ST. XAVIER'S UNIVERSITY, KOLKATA

SYLLABUS

FOR

FOUR YEAR BACHELOR OF MANAGEMENT STUDIES

(BMS)

SEMESTER 7

Academic Year 2026-2027

Action Area IIIB, New Town
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Program Outcomes for B.M.S.

PO No.	Program Outcome	Description
PO1	Critical Thinking	Take informed actions after identifying the assumptions that frame thinking and actions, checking the degree to which these assumptions are accurate and valid, and examining ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2	Effective Communication	Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3	Social Interaction	Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO4	Effective Citizenship	Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.
PO5	Ethics	Recognize different value systems including one's own, understand the moral dimensions of decisions, and accept responsibility for them.
PO6	Environment and Sustainability	Understand the issues of environmental contexts and sustainable development.
PO7	Self-directed and Life-long Learning	Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Papers in Semester 7

Paper Type	Paper Title	Credits
Group A Discipline Specific Core (Major)	Business Taxation Security Analysis & Portfolio Management Corporate Finance Marketing of Services	4 x 4 = 16
Group B Discipline Specific Core (Major)	Brand Management Social Media Marketing Sales & Distribution Behavioural Finance	4 x 4 = 16
Minor (Honours)	Business Project Evaluation & Financing	4
Minor (Honours with Research)	Business Research Methods	4
Total Credits		**20**

Group A

Paper 1: Business Taxation

[Discipline Specific Core] *[4 Credits]*

Course Outcomes (COs)

After completing this course, learners will be able to:

- **CO1:** Explain basic tax concepts, determine residential status, and identify incomes exempt from tax.
- **CO2:** Compute income under the heads Salaries and House Property using relevant tax provisions.
- **CO3:** Calculate taxable income under Business or Profession, Capital Gains, and Other Sources.
- **CO4:** Apply deductions under Chapter VI-A and compute total taxable income and tax liability of an assessee.
- **CO5:** Explain basic concepts of GST and the chargeability of the same.

Course Content

Module No	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of each Module	Associated Course Outcome(s)
1	**Basic Concepts, Residential Status and Incidence of Tax**	Basic Concepts: Assessee, Previous year, Assessment year, Person, Income, Sources of income, Heads of income, Gross total income, Total income, Maximum marginal rate of tax, Tax Evasion, Tax avoidance, Tax planning; Residential Status and Incidence of Tax (Residential status of all persons except company); Incomes which do not form part of Total Income.	Covers fundamental concepts of income tax, residential status of individuals and scope of taxable and exempt income.	6	10%	0.4	CO1

2	**Heads of Income and Provisions governing Heads of Income - I**	Income from Salaries: Chargeability, Allowances, Perquisites (Motor Car, Rent free accommodation, Gratuity, Computation of income from salaries	Explains chargeability and computation of income from salaries and house property with practical illustrations	10	16.67%	0.67	CO2
		Income from House Property: Chargeability, calculation of Annual Value, Numerical Problems on computation of income from house property – Let out and self-occupied.		8	13.33%	0.53	
3	**Heads of Income and Provisions governing Heads of Income - II**	Profits and Gains of Business or Profession – Meaning, Chargeability, Computation of Profits and Gains of Business or Profession.	Deals with chargeability and computation of income under business or profession, capital gains and other sources	10	16.67%	0.67	CO3
		Capital Gains – Meaning, Chargeability, Computation of Short-term capital gains and Long-term capital gains.		7	11.67%	0.46	
		Income from Other Sources – Chargeability, taxability of Casual income, Family pension. Computation of income from other sources.		6	10%	0.4	
4	**Deductions and Computation**	Deductions from Gross Total Income	Discusses deductions available	4	6.66%	0.06	CO4

	of Total Income	Basic concepts, deductions u/s 80C, 80D, 80G & 80TTA	under Chapter VI-A and computation of total income and tax liability				
		Computation of taxable income and tax liability.		4	6.67%	0.06	
5	**GST**	GSTN, GSTIN, Forward charge, Reverse charge, Input Tax Credit, Composition scheme, Composite vs Mixed Supply (Concepts only)	Discusses the chargeability of GST and other basic terminologies related to GST	5	8.33%	0.08	CO5

Note: Any revisions in the Income Tax Act amended through the Finance Act undertaken in the annual Union Budget may render any topic irrelevant or call for the inclusion of any newly introduced topic. It may further be stated that any such changes will be notified in advance from time to time (before commencement of the semester).

Suggested Readings

1. Singhania V.K., and Singhania K, *Direct Tax Law and Practice*, Taxmann
2. Lal and Vashist, *Direct Taxes*, Pearson
3. Ahuja and Gupta, *Direct Taxes Law and Practice*, Bharat
4. Manoharan & Hari, *Direct Tax Laws*, Snow White
5. Roy, S. K., *Principles and Practice of Direct & Indirect Taxes*, ABS
6. Sengupta, C.H., *Direct & Indirect Taxes*, Dey Book Concern

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M			H			H
CO2	H			M			H
CO3	H						H
CO4	H						H
CO5	H				H		H

* H means High relevance, M means Medium relevance, L means Low relevance.

