

Masters of Arts (English)

PROGRAMME GUIDE

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INTRODUCTION

Focus on literary analysis and criticism of English literature with an intellectual journey through poetry, theatre and fiction. The programme also trains students in creative and journalistic writing.

PROGRAMME OUTCOMES

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

1. **Social Awareness:** Examine the relationship of literature with history, society, culture and human behaviour and the evolving cross-cultural concerns.
2. **Writing Skills:** Capacity to undertake professional content writing or creative writing.
3. **Communication:** Exercise effective verbal and non-verbal communication skills for different situations.
4. **Research Exposure:** Apply research methods for meaningful research in language and literature.

PROGRAMME SPECIFIC OUTCOMES

1. **PSO1:** Inculcate skills of interpreting and contextualizing literary works and effectively communicating the same.
2. **PSO2:** Develop skills of comprehending the socio-psychological changes and portraying them creatively in any literary form.

SALIENT FEATURES

- **Professional Enhancement:** Develop communication, analytical and soft skills to enhance their personality and employability.
- **Research and Dissertation:** Activities help inculcating the discipline and know-how contingent to meaningful research and the writing of thesis and dissertation.
- **Academic Enhancement:** Execute the attitude of critical reading and creative writing by exposure to literature across the world.
- **Opportunities to Perform:** The program provides opportunities to perform visual and vocal forms of art.

PROGRAMME CODE: DE4427-S

DURATION OF THE PROGRAMME:

Minimum Duration 2 years

Maximum Duration 4 years

MEDIUM OF INSTRUCTION/EXAMINATION:

Medium of instruction and Examination shall be English.

PROGRAMME STRUCTURE

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

**MASTER OF ARTS (ENGLISH)
PROGRAMME SCHEME (ODL)**

COURSE CODE	COURSE TITLE	Cr.	CA	ETE (Th.)	ETE (Pr.)
TERM1					
DEENG513	BRITISH POETRY	4	30	70	0
DEENG512	BRITISH DRAMA	4	30	70	0
DEENG539	ACADEMIC ENGLISH	4	30	70	0
DEGEN530	FUNDAMENTALS OF RESEARCH	4	30	70	0
DECAP145	FUNDAMENTALS OF INFORMATION TECHNOLOGY	4	30	40	30
TERM2					
DEENG518	BRITISH FICTION	4	30	70	0
DEENG524	LITERARY CRITICISM	4	30	70	0
DEENG514	INTRODUCTION TO THE STUDY OF LANGUAGE	4	30	70	0
GE-I	GENERIC ELECTIVE I	4	30	70	0
DESSC501	TEACHING APTITUDE	4	30	70	0
TERM3					
DEENG521	DISCURSIVE PROSE	4	30	70	0
DEENG519	POST-INDEPENDENCE INDIAN LITERATURE	4	30	70	0
DEENG525	LITERARY THEORY POST WORLD WAR II	4	30	70	0
GE-II	GENERIC ELECTIVE II	4	30	70	0
	TERM PAPER	4	0	0	100
	OR 1 Course from the GE basket 1 which is not chosen as Generic Elective (GE).	4	30	70	0
TERM4					
DEENG527	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	4	30	70	0
GE-III	GENERIC ELECTIVE III	4	30	70	0
GE-IV	GENERIC ELECTIVE IV	4	30	70	0
	DISSERTATION	8	30	0	70
	OR Next 2 courses from GE basket 2 & 3 of same area from which the course chosen in Term Paper	8	30	70	0
TOTAL CREDITS		80			

GENERIC ELECTIVE (GE) BASKET 1

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEHIS551	HISTORY OF INDIA UPTO AD 650	4	30	70	0	HISTORY	2
2	DEPOL525	POLITICAL INSTITUTIONS IN INDIA	4	30	70	0	POLITICAL SCIENCE	2
3	DESOC515	FUNDAMENTALS OF SOCIOLOGY	4	30	70	0	SOCIOLOGY	2
4	DEHRM504	HUMAN RESOURCE MANAGEMENT	4	30	70	0	HUMAN RESOURCE	2
5	DEFIN542	CORPORATE FINANCE	4	30	70	0	FINANCE	2
6	DEMGN581	ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	4	30	70	0	MANAGEMENT	2
7	DEMKT613	CONSUMER BEHAVIOUR	4	30	70	0	MARKETING	2
8	DEECO608	INTERNATIONAL ORGANIZATION AND REGIONAL COOPERATION IN ADE	4	30	70	0	ECONOMICS	2
9	DECAP790	PROBABILITY AND STATISTICS	4	30	40	30	DATA SCIENCE	2

GENERIC ELECTIVE (GE) BASKET 2

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEHIS553	HISTORY OF INDIA FROM 650-1200 AD	4	30	70	0	HISTORY	3
2	DEPOL527	PUBLIC POLICY AND GOVERNANCE IN INDIA	4	30	70	0	POLITICAL SCIENCE	3
3	DESOC506	GLOBALIZATION AND SOCIETY	4	30	70	0	SOCIOLOGY	3
4	DEHRM619	TRAINING AND DEVELOPMENT	4	30	70	0	HUMAN RESOURCE	3
5	DEFIN548	INTERNATIONAL FINANCIAL MANAGEMENT	4	30	70	0	FINANCE	3
6	DEMGN578	INTERNATIONAL BUSINESS ENVIRONMENT	4	30	70	0	MANAGEMENT	3
7	DEMKT503	MARKETING MANAGEMENT	4	30	70	0	MARKETING	3
8	DEECO542	ECONOMICS OF EDUCATION AND HEALTH	4	30	70	0	ECONOMICS	3
9	DECAP792	DATA SCIENCE TOOLBOX	4	30	40	30	DATA SCIENCE	3

GENERIC ELECTIVE (GE) BASKET 3

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEHIS632	WOMEN IN INDIAN HISTORY	4	30	70	0	HISTORY	4
2	DEPOL650	COMPARATIVE POLITICAL ANALYSIS	4	30	70	0	POLITICAL SCIENCE	4
3	DESOC507	GENDER AND SOCIETY	4	30	70	0	SOCIOLOGY	4
4	DEHRM615	INDUSTRIAL RELATION AND LABOUR LAWS	4	30	70	0	HUMAN RESOURCE	4
5	DEFIN508	INTERNATIONAL BANKING AND FOREX MANAGEMENT	4	30	70	0	FINANCE	4
6	DEMGN801	BUSINESS ANALYTICS	4	30	70	0	MANAGEMENT	4
7	DEMKT512	DIGITAL AND SOCIAL MEDIA MARKETING	4	30	70	0	MARKETING	4
8	DEECO507	COMPERATIVE DEVELOPMENT MODELS	4	30	70	0	ECONOMICS	4
9	DECAP794	ADVANCE DATA VISUALIZATION	4	30	40	30	DATA SCIENCE	4

GENERIC ELECTIVE (GE) BASKET 4

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEHIS631	TWENTIETH CENTURY WORLD	4	30	70	0	HISTORY	4
2	DEPOL617	POLITICAL PROCESSES IN INDIA	4	30	70	0	POLITICAL SCIENCE	4
3	DESOC614	SOCIOLOGY OF HEALTH	4	30	70	0	SOCIOLOGY	4
4	DEHRM611	COMPENSATION MANAGEMENT	4	30	70	0	HUMAN RESOURCE	4
5	DEFIN611	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	30	70	0	FINANCE	4
6	DEOPR639	OPERATIONS MANAGEMENT AND RESEARCH	4	30	70	0	MANAGEMENT	4
7	DEMKT687	CUSTOMER RELATIONSHIP MANAGEMENT	4	30	70	0	MARKETING	4
8	DEECO510	INTERNATIONAL CAPITAL MARKETS AND FINANCE	4	30	70	0	ECONOMICS	4
9	DECAP737	MACHINE LEARNING	4	30	40	30	DATA SCIENCE	4

Note:

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

Course code	DEENG513	Course Title	BRITISH POETRY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Analyze the various images and symbols used by the poets

