

ODL M.A.

MASTER OF ARTS (SOCIOLOGY)

PROGRAMME GUIDE

TABLE OF CONTENTS	
INTRODUCTION	3
PROGRAMME OUTCOMES	3
PROGRAMME SPECIFIC OUTCOMES	3
SALIENT FEATURES	3
PROGRAMME CODE	4
DURATION OF THE PROGRAMME	4
MEDIUM OF INSTRUCTION/EXAMINATION	4
PROGRAMME STRUCTURE	5
PROGRAMME SCHEME	6-10
SYLLABUS OF PROGRAMME	11-113

INTRODUCTION

The Master of Arts (Sociology) programme offers an intellectually rigorous exploration of structural dynamics, cultural shifts, and the mechanisms of social change. Designed to bridge foundational classical theories with contemporary sociological perspectives, the program cultivates an advanced critical consciousness. Students engage deeply with robust quantitative and qualitative research methodologies, preparing them to decode complex social phenomena. Structured for working professionals and global learners, this curriculum equips graduates with the analytical precision required for leadership roles in academia, policy analysis, social development, and institutional research.

PROGRAMME OUTCOMES

P01: Disciplinary Knowledge: Demonstrate a comprehensive understanding of sociological theories, concepts, and research methods, including classical traditions, contemporary perspectives, and applied areas such as health, gender, globalization, kinship, and demography.

P02: Critical Thinking: Critically evaluate complex social phenomena, institutional structures, and public policies by synthesizing sociological insights with intersectional perspectives from political science, criminology, and digital media studies.

P03: Research: Use research methods and tools for academic research and excellence.

P04: Entrepreneurship: Formulate, organize, and manage non-governmental organizations (NGOs), civil society initiatives, and social enterprises aimed at addressing systemic inequalities and community needs.

P05: Leadership and Team spirit: Demonstrate social leadership and team spirit in collaborative social endeavors.

P06: Ethics: Demonstrate moral and ethical values in personal and professional conduct.

P07: Communication and Knowledge Dissemination: Effectively communicate sociological knowledge and research findings through scholarly writing, oral presentations, and digital platforms, tailored for academic, professional, and community audiences.

P08: Develop, deploy, and evaluate methodological tools and techniques to measure the social impacts of public policies, development projects, and community welfare schemes.

P09: Sustainability: Appreciate and promote dimensions of sustainability in socio, economic and political policies.

P010: Lifelong Learning and Adaptability: Recognize the need for continuous learning and be able to adapt sociological knowledge to evolving societal challenges, technological advancements, and global trends.

PROGRAMME SPECIFIC OUTCOMES

PS01: Deploy specialized quantitative and qualitative methodologies to empirically assess, audit, and evaluate the socio-economic impacts of governmental and non-governmental policies, interventions, and development programs across marginalized and diverse strata of society.

PS02: Develop, manage, and sustain non-governmental organizations (NGOs) and civil society initiatives to implement and monitor social development initiatives.

SALIENT FEATURES

- **UGC-Aligned & Globally Benchmarked Curriculum:** Offers a comprehensive, contemporary curriculum aligned with national regulatory standards, delivering deep thematic coverage of classical sociological paradigms alongside specialized modules in gender studies, social stratification, kinship, and global development.
- **Research Focus:** Provides advanced, hands-on training in both qualitative and quantitative research methodologies, data analysis tools, empirical fieldwork paradigms, and structured dissertation writing to foster high-caliber academic scholarship.
- **Applied & Policy-Driven Orientation:** Emphasizes practical competencies in social impact assessment, urban and rural development dynamics, and institutional policy analysis, bridging classroom theory with actionable field applications.
- **Flexible & Career-Oriented:** Utilizes a digital learning architecture tailored for working professionals and lifelong learners, directly optimizing career pathways into higher education, corporate social responsibility (CSR), non-governmental organizations (NGOs), and public policy sectors.

PROGRAMME CODE: DE442C-S

DURATION OF THE PROGRAMME:

Minimum Duration: 2 years

Maximum Duration: 4 years

MEDIUM OF INSTRUCTION/EXAMINATION:

Study Material is available in English medium only. However, a student has the option of writing the Exams in English/ Hindi/ Punjabi language except for DECAP145, DEENG539, DEHRM504, DEFIN542, 3 DEMGN581, DEMKT509, DEECO608, DECAP790, DEENG514, DEHRM619, DEFIN548, DEMGN578, DEMKT503, DEECO542, DECAP792, DEENG519, DEHRM615, DEFIN508, DEMGN801, DEMKT505, DEECO507, DECAP794, DEENG527, DEHRM611, DEFIN576, DEOPR639, DEMKT517, DEECO510 and DECAP737 courses which are to be written in English Language.

