research project 12 credits		22
	19 sub - 91 credits	11 sub – 42 credits	3 sub – 09 credits	4 sub – 08 credits	3 sub & Int & Proj - 22 credits	2 sub – 4 credits	176

Note:

Normally all 5 credit courses will be either theory (3) + practical (2) [100+100 marks] or theory (4) + tutorial (1) [100 marks]

Normally all 4 credit courses will be either theory (3) + tutorial (1) or theory (4) [100 marks]

Normally all 3 credit courses will be theory (3) – Inter disciplinary (5 to 6 baskets) [100 marks]

Normally all 2 credit courses AEC/SEC/CVA would be theory or online/sessional course

4th year subjects could be foundation of Master's program (as masters would be of 1 year after 4 years UG)

7/8th semester Major subjects could include Projects in core, if required

100/200/300/400 level should be maintained as per UGC document

For online course (Skill Enhancement Course) 2 credits=30 hours.

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Semester I Minor-I

Detailed Syllabus

Course: Principles of Management		
Course Code: MIM101		Semester: I
Maximum Marks: 100		
Teaching Scheme		Examination Scheme
Theory: 3		End semester Exam: 70
Tutorial: 0		Attendance: 5
Practical: 0		Continuous Assessment: 25
Credit: 3		Practical/Seasonal internal continuous evaluation: 0
		Practical/Seasonal external examination: 0
Sl. No.	Course Objective	
1	To help the students to develop cognizance of the importance of management principles.	
2	To enable them to analyze and understand the environment of the organization.	
3	To study the all-management functions of organization.	
4	To enable them to understand the structure and changes of the organization.	
	Course Outcomes	Mapped module/Unit
CO 1	Students will be able to have clear understanding of managerial functions, theories and same basic knowledge on management.	U1
CO 2	Students will be able to have clear understanding planning function in detail.	U1,U2
CO 3	Students will be able to have clear understanding of organization structure.	U2,U3
CO 4	Students will be able to have clear understanding of how to lead and motivate.	U3,U4
CO 5	Students will be able to have clear understanding of managerial change and resistance.	U5

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Learning Outcome/Skills:

The candidate will be able to focus on the critical domains of management, planning and decision making moreover he will he will gain the expertise on the organisational skills leading and motivation and the techniques adopted for controlling and resisting the managerial skills.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	25	1	NA
U2	10	25	1,	NA
U3	8	15	1, 2	NA
U4	8	15	1, 2	NA
U5	9	20	1, 2	NA
	45	100%		

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Course Code:	MIM101	
Course:	Principles of Management	Credits:3.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Management <ul style="list-style-type: none"> • Definition and nature of management • Evolution of management theories • Functions of management (planning, organizing, leading, controlling) • Roles and skills of managers • Managerial levels and hierarchy 	10
Unit-II	Planning and Decision Making <ul style="list-style-type: none"> • Importance and benefits of planning • Types of plans (strategic, tactical, operational) • Steps in planning • Environmental scanning • Decision-making process and techniques 	10
Unit-III	Organizing <ul style="list-style-type: none"> • Organizational structure • Departmentalization and span of control • Authority, responsibility, and delegation 	8
Unit-IV	Leading and Motivating <ul style="list-style-type: none"> • Leadership-- definition and styles • Communication and its importance • Motivation theories 	8
Unit-V	Controlling and resistance to management <ul style="list-style-type: none"> • Elements of control process • Types of control (feedforward, concurrent, feedback) • Concept of resistance to change • Overcoming resistance to change 	9
	Total	45

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List of Books

Name of Author	Title of the Book	Name of the Publisher
Stoner James.A., Freeman Edward, Gilbert Daniel	Management	Pearson
Wehrich and Koontz, et al	Essentials of Management	Tata McGraw Hill
V.S.P Rao & Hari Krishna	Management-Text & Cases	Excel Books
Ramaswami T	Principles of Management	Himalaya Publishing
Dipak Kumar Bhattacharyya	Principles of Management - Text and Cases	Pearson
Robbins, S. P	Management	Prentice Hall