C02: Evaluate poetry as a mode of sublime expression

C03: Describe the various themes and issues depicted by the poets

C04: Illustrate the logical development of thoughts of the poems

Unit No.	Content
Unit 1	Geoffrey Chaucer: The Canterbury Tales- Prologue to Tales and The Tale of Wife of Bath: introduction to the age of Chaucer, Chaucer as Father of English Poetry, Position held by 'Canterbury Tales' in the Larger Rubric of Poetry
Unit 2	Geoffrey Chaucer: The Canterbury Tales- Prologue to Tales and The Tale of Wife of Bath: The 'Estates Satire', Pilgrimage and Story-Telling
Unit 3	Geoffrey Chaucer: The Canterbury Tales- Prologue to Tales and The Tale of Wife of Bath: Wife of Bath as a Character of Pivotal Importance, Wife of Bath as a character harboring contradictory criticism
Unit 4	John Milton: Invocation to Book I and Book IX: Introduction to Paradise Lost, John Milton as the Writer of First Christian Epic, Milton caught between the Commonwealth and Monarchy
Unit 5	John Milton: Invocation to Book I and Book IX: Concept of Pre- and Post-Lapse and its Ramifications, Blank Verse, The Question of 'Original Sin', Eve as the First Feminist (?), John Calvin's "Free-Will and Pre-destination"
Unit 6	Alexander Pope: Rape of the Lock: Rape of the Lock, Pope's Role as a Central 18th Century Satirist, Mock-Epic, Social Satire, the Heroic Couplet, The Function of Supernatural Machinery
Unit 7	Alexander Pope: Rape of the Lock: Belinda: Vanity, Beauty and the Science of Superficial, The Grub- Street, Hack-writers, Public-Sphere
Unit 8	John Keats: Ode to Autumn: The Reincarnation of Pastoral in John Keats, The Disjoint between Early and Late Romanticism
Unit 9	William Wordsworth: Lines Composed A Few Miles Above Tintern Abbey: French Revolution and its Effect on British Poetry, Romanticism, Lake- Poetry
Unit 10	Samuel Taylor Coleridge: Kubla Khan: Willing Suspension of Disbelief, Fancy and Imagination, Dream Visions in Romanticism, The Social Theory of Jean-Jacques Rousseau
Unit 11	Robert Browning: Porphyria's Lover: Dramatic Monologue, Psychological Angle in Poetic Diction, The Predilection for the Outrageous
Unit 12	Alfred Tennyson: Ulysses: Renderings of Ancient Myth, Blank Verse, Dramatic Monologue
Unit 13	T.S. Eliot: The Love Song of J. Alfred Prufrock: Modernism and Different Tenets of Poetry, Allusions in Poetry, T. S. Eliot and the Web of Influences, Thematic Concerns in Eliot's Poetry
Unit 14	W. B. Yeats: The Second Coming: The Concept of Spiritus Mundi, Yeats' Concept of Gyres, Irish Nationalism, Symbolism in 'The Second Coming'

READINGS:

1. HISTORY OF ENGLISH LITERATURE by LEGOUIS, E., AND CAZAMIAN., J.M. DENT AND SONS,
2. A GLOSSARY OF LITERARY TERMS by ABRAMS, M.H., PRISM BOOKS PVT LTD
3. PARADISE LOST BOOK I. by RANJAN, B. (ED)., DOABA PUBLISHERS
4. ENGLISH EPIC AND HEROIC POETRY by DIXON, W.M., HASKELL HOUSE PUB LTD
5. THE RAPE OF THE LOCK by POPE, ALEXANDER, AITBS PUBLISHERS INDIA
6. SONGS OF INNOCENCE AND OF EXPERIENCE by BLAKE. BLAKE, ARCTURUS PUBLISHING
7. THE CANTERBURY TALES by CHAUCER, GEOFFREY, COLLINS CLASSICS
8. SHAKESPEARE’S SONNETS by SHAKESPEARE, ATLANTIC PUBLISHERS
9. SELECTED POEMS BY JOHN DONNE by DONNE, JOHN, HACHETTE INDIA IMPORT SUBST.
10. SELECTED CANTERBURY TALES by GEOFFREY CHAUCER, DOVER PUBLICATIONS
11. PARADISE LOST by JOHN MILTON, DOVER PUBLICATIONS
12. JONE DONNE SELECTED POEMS by JONE DONNE, DOVER PUBLICATIONS
13. JONE DRYDEN: SELECTED POEMS by JONE DRYDEN, DOVER PUBLICATIONS
14. THR RAPE OF THE LOCK by AUBREY BEARDSLEY, ALEXANDER POPE, DOVER PUBLICATIONS
15. SONGS OF INNOCENCE AND SONGS OF EXPERIENCE by WILLIAM BLAKE, DOVER PUBLICATIONS

Course code	DEENG512	Course Title	BRITISH DRAMA	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Define literary genre of drama

CO2: Locate the socio-cultural context

CO3: Estimate drama as an agency of social documentation, commentary and change

CO4: Analyze the moral values immanent in the text

CO5: Understand various types of drama

CO6: Examine the dramatic devices in the play

Unit No.	Content
Unit 1	Christopher Marlowe- Doctor Faustus: Introduction to British drama, the source of Doctor Faustus, medieval or renaissance hero
Unit 2	Christopher Marlowe- Doctor Faustus: Mephistopheles, concepts of heaven and hell, master servant dichotomy, fall motif
Unit 3	Christopher Marlowe- Doctor Faustus: Renaissance theater, the seven sins in Christianity
Unit 4	Ben Jonson- The Alchemist: Classical unities, miracle plays and morality plays, plot structure
Unit 5	Ben Jonson- The Alchemist: Fate and destiny, human folly, dreams and omens, reality versus desire
Unit 6	Thomas Middleton and William Rowley - The Changeling: Treachery, Reason and passion, Judgment and lust
Unit 7	Thomas Middleton and William Rowley - The Changeling: Appearance and reality, Position of woman in patriarchal society, Deception
Unit 8	Thomas Middleton and William Rowley - The Changeling: Sweetness in The Changeling, Poetic naturalism, The constancy of change, The closet drama
Unit 9	The Beggar's Opera: basic information about "The Beggar's Opera", setting, characters in the play
Unit 10	The Beggar's Opera: Introduction, and act i, act ii, act iii, conflict and themes, motifs and symbols
Unit 11	Oliver Goldsmith-She stoops to conquer: Life and works, restoration comedy, comedy of manners, she-tragedy
Unit 12	Oliver Goldsmith-She stoops to conquer: Aristocratic comedy, sentimental comedy, significance of title and subtitle
Unit 13	Oscar Wilde-The Importance of Being Earnest: Nineteenth century drama, Covent Garden theatre, Drury Lane theatre
Unit 14	Oscar Wilde-The Importance of Being Earnest: double entendre, victorian prudery, duality, legitimacy vis-à-vis illegitimacy

READINGS:

1. HISTORY OF ENGLISH LITERATURE by LEGOUIS, E., AND CAZAMIAN., J.M. DENT AND SONS
2. PARADISE LOST BOOK I. by RANJAN,B.(ED)., DOABA PUBLISHERS
3. ENGLISH EPIC AND HEROIC POETRY by DIXON, W.M., HASKELL HOUSE PUB LTD
4. THE RAPE OF THE LOCK by POPE, ALEXANDER, AITBS PUBLISHERS INDIA
5. SONGS OF INNOCENCE AND OF EXPERIENCE by BLAKE. BLAKE, ARCTURUS PUBLISHING

Course code	DEENG539	Course Title	ACADEMIC ENGLISH	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Differentiate between a range of authentic academic texts

CO2: Observe actively to lectures, presentations and interviews to understand key information

CO3: Construct a variety of essays and other assignments

CO4: Appraise academic grammar

CO5: Apply academic English and vocabulary in professional life

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

READINGS:

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

Course Code	DEGEN530	Course Title	FUNDAMENTAL OF RESEARCH	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

CO3: Understand indexing systems of various journals.

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

CO5: Understand basics of intellectual property rights.

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

READINGS:

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

Course Code	DECAP145	Course Title	FUNDAMENTALS OF INFORMATION TECHNOLOGY		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

C01: Understand basic concepts and terminology of information technology.

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

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

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

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

Unit No.	Content
Unit-1	Computer Fundamentals: Characteristics & Generation of Computers, Block diagram of Computer. Application of IT in various sectors. Data Representation: Binary Number System, Octal, Hexadecimal, decimal and their Conversion.
Unit-2	Memory: Types, Units of memory, RAM, ROM, Secondary storage devices–HDD, Flash Drives, Optical Disks: DVD, SSD I/O Devices –Keyboard, Mouse, LCDs, Scanner, Plotter, Printer & Latest I/O devices in market
Unit-3	Processing Data: Transforming data into information, how computers represent data, How Computers process data, Machine cycles, Memory, Registers, The Bus, Cache Memory
Unit-4	Operating Systems: operating system basics, Purpose of the operating system, types of operating system, providing a user interface, Running Programs, Sharing Information, Managing Hardware, Enhancing an OS with utility software.
Unit-5	Data Communication: Local and Global reach of the network, Digital and Analog Transmission, Data communication with standard telephone line and Modems, Using Digital Data Connections, Wireless networks
Unit-6	Networks: Sharing data any time anywhere, uses of a network, Common types of a network, Hybrid Networks, how networks are structured, Network topologies and Protocols, Network Media, Network Hardware
Unit-7	Graphics and Multimedia: Understanding graphics File Formats, Getting Images into your Computer, Graphics Software, Multimedia Basics
Unit-8	Data Base Management Systems: The Database, The DBMS, Working with a database, Databases at Work, Common Corporate Database Management Systems
Unit-9	Software Programming and Development: What is computer Program, hardware/Software Interaction, planning a Computer Program, how programs Solve Problems
Unit-10	Programming Languages and Programming Process: Categories of Programming Languages, Machine and Assembly Language, Higher Level Languages, WWW development languages, The SDLC of Programming
Unit-11	Internet: Basic Internet terms: Web Page, Website, Homepage, Browser, URL, Hypertext, ISP, Web Server, HTML, DHTML, XML, Introduction to client side and server-side scripting. Applications: WWW, e-mail, Instant Messaging, Internet Telephony, Video conferencing, Web Browser & its environment
Unit-12	Understanding The Need of Security Measures: Basic Security Concepts, Threats to Users, Threats to Hardware, Threat to Data, Cyber Terrorism. Taking Protective Measures: Keeping your System Safe, Protecting Yourself, protecting your Privacy, Managing Cookies, Spyware and other BUGS, keeping your data secure, Backing Update, Safe guarding your hardware
Unit-13	Cloud Computing and IoT: SaaS, PaaS, IaaS, Public and Private Cloud; Virtualization, Virtual Server, Cloud Storage, Database Storage, Resource Management, Service Level Agreement, Basics of IoT and its applications.