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	CO1, CO2
Other Component	Group/Individual	05	5%	05	CO3
Attendance	Individual	05	5%	05	
Total		**30**			

End-Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (B)	PO (Rubrics)
End-Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100
Pass Marks = 40

Paper 2: Security Analysis & Portfolio Management

[Discipline Specific Core] *[4 Credits]*

Course Outcomes (COs)

After completing this course, learners will be able to:

- **CO1:** Understand the investment environment and measure risk and return of different investment avenues
- **CO2:** Analyse securities using fundamental and technical analysis techniques
- **CO3:** Apply valuation models to estimate intrinsic value of equity and debt securities
- **CO4:** Construct and evaluate investment portfolios using risk adjusted performance measures

Course Content

Module No	Module Name	Topic(s)	Descriptions	No. of Hours Allotted	Marks Allotted	Credit of each Module	Associated Course Outcome(s)
1	**Investment Environment**	• Concept, objectives, and process of investment • Investment, speculation and gambling • Investment avenues (Equity, Fixed income securities, Derivative instruments) • Concept of security and security analysis • Ethical and socially responsible investing	Overview of investment environment	5	8.33%	0.33	CO1
2	**Risk & Return Framework**	• Meaning and computation of return: Average Return, Expected Return, Holding Period Return, Annualized Return, Return of a portfolio, CAGR, XIRR • Risk: Sources and types of	A basic foundation in risk-return analysis	10	16.67%	0.67	CO1

		risk • Measurement of Risk: Total risk, systematic risk, unsystematic risk • Impact of taxes and inflation on investment return					
3	**Approaches to Security Analysis**	• Fundamental Analysis: significance, Economic Analysis, Industry Analysis, Company Analysis (EIC Framework) • Technical Analysis: Significance, Charting Techniques: Line chart, Bar chart, Point and Figure chart, Candlesticks chart formations • Technical Indicators: Support and Resistance level, Relative Strength Indicators, Moving Average, Bollinger Band, Dow Theory	Conceptual and application of tools of security analysis	13	21.67%	0.87	CO2
4	**Security Valuation**	• Valuation of Equity Share: Dividend Discount Models: Zero Growth Model, Gordon's Model, Walter's Model, P/E based model, CAPM • Valuation of	Use of different models to know the intrinsic value of securities	20	33.33%	1.33	CO3

		Fixed Income Securities: Concept of yield, Yield to maturity, Yield to Call, RYTM, Intrinsic value of a bond, Term structure of interest rates and Bond pricing theorems, Bond duration and convexity					
5	**Introduction to Portfolio Management**	• Meaning of portfolio • Concepts of naïve diversification and well-diversified portfolios • Asset allocation strategies: active and passive • Measurement of portfolio risk and return with upto three securities	Concept of portfolio and its construction, evaluating performance of portfolio using risk adjusted returns and understanding how to manage portfolio	12	20%	0.8	CO4

Suggested Readings

1. Fischer, D. E., & Jordan, R. J. (2018). *Security analysis and portfolio management* (7th ed.). Pearson Education.
2. Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (2019). *Investments* (13th ed.). McGraw-Hill Higher Education.
3. Pandian, P. (2012). *Security analysis and portfolio management* (2nd ed.). Vikas Publishing House.
4. Chandra, P. (2025). *Investment analysis and portfolio management* (7th ed.). Tata McGraw-Hill Education.
5. Reilly, F. K., & Brown, K. C. (2019). *Investment analysis and portfolio management*. Cengage India.
6. Bodie, Z., Kane, A., & Marcus, A. J. (2025). *Investments* (13th ed.). McGraw-Hill Higher Education.
7. Tripathi, V. (2025). *Security analysis and portfolio management: Text and cases*. Taxmann.

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M			M		M
CO2	H	M			M		M
CO3	H				M		M
CO4	H				M		M

* H means High relevance, M means Medium relevance, L means Low relevance.

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	CO1, CO2
Other Component	Group/Individual	05	5%	05	CO1, CO2, CO3, CO4
Attendance	Individual	05	5%	05	
Total		**30**			

End-Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (B)	PO (Rubrics)
End-Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4

Full Marks (A + B) = 100
Pass Marks = 40

Paper 3: Corporate Finance

[Course Type: Discipline Specific Core] *[4 Credits]*

Course Outcomes (CO)

- **CO1:** Understand corporate financial decision-making and corporate value creation and use it where it is applicable in the real world.
- **CO2:** Apply cost management and financing techniques in corporate contexts.
- **CO3:** Analyse restructuring, valuation in corporate finance and learn to invest and manage the same for optimal utilisation and maximising return from it.
- **CO4:** Assess financial decision strategically and opt the most suitable option among different alternatives available.
- **CO5:** Evaluate the risk and return associated with a business decision and strategically determining best suitable financial strategies for corporates through hypothetical case studies and real-life focus.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of Each Module	Associated Course Outcome
1	**Introduction to Corporate Finance & Cost Management**	Introduction to Strategic Corporate Finance and Strategic Cost Management	Introduces the strategic role of finance in corporate decision-making with emphasis on overall corporate value addition and Economic Value Addition. Long-term planning, and cost relevance for competitive advantage – Traditional costing Vs Strategic Costing	5	15%	0.6	CO1
2	**Advanced Costing & Financing Decisions**	Strategic Cost Management, Alternative sources of financing, Infrastructure projects financing	Different types of strategic costing and their relevance – Target Costing, Activity Based Costing, Life Cycle Costing, Quality Costing, Zero Based Budgeting, Strategic cost reduction techniques and value chain analysis, Difference between traditional & alternative sources of finance, different types of alternative sources of financing. Infrastructure projects financing –	10	15%	0.6	CO2