**PROGRAMME STRUCTURE
MASTER OF ARTS (SOCIOLOGY)**

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 (English, Data Science, Economics, History, Finance, General Management, Political Science, Human Resource, Marketing)	20
III	Discipline Specific Core- IX Discipline Specific Core- X Discipline Specific Core- XI CR III- A – TERM PAPER or 1 Discipline Specific Course		GE-II (English, Data Science, Economics, History, Finance, General Management, Political Science, Human Resource, Marketing)	20
IV	Discipline Specific Core- XII CR III- B– DISSERTATION Or 2 Discipline Specific Courses		GE-III, GE IV (English, Data Science, Economics, History, Finance, General Management, Political Science, Human Resource, Marketing)	20
Total	60 Credits	4 Credits	16 Credits	80

**PROGRAMME SCHEME
MASTER OF ARTS (SOCIOLOGY)**

COURSE CODE	COURSE TITLE	Credit	CA	ETE (Theory)	ETE (Practical)
TERM1					
DESOC505	CLASSICAL SOCIOLOGICAL TRADITION	4	30	70	0
DESOC515	FUNDAMENTALS OF SOCIOLOGY	4	30	70	0
DESOC516	SCIENCE, TECHNOLOGY AND SOCIETY	4	30	70	0
DEGEN530	FUNDAMENTALS OF RESEARCH	4	30	70	0
DECAP145	FUNDAMENTALS OF INFORMATION TECHNOLOGY	4	30	40	30
TERM2					
DESOC506	GLOBALIZATION AND SOCIETY	4	30	70	0
DESOC558	METHODOLOGY OF SOCIAL RESEARCH	4	30	70	0
DESOC580	CRIMINAL JUSTICE AND CORRECTIONAL MANAGEMENT	4	30	70	0
GE-I	GENERIC ELECTIVE- I	4	30	70/40	0/30
DESSC501	TEACHING APTITUDE	4	30	70	0
TERM3					
DESOC507	GENDER AND SOCIETY	4	30	70	0
DESOC553	SOCIOLOGY OF KINSHIP FAMILY AND MARRIAGE	4	30	70	0
DESOC611	SOCIOLOGY OF DEMOGRAPHY	4	30	70	0
GE-II	GENERIC ELECTIVE II	4	30	70/40	0/30
DESSC608	TERM PAPER OR	4	30	0	70
DESOC567	ENVIRONMENT AND SOCIETY	4	30	70	0
TERM4					
DESOC614	SOCIOLOGY OF HEALTH	4	30	70	0
GE-III	GENERIC ELECTIVE III	4	30	70/40	0/30
GE-IV	GENERIC ELECTIVE IV	4	30	70/40	0/30

DESOC699	DISSERTATION OR	8	30	0	70
DESOC661	SOCIOLOGY OF MASS MEDIA AND POPULAR CULTURE	4	30	70	0
DESOC569	POLITICAL SOCIOLOGY	4	30	70	0
TOTAL CREDITS		80			

GENERIC ELECTIVE (GE) 1 BASKET								
S. No.	Course Code	Course Title	Credit	CA	ETE (Theory)	ETP (Practical)	Elective Area	Term
1	DEENG539	ACADEMIC ENGLISH	4	30	70	0	ENGLISH	2
2	DEPOL525	POLITICAL INSTITUTIONS IN INDIA	4	30	70	0	POLITICAL SCIENCE	2
3	DEHIS551	HISTORY OF INDIA UPTO AD 650	4	30	70	0	HISTORY	2
4	DEHRM504	HUMAN RESOURCE MANAGEMENT	4	30	70	0	HUMAN RESOURCE	2
5	DEFIN542	CORPORATE FINANCE	4	30	70	0	FINANCE	2
6	DEMG581	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	4	30	70	0	MANAGEMENT	2
7	DEMKT509	CONSUMER BEHAVIOUR	4	30	70	0	MARKETING	2
8	DEECO608	INTERNATIONAL ORGANIZATION AND REGIONAL COOPERATION IN TRADE	4	30	70	0	ECONOMICS	2
9	DECAP790	PROBABILITY AND STATISTICS	4	30	40	30	DATA SCIENCE	2