Unit-14	Futuristic World of Data Analytics: Introduction to Big data and Analysis Techniques: Elements, Variables, and Data categorization, Levels of Measurement, Data management and indexing, Introduction to statistical learning and overview of various tools used for data analysis.
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LABORATORY WORK:

1. Hardware familiarizing with various I/O Peripheral devices, storage devices.
2. Familiarity with DOS, Implementing various internal and external commands in DOS.
3. **MS Windows:** Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software.
4. MS-Office (or any other Office Suite), meaning and features, its components.
5. MS-Word (or any other word processor): Creating Document Files, Saving, Closing Files, Page Settings and Formatting Text. Spell Checking, Thesaurus, Creating Tables, Adding rows, columns. Printing Documents, Setting Print Settings, creating labels and mail merge, taking Printouts.
6. Ms-Excel-Working with worksheet, formulas & functions, Inserting charts, printing in Excel
7. MS Power Point-Views, Designing, viewing, presenting & Printing of Slides.
8. Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email facility.

Course code	DEENG518	Course Title	BRITISH FICTION	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Examine a historical-cum-critical perspective on British Fiction

CO2: Analyse the significance of British fiction in totality

CO3: Recognize the essential identity markers of British fiction

Unit No.	Content
Unit 1	British Fiction: Introduction to different genres of English literature, fiction writing
Unit 2	British Fiction: Introduction to British fiction, early writers and their contribution
Unit 3	Joseph Andrews by Henry Fielding: Characterization, narration and style
Unit 4	Joseph Andrews by Henry Fielding: Social, economic and political background, themes and symbols
Unit 5	Pride and Prejudice by Jane Austen: Characterization, narration and style
Unit 6	Pride and Prejudice by Jane Austen: Social, economic and political background, themes and symbols
Unit 7	Wuthering Heights by Emily Bronte: Themes and symbols, characterization
Unit 8	Wuthering Heights by Emily Bronte: Narration and style, social, economic and political background
Unit 9	Jane Eyre by Charlotte Bronte: Characterization, narration and style
Unit 10	Jane Eyre by Charlotte Bronte: Social, economic and political background, themes and symbol
Unit 11	Great Expectations by Charles Dickens: Characterization, narration and style
Unit 12	Great Expectations by Charles Dickens: Themes and symbols, social, economic and political background
Unit 13	Tess of the d'Urbervilles by Thomas Hardy: Characterization, narration and style
Unit 14	Tess of the d'Urbervilles by Thomas Hardy: Themes and symbols, social, economic and political background

READINGS:

1. JOSEPH ANDREWS by HENRY FIELDING, DOVER PUBLICATIONS
2. TESS OF THE D'URBERVILLES by THOMAS HARDY, DOVER PUBLICATIONS
3. PRIDE AND PREJUDICE by JANE AUSTEN, WORDSWORTH CLASSICS
4. GREAT EXPECTATIONS by CHARLES DICKENS, WORDSWORTH CLASSICS
5. JANE EYRE by CHARLOTTE BRONTE, DOVER PUBLICATIONS
6. WUTHERING HEIGHTS by EMILY BRONTE, DOVER PUBLICATIONS

Course code	DEENG524	Course Title	LITERARY CRITICISM	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze the various trends of literary criticism

CO2: Identify the various theories of criticism developed from time to time by various critics.

CO3: Enumerate the functions of criticism in textual analysis

CO4: Demonstrate the significance of the critical theories and their application

Unit No.	Content
Unit 1	Aristotle: Poetics: First extant philosophical treatise, distinction between the genres of poetry, mimesis or "imitation", "representation", catharsis or, variously
Unit 2	Aristotle: Poetics: "Purgation", "purification", "clarification", peripeteia or "reversal", hamartia or "miscalculation" (understood in Romanticism as "tragic flaw")
Unit 3	Aristotle: Poetics: Anagnorisis or "recognition", "identification", mythos or "plot", ethos or "character", dianoia or "thought"
Unit 4	Aristotle: Poetics: "theme", Lexis or "diction", "speech", Melos, or "melody", opsis or spectacle"
Unit 5	Dryden: An essay of Dramatic Poesy: Purpose of 'An Essay of Dramatic Poesy', Dryden's liberal classicism, justification of tragi-comedy, Dryden as the father of English criticism
Unit 6	Dryden: An essay of Dramatic Poesy: violation of the three unities, Neo-classical theory of art, the four gentlemen- Eugenius, Crites, Lisideius, and Neander
Unit 7	William Wordsworth: Preface to the Lyrical Ballads: The language of poetry, poetic process, reaction to Neoclassical literary values, response to the enlightenment and the industrial evolution
Unit 8	William Wordsworth: Preface to the Lyrical Ballads: A new theory of poetry: "emotion recollected in tranquility", symbol and instrument of Romantic revolt
Unit 9	T.S Eliot: Tradition and the Individual Talent: Theory of poetry, style of poetry, the genesis of the preface
Unit 10	T.S Eliot: Tradition and the Individual Talent: Language of poetry v/s language of prose, who is a poet? "Theory of impersonal poetry"
Unit 11	Sigmund Freud: The Nature of Dreams: Psychoanalysis, topographical model of the mind, the psyche, defense mechanisms, psychosexual stages, analysis of dreams
Unit 12	I.A.Richards: Principles of Literary Criticism: exposition of prosodic theory, practical criticism/new criticism, observation on language
Unit 13	Matthew Arnold: Culture and Anarchy (Select Sections): The Reform Bill of 1867, urbane irony, shifts of ridicule, Arnold versus utilitarianism
Unit 14	Matthew Arnold: Culture and Anarchy (Select Sections): Scientific and social passion, "Sweetness" and "Light" in Arnold's understanding, the "Philistines" and "Barbarians"

READINGS:

1. POETICS by ARISTOTLE, TRANSLATED BY MALCOLM HEATH, PENGUIN BOOKS INDIA
2. ENGLISH CRITICAL TEXTS by D. J. ENRIGHT, CHICKERA ERNST DE, OXFORD UNIVERSITY PRESS
3. PRINCIPLES OF LITERARY CRITICISM by I.A.RICHARDS, ROUTLEDGE
4. NATYASASTRA OF BHARATAMUNI (4 VOLS.) by M. M. GHOSH, PUSHPENDRA KUMAR, OTHER
5. LITERARY CRITICISM: FROM PLATO TO THE PRESENT by M.A.R. HABIB, OXFORD UNIVERSITY PRESS
6. A HISTORY OF MODERN CRITICISM: 1750-1950 by RENNE WELLEK, ORIENT BLACKSWAN PVT. LTD.

Course code	DEENG514	Course Title	INTRODUCTION TO THE STUDY OF LANGUAGE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Identify vowels and consonants in phonetics

C02: Distinguish between different parts of speech organs, place of articulation and manner of articulation

C03: Describe syllable and stress patterns in relationship with aspects of connected speech in English language

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

READINGS:

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

Course Code	DESSC501	Course Title	TEACHING APTITUDE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Understand the teaching.
CO2: Visualize the learner's characteristics.
CO3: Describe different factors affecting teaching.
CO4: Discuss various methods of teaching.
CO5: Evaluate teaching support system.
CO6: Analyze various evaluation systems in education.

Unit No.	Content
Unit- 1	Teaching: Concept of Teaching, Objectives of Teaching, Levels of Teaching Characteristics of Teaching, Basic requirements of Teaching
Unit- 2	Adolescent Learner's characteristics-I: Academic characteristics of adolescent learners, Social characteristics of adolescent learners
Unit- 3	Adolescent Learner's characteristics-II: Emotional characteristics of adolescent learners, Cognitive characteristics of adolescent learners
Unit- 4	Adult Learner's characteristics-I: Academic and social characteristics of adult learners, Social characteristics of adult learners
Unit-5	Adult Learner's characteristics-II: Emotional characteristics of adult learners, Cognitive characteristics of adult learners
Unit- 6	Individual Differences: Meaning and definition of individual differences, Types of individual differences, Causes of individual differences
Unit- 7	Factors affecting Teaching: Teacher and learner, Support material, Instructional facilities, Learning environment, Institution
Unit- 8	Methods of teaching-I: Methods of teaching in institutions of higher learning Teacher centered methods, Learner centered methods
Unit- 9	Methods of teaching-II: Off-line methods and On-line methods
Unit- 10	Teaching support system-I: Traditional support system, Modern support system
Unit- 11	Teaching support system-II: ICT based support system
Unit- 12	Evaluation systems-I: Elements of evaluation, Types of evaluation
Unit- 13	Evaluation systems-II: Evaluation in choice-based credit system in higher education, Computer based testing
Unit- 14	Innovations in evaluation systems: Concept map and test, e-portfolio, podcast and vlog, Talk show performance, minute paper, artificial intelligence and assessment rubrics

Readings:

1. UGC-NET/JRF/SET TEACHING & RESEARCH APTITUDE (GENERAL PAPER-I) by Dr. K. KAUTILYA, 1st Edition, (2019) UPKAR
2. NTA UGC NET/SET/JRF - PAPER 1: TEACHING AND RESEARCH APTITUDE by KVS MADAAN, 4th Edition, 2020, PEARSON
3. Trueman's UGC NET/SET General Paper I by M. Gagan, Sajit Kumarm, Danika Publishing Company, 1st Edition, 2019
4. CBSE UGC-NET: TEACHING & RESEARCH APTITUDE by Dr. M.S. ANSARI & RPH EDITORIAL BOARD, RAMESH PUBLISHING HOUSE, 1st Edition, 2019

Course code:	DEENG521	Course Title:	DISCURSIVE PROSE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Describe the characteristics of essay as a specific genre of literature and discuss its various aspects

C02: Understand the development of essay as a genre.