			Different approaches to infrastructure projects financing; Public Private Partnership (PPP) and its relevance.				
3	**Buy-outs and Buy-ins (MBOs & MBIs)**	Management Buy-outs; Management Buy-ins	Establishing feasibility of the buy-out, Negotiating the main terms of the transaction with the vendor including price and structure, Developing the business plan and financial forecasts in conjunction with the buy-out team for submission to potential funders, negotiations with potential funders so that the most appropriate funding offers are selected. Management Buy-in/Buy-outs ("BIMBOs"), Vendor initiated buyouts/buy-ins	15	20%	0.8	CO1 & CO3
4	**Corporate Restructuring & Capital Structure**	Financial Distress and Restructuring, Fundraising	Meaning of Bankruptcy, Factors leading to bankruptcy, symptoms and predictions (models) of bankruptcy, reorganization of distressed firms, liquidation of firms. Company disposals: retirement sale or the sale of a non-core subsidiary, planned exit, forceful retirement and other disposals. Exit strategy most appropriate exit route, valuation, timing of sale and tax planning opportunities, identification of potential purchasers, approaching the potential purchaser, negotiate with potential acquirers and selection of a preferred purchaser, calculation	15	25%	1.0	CO3 & CO4

			of the various tax implications. Identification of different sources of development capital, determination of capital structure and factors affecting the capital structure, cost of capital and cost saving strategy, production of a business plan and financial forecasts to enable potential funders to assess the proposition. Due Diligence: financial due diligence for both purchasers and financial institutions, good quality "added value" due diligence advice.				
5	**Business Valuation**	Company Valuation, Valuing Real Assets in the Presence of Risk & Other Strategic Issues	An overview of valuation, valuation principles, methods, approaches and practices, the impact of "what if" scenarios, the key financial and commercial factors affecting the business. Value enhancement tools & techniques, the link between valuation and corporate finance. Tracking portfolios and Real Asset valuation, Different Approaches of Valuing Real Assets, Capital Budgeting and Strategic policy. Financial and real options compared, various types of real options, the Black-Scholes model, Decision tree analysis, application of Real options, Drawbacks of Real options. Managing credit ratings, and setting dividend and share repurchase policy, problem of too much cash. The issues of	15	25%	1	CO3, CO4 & CO5

			stock liquidity and illiquidity, Strategic risk management, the substitutability of capital structure and risk management choices, such as process control efforts, financial, physical, and operational hedging, value-based management.				

Suggested Readings

Core Corporate Finance Books

1. **Principles of Corporate Finance**
    - Authors: Richard A. Brealey, Stewart C. Myers, Franklin Allen, Alex Edmans
    - Publisher: McGraw-Hill/Irwin
2. **Corporate Finance**
    - Authors: Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe
    - Publisher: McGraw-Hill/Irwin
3. **Corporate Finance**
    - Authors: Scott Besley, Eugene F. Brigham
    - Publisher: Cengage Learning
4. **Corporate Finance: Theory and Practice**
    - Authors: Pierre Vernimmen, Pascal Quiry, Maurizio Dallocchio, Yann Le Fur, Antonio Salvi
    - Publisher: John Wiley & Sons
5. **Corporate Finance: Theory & Practice**
    - Author: Aswath Damodaran
    - Publisher: John Wiley & Sons

Advanced / Applied Corporate Finance Books

6. **Valuation: Measuring and Managing the Value of Companies**
    - Authors: Tim Koller, Marc Goedhart, David Wessels (McKinsey & Company)
    - Publisher: John Wiley & Sons
7. **Corporate Finance: A Focused Approach**
    - Authors: Eugene F. Brigham, Michael C. Ehrhardt
    - Publisher: Cengage Learning
8. **Fundamentals of Corporate Finance**
    - Authors: Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan
    - Publisher: McGraw-Hill

Additional Useful Books

9. **Financial Management: Theory and Practice**
    - Authors: Eugene F. Brigham, Michael C. Ehrhardt
    - Publisher: Cengage Learning
10. **Investment Valuation**

- Author: Aswath Damodaran
- Publisher: John Wiley & Sons

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M		M			M
CO2	M	M		M			M
CO3	M	M		M	M		H
CO4	H			M	M		H
CO5	H			H	H		H
Total	**2.4**	**2**		**2.25**	**2.33**		**2.6**

* H/M/L: High/Medium/Low level of mapping (H = 3; M = 2; L = 1)

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	CO1, CO2, CO3
Other Component	Individual/Group	05	5%	05	CO2, CO3, CO4, CO5
Attendance	Individual	05	5%	05	
Total		**30**			

End Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage	Scale Value (B)	PO (Rubrics)
End Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100
Pass Marks = 40

Paper 4: Marketing of Services

[Discipline Specific Core] *[4 Credits]*

Course Objective

- **CO1:** Understand the nature, scope and economic significance of services.
- **CO2:** Analyse service product design and pricing decisions.
- **CO3:** Evaluate service delivery channels and promotional strategies.
- **CO4:** Assess people, processes and physical evidence in service delivery.
- **CO5:** Apply service quality models and strategic tools for competitive advantage.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of Each Module	Associated Course Outcome (CO)
Module I	**Introduction to Services**	1.1 Concept of Services 1.2 Emergence of the Service Economy in India (Contributory Factors; Consumption Pattern Analysis) 1.3 Unique Features of Services and Managerial Challenges 1.4 Tangibility–Intangibility Spectrum 1.5 7 P's of Marketing Mix in Select Service Industries (Banking, Airlines, Education, Healthcare, Hospitality)	Introduces students to the fundamentals of services marketing, the growing role of services in the Indian economy, unique characteristics of services, and application of the extended marketing mix across key service sectors.	12	20	0.8	CO1: Understand the concept, nature and growing significance of services and apply the service marketing mix to real-world service industries.
Module II	**Service Offering and Pricing**	2.1 Service Offering: Core Product, Supplementary Services, Delivery	Focuses on designing service offering, managing service	12	20	0.8	CO2: Analyse service offering components and apply