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Semester II

Minor-2

Detailed Syllabus

Course: Organizational Behaviour		
Course Code:MIM201A		Semester: II
Maximum Marks: 100		
Teaching Scheme		Examination Scheme
Theory: 3		End semester Exam: 70
Tutorial: 0		Attendance: 5
Practical: 0		Continuous Assessment:25
Credit: 3		Practical/Seasonal internal continuous evaluation: 0
		Practical/Seasonal external examination: 0
Sl. No.	Course Objective	
1	Understand the fundamental concepts and theories of organizational behaviour.	
2	Explore group dynamics, teamwork, and decision-making processes within organizations.	
3	Examine the challenges and opportunities of managing diversity and inclusion in organizations.	
4	Analyze the role of leadership, power, and politics in shaping behaviour and organizational outcomes.	
5	Gain insights into global and cross-cultural aspects of organizational behaviours.	
	Course Outcomes	Mapped module/Unit
CO 1	Students will be able to have clear understanding of basic and history of Organization behaviour	U1
CO 2	Students will be able to have clear understanding about individual behaviour aspects.	U1,U2
CO 3	Students will be able to have clear understanding about group dynamics	U3
CO 4	Students will be able to have clear understanding about power and political behaviour.	U1,U4
CO 5	Students will be able to have clear understanding of global organization behaviour.	U5

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Learning Outcome/Skills:

The candidate will acquire the skill to understand the basic tenets of organizational behaviour individual behaviour group and team dynamics power and political behaviour and international organizational behaviour. This skill will highly enable the candidate to carve a niche in the desired domain.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	25	1	NA
U2	10	25	1, 2	NA
U3	8	15	1, 2	NA
U4	9	20	1, 2	NA
U5	8	15	1, 2	NA
	45	100%		

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Course Code:	MIM201A	
Course:	ORGANIZATIONAL BEHAVIOUR	Credits:3.0
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Organizational Behaviour <ul style="list-style-type: none"> • Definition and scope of organizational behaviour • Historical development of organizational behaviour • Importance of studying organizational behavior • Individual behaviour in organizations 	10
Unit-II	Individual Behaviour <ul style="list-style-type: none"> • Personality definition, theories • Perception, attribution, and attitudes • Learning theories • Job satisfaction 	10
Unit-III	Group and Team Dynamics <ul style="list-style-type: none"> • Types of groups in organizations • Stages of group development • Conflict management and negotiation skills 	8
Unit-IV	Power and Political behaviour <ul style="list-style-type: none"> • Definition, • Power Dynamics • Sources • Power tactics • Essence of politics • Types of political activities. 	9
Unit-V	International Organizational Behaviour <ul style="list-style-type: none"> • Definition, nature, characteristics • Cross-cultural differences and their impact on behaviour • Organizational behaviour trends and future challenges 	8
	Total	45

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List of Books

Sr. No.	Name of Author	Title of the BOOK	Publication
1	K. Aswathappa	Organizational behaviour, Text, Cases and Games	Himalaya Publishing House
2	Stephen P. Robbins	Organizational Behaviour, Eighteen Edition	Pearson
3	Stephen P. Robbins	Essentials of Organizational Behavior, Fourteenth Edition	Pearson
4	Fred Luthans	Organizational behavior: A modern behavioral approach to management	McGraw-Hill
5	Khanka S.S	Organizational Behaviour	S Chand & Company

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Course Code: MIM201B

Course Name: Business Ethics and Corporate Governance

Total hours of lectures: 40 hours

Total Credit: 3

Mode: offline

Aim of the course:

1. Develop a profound understanding of business ethics and values, exploring their significance in the corporate environment and broader societal impact.
2. Gain insights into the ethical dimensions of management, emphasizing the importance of ethical decision-making and responsible business practices.
3. Examine various approaches to business ethics, allowing students to appreciate the diversity of ethical perspectives in the business context.
4. Master the concepts of corporate governance and Corporate Social Responsibility (CSR), including an exploration of relevant Indian Acts, to instill ethical practices in organizational governance.
5. Foster critical thinking skills to analyze and propose ethical solutions to diverse global business issues, integrating ethical theories into practical business scenarios.
6. Inculcate a commitment to lifelong learning, emphasizing the development of interpersonal communication and personality skills, aligning with the broader goals of personal and professional growth.

