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 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)		22
VI	2 sub x 5 credits 1 sub x 4 credits	MIM601 Customer relationship management (4 credits)					22

		MIM602A/B Career planning and management/Managing Workplace Diversity (4 credits)					
VII	2 sub x 5 credits 1 sub x 4 credits	MIM701A/B Consumer behaviour /Exploring Business Opportunity (4 credits)					22
		MIM702A/B Strategic management/ Intellectual Property Rights (4 credits)					
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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Programme Outcomes for Minor Courses

	Programme Outcomes	MINOR-1	MINOR-2	MINOR-3	MINOR-4	MINOR-5	MINOR-6	MINOR-7	MINOR-8	MINOR-9	MINOR-10	MINOR-11
1	Values for life and character building	✔	✔	✔	✔		✔	✔		✔	✔	✔
2	Disciplinary knowledge	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
3	Communication skills		✔	✔	✔	✔		✔	✔		✔	
4	Critical thinking	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
5	Problem Solving	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
6	Analytical Reasoning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
7	Research related skills	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
8	Cooperation/Teamwork	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
9	Scientific Reasoning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
10	Reflective Thinking	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
11	Information/Digital Literacy	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
12	Self-directed Learning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
13	Moral and Ethical Awareness/Reasoning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
14	Leadership Readiness/Qualities	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
15	Lifelong learning	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔
16	Professional Skills	✔	✔	✔		✔	✔	✔		✔	✔	✔

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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

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 • 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 • 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 • Organizational structure • Departmentalization and span of control • Authority, responsibility, and delegation	8
Unit-IV	Leading and Motivating • Leadership-- definition and styles • Communication and its importance • Motivation theories	8
Unit-V	Controlling and resistance to management • 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
Premvir Kapoor	Principles of Management	Khanna Publishing House
Stoner James.A., Freeman Edward, Gilbert Daniel	Management	Pearson
Weihrich 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

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

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 • 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 • Personality definition, theories • Perception, attribution, and attitudes • Learning theories • Job satisfaction	10
Unit-III	Group and Team Dynamics • Types of groups in organizations • Stages of group development • Conflict management and negotiation skills	8
Unit-IV	Power and Political behaviour • Definition, • Power Dynamics • Sources • Power tactics • Essence of politics • Types of political activities.	9
Unit-V	International Organizational Behaviour • 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

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.

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

	companies (Including Amendments)	

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. Premvir Kapoor, Sociology & Economics for Engineers, Khanna Publishing House

7. Manna and Chakraborty: Value and Ethics in Business and Profession PHI

8. Govindarajan M. Natarajan S and Senthilkumar V.S: Engineering Ethics, PH

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Paper code: MIM301A

Mode: Offline   Credits: 4

PRINCIPLES OF MARKETING

Aims of the course: The objective is to attain a comprehensive understanding of the basics of Marketing

Course Objectives: Upon finishing this course, students should have a grasp of the foundational tenets of Marketing Management.

Course Outcomes:

CO1: This course equips students with foundational knowledge in Marketing Management.

CO2: Through this course, students will know the fundamentals of a Marketing plan.

CO3: The course will facilitate active learning and acquiring knowledge regarding emerging marketing management trends.

 CO4: The course is designed to furnish students with decision-making skills relevant to marketing

CO5: Upon completing this course, students will be equipped to find solutions to marketing challenges and explore possibilities in practical settings.

Sl	Course content	Hour allotted
M1	● What is marketing? ● What is marketing: Goods, Services, Events, Experiences, Persons, Places, Properties, Organizations, Information, Ideas ● Marketer, Demand, Market-types- Consumer market, business market, global market, non-profit and government market ● Need, Want, Demand ● Marketing channels: Communication channels, Sales Channels and Distribution channels ● Marketing Orientations: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept ● Customer value, customer relationship, customer satisfaction, customer-generated marketing, customer retention, and loyalty	6
M2	● 4Ps of Marketing: Product, Price, Place, Promotion ● 4As of Marketing: Acceptability, Affordability, Accessibility, Awareness ● Additional Ps: People, Processes, Programs ● Marketing Environment: Major components of the micro-environment (Company, Suppliers, Marketing intermediaries, Competitors, Publics, Customers) and macro environment, Demographic and Economic Environment, Natural and Technological Environment, Political and Social-Cultural Environment	6

M3	● Marketing research ● Marketing strategy: Building customer value, engagement and relationships: ● Marketing strategy and marketing mix- segmentation (geographic, demographic, psychographic, behavioral) and targeting, differentiation, and positioning ● Consumer behavior, consumer behavior model, Characteristics affecting consumer behavior- cultural, social, personal, psychological	8
M4	● 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 ● Product and Service Decisions: Product and Service Attributes, Branding, Packaging, Labelling and Logos, Support Services ● Product Line Decision ● Product Mix Decisions ● Branding Strategy: What is a brand, brand image, identity and Brand Equity, Brand Value, Brand Positioning,	6
M5	● The New Role of Intermediaries ● Factors Influencing Distribution Decisions ● Evaluation of Channel Alternatives ● Channel Management	4
M6	● Marketing Communication Channels ● Promotion Mix	4
M7	● What is price? ● Pricing Strategies: Customer Value-Based Pricing, Cost-Based Pricing, Competition-Based Pricing, Other Internal and External Considerations affecting pricing	4
M8	● Sustainable Marketing and Marketing Ethics ● Digital Marketing ● Emerging Marketing Challenges ● Making a marketing plan	4