		Processes 2.2 Flower of Services 2.3 New Service Development 2.4 Pricing Strategy: Pricing Tripod (Cost-based, Value-based, Competition-based) 2.5 Concept of Rate Fences	elements, developing new services, and understanding pricing strategies and differential pricing mechanisms in services.				appropriate pricing strategies in service organizations.
Module III	**Service Distribution and Promotion**	3.1 Key Intermediaries in Service Delivery: Franchising, Agents and Brokers, Electronic Channels 3.2 Marketing Communications Mix in Services: Advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Trade Shows	Examines the role of intermediaries and integrated marketing communication tools in effective service delivery and promotion.	12	20	0.8	CO3: Evaluate service distribution channels and design effective promotional strategies for service markets.
Module IV	**People, Process and Physical Evidence**	4.1 Services Marketing Triangle 4.2 People in Services: Internal Marketing, Strategic and Tactical Objectives, Training and Development 4.3 Process in Services: Service Blueprinting 4.4 Physical	Emphasizes the importance of people, processes and physical evidence in delivering superior service quality and customer experience.	12	20	0.8	CO4: Assess the role of employees, service processes and physical evidence in enhancing service performance and customer satisfaction.

		Evidence: Ambient, Design and Social Factors; Servicescape					
Module V	**Service Quality and Marketing Strategy**	5.1 Service Quality: GAPS Model in Service Design and Delivery 5.2 Managing Demand and Supply (Capacity) Imbalance; Relationship Marketing in Services 5.3 Consumer Evaluation Process of Goods vs Services (Search, Experience, Credence Attributes) 5.4 Three-Stage Model of Service Consumption 5.5 Segmentation, Targeting and Positioning of Services 5.6 Market Innovation, Competitive Differentiation and Competitive Analysis (Case Study as required)	Develops strategic understanding of service quality management, consumer behavior in services, relationship marketing and competitive service strategies using practical case analysis.	12	20	0.8	CO5: Apply service quality models and strategic frameworks to analyse, evaluate and improve service marketing performance.

Suggested Text Books

1. Zeithaml and Bitner, *Services Marketing: Integrating Customer Focus across the Firm*, Tata McGraw Hill Edition.
2. Lovelock, Writz and Chatterjee, *Services Marketing: People, Technology, Strategy*, Pearson India Education, 7th Edition.
3. Fisk, R.P., Grove, S.J. and John, J. *Integrative Services Marketing*, New York, Houghton Mifflin.

4. Glynn, W.J. and Barnes, J.G., *Understanding Services Management: Integrating Marketing, Organizational Behaviour, Operations and Human Resources Management*, Prentice Hall.
5. Gronroos, C., *Service Management and Marketing: A Customer Relationship Management Approach*, John Wiley: New York.
6. Hoffman, K.D. and John, E.G.B., *Marketing of Services: Concepts, Strategies and Cases*, Thompson-South Western.
7. Shanker, R., *Services Marketing: The Indian Perspective*, Excel Books: New Delhi.

CO-PO Mapping

CO / PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	L	L	L
CO2	H	M	M	L	M
CO3	H	M	L	M	H
CO4	M	H	M	H	H
CO5	H	H	M	M	H

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	PEO1, PEO2, PO1
Other Component	Group/Individual	05	5%	05	PO1, PSO1, PO2
Attendance	Individual	05	5%	05	
Total		**30**			

End-Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (B)	PO (Rubrics)
End-Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100
Pass Marks = 40

Group B

Paper 1: Brand Management

[Discipline Specific Core] *[4 Credits]*

Course Outcomes (COs)

After completing this course, learners will be able to –

- **CO1:** Explain key concepts, theories, and processes of brand management.
- **CO2:** Analyse consumer behaviour in relation to brand equity and loyalty.
- **CO3:** Design brand positioning and identity strategies.
- **CO4:** Evaluate branding decisions in digital, service, and global markets.
- **CO5:** Apply branding frameworks to real-world business situations.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of Each Module	Associated Course Outcome
1	**Introduction to Brand Management**	Conceptual understanding and evolution of brand management in organizations. Meaning, function and importance of brands Brand vs Product; Brand promise, brand value Types of brands: product, service, corporate, personal, employer branding Branding in Indian context Branding in the global context	Introduces the fundamental concepts, evolution, and strategic importance of brands in modern marketing.	8	10%	0.533	CO1, CO2

2	**Consumer Behaviour & Brand Equity**	Concept and significance of Consumer-based brand equity (CBBE model) Brand awareness, brand image, brand associations Brand loyalty and brand resonance Role of perception, culture, and psychology in branding Measuring brand equity	Examines how consumer perceptions, associations, and loyalty contribute to building and measuring brand equity.	12	20%	0.8	CO2
3	**Brand Identity, Positioning, and Communicatio n**	Brand identity prism and brand personality Brand positioning strategies and value propositions Brand elements: name, logo, slogan, packaging Integrated Marketing Communicatio n (IMC) and branding Storytelling and emotional branding	Focuses on creating strong brand identity, positioning, and communicatio n through strategic brand elements and storytelling.	16	25%	1.06	CO3, CO4, CO5
4	**Brand Strategy and Brand Lifecycle Management**	Brand portfolio and brand architecture Line extension, brand extension, co-branding Brand revitalization and rebranding Managing brands over the	Explores long-term brand strategy, portfolio management, extensions, revitalization, and ethical challenges across the brand life cycle.	16	25%	1.06	CO4, CO5

		product life cycle Brand crises and brand ethics					
5	**Emerging Paradigms in Brand Management**	Digital and social media branding Employer branding and personal branding; Service branding and experiential branding Global branding challenges and localization Sustainability, ethics, and inclusive branding	Analyses contemporary branding issues including digital, global, service, and sustainable branding practices.	8	20%	0.533	CO4, CO5

Suggested Readings

1. Aaker, D. A. (1996). *Building Strong Brands*. New York, NY: Free Press.
2. Aaker, D. A. (2004). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*. New York, NY: Free Press.
3. Kapferer, J. N. (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking* (5th ed.). London, UK: Kogan Page.
4. Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Harlow, UK: Pearson Education.
5. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Harlow, UK: Pearson Education.
6. Lindstrom, M. (2005). *Brand Sense: Build Powerful Brands Through Touch, Taste, Smell, Sight, and Sound*. New York, NY: Free Press.
7. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Boston, MA: Pearson.