GENERIC ELECTIVE (GE) 2 BASKET								
S. No.	Course Code	Course Title	Credit	CA	ETE (Theory)	ETP (Practical)	Elective Area	Term
1	DEENG514	INTRODUCTION TO THE STUDY OF LANGUAGE	4	30	70	0	ENGLISH	3
2	DEPOL527	PUBLIC POLICY AND GOVERNANCE IN INDIA	4	30	70	0	POLITICAL SCIENCE	3
3	DEHIS553	HISTORY OF INDIA FROM 650-1200 AD	4	30	70	0	HISTORY	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	DEMG578	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) 3 BASKET								
S. No.	Course Code	Course Title	Credit	CA	ETE (Theory)	ETP (Practical)	Elective Area	Term
1	DEENG519	POST-INDEPENDENCE INDIAN LITERATURE	4	30	70	0	ENGLISH	4
2	DEPOL650	COMPARATIVE POLITICAL ANALYSIS	4	30	70	0	POLITICAL SCIENCE	4

3	DEHIS632	WOMEN IN INDIAN HISTORY	4	30	70	0	HISTORY	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	DEMKT505	DIGITAL AND SOCIAL MEDIA MARKETING	4	30	70	0	MARKETING	4
8	DEECO507	COMPARATIVE DEVELOPMENT MODELS	4	30	70	0	ECONOMICS	4
9	DECAP794	ADVANCE DATA VISUALIZATION	4	30	40	30	DATA SCIENCE	4

GENERIC ELECTIVE (GE) 4 BASKET								
S. No.	Course Code	Course Title	Credit	CA	ETE (Theory)	ETP (Practical)	Elective Area	Term
1	DEENG527	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	4	30	70	0	ENGLISH	4
2	DEPOL617	POLITICAL PROCESSES IN INDIA	4	30	70	0	POLITICAL SCIENCE	4
3	DEHIS631	TWENTIETH CENTURY WORLD	4	30	70	0	HISTORY	4
4	DEHRM611	COMPENSATION MANAGEMENT	4	30	70	0	HUMAN RESOURCE	4
5	DEFIN576	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	30	70	0	FINANCE	4

6	DEOPR639	OPERATIONS MANAGEMENT AND RESEARCH	4	30	70	0	MANAGEMENT	4
7	DEMKT517	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 opt for only one area from the Generic Elective basket that will be applicable for the whole program.
2. The student can choose either Term Paper or a Discipline Specific Course DESOC567 - ENVIRONMENT AND SOCIETY in Term 3.
3. If the student opts for Term Paper in Term 3, then he/she is not allowed to opt for courses in lieu of Dissertation in Term 4.
4. If the student opts for course in lieu of Term Paper in Term 3, then he/she is not allowed to opt for Dissertation in Term 4.

Course Code	DESOC505	Course Title	CLASSICAL SOCIOLOGICAL TRADITION	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course student will be able to

C01: understand key sociological theories and contributions of Comte, Spencer, Marx, Weber, Durkheim, and Simmel.

C02: apply classical sociological theories to analyze contemporary social issues.

C03: analyze different sociological perspectives on society and culture.

C04: evaluate the relevance of classical theories in modern social structures.

C05: create independent arguments by integrating classical theories with current social contexts.

C06: critically examine research methodologies and policy implications of sociological theories.

Unit No.	Content
Unit-1	Introduction: origin and development, major sociological thoughts.
Unit-2	August Comte (I): social and intellectual context.
Unit-3	August Comte (II): theory of positivism, hierarchy of science, law of three stages.
Unit-4	Herbert Spencer (I): methodology of sociology, the general system approach.
Unit-5	Herbert Spencer (II): sociological law of evolution, social darwinism.
Unit-6	Karl Marx (I): alienation, historical materialism.
Unit-7	Karl Marx (II): class struggle and labour, capitalism and modern society.
Unit-8	Max Weber: interpretative sociology, social action.
Unit-9	Max Weber (II): ideal type and bureaucracy, protestant ethics and spirit of capitalism.
Unit-10	Max Weber (III): economics and society, sociology of religion.
Unit-11	Emile Durkheim (I): theory of moral education, social facts, division of the labour.
Unit-12	Emile Durkheim (II): suicide, forms of religion, sociology of knowledge.
Unit-13	Georg Simmel: philosophy of money, theory of culture, religion and art.
Unit-14	Georg Simmel: sociology of interaction and experience.