Learning Outcome/ Skills: Students should be able to understand the basic concepts of marketing and create a rudimentary marketing plan

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Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Marketing	8	20	1,2	NA
M2	Marketing Environment and strategy	4	20	1,2,3	NA
M3	Market Research and Consumer behavior	8	20	1,2	NA
M4	Product and Branding	7	10	1,2,3	NA
M5	Pricing and Marketing Channels	6	10	1,2,3	NA
M6	Sustainable marketing and ethics	8	20	1,2,3	NA
Total Theory		40	100		
TUTORIAL		8			
TOTAL		48			

Reference Books:

Principles of Marketing (19th Edition) by Philip Kotler, Gary Armstrong and Sridhar Balasubramanian

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

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

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

			M6	6
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)			

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		
TUTORIAL		8			
TOTAL		48			

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

	&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.

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			

Paper code: MIM402A

Mode: Offline   **Credits: 4(3L+1T)**

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
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
CO5	**Directing the Sales Force:** Supervision, Territory management, Determination of quota/target, Determination of compensation of sales force, Leading and Motivating.	M5	6

	Controlling: Analysis of sales, Costs and Profitability, Evaluation of sales force performance.		
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**
M7	**Channel Design and management**	4	**10**	**1,2**	**NA**

M8	Physical Distribution & Logistics	3	5	1,2	NA
Total Theory		40	100		
TUTORIAL		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

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**:

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			

Paper Name: FINANCIAL MANAGEMENT

Paper code: MIM501:

Mode: Offline   **Credits: 4**

Aims of the course: The objective is to attain a comprehensive understanding of the basics of Financial Management and its application

Course Objectives:
Upon finishing this course, students should have a grasp of the foundational tenets of Marketing Management. Course Outcomes:

CO1: This course equips students with foundational knowledge in Financial Management.

CO2: Through this course, students will know the fundamentals of a Financial plan.

CO3: The course will facilitate active learning and acquiring knowledge regarding emerging Financial management trends.

CO4: The course is designed to furnish students with decision-making skills relevant to Financial management

CO5: Upon completing this course, students will be equipped to find solutions to Financial challenges and explore possibilities in practical settings.

Sl	Course content	Mapped Module	Hours allotted
CO1	**Introduction:** Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. **Financial goals** - Profit vs. Wealth Maximization; Finance Functions – Investment, Financing and Dividend Decisions – Cost of Capital – Significance of Cost of Capital – Calculation of Cost of Debt – Cost of Preference Capital – Cost of Equity Capital (CAPM Model and Gordon's Model) and Cost of Retained Earnings – Combined Cost of Capital (weighted/Overall).	M1	6
CO2	**Analysis and Interpretation of Corporate Final Accounts**: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various tools of financial analysis Preparation of Cash Flow Statement as per Accounting Standard and its Analysis	M2	6
CO3	**Capital Budgeting** – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison.	M3	4
CO4	**Leverage Analysis:** Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage – Measurement of Leverages – Effects of Operating and Financial Leverage on Profit – Analyzing Alternate Financial Plans - Capital Structure Theories - Traditional approach - M.M. Hypotheses – without Taxes and with Taxes – Net Income Approach (NI) – Net Operating Income Approach	M4	6

	(NOI) - Determining capital structure in practice.			
CO5	**Investment Decisions**: Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing	M5	6	
CO6	**Dividend Policies** – Issues in Dividend Decisions – Relevance Theory – Walter's Model – Gordon's Model – Irrelevance Theory – M-M hypothesis - Dividend Policy in Practice – Forms of Dividends – Stability in Dividend Policy – Corporate Dividend Behaviour.	M6	6	
CO7	**Management of Working Capital:** Concepts, components, Determinants, need, Significance and types of Working Capital – Calculating Operating Cycle Period and Estimation of Working Capital Requirements – Financing of Working Capital and norms of Bank Finance – Sources of Working capital – Factoring services– Various committee reports on Bank Finance – Dimensions of Working Capital Management, Computation of Working Capital for a Company.	M7	6	

Learning Outcome/ Skills:

Now a day's business organization is complex with intricate structures. Students have to study how financial allocation to be done and understand the tools of finance departments and functions in a complex environment. Students must be aware about its implication to the business and macro environment as well. They must understand effects of Financial management in decision-making and efficiency.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	**Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management.**	6	15	1,2	NA
M2	**Analysis and Interpretation of Corporate Final Accounts**	6	15	1,2,3	NA
M3	**Capital Budgeting**	4	10	1,2	NA
M4	**Leverage Analysis:**	6	15	1,2,3	NA
M5	**Investment Decisions**	6	15	1,2,3	NA
M6	**Dividend Policies**	6	15	1,2,3	NA
M7	**Management of Working Capital:**	6	15	1,2,3	NA
Total Theory		40	100		
TUTORIAL		**8**			
TOTAL		**48**			

BOOKS:
1.   **"Financial Management: Theory and Practice"** by Prasanna Chandra
2.   **"Financial Management"** by I. M. Pandey
3.   **"Financial Management: Principles and Applications"** by S. N. Maheshwari
4.   **"Strategic Financial Management"** by Ravi M. Kishore
5.   **"Financial Management: Text, Problems and Cases"** by M. Y. Khan and P. K. Jain.