C03: Comprehend the stylistic features of the essayists included in the syllabus.

C04: Enrich their vocabulary.

C05: Express their learning by writing answers on the essays.

Unit No.	Content
Unit 1	Francis Bacon: Of Studies: Studying essay as a genre, Practical aspects of study or knowledge in human life, The influence of learning on different people
Unit 2	Francis Bacon: Of Studies: Didactic intent, The features of Bacon's style
Unit 3	Francis Bacon: Of Truth: Some philosophical, theological, civil truths, Analysis of truth
Unit 4	Francis Bacon: Of Truth: Lies and falsehoods and their origins, Moral idealism of Bacon, Stylistic analysis of the essay
Unit 5	Joseph Addison: Pleasures of Imagination: Types of Imagination, Sight as primary source of imagination, Distinguishing pleasures of imagination, Sense and understanding
Unit 6	Joseph Addison: Sir Roger at Westminster Abbey: Visiting the Resting place, Familiarizing with the dead souls, A dialogue with the unseen
Unit 7	Jonathan Swift: Hints Towards an Essay on Conversation: Critical approaches to conversation, Difference between gossip and conversation, Errors while participating in agreeable conversation, Discourse on etiquette
Unit 8	Jonathan Swift: Thoughts on Various Subjects: Some thoughts on religion, Some thoughts on philosophy, Some thoughts on human nature, Satire in essay
Unit 9	Charles Lamb: Imperfect Sympathies: Thematic and stylistic analysis, Racial and national prejudices, Human relationships and parameters of judgment
Unit 10	Charles Lamb: Dream Children: A Reverie: Criticism of life in humour and pathos, Fantasy and dream children, Projections of unfulfilled desires, regret and loss, Autobiographical elements
Unit 11	William Hazlitt: On Genius and Common Sense: Thoughts on reason, imagination and impressions, Relationship between common sense and impressions, Thoughts on various aspects of knowledge and faculty of mind, Interpretation of genius; relationship between instinct, intuition and common sense
Unit 12	William Hazlitt: On the Ignorance of the Learned: Some general and critical approaches to knowledge, Various dimensions of knowledge and learning, Some common follies of the learned and basic idea of ignorance, Satire and attack on formal education
Unit 13	George Orwell: The Politics and the English Language: Arguments on the cause and the effect of bad language in literary and political writings, Flaws in modern English writings and references, Connection between political orthodoxies and debasement of language, Measures to effectiveness of English writing.
Unit 14	Bertrand Russell: A free Man's Worship: The tradition of power worship, Arguments against the existing traditions, an attempt of emancipating the modern people from the tradition worship of power, Ideas of true freeman

READINGS:

1. GREAT ENGLISH ESSAYS: FROM BACON TO CHESTERTON by ADDISON, JOSEPH, DOVER PUBLICATIONS
2. BACON ESSAYS by FRANCIS BACON, OXFORD UNIVERSITY PRESS
3. ESSAYS OF ELIA: CHARLES LAMB by LAMB, CHARLES, OXFORD UNIVERSITY PRESS
4. GEORGE ORWELL: ESSAYS by ORWELL, GEORGE, PENGUIN BOOKS INDIA

Course code	DEENG519	Course Title	POST-INDEPENDENCE INDIAN LITERATURE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

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

READINGS:

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

Course Code	DEENG525	Course Title	LITERARY THEORY POST WORLD WAR II
			WEIGHTAGE
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Dissect the field of cultural studies on literary theory

CO2: Analyze the significance of literary theory in present era

CO3: Estimate the application of literary theory on literary texts

CO4: Describe the impact of literary theory on various movements

CO5: Reproduce the relation between criticism and theory

Unit No.	Content
Unit-1	Structuralism and Post-Structuralism: meaning of Structuralism and Post-Structuralism
Unit-2	Structuralism and Post-Structuralism: la langue and la parole, synchronic and diachronic analyses, paradigmatic and diachronic analyses
Unit-3	Structuralism and Post-Structuralism: sign, signifier and signified, Derridean deconstruction, signs of the fathers-Saussure
Unit-4	Feminism-Elaine Showalter: "Feminist Criticism in the Wilderness" : women's writing and women's culture, defining the feminine
Unit-5	Feminism-Elaine Showalter: "Feminist Criticism in the Wilderness" : The gynocritics and the women's test, exploration of women's psyche
Unit-6	Feminism-Elaine Showalter: "Feminist Criticism in the Wilderness" : women's writing and women's body, women's writing and women's language
Unit-7	Marxism-Terry Eagleton: Sections I, II and IV of "Marxism and Literary Criticism" : Introduction to Marxist criticism, literature and history, base and superstructure
Unit-8	Marxism-Terry Eagleton: Sections I, II and IV of "Marxism and Literary Criticism" : literature and superstructure, literature and ideology, history and form, author as a producer
Unit-9	Postmodernism-Frederic Jameson: "Postmodernism or the Cultural Logic of Late Capitalism" : meaning of Postmodernism, Postmodern depthlessness, waning of affect, schizophrenia
Unit-10	Postmodernism-Frederic Jameson: "Postmodernism or the Cultural Logic of Late Capitalism" : pastiche, historicization of past, sublime and simulacrum, Postmodernism and Late Capitalism
Unit-11	Orientalism-Edward Said: "Introduction' to Orientalism" : the concept of Orientalism, the Orient and the Occident
Unit-12	Orientalism-Edward Said: "Introduction' to Orientalism" : representation of Orient, concept of 'Other'
Unit-13	New historicism and cultural materialism: the concept of New historicism, New historicism and Foucault, advantages and disadvantages of New historicism
Unit-14	New historicism and cultural materialism: New historicism: an example, the concept of Cultural materialism, Cultural materialism: an example

READINGS:

1. CONTEMPORARY LITERARY AND CULTURAL THEORY: FROM STRUCTURALISM TO ECOCRITICISM by PROMOD KUMAR NAYAR, Pearson Education India
2. MODERN CRITICISM AND THEORY: A READER by DAVID LODGE, PEARSON
3. BEGINNING THEORY (PAPERBACK) by PETER BARRY, VIVA BOOKS PRIVATE LIMITED

Course code	DEENG527	Course Title	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Identify the impact of colonialism on culture

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

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

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

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

READINGS:

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

Course Code	DEHIS551	Course Title	HISTORY OF INDIA UPTO AD 650	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- C01:** Evaluate the origin, significance and contribution of Harappan civilization, Vedic age and later Vedic age
- C02:** Analyze the emergence of the Mauryan and Gupta empires during the “classical age” in India
- C03:** Define the various stages of the evolution of ancient dynasties in India
- C04:** Evaluate review the social, economic, religious and political life of India during ancient period
- C05:** Examine the rise and fall of Kushans, Gupta and Post Gupta rulers and their achievements
- C06:** Analyze the Sangam, Pallava and Chola's administration, economy and land grants during Sangam age

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

READINGS:

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

Course Code	DEPOL525	Course Title	POLITICAL INSTITUTIONS IN INDIA	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

CO5: Discuss about various constitutional and statutory bodies of India

CO6: Evaluate the functioning of the local government institutions

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

READINGS:

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

Course Code	DESOC515	Course Title	FUNDAMENTALS OF SOCIOLOGY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

CO3: Examine structural and functional significance of social institution

CO4: Innovate ideas to create pathways for the social problems

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

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

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

READINGS:

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

Course Code	DEHRM504	Course Title	HUMAN RESOURCE MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Demonstrate basic concepts and functions of human resource management

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

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

CO4: Apply human resource management functions to handle emerging issues

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

READINGS:

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

Course Code	DEFIN542	Course Title	CORPORATE FINANCE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

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

READINGS:

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

Course Code	DEMG581	Course Title	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Enumerate the concept of management practices and organizational behavior