CO-PO Mapping

CO / PO	PO1	PO2	PO3	PO4
CO1	H	M	L	L
CO2	H	M	M	L
CO3	H	M	L	M
CO4	M	H	M	H
CO5	H	H	M	M

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	
Other Component	Group/Individual	05	5%	05	
Attendance	Individual	05	5%	05	
Total		**30**			

End Semester Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (B)	PO (Rubrics)
End-Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100
Pass Marks = 40

Paper 2: Social Media Marketing

[Discipline Specific Core] *[4 Credits]*

Course Outcomes

At the end of this course, students will be able to:

- **CO1:** Explain the concepts, evolution, and role of social media and digital marketing in contemporary business environments.
- **CO2:** Analyze consumer behavior and engagement patterns across various social media and digital platforms.
- **CO3:** Apply digital marketing tools and social media platforms to design effective online marketing campaigns.
- **CO4:** Evaluate the effectiveness of digital and social media marketing strategies using analytics and performance metrics.
- **CO5:** Develop ethical, creative, and data-driven social media or digital marketing plans aligned with organizational objectives.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of Each Module	Associated Course Outcome (CO)
1	**Foundations of Digital & Social Media Marketing**	Digital Marketing: Concept, Scope and Evolution Traditional Marketing vs Digital Marketing Digital Marketing Ecosystem Social Media Marketing: Meaning and Role in Business Types of Digital Media: Owned, Paid and Earned Digital Consumer Journey Branding and Relationship Marketing through Social Media	Introduction to Digital & Social Media Marketing	8	10%	0.533	CO1
2	**Social Media Platforms & Content Strategy**	Overview of Major Social Media Platforms Platform-specific Marketing Strategies: Facebook, Instagram, LinkedIn,	An overview of the relationship among social media platforms & their varied	12	20%	0.8	CO1, CO2

		YouTube Content Marketing and Storytelling Types of Content and Content Calendar Influencer Marketing and User-Generated Content Community Building and Engagement Management	content strategy				
3	**Digital Advertising & Campaign Management**	Online Advertising Concepts Google Ads and Social Media Advertising Campaign Objectives and Ad Formats Audience Targeting and Retargeting Campaign Budgeting and Optimization A/B Testing Ethical and Legal Aspects of Digital Advertising	Concept, characteristics, and function of digital advertising in the social media context	16	25%	1.06	CO2, CO4
4	**Analytics, Metrics & Performance Measurement**	Role of Data in Digital Marketing Key Metrics and KPIs Social Media Analytics Tools Google Analytics: Introduction and Applications Social Listening and Online Reputation Management ROI Measurement	Overview of Analytics, Metrics & Performance Measurement of Social Media Platforms	16	25%	1.06	CO3, CO4, CO5
5	**Strategic Digital Marketing & Emerging Trends**	Integrated Digital Marketing Strategy Digital Marketing Funnel Digital Marketing for SMEs and Start-ups Mobile, WhatsApp and Email Marketing AI, Automation and Chatbots Emerging Trends: Influencer Economy, AR/VR, Metaverse	Emerging Trends of Digital Marketing	8	20%	0.533	CO4, CO5

		Ethical, Privacy and Regulatory Framework					

Suggested Readings

- Ahuja V. (2015). *Digital Marketing*. Oxford University Press.
- Blanchard, O. (2011). *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization*. Pearson Education.
- Charlesworth, A. (2014). *An Introduction to Social Media Marketing*. Taylor & Francis.
- Gupta, S. (2020). *Digital Marketing*. McGraw Hill Education (India) Private Limited.
- Johnson, S. (2020). *Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, and Facebook*. Andrea Astemio.
- Keller, K. L., & Kotler, P. (2016). *Marketing Management*. Pearson Education.
- Maity M. (2022). *Digital Marketing*. Oxford University Press.
- Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., & Barker, M. (2022). *Social Media Marketing: A Strategic Approach*. Cengage Learning.
- Quesenberry, K. A. (2015). *Social Media Strategy: Marketing and Advertising in the Consumer Revolution*. Rowman & Littlefield Publishers.
- Rishi, B., & Tuten, T. L. (2020). *Social Media Marketing* (3rd ed.). Sage Textbook.

CO–PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M					M	
CO2	H					H	
CO3			H	H			
CO4		M	M		M	M	M
CO5	M			M			H

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	50	20%	20	CO1, CO2
Other Component	Individual/Group	05	5%	05	CO3, CO4
Attendance	Individual	05	5%	05	
Total		**30**			

End Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage	Scale Value (B)	PO (Rubrics)
End Semester	Individual	100	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100

Pass Marks = 40

Paper 3: Sales and Distribution

[Discipline Specific Core] *[4 Credits]*

Course Outcomes (COs)