Course Name: Entrepreneurship
MIM 502

Mode: Offline   **Credits: 4**

Aim of the Course: The aim of a course in entrepreneurship typically focuses on equipping students with the knowledge, skills, and mind set necessary to start, manage, and grow their own business ventures.
Course Objectives: The course objectives for entrepreneurship are to equip students with the knowledge and skills necessary to identify and evaluate business opportunities, develop comprehensive business plans, and understand the financial, legal, and ethical aspects of launching and managing a startup. Students will enhance their innovation, creativity, and leadership abilities, while also learning effective marketing, communication, and risk management strategies. The course aims to prepare students to confidently navigate the challenges of entrepreneurship, whether by starting their own ventures or applying entrepreneurial thinking within existing organizations.

Goals:
CO1: Students will be able to create a comprehensive and viable business plan, incorporating market research, financial projections, and operational strategies, demonstrating their readiness to launch a new venture.

CO2: Student will demonstrate the ability to identify, evaluate, and select profitable business opportunities, using analytical tools and techniques to assess market needs and potential risks.

CO3: Students will acquire the skills to manage the financial aspects of a startup, including budgeting, fundraising, cash flow management, and financial statement analysis, ensuring the financial sustainability of their venture.

CO4: Students will showcase their ability to apply innovative thinking and problem-solving skills to overcome challenges in the entrepreneurial process, developing unique solutions that add value to their business.

CO5: Students will be able to make informed and ethical business decisions, considering legal implications, social responsibility, and long-term strategic goals in the management of their entrepreneurial ventures.

SI	Course Content	Mapped Module	Hours allotted
CO1	**Introduction to Entrepreneurship:** Meaning and concept of entrepreneurship, The history of entrepreneurship development, Factors influencing entrepreneurship, Theories of Entrepreneurship, Role and Importance of Entrepreneurship in Economic Growth, New generations of entrepreneurship viz. social entrepreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc., Creativity and entrepreneurship, Steps in Creativity, Barriers to entrepreneurship	M1	10
CO2	**Introduction to entrepreneur:** meaning and concept of entrepreneur, types of entrepreneur,Characteristics of Entrepreneurs, Functions of entrepreneur	M2	6
CO3	**Entrepreneurial Motivation:** Entrepreneurial Motivation, Need for Achievement Theory, Maslow's theory, Herjburg's theory, McGragor's Theory, Risk-taking Behavior, Innovation and Entrepreneur	M3	7
CO4	**Project Management:** Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.	M4	7
CO5	**Organisation Assistance** Assistance to an entrepreneur, New Ventures Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples),Financial assistance by different agencies MSME, The Small Industries Development Bank of India(SIDBI),The State Small Industries Development Corporation(SSIDC)	M5	10

Learning Outcomes / Skills for Entrepreneurship Course
By the end of this course, students will have developed the following skills and competencies:

1.   Entrepreneurial Mindset:
Develop the ability to think creatively and innovatively, identifying opportunities in various market conditions.

2.   Opportunity Recognition:
Acquire the skills to identify, assess, and evaluate potential business opportunities in different industries.

3.   Business Planning:
Demonstrate proficiency in creating comprehensive business plans, including executive summaries, marketing strategies, and financial projections.

4. **Market Analysis:**
Gain the ability to conduct thorough market research and analysis to understand customer needs, competition, and market dynamics.

5. **Financial Literacy:**
Develop a solid understanding of financial statements, budgeting, and cash flow management essential for managing a startup.

6. **Risk Management:**
Learn how to identify potential risks in a business venture and develop strategies to mitigate them.

7. **Leadership and Team Building**:
Cultivate leadership skills necessary for building and managing a diverse and effective team in a startup environment.

8. **Legal and Ethical Awareness:**
Understand the legal frameworks and ethical considerations involved in starting and running a business, including intellectual property rights and corporate social responsibility.

9. **Pitching and Presentation Skills:**
Enhance communication and presentation skills, enabling students to pitch their business ideas effectively to potential investors and stakeholders.

10. **Growth Strategies:**
Learn the strategies for scaling a business, managing growth, and sustaining long-term success in a competitive market.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	**Introduction to Entrepreneurship**	10	30%	1,2	NA
M2	**Introduction to entrepreneur**	6	20%	1,2,3	NA
M3	**Entrepreneurial Motivation**	7	10%	1,2,3	NA
M4	**Project Management**	7	20%	1,2,3	NA
M5	**Organisation Assistance**	10	20%	2,3	NA
Total Theory		40	100		
Tutorial		8			
Total		48			

Books:

1. **Entrepreneurship – Anindita Sarkar – Taurean Publications**
2. **Entrepreneurship Development and Project Management – Dr. Dilip M. Sarwate – Everest Publishing House**

Maulana Abul Kalam Azad University of Technology, WB
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Paper Name: CUSTOMER RELATIONSHIP MANAGEMENT

Paper code: MIM601:

Mode: Offline   **Credits: 4**

Aims of the course: The objective is to attain a comprehensive understanding of the basics of Customer Relationship Management and its application

Course Objectives:
The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers:

Course Outcomes:
CO1: To be aware of the nuances of customer relationship

CO2: To analyse the CRM link with the other aspects of marketing

CO3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company

CO4: To make the students aware of the different CRM models in service industry

CO5: To make the students aware and analyse the different issues in CRM

Sl	Course content	Mapped Module	Hours allotted
CO1	**Evolution of Customer Relationship Management**, CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.	M1	6
CO2	**CRM Concepts, Customer Value**, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	M2	8
CO3	**Planning for CRM** Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	M3	6
CO4	**CRM and Marketing Strategy**: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.	M4	10
CO5	**Implementation of CRM:** Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.	M5	10