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

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

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

CO5: Apply human resource management functions to handle emerging issues

Unit No.	Content
Unit-1	Organizational behavior: relationship between management and organization behavior, model of OB and contributing disciplines to the OB field Foundations of individual behavior: values, attitude and job satisfaction, theories of learning and behavior modification
Unit-2	Personality: theories of personality and its assessment, transactional analysis and attribution theory of perception Emotions: emotional intelligence and affective events theory of emotion Motivation: early and contemporary theories of motivation
Unit-3	Group dynamics: group dynamics and its significance, types of groups, formation and stages of group development, group performance factors Team development: team formation, its types and difference between group and team
Unit-4	Organizational conflict and negotiations: conflict sources, types and levels of conflict, traditional and modern approaches to conflict, resolution of conflict through negotiation Stress: sources and consequences of stress, stress management techniques
Unit-5	Introduction: External and Internal Forces of environment affecting HRM, Objectives and functions of HRM. Human Resource Planning: HRP process, Barriers and Prerequisites for Successful HRP.
Unit-6	Job Analysis: Methods of Collecting Job Data, Potential Problems with Job Analysis, Job Design and its approaches, Process of Job Analysis
Unit-7	Recruitment & Selection: Meaning, Recruitment process, Recruitment Methods, Challenges in India and Selection Process
Unit-8	Talent Management: talent management, talent retention, talent acquisition and sources of talent acquisition Orientation, induction and placement: process of orientation, induction and placement programme, Evaluation of Orientation Programme
Unit-9	Training and Development: employee training, difference in training and development, methods of training, methods of management development, people capability maturity model
Unit-10	Career planning and management: career management, process of career planning, challenges in career planning
Unit-11	Performance management system: performance management, performance planning, performance appraisal, potential appraisal, feedback and counselling
Unit-12	Compensation management: types and theories of compensation, concept of wages, factors influencing compensation management, incentives and fringe benefits, employee engagement and retention.
Unit-13	Managing industrial relations: major actors and their roles in IR, factors influencing IR, approaches to IR, grievance handling procedure

Unit-14**Industrial Disputes:** industrial disputes, methods of settlement of industrial disputes, trade unions and their challenges in India**READINGS:**

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

Course Code	DEMKT613	Course Title	CONSUMER BEHAVIOR	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Understand the implications of consumer behavior concepts & theories for businesses and wider society.
- CO2:** Discern how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
- CO3:** Analyze the dynamic interplay of internal and external factors influencing consumer behavior and accordingly develop a marketing strategy.
- CO4:** Articulate practical and comprehensive managerial understanding of consumer behavior.
- CO5:** Develop the understanding of marketing regulation, consumer protection act and contemporary issues in consumer behaviour.

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

READINGS:

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

Course Code	DEECO608	Course Title	INTERNATIONAL ORGANIZATION AND REGIONAL COOPERATION IN TRADE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze the theoretical foundations of international trade

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

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

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

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

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

Unit No.	Content
Unit-1	Theoretical Foundations of International Trade: reasons for international trade: mercantilist and neo-mercantilist view
Unit-2	Direct Investment: FDI in the world economy, the political economy of FDI, cost and benefit of FDI to host and home countries, government policy instruments and FDI; foreign debt situation.
Unit-3	Instruments of Commercial Policy: tariffs quotas and other measures and their effects; arguments for and against protection; trade regulations and WTO; trade policy and developing countries.
Unit-4	Factor Movements and International Trade in Services: capital flows-types and theories of foreign investments, barriers to foreign investments; labour migration; theory of international trade in services.
Unit-5	Regional Economic Integration: levels of regional economic integration; free trade area, customs union, economic union, and common market; trade creation and diversion effects, NAFTA, EU, SAARC, ASEAN.
Unit-6	Policy Framework and Promotional Measures: India's foreign trade and investment policy; policy making body and mechanism; export promotion measures and infrastructure support –export and trading, houses, export promotion schemes and incentives; institutional arrangements for export promotion; export processing/special economic zones, 100% EOUs
Unit-7	International Organizations: role of international organizations and do they really matter, History and Background, controls of the IMF, governments and IMF programs
Unit-8	Regional Monetary Funds: Introduction, role of World Bank, role of international institutions, cooperation
Unit-9	The Charter of the United Nations: the united nations general assembly, role of united nations security council, the united nations human rights conventions
Unit-10	International monetary system: introduction, Bretton woods system, operation and evolution of the Bretton Wood system, international monetary system: present and future
Unit-11	International Macroeconomic Policy: fixed versus flexible exchange rates; international monetary systems; financial globalization and financial crises.
Unit-12	Forms of economic cooperation: reforms for the emergence of trading blocs at the global level, static and dynamic effects of a custom union and free trade areas.
Unit-13	Multilateralism and WTO: emerging international monetary system with special reference to developed and developing countries. reform of the international monetary system, India and developing countries
Unit-14	Global cooperation on the environment: role of global cooperation on culture & institutions

READINGS:

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

Course Code	DECAP790	Course Title	PROBABILITY AND STATISTICS		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

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

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

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

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

Unit No.	Content
Unit-1	Introduction to probability: Elements of Set Theory, Sample Space and Probability Measure, Statistical Independence, Conditional Probability, Counting Sample Points, Mutually and pair wise independent events, multiplication theorem of probability for independent events, Baye's theorem.
Unit-2	Introduction to statistics and data analysis: Statistical Inference, Samples, Populations and Experimental Design, Measures of Location: The Sample Mean and Median, Measures of Variability, Discrete and Continuous Data, Statistical Modeling, Scientific Inspection, and Graphical Diagnostics, Graphical Methods and Data Description, General Types of Statistical Studies.
Unit-3	Mathematical expectations: Definition, expected value of random variable, expected value of function of a random variable, properties of expectations, Various measures of Central Tendency, Dispersion, skewness and Kurtosis for continuous probability distribution, continuous distribution function, Variance, Properties of variance, covariance.
Unit-4	Moments: Chebyshev Inequality, Moments of Two or More Random Variables, Moments of Sums of Random Variables, Moment Generating Function, Properties of moment generating function, cumulants, Raw and central moments.
Unit-5	Relation between moments: raw moments & central moments, Effect of change of origin and scale on moments, Pearsonian coefficients Measures of skewness, kurtosis.
Unit-6	Correlation, regression and analysis of variance: Pearson's Correlation coefficient, Spearman's Rank correlation coefficient, Regression Concepts, Regression lines, Multiple correlation and regression, Analysis of Variance- One-way classification and two-way classification.
Unit-7	Standard distribution: Binomial, Poisson, Negative Binomial Distribution, Normal Distribution and their properties.
Unit-8	Statistical quality control: Introduction, Process control, control charts for variables – X and R, X and S charts control, charts for attributes: p chart, np chart, c chart and their applications in process control
Unit-9	Index numbers: Learn about the need of index numbers, explain the different methods of constructing index numbers, evaluate the tests for judging the soundness of an index number.
Unit-10	Time series: Explain about time series, describe components of time series, and define measurement of variations of time series.
Unit-11	Sampling theory: Sampling Theory, Random Samples and random Numbers, Sampling with and without replacement, sampling distributions, sampling distribution of means, sampling distribution of properties, sampling distribution of differences and sum, standard errors, software demonstration of elementary sampling Theory.
Unit-12	Hypothesis testing: Definition of hypothesis, interpret statistical procedure of hypothesis testing, use application of hypothesis testing in several business contexts.

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

READINGS:

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

Course Code	DEHIS553	Course Title	HISTORY OF INDIA FROM 650-1200 AD	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Examine early medieval Indian history and culture with the help of archaeological and literary sources
- CO2:** Identify various social, political, economic and cultural developments in early medieval Indian history
- CO3:** Analyze the emergence of political structure, regional specification and urban processes in early medieval India

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

READINGS:

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

Course Code	DEPOL527	Course Title	PUBLIC POLICY AND GOVERNANCE IN INDIA	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Understand the nature and scope of public policy and administration in India

C02: Assess the major problems and complexities in India's governance system

C03: Appreciate the methodological pluralism and synthesizing nature of knowledge in public policy and administration

C04: Analyse the changing dimensions and patterns in India's public governance and administrative processes.

C05: Evaluate the role of non-state actors and civil society in India's public governance system.

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

READINGS:

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

Course Code	DESOC506	Course Title	GLOBALIZATION AND SOCIETY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Identify concept of globalization as academic contested

CO2: Locate the economic dimension of globalization

CO3: Consider the political dimension of globalization

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

READINGS:

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

Course code	DEHRM619	Course Title	TRAINING AND DEVELOPMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

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

READINGS:

1. EMPLOYEE TRAINING AND DEVELOPMENT by RAYMOND A NOE, AMITABH DEO KODWANI, MCGRAW HILL

Course Code	DEFIN548	Course Title	INTERNATIONAL FINANCIAL MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

Unit No.	Content
Unit-1	Introduction to International Financial management: Domestic vs. international finance, International financial market integration, currency crisis, and global recession and risk spill over
Unit-2	Balance of Payments - Structure - Contents of Current, Capital, and Reserve Accounts – Linkages and Impact on Exchange Rates, Capital Markets, & Economy - Understanding BOP structure of a country for Investment and Raising Finance
Unit-3	Foreign Exchange Markets and Exchange Rate Mathematics: Nature, Functions, Transactions, Participants, Forex Markets in India, Forex dealing, Foreign exchange regimes, Foreign exchange rate determination, factors affecting foreign exchange
Unit-4	Forecasting Foreign Exchange Rate: Exchange Rate Forecasting– Purchasing Power Parity, Covered and Uncovered Interest Rate Parity – International Fisher's Effect - Forward Rate Parity–Influence of these parity relationships on Exchange Rates
Unit-5	Foreign Exchange Spot and Derivative Market: Spot and Forward Contracts- Cash and Spot Forex Trading, Forward Contracts- Long and Short Forward contract, Foreign Exchange Futures Contract- Contract specification trading at National Stock Exchange of India
Unit-6	Management of Foreign Exchange Risk: Foreign Exchange Exposure: Risk, Measurement and Management: Global Firms Foreign exchange exposure - Transaction, economic and translation exposures, potential currency exposure impact on global firms and investor performance
Unit-7	International Capital Markets - Sources of International Finance - Debt and Equity Markets –International Equity Diversification, Short-term Vs Long-term Finance – Export Import Finance
Unit-8	Capital Structure of the Multinational Firm: International Capital Structure – Parent Vs Subsidiary Norms, Global Capital Structure – Factors affecting the choice of markets and structure. International Cost of Capital – Calculation – Cost of Foreign Debt, Cost of Foreign Equity, Use of International CAPM
Unit-9	Capital Budgeting of the Multinational Firm: International Capital Budgeting – Key Issues – Unique Cashflows – Adjusted Present Value Approach. Foreign Direct Investment – Motives – Determinants – International Portfolio Diversification.
Unit-10	Working Capital Management of the Multinational Firm: International Working Capital Management – International Cash Management – Decentralized Vs Centralized Cash Management – Bilateral Vs Multilateral Netting – Central Cash Pool
Unit-11	Option Contracts American and European Currency Options, call and Put option, Option and risk management strategies. Introduction to currency swap, Foreign exchange risk management strategies through Forward contracts, future contracts, money market hedges, and options contracts.