Course Objective:

After completion of this course, the students will be able to

1. Understand the moral principles and serves that govern the way an organization operates.
2. Relate with ethical practices in real life associated with different departments of organizations.
3. Comprehend various approaches to ethical behavior in business.
4. Classify different management concerns to structure an organization for effective governance.
5. Learn about the laws and regulations needed to simplify the functions of any organization.

Sl.	Graduate attributes	Mapped Modules
CO1	Understand the moral principles and serves that govern the way an organization operates.	M1
CO2	Relate with ethical practices in real life associated with different departments of organizations	M2
CO3	Comprehend various approaches to ethical behavior in business.	M3
CO4	Classify different management concerns to structure an organization for effective governance	M4
CO5	Learn about the laws and regulations needed to simplify the functions of any organization.	M5

Learning Outcome/ Skills:

Understanding business governance and ethics helps organizations comply with laws and regulations. It ensures that businesses operate within the legal framework, reducing the risk of legal issues and penalties.

Ethical business practices contribute to a positive reputation. Consumers, employees, investors, and other stakeholders are increasingly concerned with the ethical behavior of businesses. Maintaining a good reputation can enhance customer trust, attract top talent, and secure investor confidence. By implementing ethical practices and robust governance structures, businesses can mitigate the potential for financial, legal, and reputational risks.

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Module Number	Content	Total Hours	% of questions	BloomLevel (applicable)	Remarks,if any
THEORY					
M1	Introduction to business ethics and values	6	15	1,2	NA
M2	Ethics in management	8	15	1,2	NA
M3	Approaches to Business Ethics	6	25	1,2,3	NA
M4	Corporate Governance & CSR	8	25	1,2,3	NA
M5	Indian Acts	12	20	2,3	NA
Total Theory		40	100		

Detailed Syllabus

Sl.	Topic/Module	Hours
1.	UNIT 1: Introduction to business ethics and values, Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics, Ethical dilemma, Characteristics ,Types of ethical dilemmas, dilemma resolution process	6
2	UNIT 2: Ethics in management: Ethics in HRM- Importance, Managing ethical issues in HRM; Marketing ethics- Importance, Ethical issues in marketing, Ethical behaviour in relation to suppliers, competitors; Ethics in Finance and Accounts.	8
3	UNIT 3: Approaches to Business Ethics, Teleological Approach, The Deontological Approach, Kohlberg's six stage of moral development (CMD), Ethics in workplace, code of conduct, corporate responsibility and compliance, Indian approaches towards business ethics	6
4	UNIT 4: Corporate Governance & CSR: Meaning, Features of good corporate governance, Factors influencing corporate governance, Corporate governance in India, Amendments to Corporate Governance, CSR- Concept and initiatives in India.	8
5	UNIT 5: Indian Acts: Indian Contract Act, 1872 - Contract defined, Elements of valid contract, Classification of contracts, Offer and acceptance, Consideration, Capacity to contracts, Free consent, Legality of object and consideration, Illegal agreements, Termination of contracts, Breach of contract, Indemnity and guarantee, Laws of agency Sale of Goods Act, 1930 - Classification of goods, Conditions & Warranties, Passing of ownership rights, Rights of an unpaid seller, Remedies for breach of Contract of Sale of Goods. Companies Act, 1956 - Nature and kinds of companies, Formation, Memorandum, Articles, Prospectus, Capital shares, debentures, borrowing powers, minimum subscription, Appointment of Directors; Winding up of	12

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	companies (Including Amendments)	
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Suggested Readings:

1. Andre Beteille: Society and Politics in India, OUP.
2. C. N. Shankar Rao: Sociology, S.Chand
3. Ram Ahuja: Social Problems in India, Rawat Publication.
- 4 . A.C Fernando (Late): Business Ethics: An Indian Perspective, 2/e, Pearson.
5. Premvir Kapoor, Professional Ethics and Human Values, Khanna Publishing House
6. Manna and Chakraborty: Value and Ethics in Business and Profession PHI
7. Govindarajan M. Natarajan S and Senthilkumar V.S: Engineering Ethics, PH

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Paper code: MIM301A

Mode: Offline

Credits: 4(3L+1T)

PRINCIPLES OF MARKETING

Aim of the Course: The objective is to attain a comprehensive understanding of hospital management.