Learning Outcome/ Skills:

- **Understanding CRM Concepts**: Students will develop a clear understanding of CRM principles, frameworks, and its importance in building long-term customer relationships.
- **Customer Segmentation and Targeting**: Ability to analyse customer data to segment and target different customer groups effectively based on their behaviour and preferences.
- **CRM Technologies**: Knowledge of various CRM tools and software used to manage and analyse customer interactions, and how to leverage them for better customer insights and engagement.
- **Customer Retention Strategies**: Learn techniques to improve customer satisfaction and loyalty, and strategies to retain customers over time.
- **Data-Driven Decision Making**: Ability to use customer data for informed decision-making, focusing on enhancing customer experience and optimizing marketing efforts.
- **Enhancing Business Performance**: Understanding how effective CRM practices contribute to improved business performance, increased profitability, and customer lifetime value.
- **Problem-Solving Skills**: Developing skills to address customer issues and complaints effectively, fostering trust and maintaining strong customer relationships.
- **Impact on Business Strategy**: Understanding the role of CRM in aligning customer-centric strategies with overall business objectives.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	**Evolution of Customer Relationship Management**	6	15	1,2	NA
M2	**CRM Concepts, Customer Value**	8	20	1,2,3	NA
M3	**Planning for CRM**	6	15	1,2	NA
M4	**CRM and Marketing Strategy**	10	25	1,2,3	NA
M5	**Implementation of CRM**	10	25	1,2,3	NA
Total Theory		40	100		
TUTORIAL		**8**			
TOTAL		**48**			

Reference Books:

1. Customer Relationship Management: Anis Chattopadhyay – Taurean Publications

2. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH.

3. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge.

4. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI.

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

Course Name: Career Planning and Management
MIM 602A

Mode: Offline   **Credits: 4**

Aim of the Course: The aim of this course is to equip students with a comprehensive understanding of career planning and management, enabling them to make informed career decisions and develop the necessary skills to achieve professional growth and success.

Course Objectives:
● To introduce students to the fundamentals of career planning, including career anchors and personality typology.
● To help students identify and develop behavioural traits essential for workplace success.
● To guide students through the process of researching and selecting career options based on company preferences and job profiles.
● To explore various theories and models of career development, including strategies for decision-making and managing life roles in career growth.

Goals:

● **CO1:** Students will gain a foundational understanding of career planning, including career anchors, behavioural models, and personality types.
● **CO2:** Students will learn to identify key behavioural traits such as adaptability, leadership, and communication, and understand their impact on organizational culture and career success.
● **CO3:** Students will acquire skills in researching company profiles, understanding company functions, resume building, and interview preparation.
● **CO4:** Students will develop a comprehensive understanding of career development theories, decision-making strategies, and the relationship between work and other life roles.

SI	Course Content	Mapped Module	Hours allotted
CO1	**INTRODUCTION TO CAREER PLANNING** Define the starting point, career anchors, behavioural models, personality typology	M1	4
CO2	BEHAVIOURAL TRAITS **Identification of Behavioral Traits ,** Understanding key traits such as adaptability, leadership, and communication , organizational culture, fostering teamwork and enhancing workplace harmony, **Corporate Competencies** , problem-solving with competencies that drive career success and organizational performance.	M2	10
CO3	**CHOOSING YOUR CAREER** Researching and Clarifying Company Preferences, Creating a Company Profile, Making Contact with Companies, Understanding Company Functions, and	M3	6

	Developing the Resume , preparing yourself for interview			
CO4	CAREER DEVELOPMENT Theories and Models of Career Development, Career Counseling and Decision-Making, Conceptualizing the Interrelationships Among Work, Mental Wellbeing, Relationships, and Other Life Roles, Utilizing Career and Vocational Information Resources, Technologies, and Systems, Strategies for Career Development Program Planning, Organization, Implementation, and Administration	M4	10	

Learning Outcomes / Skills for Intellectual Property Rights Course
By the end of this course, students will have developed the following competencies:
1.   Career Planning and Self-Assessment:
Students will be able to assess their career anchors, personality traits, and align them with career goals.
2.   Behavioural Traits and Workplace Integration:
They will recognize behavioural traits that foster a better cultural fit and enhance teamwork and organizational performance.
3.   Job Search Skills:
Students will develop the ability to research, prepare resumes, and communicate effectively during interviews.
4.   Career Development Knowledge:
They will understand career counselling theories and their application in managing work-life balance and career progression.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	**INTRODUCTION TO CAREER PLANNING**	4	20%	1,2	NA
M2	BEHAVIOURAL TRAITS	10	30%	1,2,3	NA
M3	**CHOOSING YOUR CAREER**	6	20%	1,2,3	NA
M4	CAREER DEVELOPMENT	10	30%	2,3,4	NA
Total Theory		30	100		
Tutorial		10			
Total		40			

Books:

1.   **Career Planning and Management –** Souvik Ghosh, Krishnarup Chaudhuri, Saswata Kanjilal – Taurean Publications.

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

Course Name: Managing workplace Diversity
MIM 602B

Mode: Offline   **Credits: 4**

Aim of the Course: The aim of the course is to empower students with the essential skills and knowledge to effectively identify, assess, and seize business opportunities and determinations . The course focuses on equipping students with the ability to recognize emerging trends, conduct thorough market research, and evaluate the feasibility of potential business ideas. It also emphasizes the importance of innovation, adaptability, and strategic planning in transforming opportunities into successful and sustainable business ventures.