ADDITIONAL READINGS:

1. SOCIOLOGICAL THOUGHT by ABRAHAM, F AND MORGAN, J.H.1997, NEW DELHI, MACMILLAN INDIA LIMITED.
2. MASTERS OF SOCIOLOGICAL THOUGHT - IDEAS IN HISTORICAL AND SOCIAL CONTEXT by COSER, LEWIS, 2003 (2ND EDITION), WAVELAND PRESS, INC.
3. SOCIOLOGICAL THEORY by RITZER, GEORGE, 2010, TATA-MCGRAW-HILL.
4. SOCIOLOGICAL THEORY: CLASSICAL STATEMENTS by ASHLEY, DAVID & DAVID MICHAEL ORENSTEIN, 2007, PEARSON EDUCATION INDIA.
5. UNDERSTANDING CLASSICAL SOCIOLOGY–MARX, WEBER AND DURKHEIM by HUGHES, JOHN A., MARTIN, PETER, J. AND SHARROCK, W.W.1995, SAGE PUBLICATIONS.
6. MAIN CURRENTS IN SOCIOLOGICAL THOUGHT, VOL. I AND II by ARON, REYMOND 1965–1967, PENGUIN.

7. CHAPTERS ON MARX, DURKHEIM AND WEBER SOCIOLOGICAL THEORY by ADAMS, BERT N. & R. A. SYDIE 2001, DELHI.
8. CAPITALISM AND MODERN SOCIAL THEORY by GIDDENS, ANTHONY 1997, CAMBRIDGE, CAMBRIDGE UNIVERSITY PRESS.

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

Course Outcomes: Through this course, the student will be able to

C01: explain the basic concepts, nature, scope, and perspectives of sociology.

C02: describe the structure and functions of major social institutions and social groups.

C03: analyze social processes, social stratification, and mechanisms of social control using sociological perspectives.

C04: apply sociological theories to understand social change and contemporary social issues.

C05: examine the causes and consequences of social inequality, exclusion, and inclusion in society.

C06: evaluate sociological approaches for addressing contemporary social problems and promoting social development.

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 perspective.
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 institutions, educational institutions 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.

ADDITIONAL READINGS:

1. SOCIOLOGY: PRINCIPLES OF SOCIOLOGY WITH AN INTRODUCTION TO SOCIAL THOUGHTS by RAO C.N. SHANKAR. S CHAND.
2. FUNDAMENTALS OF SOCIOLOGY by VIDYA BHUSHAN, PEARSON EDUCATION.
3. FUNDAMENTALS OF SOCIOLOGY by GISBERT P. ORIENT BLACK SWAN, THIRD EDITION (2010).
4. FUNDAMENTALS OF SOCIOLOGY by RAJENDRA KUMAR SHARMA, ATLANTIC.1ST EDITION (2013).

Course Code	DESOC516	Course Title	SCIENCE, TECHNOLOGY AND SOCIETY
			WEIGHTAGE
			CA ETE(Th.)
			30 70

Course Outcomes: Through this course, the student will be able to

C01: discuss the features of contemporary society in terms of science and technology in everyday life belief and practice.

C02: study the significance of new concepts and resultant theories necessary for explaining the process and structure of contemporary society, viz. digital divide as an outcome of information society.

C03: appraise the basics of transformation of Indian society from perspectives revolving round the sub-discipline digital sociology.

C04: intervene the postindustrial society, conceptualized as an information society's transformation in an era of globalization.

C05: articulate social changes undergoing in the contemporary Society and its implications at the global level due to digital revolution or in other words explosion of information and communication technology (ICT).

C06: survey with the help of theoretical implications, a prerequisite for enhancing our understanding of contemporary societies including so called digital India.

Unit No.	Content
Unit-1	Introduction: origin & development of science; practice of STS.
Unit-2	Basic concepts: history of technological development; changing notion of time and space; virtual community.
Unit-3	Digital sociology (I): digital revolution (fourth revolution): lessons from industrial revolution.
Unit-4	Digital sociology (II): ICT paradigm; industrialism and informationalism.
Unit-5	Digital sociology (III): digital india, digital divide and DOI debate for india, state policy and inclusion.
Unit-6	Cyber problems (crime): phishing, identity theft, online harassment, cyber stalking, invasion of privacy.
Unit-7	Cyber problems (internet addiction): IAT, young's scale, IAT data from india.
Unit-8	Cyber security (I): personally identifiable information (PII), protected health information (PHI) personal information.
Unit-9	Cyber security (II): intellectual property, data and governmental and industry information systems from theft and damage.
Unit-10	Cyber security (III): right to privacy in surveillance society (PDP bill); pegasus; soteria: ethical algorithm in informationalism.