Course Objectives: The course is designed to foster comprehension of the core principles of hospital management. It also covers operational aspects. Upon finishing this course, students should have a grasp of the foundational tenets of Marketing Management.

Goals:

- CO1: This course equips students with foundational knowledge in Health Care Marketing.
- CO2: Through this course, students will gain the ability to harmonize practice with theoretical knowledge in Marketing management
- CO3: The course will facilitate active learning and the acquisition of knowledge regarding emerging trends in marketing management
- CO4: The course is designed to furnish students with decision-making skills relevant to Health care marketing.
- CO5: Upon completing this course, students will be equipped to detect and assess new age marketing challenges and possibilities in practical settings.
- CO6: the course is designed in such a way that after completing the course student can build their career in marketing domain in healthcare and allied industry.

Sl	Course content	Mapped modules	Hour allotted
CO1	Introduction: Definitions and scope of marketing; need, want, demand, Marketing Mix – 4Ps, 7Ps and 4Cs, Evolution of Marketing concepts (Production, Product, Selling, Marketing); Marketing Management Tasks and functions.	M1	6
CO2	Marketing Environment: Major components of the micro-environment and macro environment.	M2	6
CO3	STP (various bases for segmentation) Targeting: Mass marketing, Segment Marketing, Niche Marketing, Micro Marketing, and Customization; Concept of Differentiation and Positioning. USP. Consumer Behavior – definition, objective, 7Os, overview of major factors influencing consumer behavior; consumer decision making process and Marketing Research: Consumer decision-making process, marketingresearch process:	M3	8
CO4	Product & service: Product Classification, Product and Services differentiation; Product Levels, Product Mix (BASIC), Product Life Cycle, New Product Development – definition, reasons, new product development process, Service Marketing: definition and concept of service, continuum of service, major characteristics of service.	M4, M5	7
CO5	Definition, objective, Methods for pricing a product, different pricing strategy	M6	5
CO6	Marketing Channels: Channel levels, flows and functions; types of intermediaries Promotion: Promotion Mix (Advertising, Sales Promotion, Personal Selling, Direct Marketing, Publicity & PR), 5M model of Advertising, basic concept of - PR, Publicity, Propaganda, Direct Marketing and Personal Selling	M7, M8	8

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Learning Outcome/ Skills:

Hospitals are complex organizations with intricate structures. Student will study how different departments and functions within a hospital interact, and how the organizational structure affects decision-making and efficiency.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Marketing Management	6	20	1,2	NA
M2	Marketing Environment and strategy	6	20	1,2,3	NA
M3	STP and consumer Behaviour	8	20	1,2	NA
M4 and M5	Product & service and Branding	7	10	1,2,3	NA
M6	Pricing	5	10	1,2,3	NA
M7 & M8	Marketing Channels And Promotion:	8	20	1,2,3	NA
Total Theory		40	100		
<u>TUTORIAL</u>		8			
TOTAL		48			

**Maulana Abul Kalam Azad University of Technology, WB
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**Course Name: Business and sustainability
MIM -301B(Minor)**

Mode: Offline

Credits: 4(3L+1T)

Aim of the course: Sustainability in hospital management aims to enhance the efficiency and effectiveness of healthcare delivery processes while ensuring quality patient care. This involves improving resource utilization, streamlining workflows, and reducing waste to maximize the value of healthcare services provided.

Course Objectives: It Provides students with a comprehensive understanding of sustainability principles, including environmental, social, and economic dimensions, and their relevance to hospital management.

Goals:

CO1: Ensure students grasp fundamental sustainability principles, including environmental sustainability, social responsibility, and economic viability, and understand their relevance to business operations.

CO2: Enable students to critically analyze current business practices and their impact on the environment, society, and long-term economic viability, identifying opportunities for improvement and innovation.

CO3: Teach students how to integrate sustainability considerations into business strategy formulation, decision-making processes, and organizational culture to create value for stakeholders while minimizing negative impacts on the environment and society.

CO4: Train students to identify and manage sustainability-related risks and opportunities, such as regulatory compliance, reputation management, resource scarcity, and emerging market trends, to enhance business resilience and competitiveness.