Course Objectives: The course objectives are to equip students with the skills and knowledge to identify and evaluate potential business opportunities across different markets. Students will learn to conduct in-depth market research and its behaviour , assess the feasibility and financial viability of business ideas, and understand the role of innovation in opportunity exploration. The course also aims to develop students' ability to adapt diversity management, to create and maintain a positive work environment where the similarities and differences of individuals are valued, so that all can reach their potential and maximize their contributions to an organization's strategic goals and objectives.

Course Objective:
Diversity management is a process intended to create and maintain a positive work environment where the similarities and differences of individuals are valued. The literature on diversity management has mostly emphasized on organization culture; its impact on diversity openness; human resource management practices; institutional environments and organizational contexts to diversity-related pressures, expectations, requirements, and incentives; perceived practices and organizational outcomes related to managing employee diversity; and several other issues.

SL.	COURSE CONTENT	Mapped Module	Hours allotted
CO1	• Introduction • Diversity in Relation to Culture and Performance • Diversity: Affirmative Action and Creativity • Classification , advantages and disadvantages	M1	10
CO2	• New Perspectives and Strategies in Managing Diversity Approaches to work motivation Theories of Motivation • Major Findings and Discussion • Interpersonal Relationships • Human rights • Challenges	M2	10

CO3	• Personality – meaning of Personality, detainment of Personality, theory of personality, Measurement of personality, development of personality. • Classification , advantages and disadvantages • Human Difference, Social Justice and Inclusion Issues • Religious Diversity • Mental & Physical Ability	M3	10
CO4	• Strategies Adopted to Enhance Workplace Diversity • Differences Across Gender and Their Perception About Strategy to Increase Inclusiveness • Theoretical Underpinnings and Literature Review on Workforce Diversity and Inclusion: Social Categorization Theory , Social Identity Theory , Strategic Choice Theory , Optimal Distinctiveness Theory	M4	10

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	**Introduction , classification , concept**	10	10%	1,2	NA
M2	**Perspective , motivation , Human rights, challenges**	10	20%	1,2,3	NA
M3	**Personality, differences , diversity, Dimensions**	10	20%	1,2,3	NA
M4	**Optimum outcome , implementation, concept and theories**	10	20%	2,3	NA
Total Theory		40	100		
Total		40			

Readings:

1. Arpita Saha, (2007) "Nurturing Cultural Diversities A Leadership Challenge" HRM Review .
2. Asmita Jha, (2009) "Need for Cross- Cultural Management" HRM Review ICFAI University Press .
3. Ashok Chanda, (Dec 2006) "Driving Diversity Management in India: HR's Alienation" HRD News Letter Issue
4. Patricia A. Kreitz, (29 Jan 2008) "Best Practices for Managing Organizational Diversity" The Journal of Academic Librarianship, Volume 34, Number 2, pages 101–120.
5. Harold Andrew Patrick1 and Vincent Raj Kumar2 journal .
6. Sharbari Saha, Dewpha Mukherjee Patra, (2008) "Cross-cultural Issues Intricacies and Ignarance" HRM Review ICFAI University Press.

Maulana Abul Kalam Azad University of Technology, WB
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Course Name: Consumer Behaviour
MIM 701A

Mode: Offline   **Credits: 4**

Aim of the Course:

The aim of the course is to empower students with the essential skills and knowledge to effectively identify, assess, and seize business opportunities in various markets. The course focuses on equipping students with the ability to recognize emerging trends, conduct thorough market research, and evaluate the feasibility of potential business ideas. It also emphasizes the importance of innovation, adaptability, and strategic planning in transforming opportunities into successful and sustainable business ventures.

Course Objectives: The course objectives are to equip students with the skills and knowledge to identify and evaluate potential business opportunities across different markets. Students will learn to conduct in-depth market research, assess the feasibility and financial viability of business ideas, and understand the role of innovation in opportunity exploration. The course also aims to develop students' ability to adapt to changing market conditions and apply various business models to capitalize on opportunities. By the end of the course, students will be prepared to strategically pursue and manage business opportunities, ensuring their ventures are competitive and sustainable.

Course Outcomes:

CO1 Discuss the rationale for studying consumer behavior.

CO2 Identify and explain factors which influence consumer behavior inclusive of society and culture.

CO3 Demonstrate how knowledge of consumer behavior can be applied to marketing.

CO4 To understand human Psychology associated with consumers while purchasing.

CO5 Develop communication skills associated with consumer behaviour and related models.

CO6 Demonstrate the capability to work both independently and in a team environment employing inquiry processes to solve the problems related to marketing.