Unit-12	Managing Foreign Operations: ADRs; benefits and costs of ADR holdings for investors; benefits and costs of ADR issuance for corporations, External Commercial Borrowing and International refinancing, issues and challenges before multinational subsidiaries
Unit-13	Multinational Cash management: Centralized perspective of Cash Flow Analysis, Techniques to Optimize Cash Flow- Leading and Lagging, Netting, Matching.
Unit-14	Country Risk Analysis- Nature of Country Risk Assessment, Techniques to assess Country Risk, Raters of Country Risk, Multinational Capital Budgeting: Problems and issues in Foreign Investment Analysis, Techniques of Multinational Capital Budgeting- NPV, IRR, APV

READINGS:

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

Course Code	DEMGN578	Course Title	INTERNATIONAL BUSINESS ENVIRONMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

Unit No.	Content
Unit-1	Overview of international business environment: Globalization and international Business; introduction to international business, types of international business
Unit-2	Components of international Business environment: social environment, political and legal environment, economic environment, technological environment
Unit-3	The external environment and challenges: assessing risk in international business, Recent world trade and foreign Investment trends, environment Influence on Trade and investment patterns
Unit-4	International Trade theories: theory of absolute advantage, theory of comparative advantage, factor proportion theory, the diamond model of national competitive advantage, factor mobility theory
Unit-5	Protectionism and trading environment: Globalization trends and challenges; environment for foreign trade and investment, governmental influence on trade and investments; tariff and non-tariff barriers
Unit-6	Economic Integration and Co-operation: cross national cooperation and agreements, Role of international organizations: WTO, IMF, Regional Economic Integrations
Unit-7	International financial markets: foreign exchange market mechanism, exchange rate arrangement, determinants of exchange Rates, exchange rate movements and their impact
Unit-8	Global Debt and Equity Markets: Euro Currency market, offshore financial centres, International Banks, Non-Banking Financial service firms; stock markets
Unit-9	Global Competitiveness: Export Management, Technology and global Competition, world economic growth and the environment
Unit-10	Internationalization strategies: Theories of internationalization, Modes of operations in International Business,; export and import strategy
Unit-11	Forms and Ownership of Foreign Production: Types of collaborative arrangements; Licensing, joint ventures& consortium approaches Managing International Collaborations
Unit-12	International business diplomacy: Negotiating an International business, issues in asset protection, Multilateral sentiments
Unit-13	Country evaluation and selection: Opportunity and risk matrix, analysis of Macro and micro indicators, country comparison tools
Unit-14	Globalization and society: globalization with social responsibility, Ethical Dimensions of Labour Conditions, Ethics and the Environment, legislation for anti-competitive and unfair trade practices

READINGS:

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

Course Code	DEMKT503	Course Title	MARKETING MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

Unit No.	Content
Unit-1	Introduction: market and marketing, definition, nature and scope of marketing, exchange process, functions of marketing, core marketing concepts
Unit-2	Marketing orientations: evolution of modern marketing concept, holistic marketing concepts, new marketing orientations selling vs. marketing
Unit-3	Marketing mix: 7 P's & 7 C's of Marketing, 4 A's of Marketing, customer quality, value and satisfaction, Michael E. Porters chain analysis model
Unit-4	Marketing environment: Significance of scanning marketing environment; Analysis of macro environment of marketing – economic, demographic, socio-cultural, technological, political legal and ecological; Impact of micro and macro environment on marketing decisions
Unit-5	Consumer behaviour: buyer behaviour, different consumer roles, need for studying buyer behaviour, different buying motives, consumer buying decision process and influences, consumer vs. business buying behaviour, industrial buying process
Unit-6	Segmentation decisions: market segmentation, characteristics of a segment, bases for segmenting a consumer market, levels of market segmentation, factors influencing selection of market segments
Unit-7	Targeting and positioning: Benefits of market segmentation; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process
Unit-8	Product decisions: concept and classification, layers of products, major product decisions, product-mix, new product development stages, packaging and labelling, product life cycle (PLC) – concept and appropriate strategies adopted at different stages
Unit-9	Pricing decisions: pricing – objectives, price sensitivity, factors affecting price of a product, pricing methods and strategies, ethical issues in product and pricing decisions
Unit-10	Distribution planning: channels of distribution – concept and importance, different types of distribution middlemen and their functions, selection, motivation and performance appraisal of distribution middlemen
Unit-11	Distribution decisions: decisions involved in setting up the channel, channel management strategies, distribution logistics – concept, importance and major logistics decisions, channel integration and systems, ethical issues in distribution decisions
Unit-12	Distribution decisions: retailing and wholesaling, types of retail formats, retail theories, retailing strategies, non-Store retailing, wholesaling – nature and importance, types of wholesalers, developments in retailing and wholesaling in indian perspective
Unit-13	Promotion decisions: role of promotion in marketing, promotion mix, integrated marketing communication, concept, communication process and promotion, determining promotion mix, factors influencing promotion mix, developing promotion campaigns, sales promotion, direct marketing, public relations, digital and social media
Unit-14	Trends in marketing: service Marketing, e-marketing, green marketing, customer relationship management, rural marketing, other emerging trends, ethical issues in marketing

READINGS:

1. Kotler, P. & Keller, K. L. (2017). Marketing Management. Pearson
2. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). Marketing Concepts and Cases. Tata McGraw Hill

Course Code	DEECO542	Course Title	ECONOMICS OF EDUCATION AND HEALTH	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

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

READINGS:

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

Course Code	DECAP792	Course Title	DATA SCIENCE TOOL BOX		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

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

Unit No.	Content
Unit-1	Data Science Fundamentals: What is Data Science? What is Data? The Data Science Process, Need of Data Science, Global requirement of Data Scientist.
Unit-2	Using Data Science Tool R and R Studio: Installing R, Installing R Studio, RStudio Tour, R Packages, Projects in R
Unit-3	Version Control and GitHub: Version Control, Github and Git, Linking Github and R Studio, Projects under Version Control
Unit-4	Introduction to Python: Variables and expressions, conditional execution (loops, branching, and try/except), functions, Python data structures (strings, lists, dictionaries, and tuples), and manipulating files
Unit-5	Python as Data Visualization: Introduction to Data Visualization, introduction to Matplotlib, Basic Plotting with Matplotlib, importing Dataset, Line Plot, Area Plots, Histograms Bar Charts, Waffle Charts, Word Clouds
Unit-6	Introduction to Rapid Miner: Downloading and Installation of Rapid Miner, Introduction to different modules of Rapid miner interface, working with different sample data in Rapid miner, Working with different sample process in Rapid miner
Unit-7	Introduction to operators in Rapid Miner: Introduction to various operators in RapidMiner, working with different data processing operators, Using various filters. Statistical. Analysis of sample data.
Unit-8	Introduction to Big Data: Understanding big data concepts and terminology datasets data analysis data analytics descriptive analytics, diagnostic analytics, predictive analytics, prescriptive analytics business intelligence (BI) ,key performance indicators (KPI) big data characteristics volume, velocity ,variety veracity value different types of data :structured data ,unstructured data ,semi- structured data ,metadata case study background history identifying data characteristics volume velocity variety veracity
Unit-9	Business Motivations and Drivers for Big Data Adoption: Business Motivations and Drivers for Big Data Adoption : marketplace dynamics business architecture business process management information and communications technology data analytics and data science digitization affordable technology and commodity hardware social media hyper-connected communities and devices cloud computing internet of everything (IoE) case study example
Unit-10	Introduction to Weka mining tools: Introduction to Weka tool, importing data into Rapid miner using different formats of files, Storing and retrieving data using rapid miner.