CO5: Provide students with a global perspective on sustainability challenges and opportunities, recognizing the interconnectedness of local and global environmental and social issues and the importance of cross-cultural collaboration and cooperation.

Sl	Course content	Mapped Module	Hours allotted
CO1	Business: Definition, Characteristics of business, nature of business, types of businesses.	M1	5
CO2	Sustainability and Sustainable Development: Understanding business sustainability, Introduction to Sustainable Development, Theoretical Background, Importance, Principles, Pillars of Sustainability.	M2	8
CO3	Sustainability Tools: Tools for Sustainable Business Management, Green Strategies in Business Operations, Vision 2030, Elements in Marketing and Human Resource Management towards Green strategies.	M3	7
CO4	Sustainability Standards and Strategies- concept and application, Club of Rome, Environment Impact Assessment, Project Feasibility study and Report, Green Peace, Green Architecture and Green Practice	M4	5
CO5	New perspective towards Sustainability, Global Management in Today's World, Managing Diversity, Managing Social Responsibility and Ethics, Managing Change and Innovation.	M5	5

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Learning Outcome/ Skills:

1. **Understanding of Sustainability Concepts:** Gain a deep understanding of sustainability principles, including environmental, social, and economic dimensions, and their relevance to business operations and decision-making.
2. **Critical Thinking and Analysis:** Develop critical thinking skills to analyze complex sustainability challenges, evaluate different perspectives, and identify opportunities for sustainable business practices and innovation.
3. **Strategic Sustainability Integration:** Learn how to integrate sustainability considerations into business strategy formulation, organizational culture, and stakeholder engagement processes to create long-term value and competitive advantage.
4. **Environmental and Social Impact Assessment:** Acquire skills in assessing and measuring the environmental and social impact of business operations, using tools such as life cycle assessment and social impact assessment.
5. **Sustainable Business Practices:** Gain practical knowledge of sustainable business practices and tools, including energy efficiency measures, waste reduction strategies, sustainable supply chain management, and green product development.
6. **Stakeholder Engagement and Communication:** Develop effective communication skills to engage with stakeholders, including employees, customers, investors, and communities, and communicate sustainability goals, progress, and initiatives transparently and persuasively.
7. **Risk Management and Resilience:** Learn how to identify, assess, and manage sustainability-related risks and opportunities, including regulatory compliance, reputation management, resource scarcity, and climate change impacts, to enhance organizational resilience.
8. **Ethical Leadership and Corporate Governance:** Understand the principles of ethical leadership and corporate governance, including transparency, accountability, and integrity, and their importance in fostering trust and credibility with stakeholders.
9. **Innovation for Sustainability:** Explore innovative solutions and business models that promote sustainability, such as circular economy approaches, product-service systems, and sustainable finance mechanisms, to drive positive environmental and social impact.
10. **Global Perspective and Cross-Cultural Competence:** Develop a global perspective on sustainability challenges and opportunities, recognizing the interconnectedness of local and global environmental and social issues, and the importance of cross-cultural collaboration and cooperation.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Business	5	20%	1,2	NA
M2	Sustainability and Sustainable Development	8	30%	1,2,3	NA
M3	Sustainability Tools	7	20%	1,2,3	NA
M4	Sustainability Standards and Strategies	5	10%	1,2,3	NA

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M5	New perspective towards Sustainability	5	20%	2,3	NA
Total Theory		30	100		
Tutorial		8			
Total		38			

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Paper code: MIM401A

Mode: Offline

Credits: 4(3L+1T)

HUMAN RESOURCE MANAGEMENT

Aim of the Course: The objective is to attain a comprehensive understanding of management.

Course Objectives: The course is designed to foster comprehension of the core principles of management. It also covers operational aspects. Upon finishing this course, students should have a grasp of the foundational tenets of management.

Goals:

After the completion of this course the students will be able to -

CO1: Summarize the overview of human resource Management.

CO2: Relate the objectives of Human Resource Planning its objectives.

CO3: Discover the concept of HRD its different objectives etc.

CO4: Elaborate the emerging areas of International Human Resource Management.

CO5: Students will apply the theoretical approach in practical field.