After completing this course, learners will be able to –

- **CO1:** To provide students with a clear conceptual understanding of sales management and distribution systems in contemporary business environments.
- **CO2:** To develop understanding of sales planning, forecasting, and control mechanisms.
- **CO3:** To familiarize students with distribution channel design, logistics, and supply chain integration.
- **CO4:** To impart knowledge of contemporary practices, including cross-docking, technology-enabled distribution systems, and sustainable logistics.
- **CO5:** To enable students to apply sales and distribution concepts effectively to real-world business and managerial situations.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of Each Module	Associated Course Outcome(s)
I	**Introduction to Sales and Distribution Management**	Conceptual understanding and significance of sales and distribution management in organizations. The sales process and its key components. Distribution channels: types, structure, and strategic significance. Role of sales and distribution management in the formulation and implementation of marketing strategy. Sales and distribution management in the context of the contemporary business	Theoretical Framework	15	25%	1.2	CO1, CO2

		environment. Case study analysis.					
II	**Sales Planning and Forecasting**	Concept and significance of sales planning and forecasting. Sales planning techniques and methodological approaches. Setting sales objectives, goals, and performance targets. Sales forecasting methods, models, and quantitative techniques. Factors influencing the accuracy and reliability of sales forecasts. Role of effective sales planning in achieving organizational objectives. Case study analysis.	Sales planning, forecasting, and control mechanisms	15	25%	0.8	CO2, CO3
III	**Sales Force Management**	Recruitment, selection, and training of sales personnel. Motivation, incentive, and compensation strategies for sales teams. Sales territory design, management, and allocation. Performance evaluation, appraisal, and control of the sales force. Leadership styles and supervisory practices in sales force management.	Motivating and controlling of sales force	15	25%	1.2	CO4, CO5

		Case study analysis.					
IV	**Distribution Channel Design and Management**	Types of distribution channels and their structural characteristics. Channel selection, development, and management strategies. Channel conflict: causes, implications, and resolution strategies. Role of logistics and supply chain management in distribution effectiveness. Evaluation of the effectiveness of distribution channel strategies. Case study analysis.	Distribution channel design, logistics, and supply chain integration	15	25%	0.8	CO3, CO5

Suggested Readings

1. *Sales and Distribution Management* by Krishna K. Havaldar and Vasant M. Cavale.
2. *Strategic Sales Management: A Boardroom Issue* by Nigel F. Piercy and Nikala Lane.
3. *Distribution Channels: Understanding and Managing Channels to Market* by Julian Dent.
4. *Selling Today: Partnering to Create Value* (Fourteenth Edition) by Gerald L. Manning, Michael Ahearne, Barry L. Reece. Pearson Paperback – 31 August 2019.

CO-PO Mapping

CO / PO	PO1	PO2	PO3	PO4
CO1	H	M	L	L
CO2	H	M	M	L
CO3	H	M	L	M
CO4	M	H	M	H
CO5	H	H	M	M

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	
Other Component	Group/Individual	05	5%	05	
Attendance	Individual	05	5%	05	
Total		**30**			

End-Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (B)	PO (Rubrics)
End-Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100
Pass Marks = 40

Paper 4: Behavioural Finance

[Discipline Specific Core Course] *[4 Credits]*

Course Outcomes

Upon successful completion of this course, students will be able to:

- **CO1:** Explain the foundations of behavioural finance and contrast them with classical finance theories.
- **CO2:** Identify and analyse common cognitive and emotional biases affecting financial decision-making.
- **CO3:** Evaluate how investor behaviour and biases influence investment strategies and market phenomena.
- **CO4:** Apply behavioural finance concepts to corporate finance decisions and market anomalies.

Course Content

Module No.	Module Name	Topic(s) Description	Description	No. of Hours	Marks Allotted (%)	Credit Weight	Associated Course Outcomes
I	**Foundations of Behavioural Finance**	Classical Finance Theories – Homo Economicus vs Homo Sapiens, Rational Market Hypothesis, Expected Utility Theory, Modern Portfolio Theory, Random Walk Hypothesis, CAPM, EMH, APT Market Anomalies – Value Investing (Principles and Evidence), Fundamental, Technical and Seasonal/Calendar Anomalies Emergence of Behavioral Finance – History, Nature, Assumptions, Limits to Arbitrage (Fundamental Risk, Noise Trader Risk, Implementation Cost)	Introduces the foundations of behavioural finance by contrasting it with classical theories and market anomalies. Examines how cognitive and emotional biases influence financial decisions, with an introduction to neuro-finance.	16	27%	1.08	CO1

		Core Concepts – Bounded Rationality, Prospects Theory, Framing, Anchoring, Mental Accounting, Heuristics and Biases					
II	**Cognitive and Emotional Biases**	Cognitive Biases – Overconfidence Bias, Framing Bias, Anchoring Bias, Confirmation Bias, Representativeness (Base Rate Neglect, Conjunction Fallacy), Availability Bias, Recency Bias, Conservatism Bias Emotional Biases – Loss Aversion Bias, Regret Bias, Hindsight Bias, Optimism/Wishful Thinking, Self-Control Issues, Endowment Effect Bias, Status Quo Bias, Familiarity Bias, Denial, Affinity Bias, Law of Small Numbers, Winner's Curse Introduction to Neuro-finance: Neural Processes, Risk Taking Behavior		14	23%	0.92	CO2
III	**Behavioral Aspect of Investing**	Biases in Investment: Interaction of Biases, Outcomes, Debiasing Strategies Investment Models: Behavioral Portfolio Theory, Psychographic Classification of Investors, Investment Philosophy Market Puzzles: Equity Premium	Explores how behavioral factors affect investment strategies and market outcomes. Applies behavioral concepts to explain market puzzles, investor behavior and	20	33%	1.32	CO3

		Puzzle, Volatility Puzzle, Cross-Section of Returns, Momentum, Event Studies Investor Behavior: Naïve Diversification, Insufficient Diversification, Excessive Trading, Buying vs Selling Decisions	corporate finance decisions.				
IV	**Behavioral Corporate Finance**	Behavioral Corporate Finance: Security Issuance, Capital Structure, Investment Decisions, Dividend Policy, Managerial Irrationality, M & A Behavior, Market Timing and Catering	Examines how psychological biases and irrational managerial behavior influence key corporate decisions such as security issuance, capital structure, investment choices, dividend policy, mergers and acquisitions, market timing, and catering to investor sentiment.	10	17%	0.68	CO4