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

READINGS:

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

Course Code	DEHIS632	Course Title	WOMEN IN INDIAN HISTORY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

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

READINGS:

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

Course Code	DEPOL650	Course Title	COMPARATIVE POLITICAL ANALYSIS	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

CO3: Analyze various classifications of states and different constitutional structures

CO4: Develop an understanding to compare the world political system

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

READINGS:

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

Course Code	DESOC507	Course Title	GENDER AND SOCIETY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Identify social construction of gender in the context of gender role and its development

C02: Classify the theoretical standpoint available and reinforced in the study of sociological analysis of gender construction with special reference to feminist thought

C03: Articulate interdisciplinary connection between economic, political and religious dimensions of gender construction as social stratification

C04: Categorize the various status of women in Indian context under the list of gendered social issues

C05: Defend the position of women's studies and its development with special reference to its demographic profile

C06: Design a model for role-play program on the development of women's movements contributing the contemporary social change

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

READINGS:

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

Course Code	DEHRM615	Course Title	INDUSTRIAL RELATION AND LABOUR LAWS
			WEIGHTAGE
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

- C01:** Associate intricacies of employee-employer relations in actual work situation
C02: Appraise industrial relation dynamics and apply labour related laws in actual operation with resulting implications
C03: Establish relation between industrial culture and government policies
C04: Manage sound inter personal relations with individual employees at the back drop of trade union and nontrade union bargaining
C05: Evaluate the recent legal amendments implications on employee-employer relations
C06: Apply several techniques of negotiation and bargaining with various stakeholders in an organization

Unit No.	Content
Unit 1	Introduction to Industrial Relations: Evolution of Industrial Relations, models of Industrial Relations, approaches to industrial Relations
Unit 2	Industrial Relations in India: Development of industrial Relations in India, The role of Employee, Employer and Government in Industrial Relations
Unit 3	Trade Unions: Theoretical Foundation and Legal Framework, structure and management of trade union, trade union as an Organization Structure
Unit 4	The Trade Union Movement: Development of Trade union movement in India, trade union cooperation and consultative machinery, measures to strengthen the trade union movement in India
Unit 5	Trade Union Rivalry and Recognition: Code of conduct and trade union rivalry, recognition of trade unions in India, recognition of majority union and problems involved, rights of recognized versus minority unions
Unit 6	Size and Finance of Indian Trade Unions: Factors responsible for the small size, Consequences of The small size of trade unions, Sources and challenges of finance, Ways of improving finance
Unit 7	Collective Bargaining: Importance of collective bargaining, types process and challenges, legal frame work
Unit 8	Grievances: Nature and causes of Grievances, grievances procedures, managing employee grievance, Grievance Settlement Authority
Unit 9	Discipline: Importance and types of discipline, managing discipline, types of indiscipline, domestic enquiry
Unit 10	Worker participation in Management: Importance, types, workers participation in India, role of government .
Unit 11	Industrial Disputes: Causes and effects, prevention of industrial disputes, settlement of industrial disputes ,industrial disputes in India
Unit 12	The Industrial Disputes Act, 1947: Settlement of Industrial Disputes, Authorities under the Act, Powers and Duties of Authorities, Provisions relating to Strike, Retrenchment and Closure, Unfair Labor Practices
Unit 13	Industrial Employment (Standing Orders) Act, 1946: Standing orders, Certification, Authorities under the act ,The Industrial Relations Code, 2020 No. 35 of 2020
Unit 14	Wage Legislation: Equal Remuneration Act, 1976, Wage board, The Code on Wages, 2019 No. 29 of 2019

READINGS:

1. INDUSTRIAL RELATIONS, TRADE UNIONS AND LABOUR LEGISLATION by P. R. N. SINHA,
2. INDU BALA SINHA, SEEMA PRIYADARSHINI SHEKHAR, PEARSON
3. INDUSTRIAL RELATION AND LABOR LAWS by MANOPPA A, NAMBUNDRI, SELVARAJ, M.G. Hills

References:

1. DYNAMICS OF INDUSTRIAL RELATION by MAMORIA, GANKAR, HIMALAYA PUBLISHING HOUSE PVT. LTD

Course Code	DEFIN508	Course Title	International Banking and Forex Management
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Course Outcomes:

CO1 : understand the dimensions of international banking

CO2 : establish legal and regulatory issues in international banking institutions

CO3 : demonstrate foreign exchange market operations

CO4 : analyze and understand the way in which the international financial system operates

WEIGHTAGES	
CA	ETE(Th.)
30	70

Unit No.	Content
Unit-1	International banking : global trends and developments in international banking, international financial centres, offshore banking units, sezs, profitability of international banking operations,
Unit-2	Types of banking : correspondent banking and inter bank banking, investment banking, wholesale banking, retail banking, merchant banking,
Unit-3	International Institutions : International financial institutions, legal and regulatory aspects, risk management
Unit-4	International finance : fundamental principles of lending to mnacs, documentation and monitoring,
Unit-5	International Agencies : international credit policy agencies and global capital markets, raising resources
Unit-6	Project Finance : project and infrastructure finance, financing of mergers and acquisitions
Unit-7	Foreign Exchange evolution : Meaning, elements, Importance, evolution of exchange rate system, International Monetary system, Gold standard
Unit-8	Foreign exchange business : foreign exchange management act (fema), foreign exchange management philosophy, different types of exchange rates,
Unit-9	Regulations : RBI and FEDAI role in regulating foreign exchange, rules regarding rate structure, cover operations, dealing room activities and risk management principles, correspondent bank arrangements,
Unit-10	Foreign Banking Products : nri customers various banking and investment products available under fema, remittance facilities
Unit-11	International trade : regulations covering international trade, various aspects of international trade, government policies,
Unit-12	International regulating agencies: DGFT and their schemes, customs procedures, banks' role in implementing these policies and schemes, wto- its impact
Unit-13	Banking Documents : balance of payment, balance of trade, current account and capital account convertibility, documents used in trade, role of banks in foreign trade, letters of credit,
Unit-14	Foreign Exchange : exchange control relating to foreign trade, import and export finance, laws governing trade finance, role of EXIM bank, risks involved in foreign trade finance

READINGS

1. INTERNATIONAL BANKING by P. SUBRAMANIAN, MACMILLAN

2. INTERNATIONAL BANKING OPERATIONS by B. Y. OLKAR, A. K. TRIVEDI, A. K. ATWARDHAN, A. R. PAWSE, MACMILLAN

Course Code	DEMKT512	Course Title	DIGITAL AND SOCIAL MEDIA MARKETING	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Define social media marketing goal setting necessary to achieve successful online campaigns.
- CO2:** Describe the stages of the social media marketing strategy development process.
- CO3:** Develop effective social media marketing strategies for various types of industries.
- CO4:** Devise an integrated social media marketing strategy using a variety of services, tools and platforms to accomplish marketing objectives.
- CO5:** Analyze the progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

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

READINGS:

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

Course Code	DEECO507	Course Title	COMPARATIVE DEVELOPMENT MODELS
			WEIGHTAGE
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

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

CO2: Criticize various development models in comparative perspective

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

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

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

Unit No.	Content
Unit-1	Concepts of Economic Growth and Development: characteristics, modern economic growth, measurement, economic development; structural approach, institutional approach, distributional approach, basic needs approach, capability approach, economic development and development
Unit-2	Social and Environmental Aspects of Development: objectives, introduction, social aspects of development, environmental aspects of development, sustainable society
Unit-3	Capitalistic Approach: introduction, meaning of capitalism, objectives, history of capitalism, merchant capitalism and mercantilism, beginning of modern capitalism, the physiocrats,
Unit-4	The doctrine of Adam smith: industrial capitalism and laissez-faire, capitalism following the great depression, capitalistic mode of production; types of commodity production, how does capitalism copes with scarcity?
Unit-5	Socialistic Approach: introduction, objectives, history of socialism, socialist revolution, the socialist command economy, the socialistic mode of production, how socialism copes with scarcity?
Unit-6	The Mixed Economy Approach: introduction, objectives, public private partnerships
Unit-7	The East Asian Experience: introduction, objectives, export-driven model of economic development, the common characteristics of the four Asian tigers, Singapore, Taiwan, Hong Kong, south Korea
Unit-8	Experience of United States and Japan: objectives, capitalistic approach: experience of USA, capitalistic approach: experience of Japan
Unit-9	Experience of China and Soviet Union: objectives, socialistic approach: experience of Soviet union, socialistic approach: experience of People Republic of China
Unit-10	Emerging Information and Technology Order: introduction, objectives, applications of information technology, information technology can help productivity growth and overall economic performance, an emerging opportunity for India: the productivity of interactions
Unit-11	Technological Challenges: introduction, information technology industry in India, performance of IT software and service export, contribution to GDP and employment, IT-enabled services (ITES) and broad-based development, some problems and challenges, e-governance programmes, sustainable model of e-governance
Unit-12	Role of IT: information technology in India's financial sector, information technology in Indian agriculture
Unit-13	Emerging Financial System: objectives, financial system and its functions, development of world monetary system and IMF, evaluation of world bank, international development association, Asian development bank, special drawing rights and its features, new Bretton woods, the present international monetary system, the future of the monetary system
Unit-14	International Economic Issues: introduction, objectives, the scale of the debt crisis, causes of the debt crisis, what are the costs of the debt crisis?, terms of trade, India's trade with different countries/alliances and terms of trade, globalisation and emerging trends in terms of trade, trade and inequality, exchange rate volatility

READINGS:

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

Course Code	DECAP794	Course Title	ADVANCE DATA VISUALISATION		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

CO1: Discuss the terminology used in Tableau Prep.

CO2: Identify how Tableau Prep approaches data sampling.

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

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

CO5: Manage and Connect Data Source.