Sl	Course content	Mapped modules	Hour allotted
CO1	Human Resource Management-Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples.	M1	8
CO2	Human Resource Planning Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy	M2	6
CO3	Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.	M3	8
CO4	Talent Acquisition and Training: Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training, Training needs assessment – KIRK-PATRICK, CIPO, CIRO, Training calendar	M4	7
CO5	HRD: Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods	M5	5

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CO6	Introduction to Performance appraisal: Purpose, Methods, Appraisal instruments, 360-degree Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview. Compensation Management – Calculation of wage and salary (only theory)	M6	6
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Learning Outcome/ Skills:

Now a day every organization is having complex organization structures. Student will study how different departments and functions within an organization interacts, and how the organizational structure affects decision-making and efficiency.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Human Resource Management-Overview	8	20	1,2	NA
M2	Human Resource Planning	6	20	1,2,3	NA
M3	Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.	8	20	1,2	NA
M4	Talent Acquisition and Training	7	10	1,2,3	NA
M5	HRD: Definition,	5	10	1,2,3	NA
M6	Introduction to Performance appraisal	6	20	1,2,3	NA
Total Theory		40	100		
<u>TUTORIAL</u>		8			
TOTAL		48			

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**Course Name: Corporate social responsibility
MIM-401B(Minor)**

Mode: Offline

Credits: 4(3L+1T)

Aim of the course: It provides students with a comprehensive understanding of the concept of corporate social responsibility, including its evolution, theoretical foundations, and key principles such as ethical behavior, accountability, transparency, and stakeholder engagement.

Course Objectives: students will be equipped with the knowledge, skills, and mind set necessary to understand, analyze, and address the complex challenges and opportunities associated with CSR and sustainable business practices.

Goals:

CO1: Educate students about the importance of ethical behavior in business and the role of CSR in promoting integrity, transparency, and accountability.

CO2: Raise awareness among students about social and environmental issues and their impacts on society, the economy, and the environment.

CO3: Foster a sense of responsibility and citizenship among students, encouraging them to make informed and ethical decisions that consider the interests of all stakeholders.

CO4 Provide opportunities for students to develop leadership and collaboration skills by working on CSR projects and initiatives that address real-world challenges.

CO5: Encourage students to become active participants in their communities, advocating for social and environmental causes and promoting positive change through grassroots initiatives.

Sl	Course content	Mapped Module	Hours allotted
CO1	Meaning and Definition of CSR, History and Evolution of CSR, Factors affecting the growth of CSR Reasons for Social Responsibility CSR activities – Nature, types, impact on development programme Corporate responsibility towards various group of stakeholders Chronological evolution of CSR in India Arguments in favour and Against of Corporate Social Responsibility	M1	5
CO2	Corporate Governance: Introduction, Historical Background Factors behind the origin of Corporate Governance, Important issues and Need of Corporate Governance, SEBI Code of Corporate Governance, Corporate Governance in India, Global issues in corporate Governance.	M2	8
CO3	International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs.United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights.OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy	M3	7
CO4	CSR-Legislation In India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Non-profit	M4	7

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	&Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations.		
CO5	Current trends: Review Current Trends and Opportunities in CSR, CSR as Strategic business tool for sustainable development, Review of successful corporate initiatives and challenges of CSR,	M5	3

Learning Outcome/ Skills:

1. Understanding of CSR Concepts and Principles:

Define and explain the concept of CSR, including its evolution, theoretical foundations, and key principles such as sustainability, ethics, and stakeholder engagement.

2. Critical Thinking and Analysis:

Analyze and evaluate complex social, environmental, and ethical issues related to business operations and decision-making, applying critical thinking skills to assess their implications and identify potential solutions.

3. Stakeholder Engagement and Management:

Develop strategies for effective stakeholder engagement, communication, and relationship management in CSR initiatives.

4. Ethical Decision Making:

Understand ethical theories and frameworks and apply them to real-world business scenarios to make ethically sound decisions.

5. Sustainability Literacy:

.Apply sustainability principles to analyze business practices and develop strategies for sustainable development.

6. Project Management and Implementation:

Plan, execute, and evaluate CSR projects and initiatives, demonstrating skills in project management, resource allocation, and performance measurement.

7. Communication and Advocacy:

Advocate for CSR principles and practices within organizations and communities, promoting awareness and engagement.