Suggested Readings

1. Baker, H. K., & Nofsinger, J. R. (Eds.). (2010). *Behavioral Finance: Investors, Corporations, and Markets* (Vol. 6). John Wiley & Sons.
2. Shleifer, Andrei. *Inefficient Markets – An Introduction to Behavioral Finance*. Oxford University Press.
3. Forbes, W. (2015). *Behavioral Finance*. John Wiley & Sons.
4. Ackert, L. F., & Deaves, R. (2011). *Understanding Behavioral Finance*. Cengage Publication.
5. Chandra, P. *Behavioral Finance*. McGraw Hill.

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	H	M	–	–	H	–
CO2	L	H	H	–	M	H	H
CO3	H	M	H	–	H	M	M
CO4	–	H	M	–	H	H	–
CO5	H	M	H	M	H	H	M

Legend: H = High relevance, M = Medium relevance, L = Low relevance, – = No direct relevance.

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	
Other Component	Group/Individual	5	5%	05	
Attendance	Individual	5	5%	05	
Total		**30**			

End Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage	Scale Value (A)	PO (Rubrics)
End Semester	Individual	100	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100
Pass Marks = 40

Minor (Honours)

Paper 5: Business Project Evaluation & Financing

[Minor] *[4 Credits]*

Course Outcomes (CO)

- **CO1:** Understand the project cycle, identification, formulation, Project Management properly and use it where it is applicable in the real world.
- **CO2:** Understand the optimality study and conceptual clarity about project feasibility.
- **CO3:** Apply different operation research techniques (Network Analysis and Monte Carlo Simulation) and statistical techniques (sensitivity analysis, probabilistic cash flow) in project evaluation.
- **CO4:** Evaluate projects under risk and uncertainty using analytical tools and develop entrepreneurial and analytical capabilities for project decision-making.
- **CO5:** Formulate and communicate evaluation process of any project and its justification to the firm and society in written and verbal (presentation) manner and opt the most suitable project among different alternative projects.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credits of Module	Associated CO
I	**Introduction to Project Appraisal**	Project appraisal and evaluation, Project cycle and project cycle management, Private and public sector projects, Identification of investment opportunities, Industry analysis and project profiles, Feasibility study, Project identification and formulation, Basic principles of project analysis,	Introduces the fundamentals of project appraisal, project life cycle, identification of viable projects and entrepreneurial orientation in private and public sector projects.	12	20	0.8	CO1

		Entrepreneurship – concept, theory and perspective					
II	**Market Analysis**	Market analysis of a project, Need for market analysis, Demand and supply analysis, Primary and secondary data, Forecasting techniques, Technical appraisal of a project, Business and technology acquisition, Management of technology	Focuses on assessing market feasibility and technical viability of projects through demand analysis, forecasting and technology evaluation.	12	20	0.8	CO2
III	**Investment Appraisal**	Introduction to investment appraisal, Investment criteria and techniques, DCF and Non-DCF methods, Capital rationing, Project appraisal parameters of financial institutions	Covers financial evaluation of projects using investment appraisal tools and decision criteria adopted by financial institutions.	12	20	0.8	CO3
IV	**Social Cost–Benefit Analysis**	Social cost–benefit analysis (SCBA), Value added concept, Social surplus, Indirect impact of projects, Rationale of SCBA, Efficiency and equity in project appraisal, UNIDO approach, Little–Mirrlees approach	Examines social and economic appraisal of projects with emphasis on national development, welfare, efficiency and equity considerations.	12	20	0.8	CO3
V	**Project Assessment under Risk & Uncertainty**	Risk analysis and sensitivity analysis, Probabilistic cash flow	Develops skills to assess projects under uncertainty using	12	20	0.8	CO4 & CO5

		approaches, Application of Monte Carlo Simulation techniques	quantitative risk assessment and simulation techniques.				

Suggested Readings

Core Readings

1. **Appraisal and Selection of Projects: A Multi-faceted Approach**
    - Author: Utpal K. Ghosh
    - Publisher: Taylor & Francis / CRC Press
2. **Project Appraisal**
    - Authors: N. P. Agarwal, B. K. Mishra
    - Publisher: RBSA Publishers
3. **Project Appraisal, Risk Analysis and Risk Management Techniques**
    - Authors: Jarnail Singh, D. N. S. Dhakal
    - Publisher: Konark Publishers Pvt. Ltd.
4. **Early Project Appraisal: Making the Initial Choices**
    - Author: Knut Samset
    - Publisher: Palgrave Macmillan
5. **Engineering Project Appraisal**
    - Authors: Martin Rogers, Aidan Duffy
    - Publisher: John Wiley & Sons
6. **Project Appraisal and Policy Review**
    - Authors: Timothy O'Riordan, W. R. D. Sewell
    - Publisher: John Wiley & Sons Ltd

Additional Useful / Related Books

7. **Cost–Benefit Analysis: Concepts and Practice**
    - Authors: Anthony E. Boardman et al.
    - Publisher: Pearson Education / Prentice Hall
8. **Economic Analysis of Investment Projects**
    - Author: K. N. Kohli
    - Publisher: Oxford University Press

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	M		M			M
CO2	M	M		M			M
CO3	M	M		M	M		H
CO4	H			M	M		H
CO5	H			H	H		H
Total	**2.4**	**2**		**2.25**	**2.33**		**2.6**

* H/M/L: High/Medium/Low level of mapping (H = 3; M = 2; L = 1)