SL.	COURSE CONTENT	Mapped Module	Hours allotted
CO1	**INTRODUCTION TO CONSUMER BEHAVIOUR**: Evolution of consumer behavior, understanding consumers and market segments, consumer behavior and marketing strategy, psychographic dimensions, consumer motivation, perception, personality, information processing, attitude formation and attitude change. Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction. 7 Os of consumer behaviour,	M1	8
CO2	**Factors affecting Consumer Behaviour** Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning,	M2	2

	Memory, Beliefs & Attitudes.		
CO3	**SOCIAL AND CULTURAL ENVIRONMENT**: Economic, demographic, cross cultural and socio-cultural influences, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings social stratification, reference groups and family influences, personal influence. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families. Role of Reference group, types of reference group.	M3	6
CO4	**Consumers' Need, Motivation, Personality, Perception and Learning** **Motivation**– Needs, Goals, Motive arousal, • Maslow Hierarchy of needs, • Alderfer's ERG Theory, • Herzberg motivation- Hygiene Theory, • McClelland's Achievement Theory • McGregor's Theory X and Y, • Vroom's Expectancy Theory. • Porter's Expectancy Theory, • Freud's Theory of Motivation , **Personality** – meaning and concept of Personality, determinant of Personality, theory of personality- Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory, humanistic theory, social-cognitive theory. Measurement of personality, development of personality. **Perception:** **Definition and Importance:** Defining perception, its nature, and its significance in consumer behavior. • Th **Perceptual Process:** Exploring the stages of perception, including exposure, attention, organization, interpretation, and retention. • Elements of Perception: Examining factors like sensation, threshold, and perceptual biases. • Sensory Dynamics: Understanding how different senses (sight, sound, touch, smell, taste) influence consumer perception. • Barriers to Accurate Perception: Identifying factors that can distort or limit perception, such as selective attention and perceptual defense. Perception and Consumer Decision-Making: • Perception of Products and Brands: How consumers perceive products, brands, and their attributes. • Perception of Price: How consumers perceive value and make price-related decisions. • Perception of Risk: Understanding how consumers perceive risk and how it impacts their purchase decisions. • Perception and Advertising: How advertising messages are perceived and their impact on consumer attitudes and behaviors.	M4	12

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	• Perceptual Mapping: Using perceptual maps to visualize consumer perceptions of different brands and products. • Subliminal Perception: Exploring the concept of subliminal messages and their potential influence on consumer behavior. • Consumer Imagery: Understanding how consumers form mental images of products and brands. **Learning:** Meaning, Definition, Concept. Relationship with Consumer Behaviour Theories of Learning: A) BEHAVIORAL LEARNING THEORY 1. Theory of CLASSICAL CONDITIONING (Stimulus-Response) 2. Cognitive Associative Learning (Memory/Trial-Error based) : 3. Operant or Instrumental Conditioning **(Result/Reinforcement based)** 4. Social Learning Theory B) Cognitive theories: 1. social cognitive theory, 2. cognitive behavioral theory, 3. and constructivism		
CO5	**Consumer Decision Making Process** Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era. Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making, Nicosia Model.		6
CO6	**Marketing Communications, Decision Making Models, Consumer Rights** Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model - Economic model - Howard model, Howard- Sheth model, EKB model, Webster and wind model and Sheth industrial buyer behavior model., Consumer Protection Act 1986, rights of consumers.		6

Readings:

1. Consumer Behaviour – Anis Chattopadhyay- Taurean Publications
2. Consumer Behavior,. by Kumar Leon G., Schiffman;Joe, Wisenblit;S. Ramesh - Pearson Education India.
3. Consumer Behavior- by Schiffman - Pearson Education India.

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Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	**INTRODUCTION TO CONSUMER BEHAVIOUR**	8	10%	1,2	NA
M2	**Factors affecting Consumer Behaviour**	2	10%	1,2,3	NA
M3	**SOCIAL AND CULTURAL ENVIRONMENT**	6	20%	1,2,3	NA
M4	**Consumers' Need, Motivation, Personality, Perception and Learning**	12	20%	2,3	NA
M5	**Consumer Decision Making Process**	6	20%	2,3	NA
M6	**Marketing Communications, Decision Making Models, Consumer Rights**	6	20%	1,2,3	NA
TOTAL THEORY		40	100%		
TUTORIAL		8			

Course Name: Exploring Business Opportunity
MIM 701B

Mode: Offline   **Credits: 4**

Aim of the Course: The aim of the course is to empower students with the essential skills and knowledge to effectively identify, assess, and seize business opportunities in various markets. The course focuses on equipping students with the ability to recognize emerging trends, conduct thorough market research, and evaluate the feasibility of potential business ideas. It also emphasizes the importance of innovation, adaptability, and strategic planning in transforming opportunities into successful and sustainable business ventures.

Course Objectives:The course objectives are to equip students with the skills and knowledge to identify and evaluate potential business opportunities across different markets. Students will learn to conduct in-depth market research, assess the feasibility and financial viability of business ideas, and understand the role of innovation in opportunity exploration. The course also aims to develop students' ability to adapt to changing market conditions and apply various business models to capitalize on opportunities. By the end of the course, students will be prepared to strategically pursue and manage business opportunities, ensuring their ventures are competitive and sustainable.

Goals:

CO1: Identify and Generate Business Opportunities
Develop the ability to recognize and create viable business opportunities by understanding market needs and emerging trends.

CO2: Conduct Thorough Market Analysis
Strengthen analytical skills to conduct comprehensive market research and assess the potential success of business opportunities.

CO3: Evaluate Feasibility and Financial Viability
Gain expertise in evaluating the feasibility of business ideas, including financial forecasting and risk assessment.

CO4: Adapt to Market Dynamics
Enhance the ability to adapt strategies based on changing market conditions, ensuring the sustainability of business ventures.

CO5: Develop Strategic Business Plans
Equip students with the skills to formulate and implement strategic business plans that include clear objectives, actionable strategies, and operational frameworks.