8. Global Perspective and Cross-Cultural Competence:

Understand the global dimensions of CSR and the cultural, political, and economic factors that influence CSR practices in different regions.

9. Risk Management and Compliance:

Develop strategies to mitigate risks and ensure compliance with relevant laws, regulations, and industry standards.

Measurement and Reporting: Utilize tools and frameworks for measuring and evaluating CSR performance, including CSR reporting standards (e.g., GRI, SASB) and impact assessment methodologies.

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Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Basic concept of CSR	5	20%	1,2	NA
M2	Corporate Governance	8	30%	1,2,3	NA
M3	International framework for corporate social Responsibility	7	20%	1,2,3	NA
M4	CSR-Legislation In India & the world.	7	10%	1,2,3	NA
M5	Current trends	3	20%	2,3	NA
Total Theory		30	100		
Tutorial		8			
Total		38			

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Paper code: MIM402A

Mode: Offline

Credits: 4(3L+1T)

SALES AND DISTRIBUTION MANAGEMENT

Aim of the Course: The objective is to attain a comprehensive understanding of management.

Course Objectives: The course is designed to foster comprehension of the core Sales and distribution Management. It also covers operational aspects. Upon finishing this course, students should have a grasp of the foundational tenets of Sales & Distribution Management.

Goals:

After the completion of this course the students will be able to -

CO1: Summarize the overview of Sales and Distribution Management.

CO2: Relate the objectives of Sales and Distribution Management its relation with Personal Selling.

CO3: Discover the concept and art of Planning and Organizing Sales Force Efforts.

CO4: Students can explain Sales Force Management, Recruitment and Selection and Training and Development.

CO5: students can have the idea of Directing the Sales Force and Controlling of same.

CO6: Students can have the idea introduction, objective, advantages and types of marketing channel

CO7: Elaborate the Channel design decision and Channel Management Design.

CO8: Students will apply the theoretical approach in practical field.

Sl	Course content	Mapped modules	Hour allotted
CO1	Introduction to Sales Management: Evolution of sales department, Nature & scope of personal selling & sales management, Roles and functions of a sales manager.	M1	2
CO2	Personal Selling: Types of selling situations, Buyer-seller dyad, Theories of selling, Personal selling process (pre-approach, approach, presentation, handling objections, closing a sale, follow-up), Salesmanship – characteristics of good sales person.	M2	6
CO3	Planning and Organizing Sales Force Efforts: Strategic planning and sales organization, Sales department relations, Distribution network relations, Sales forecasting, Sales budget, Sales objectives, Sales territories and quotas.	M3	6
CO4	Sales Force Management: Different personnel functions of a sales manager, Quantitative and qualitative requirements of sales force planning – determination of sales force size, job analysis for type of sales people required. Recruitment and Selection: Sources of recruitment, Selection process, Methods of selection. Training and Development: Need and purpose of training, Types of training, Designing a training programme - ACMEE model.	M4	9

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CO5	Directing the Sales Force: Supervision, Territory management, Determination of quota/target, Determination of compensation of sales force, Leading and Motivating. Controlling: Analysis of sales, Costs and Profitability, Evaluation of sales force performance.	M5	6
CO6	Marketing Channels: Structure, Functions and advantages, Types of channel intermediaries – wholesalers, distributors, stockists, sales agents, brokers, franchisers, C&F agents, and retailers.	M6	4
CO7	Channel Design and management: Channel objectives & constraints, Identification, evaluation and selection of channel alternatives, Channel management and control – recruiting and selecting channel members, motivating, evaluating channel arrangements.	M7	4
CO8	Physical Distribution & Logistics: Goals, function, processing, warehousing, inventory & Transportation.	M8	3

Learning Outcome/ Skills:

Now a day every organization is having complex organization structures. Student will study how different departments and functions within an organization interacts, and how the organizational structure affects decision-making and efficiency.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Sales Management	2	5	1,2	NA
M2	Personal Selling	6	15	1,2,3	NA
M3	Planning and Organizing Sales Force Efforts	6	15	1,2	NA
M4	Sales Force Management Recruitment and Selection Training and Development	9	25	1,2,3	NA
M5	Directing and Controlling of sales Force	6	15	1,2,3	NA
M6	Marketing Channels	4	10	1,2,3	NA

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M7	Channel Design and management	4	10	1,2	NA
M8	Physical Distribution & Logistics	3	5	1,2	NA
Total Theory		40	100		
<u>TUTORIAL</u>		8			
TOTAL		48			

**Course Name: E-Commerce
MIM-402B(Minor)**

Mode: Offline

Credits: 4(3T+1T)

Aim of the course: The aim of an E-Commerce course is to provide students with a comprehensive understanding of electronic commerce and its various components, applications, and implications in today's digital economy.