Evaluation Plan

CIA Plan

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	Scale Value (A)	PO (Rubrics)
CIA Written Test (WT)	Individual	20	20%	20	CO1, CO2, CO3
Other Component	Individual/Group	05	5%	05	CO2, CO3, CO4, CO5
Attendance	Individual	05	5%	05	
Total		**30**			

End Semester Examination

Evaluation Components	Mode	Full Marks	% Weightage	Scale Value (B)	PO (Rubrics)
End Semester	Individual	70	70%	70	CO1, CO2, CO3, CO4, CO5

Full Marks (A + B) = 100

Pass Marks = 40

Minor (Honours with Research)

Paper 5: Business Research Methods for Management

[Minor] *[4 Credits]*

Course Outcomes (CO)

At the end of this course, students will be able to:

- **CO1:** To understand and explain the nature, scope, and process of business research.
- **CO2:** To identify and formulate research problems and objectives relevant to business and managerial contexts.
- **CO3:** To apply appropriate research designs, sampling techniques, and data collection methods in business research.
- **CO4:** To analyze quantitative and qualitative data using basic statistical and analytical tools.
- **CO5:** To evaluate research findings and interpret results for informed managerial decision-making.
- **CO6:** To develop basic research proposals and reports following ethical standards and academic conventions.

Course Content

Module No.	Module Name	Topic(s)	Description	No. of Hours Allotted	Marks Allotted	Credit of Each Module	Associated Course Outcome (CO)
I	**Introduction to Research**	Meaning; Objectives; Research Categories (Basic Research and Applied Research); Types of Research (Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Conceptual, and Empirical Research); Research Approaches (Quantitative and Qualitative Approaches); Research Methods vs. Research Methodology; Nature and Scope of Research; Research Process.	Introduction	5	10%	0.4	CO1

II	**Research Problem and Research Design**	Selection of a Research Problem; Necessity of Defining the Problem; Technique Involved in Defining a Problem; Meaning of Research Design; Important Concepts Relating to Research Design; Types of Research Designs.	Issues related to Research	5	10%	0.4	CO2, CO3
III	**Scaling and Measure ment**	Measurement in Research; Measurement Scales; Sources of Error in Measurement (Reliability and Validity Analysis); Tests of Sound Measurement; Meaning of Scaling; Classification of Measurement Scales (Nominal, Ordinal, Interval and Ratio); Important Scaling Techniques.	Data Measurem ent	5	10%	0.4	CO2, CO3
IV	**Sources and Collection of Data**	Primary and Secondary Sources – Methods of Data Collection – Questionnaire Design: Questionnaire Preparation, Characteristics of a Good Questionnaire; Preparing Questionnaires for Given Problems. Sampling Techniques (Probability vs. Non-Probability Types).	Sources and Collection of Data	10	20%	0.8	CO2, CO3
V	**Inferentia l Data Analysis**	**a)** Introduction to Hypothesis Testing – Construction of Hypothesis, Testing Hypothesis for Specified Population Mean and Equality of Two Population Means for Large and Small Samples (Z Test, t Test, and Paired-t Test – including their non-parametric forms). Chi-Square Test for: i) Goodness of Fit ii) Independence of	Data Processin g and Analysis	25	30%	1.2	CO3, CO4, CO5

		Attributes iii) Homogeneity of Population. Simple Regression Analysis, Multiple Regression (Two Independent Variables Only), and ANOVA (including Kruskal-Wallis Test). **b)** Practical Applications using Analytical Tools.					
VI	**Analysis and Interpretation of Data and Research Reporting**	Meaning of Interpretation; Techniques of Interpretation; Significance of Report Writing; Steps; Layout of the Research Report; Types of Reports; Precautions while Writing Research Reports; Documentation and Bibliography.	Writing a Research Report	10	20%	0.8	CO6

Suggested Readings

1. *Research Methodology* – R. Panneerselvam (Prentice Hall of India)
2. *Research Methodology* – C. R. Kothari (New Age International Ltd.)
3. *Statistics for Business Decisions* – J. K. Das (Academic Publishers)
4. *Research Methods for Business* – U. Sekharan (John Wiley and Sons)
5. *Business Research Methods* – S. N. Murthy and U. Bhojanna (Excel Books)
6. *Business Research Methods* – D. R. Cooper and P. S. Schindler (Tata McGraw-Hill)
7. *IBM SPSS Statistics 25 Step by Step: A Simple Guide and Reference* – D. George and P. Mallery (Routledge)
8. *Statistical Methods in Business and Social Science* – G. V. Shenoy and M. Pant (Macmillan)
9. *Statistics for Management* – Levin and Rubin (Pearson Education India)

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L						L
CO2	L						L
CO3	M						L
CO4	M						L
CO5	H						L
CO6	H				H		M

H means High Relevance
M means Medium Relevance
L means Low Relevance

Evaluation Plan

Theory (80 Marks out of 100)

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	PO (Rubrics)
CIA (30 Marks) CIA Written Test (WT) + Other Component (OT) + Attendance	Individual	20 (WT) + 5 (OT) + 5 (Attendance)	30%	CO1, CO2, CO3 (WT) + CO4, CO5, CO6 (OT)
End-Semester Examination (50 Marks) – Written	Individual	50	50%	CO1, CO2, CO3, CO4, CO5

Pass Marks: 32 for Theory Component

Practical (20 Marks out of 100)

Evaluation Components	Mode	Full Marks	% Weightage (in 100 marks)	PO (Rubrics)
No CIA Component				
End-Semester Examination – Practical + Viva Voce	Individual	15 (Practical) + 5 (Viva Voce)	20%	CO3, CO4, CO5

Pass Marks: 8 for Practical Component