Unit No.	Content
Unit-1	Introduction to Data Visualization: Acquiring and Visualizing Data, Simultaneous acquisition and visualization, Applications of Data Visualization, Keys factors of Data Visualization. Reading Data from Standard text files (.txt, .csv, XML), Displaying JSON content.
Unit-2	Making charts interactive and animated: Data joins, updates and exits, interactive buttons, Updating charts, Adding transactions, using keys , wrapping the update phase in a function, Adding a Play button to the page, Making the Play button go, Allow the user to interrupt the play, sequence.
Unit-3	Managing, organizing and enhancing data: Visualization of groups, trees, graphs, clusters, networks, software, Metaphorical visualization
Unit-4	Creation of Hierarchies: Create hierarchies to drill down into data, Creating groups for data, Creating and Using Sets Create data filters, Create calculated fields, Combine data sources using data blending, Creating & using Parameters, Bringing in More data with Joins
Unit-5	Chart types and their usage in tableau: Defining data and their different visualization ways, Building various charts, Visualizing data using Bar Chart, Lines Charts, Scatterplots, Heat maps, Histograms, Maps, Dual Axis, Charts, Pie Charts.
Unit-6	Visualization data with advanced analytics: Polygon Maps, Bump Charts, Control charts, Funnel charts, Pareto charts, Waterfall charts, Usage and filtration of data with charts, Visualizing categorical data, Visualizing time series data, Visualizing multiple variables, Visualizing geospatial data, Mapbox integrations, Web Mapping Services, Background Images
Unit-7	Interactive dashboards and story points in tableau : Creating a dashboard, Designing dashboard, Add motions, Adding interactivity with actions, Dashboard layout and formatting, Add extra detail to visualization using Marks Shelf, Add Size, Shape, Labels, Details, Tool tips in visualization, Sharing and collaborating dashboards.
Unit-8	Story Points: and how to create them, Designing effective slide presentations to showcase data story, Publish online business dashboards with Tableau, Exporting Pdfs, Sharing Dashboard Securely
Unit-9	Introduction: Installation of TABLEAU, Tableau Interface, Data Types, Tableau features Tableau Data Sources: Connecting data with tableau, Joining data sources, Combine data sources using data blending, Creating and Using Sets Create data filters, Creating & using Parameters, Bringing in More data with Joins
Unit-10	Managing, organizing and enhancing data in tableau: Splitting data, Pivoting & Transforming data, Blue & green pills Filters, Blue & green pills effect on dates, Cleaning data by Bulk Re-aliasing, Setting data defaults ,Create hierarchies to drill down into data, Creating groups for data, Create calculated fields
Unit-11	Sharing your Work: Tableau data source, Tableau data extract, Tableau workbook, Tableau packaged workbook.
Unit-12	Mathematical and visual analytics in tableau : Aggregate calculations, Date calculations, Logic calculations, Number calculations, String calculations, Type calculations, LOD Expressions, Add reference lines and trend lines

Unit-13	Interactive dashboards and story points in tableau :Creating a dashboard, Designing dashboard, Add motions, Adding interactivity with actions, Dashboard layout and formatting, Add extra detail to visualization using Marks Shelf, Add Size, Shape, Labels
Unit-14	Publishing work: Sharing and collaborating dashboards, Story Points and how to create them, Designing effective slide presentations to showcase data story, Publish online business dashboards with Tableau, Exporting Pdfs, Sharing Dashboard Securely

READINGS:

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

Course Code	DEHIS631	Course Title	TWENTIETH CENTURY WORLD	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

READINGS:

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

Course Code	DEPOL617	Course Title	POLITICAL PROCESSES IN INDIA	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

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

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

READINGS:

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

Course Code	DESOC614	Course Title	SOCIOLOGY OF HEALTH	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Define the core concepts of the sociology and health and allied areas like social epidemiology
CO2: Interpret and classify the available content in health discourse and its embodiment
CO3: Solve or plan to resolve the problems in health organization with the practice of community health
CO4: Analyze the contrast dimensions between sociology of risk and care system in modern society
CO5: Reframe prioritize the social construction of illness and the determinants of health
CO6: Design political and economic collaboration for better health and medical practices in the society

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

READINGS:

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

Course Code	DEHRM611	Course Title	COMPENSATION MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Understand components of executive and non-executive compensation

CO2: Apply tools and techniques of job evaluation for assessing and monetizing relative value of jobs

CO3: Analyze job evaluation tools and various compensation packages

CO4: Evaluate various approaches of compensation design and practices in dynamic global environment

CO5: Design a compensation policy on principles of equity, fairness and efficiency

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

READINGS:

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

Course Code	DEFIN611	Course Title	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

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

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

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

CO4: Construct, revise and evaluate portfolios of different securities

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

READINGS:

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

Course Code	DEOPR639	Course Title	OPERATIONS MANAGEMENT AND RESEARCH	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Analyze how to optimally utilize the resources.

CO2: Apply the concepts in solving real life problems.

CO3: Adapt different opinions and make correct judgment.

CO4: Apply mathematical models to a given problem.

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

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

READINGS:

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

Course Code	DEMKT687	Course Title	CUSTOMER RELATIONSHIP MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Develop an insight and new learning in the area of customer relationship management.
- CO2:** Identify and respond to customers' needs, expectations and issues to build productive and rewarding relationships with customers.
- CO3:** Discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.
- CO4:** Develop a conceptual understanding and the knowledge pertaining to practical application for building and managing partnering relationships with customers and suppliers.
- CO5:** Analyse how CRM is being used in consumer and business markets-implementation, management, benefits, problems and solutions.

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

READINGS:

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

Course Code	DEEC0510	Course Title	INTERNATIONAL CAPITAL MARKET AND FINANCE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Describe the basic concepts and working of financial markets
CO2: Associate the theories pertaining to financial markets and their link with monetary policy.
CO3: Analyze the derivatives market
CO4: Classify the international money market
CO5: Evaluate the foreign exchange market and the forward market
CO6: Collaborate the facts of the recent financial crisis and evaluate the situation

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

READINGS:

1. INTERNATIONAL FINANCIAL MANAGEMENT by CHEOL SEUN AND BRUCE GRESNICK, M.G.Hills
2. INTERNATIONAL FINANCE MANAGEMENT by JEFF MADURA, CENGAGE LEARNING
3. MULTINATIONAL FINANCIAL MANAGEMENT by ALAN C. SHAPIRO, WILEY

Course Code	DECAP737	Course Title	MACHINE LEARNING	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Apply python libraries for data analysis and machine learning model development

C02: Evaluate important features from a given dataset

C03: Apply machine learning models for real world problems

C04: Evaluate the performances of different machine learning models

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

LABORATORY WORK:

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

READINGS:

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

Course code	DEMGN801	Course Title	BUSINESS ANALYTICS
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WEIGHTAGES	
CA	ETE(Th.)
30	70

Course Outcomes:

- CO1: apply quantitative modelling and data analysis techniques to problems of real world.
CO2: employ best practices in data visualization to develop charts, maps, tables, and other visual representations techniques to communicate findings to diverse audiences.
CO3: identify and describe complex business problems in terms of analytical models
CO4: apply appropriate analytical methods to find solutions to business problems that achieve stated objective

Unit No.	Content
Unit 1	Business analytics and summarizing business data- overview of business analytics: scope, application, R-studio environment for business analytics, basics of R: packages, vectors, datatypes and data structures
Unit 2	Summarizing business data- one variable and two variables statistics, concept of pipes operator, functions to summarize variables: select, filter, mutate, arrange, summarize and group by
Unit 3	Business data visualization- basic graphs: bar-graph, line-chart, histogram, box and scatterplot, advanced data visualization: graphics for correlation, deviation, ranking, distribution and composition
Unit 4	Business forecasting using time series- time series modelling, exploration of time series data using R, ARIMA, GARCH, VAR methodologies for time series analysis
Unit 5	Business prediction using generalised linear models- logistic regression and statistical inference with application, survival analysis and its application
Unit 6	Machine learning for business- supervised models: K-NN and decision trees, unsupervised models: K-means and hierarchical clustering, classification and prediction accuracy
Unit 7	Text analytics for business- creating and refining text data, inferences through graphs, topic modelling and TDM analysis, sentiment analysis
Unit 8	Business intelligence- introduction to business intelligence, role of data and data base management, role of data mining in business strategy
Unit 9	Data visualization- role of visualization in business intelligence, introduction to charts, graphs and maps
Unit 10	Data environment and preparation- managing metadata, extracts and live data, cross database joints and union
Unit 11	Data blending- data prep with text and excel files, understating data types, extracting data from various file formats
Unit 12	Design fundamentals and visual analytics- filters, sorting, groups and sets, interactive filters, forecasting, use of tooltip, reference line, parameter, drill down and hierarchies
Unit 13	Decision analytics and calculations- types of calculations, logic calculations (including if comment, nested if command etc.), data calculations, string calculations
Unit 14	Mapping- role of maps in business intelligence and visualization, editing unrecognized locations

READINGS:

1. R FOR EVERYONE: ADVANCED ANALYTICS AND GRAPHICS by JARED P. LANDER, PEARSON
2. VISUAL DATA STORYTELLING WITH TABLEAU by LINDY RYAN, PEARSON
3. TEXT MINING WITH R: A TIDY APPROACH by JULIA SILGE AND DAVID ROBINS, SHROFF PUBLISHERS & DISTRIBUTORS PVT. LTD
4. MASTERING TABLEAU by DAVID BALDWIN AND MARLEEN MEIER, PACKT PUBLISHING