Course Objectives: students will be equipped with the knowledge, skills, and competencies needed to navigate the dynamic and competitive landscape of e-commerce and pursue careers in various e-commerce-related roles.

Goals:

CO1: Define electronic commerce (e-commerce) and its various forms and applications.

CO2: Analyze different e-commerce business models, such as B2C, B2B, C2C.

CO3: Explore the technological infrastructure and tools required to support e-commerce operations, including website development platforms, payment gateways, and content management systems.

CO4: Understand how to develop and implement effective marketing campaigns to attract and retain customers.

CO5: Understand the legal and regulatory frameworks governing e-commerce, including consumer protection laws, privacy regulations, and intellectual property rights.

Sl	Course content	Mapped Module	Hours allotted
CO1	Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B,G2C Technology in ecommerce: An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets ,The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies.	M1	5

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CO2	Building and hosting your website: choosing an ISP, registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value Web page design using HTML and CSS: Overview of HTML, basic structure of an HTML document, basic text formatting, links, images, tables, frames, form and introduction to CSS.	M2	8
CO3	Security threats: Security in cyberspace, kinds of threats and crimes: client threat, communication channel threat, server threat, other programming threats, frauds and scams Basic cryptography for enabling security in ecommerce: encryption: public and private key encryption, authentication and trust using digital signature and digital certificates, internet security using VPN, firewalls, SSL Internet payment systems: Features of payment methods, 4C payment methods, electronic money, ACID and ICES test, payment gateway, SET protocol for credit card payment, electronic payment media: ecash and e-wallet, e-check, credit card, debit card, smart card, EFT and ACH, Cyber security.	M3	7
CO4	Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions, EDI as a B2B tool. Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e-broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services.	M4	8
CO5	E-core values: ethical issues, legal issues, taxation issues and international issues.	M5	2

Learning Outcome/ Skills:

1. Understanding of E-Commerce Concepts and Principles:

Define and explain the concept of e-commerce and its significance in the digital economy.

2. Website Development and Design Skills:

Develop practical skills in designing and developing e-commerce websites using various platforms and tools.

3. Digital Marketing and Promotion:

- Gain knowledge of digital marketing strategies and techniques tailored for e-commerce, such as search engine optimization (SEO), social media marketing, email marketing, and content marketing.

4. E-Commerce Payment Systems and Security:

Learn about security measures and protocols to protect e-commerce transactions and customer data from cyber threats and fraud.

5. Inventory Management and Supply Chain Operations:

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Understand strategies for optimizing inventory levels, managing order fulfillment, and improving shipping and delivery logistics.

6. Customer Relationship Management (CRM):

- Learn how to effectively manage customer relationships and provide excellent customer service in the e-commerce context.

7. Data Analytics and Performance Measurement:

Gain skills in interpreting data insights and making data-driven decisions to optimize e-commerce operations and marketing strategies.

8. Legal and Ethical Considerations:

Develop ethical awareness and adhere to best practices in e-commerce business operations, data management, and customer privacy.

9. Adaptability and Innovation:

Develop adaptability and innovation skills to respond to changing market dynamics and customer preferences in the rapidly evolving e-commerce landscape.

10. Entrepreneurship and Business Acumen:

Develop strategic thinking, problem-solving, and decision-making skills to identify opportunities, mitigate risks, and drive business growth in the e-commerce sector.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Introduction to ecommerce	5	20%	1,2	NA
M2	Building and hosting your website	8	30%	1,2,3	NA
M3	Security threats	7	20%	1,2,3	NA
M4	Business to Business e-commerce	8	10%	1,2,3	NA
M5	E-core values	2	20%	2,3	NA
Total Theory		30	100		
Tutorial		8			
Total		38			