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SI	Course Content	Mapped Module	Hours allotted
CO1	**Business plan:** ☐ Develop **detailed business plans** ☐ Define **objectives and strategic approaches** ☐ Prepare **financial forecasts and budgets** ☐ Design **operational processes and structures**	M1	6
CO2	**Market analysis:** ☐ **Business Categorization and Market Analysis** ☐ **Environmental Analysis and Market Research** ☐ **Demand and Resource Evaluation** ☐ **Supply Chain Sourcing and Management** ☐ **Strategic Challenges in New Ventures** ☐ **Common Risks in Selecting New Business Opportunities** ☐ **Key Success Factors in Developing New Ventures** ☐ **Funding Options and Financial Challenges for Startups**	M2	10
CO3	**Market Assessment:** **Market Evaluation – Identifying Needs and Assessment Tools** ☐ **Techniques for Conducting Market Surveys** ☐ **Sources and Collection of Market Data** ☐ **Preparing and Presenting Market Survey Reports**	M3	7
CO4	**Project Management:** ☐ **Securing Project Funding** ☐ **Importance and Purpose of a Business Plan** ☐ **Assessing Market Viability.** ☐ **Evaluating Technical Feasibility** ☐ **Determining Financial Sustainability** ☐ **Preparation of Comprehensive Project Reports**	M4	7
CO5	**Recognizing Business Opportunities:** ☐ **Industrial Policy and Economic Development** ☐ **Entrepreneurial Skill Enhancement** ☐ **Business Incubation and Support Centers** ☐ **Start-up Policy and Incentives**	M5	10

Learning Outcomes / Skills for Entrepreneurship Course

☐ Opportunity **Identification**: Ability to recognize and evaluate potential business opportunities in various industries and markets.

☐ Market **Research Skills**: Proficiency in conducting comprehensive market research to assess demand, competition, and customer needs.

☐ Creative **Thinking**: Development of innovative ideas and creative solutions to identify uique market gaps and opportunities.

☐ Risk **Analysis**: Capability to assess the risks associated with new business opportunities and devise strategies to mitigate them.

☐ Feasibility **Analysis**: Skill in evaluating the feasibility of business ideas through financial, operational, and market assessments.

☐ Business **Model Development**: Understanding of different business models and the ability to design a viable model for a new venture.

☐ Networking **Skills**: Ability to build and leverage professional networks to gather insights, resources, and support for exploring opportunities.

☐ Resource **Identification**: Competence in identifying and acquiring the necessary resources (financial, human, and technological) to pursue business opportunities.

☐ Pitching **and Presentation Skills**: Ability to effectively pitch business ideas to potential investors, partners, or stakeholders.

☐ Ethical **Consideration**: Understanding of the ethical implications of business decisions and their impact on society and the environment.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	**Introduction to Entrepreneurship**	6	10%	1,2	NA
M2	**Market analysis**	10	30%	1,2,3	NA
M3	**Market Assessment**	7	20%	1,2,3	NA
M4	**Project Management**	7	20%	1,2,3	NA
M5	**Recognizing Business Opportunities**	10	20%	2,3	NA
Total Theory		40	100		
Tutorial		8			
Total		48			

Books:

1.   Exploring Business Opportunity – Anindita Sarkar – Taurean Publications

Maulana Abul Kalam Azad University of Technology, WB
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Paper Name: STRATEGIC MANAGEMENT

Paper code: MIM702A:

Mode: Offline   **Credits: 4**

Aims of the course: The objective is to attain a comprehensive understanding of the basics of Strategic Management and its application

Course Objective: The course focuses on acquainting the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Outcomes:

CO1: To realize the basics of Business policies

CO2: To recognize the Strategic management

CO3: To Illustrate the Strategic Management in business

CO4: To analyse the Strategic Implementation and social responsibility

CO5: To outline the Strategy Evaluation and Control

Sl	Course content	Mapped Module	Hours allotted
CO1	**Strategic Management An Overview of Strategic management**: Understanding Strategy, Scope and importance of strategies , mission - vision - goals – objectives- defining and explaining strategy, Levels at which strategy operates, strategic decision making, the process of strategic management.	M1	6
CO2	**Strategy Formulation:** Environmental Scanning, SWOT analysis, Internal and External environmental analysis, Competition Analysis: Porter's Five Forces Theory, Generic strategies, Competitive Advantage, Value chain analysis, Mckinesey's 7s frame work, Balance Score card, BCG matrix, PESTLE Analysis.	M2	8
CO3	**Strategy Implementation:** Strategy Implementation: Organisational Structure – Analyzing, managing strategic change, issues in strategy implementation. Strategy Implementation: Behavioural Issues - Leadership, Corporate culture, social responsibilities and Ethics.	M3	6
CO4	**Strategy Evaluation and Control Designing Strategic Control System**: Functional Issues – Operational/Production, marketing, financial and human resource management and Environmental factors, Information for strategic control, Techniques of strategic Evaluation and control, implementing strategic control.	M4	10
CO5	**Business Policies:** Introduction, overview of Business Policies, Importance of Business Policies, Definition of Business Policy. ,Procedure , Process and Types of Policies, Factors Considered before framing Policies, Steps involved in framing Business Policies .	M5	10

Maulana Abul Kalam Azad University of Technology, WB
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Paper Name: STRATEGIC MANAGEMENT

Paper code: MIM702A:

Mode: Offline   **Credits: 4**

Learning Outcome/ Skills:

In today's complex business organizations with intricate structures, students need to learn how to plan, implement and evaluate strategic management in the organization and department as well. They should also be aware of the implications of strategic decision making on business and broader macroeconomic environment. Understanding the impact of strategic management on long term and short term decision-making and overall efficiency is crucial for them.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	**Strategic Management An Overview of Strategic management**	6	**15**	**1,2**	**NA**
M2	**Strategy Formulation**	8	**20**	**1,2,3**	**NA**
M3	**Strategy Implementation**	6	**15**	**1,2**	**NA**
M4	**Strategy Evaluation and Control Designing Strategic Control System**	10	**25**	**1,2,3**	**NA**
M5	**Business Policies**	10	**25**	**1,2,3**	**NA**
Total Theory		**40**	**100**		
TUTORIAL		**8**			
TOTAL		**48**			

Reference Books:

1. Strategic Management – Anis Chattopadhyay – Taurean Publications

2. P.Subba Rao, Business policy and Strategic management , Himalaya publishing House.

3. Azhar Kazmi, Business Policy and Strategic Management,2e, Tata McGraw-Hill Publishing company Limited , 2016

Maulana Abul Kalam Azad University of Technology, WB
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Course Name: Intellectual Property Rights
MIM 702B

Mode: Offline   **Credits: 4**

Aim of the Course: The aim of this course is to equip students with a comprehensive understanding of Intellectual Property Rights (IPR). This course focuses on imparting fundamental knowledge about various types of IPR and their practical applications within business sectors, ensuring that students are well-prepared to protect and manage intellectual property effectively.

Course Objectives: This course aims to provide students with a comprehensive understanding of intellectual property rights (IPR) and their significance in the business world. Students will learn about the various types of IPR, including patents, trademarks, copyrights, and trade secrets, and the processes for securing these rights. The course will also cover practical guidelines for managing IP and the role of IP in driving business innovation, alongside the legal protections available to support and safeguard intellectual property.

Goals:

CO1: Students will gain a foundational understanding of intellectual property rights (IPR), including their definitions, types, and importance in the business world. They will learn about the global IPR system and its role in fostering innovation and economic growth.

CO2: Students will acquire knowledge about patents, trademarks, and copyrights, including their filing processes, legal frameworks, and their significance in branding and innovation. They will understand the implications of these rights for businesses.

CO3: Students will learn about trade secrets and geographical indications, including their importance and protection strategies. They will be equipped with practical guidelines for managing intellectual property and handling IP disputes.

CO4: Students will comprehend the role of intellectual property rights in promoting business innovation and growth. They will review the legal protections available for intellectual property and understand how these protections support business development.

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SI	Course Content	Mapped Module	Hours allotted
CO1	**Basics of Intellectual Property Rights (IPR)** Definition and importance of IPR, types of IPR: patents, trademarks, copyrights, trade secrets, geographical indications, introduction to the global IPR system: WIPO, TRIPS, understanding the role of IPR in business, and its relevance for innovation and economic growth.	M1	7
CO2	**Patents, Trademarks, and Copyrights** ☐ **Patents:** Overview of patents, types of patentable inventions, the patent filing process, international patent systems ☐ **Trademarks:** General principles, significance in branding, registration and protection processes ☐ **Copyrights:** Introduction to copyright law, copyrightable works, registration process ☐ **Legal Frameworks:** Overview of relevant laws including the Patent Act, Trademark Act, Copyright Act, and their implications for business	M2	10
CO3	**Trade Secrets, Geographical Indications, and Practical IPR Guidelines** ☐ **Trade Secrets:** Overview, importance, protection strategies ☐ **Geographical Indications (GI):** Introduction, significance, and examples of GI-protected products **Practical IPR Guidelines:** Basic dos and don'ts, common errors to avoid, and steps for handling IP disputes under Indian law.	M3	8
CO4	**Legal Protections and Innovation** Role of intellectual property rights in promoting R&D , Cyberspace Challenges and Piracy	M4	5

Learning Outcomes / Skills for Intellectual Property Rights Course

By the end of this course, students will have developed the following skills and competencies:

1. **Understanding IP Concepts and Hierarchies**:
○ Develop a clear understanding of different types of intellectual property and the hierarchical structure of IP rights, including patents, trademarks, copyrights, and trade secrets.
2. **IP Protection and Commercialization**:
○ Acquire skills to protect and manage intellectual property, including understanding the patent process, handling trade secrets, and leveraging IP for commercial purposes, especially in business contexts.
3. **IP Application in Business**
○ Gain the ability to apply IP knowledge to real-world scenarios, including how IP rights support innovation and development in the business environments.
4. **Practical IP Management and Enforcement:**
○ Learn practical strategies for managing IP assets, enforcing IP rights, and navigating legal frameworks to address IP disputes and ensure compliance.
5. **IP Guidelines and Global Perspectives:**
○ Understand practical guidelines for IP management, including dos and don'ts, and gain a global perspective on how international IP laws and treaties impact local and global business practices.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	**Basics of Intellectual Property Rights (IPR)**	7	20%	1,2,3	NA
M2	**Patents, Trademarks, and Copyrights**	10	30%	1,2,3	NA
M3	**Trade Secrets, Geographical Indications, and Practical IPR Guidelines**	8	30%	1,2,3	NA
M4	**Legal Protections and Innovation**	5	20%	2,3,4	NA
Total Theory		30	100		
Tutorial		10			
Total		40			

Books:

1. Intellectual Property Rights and Law - Dr. G.B. Reddy- Gogia Law Agency.
2. IPR law and Practice – Dr. S.V. Damodar Reddy – Asia Publishing House.
3. Intellectual Property Rights – Dr. Tamasmita Basu – Taurean Publications.