Unit-11	Network society & social structure: network society, social structure in network society.
Unit-12	Network society & culture, power: culture in network society, power in network society.
Unit-13	Theories on digital sociology (I): Jurgen Habermas: information and democracy, Herbert Chiller: and the market, Anthony Giddens: surveillance.
Unit-14	Theories on digital sociology (I): Manuel Castells: informationalism; the spirit of informationalism; black holes of informationalism; surveillance in digital society: surveillance capitalism; justice and power; freedom and knowledge.

ADDITIONAL READINGS:

1. SCIENCE, TECHNOLOGY & SOCIETY by SIDDHARTHA, K. (2015), KITAB MAHAL.
2. INDUSTRIAL SOCIOLOGY by BHATNAGAR, M. (2012), S. CHAND PUBLISHING.

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

Course Outcomes: Through this course student will be able to

C01: develop research aptitude and get in-depth understanding of various methods of research.

C02: identify the appropriate research problem and conduct research in an effective way.

C03: understand indexing systems of various journals.

C04: apply ethics of research in writing research papers and dissertation thesis.

C05: understand the basics of intellectual property rights.

Unit No.	Content
Unit-1	Basics of research: meaning of research, objectives of research, motivations in research, types of research.
Unit-2	Research approaches, significance of research, research process, criteria of good research, concept of theory: deductive and inductive theory.
Unit-3	Literature survey and research gap identification, problem identification as per industrial and societal needs, potential and thrust areas, difference between scientific literature and advocacy literature.
Unit-4	Hypothesis: qualities of a good hypothesis, null hypothesis and alternative hypothesis, use of databases, search engines and 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, altmetrics, 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).

ADDITIONAL 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 THE PRESENTATION BOOK.
5. 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: Through this course, students will be able to

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, latest concepts and technologies in use.

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 operating system with utility software.
Unit-5	Data communication: local and global reach of the network, digital and analog transmission, data communication with standard telephone lines and modems, using digital data connections, wireless networks
Unit-6	Networks: sharing data anytime anywhere, uses of a network, common types of a network, hybrid networks, how networks are structured, network topologies and protocols, network media, network hardware
Unit-7	Graphics and multimedia: understanding graphics file formats, getting images 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	Cloud computing : SAAS, PASS, IAAS, public and private cloud; virtualization, virtual server, cloud storage, database storage, resource management, service level agreement

Unit-11	Internet of Things (IOT) : defining IOT, impact of IOT on society, characteristics of IOT, IOT and its applications, functional blocks of IOT, role of an embedded system to support software in an iot device
Unit-12	Cryptocurrency: introduction, digital currency, history of cryptocurrency, types of cryptocurrency, security and cryptocurrency, different exchanges
Unit-13	Blockchain: introduction to blockchain, the business backdrop, business relevance of blockchain, the problem area, relation to bitcoin, requirements for block chain in a business environment
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.

PRACTICAL 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 Print outs
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.

ADDITIONAL READINGS:

1. FUNDAMENTAL COMPUTER CONCEPTS by WILLIAM S DAVID.
2. FUNDAMENTAL COMPUTER SKILLS by FENG-QI LAI, DAVID R. HOFMEISTER.

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

Course Outcomes: Through this course, the student will be able to

C01: understand the concept and evolution of globalization.

C02: analyze the impact of globalization on Indian society and economy.

C03: evaluate globalization's influence on culture and communication.

C04: examine economic transformations in a globalized world.

C05: critically assess globalization's environmental and social challenges.

C06: predict the future of globalization and India's role in it.

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: perspectives, globalization and reforms in India, impact of globalization on women and poor.
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 the environment: tourism, pollution, global warming.
Unit-12	Global crises: globalization as an inevitable process, the east asia crises.
Unit-13	Globalization in Indian society: Indian economy after globalization, impact of globalization on Indian agrarian class structure and culture, towards an alternative view and vision.
Unit-14	Future of globalization: future of globalization, broken promises of global institutions.

ADDITIONAL READINGS:

1. GLOBALIZATION IN INDIA: NEW FRONTIERS AND EMERGING CHALLENGES by S.K. PRAMANIK, R GANGULY, PHI LEARNING PVT LTD.
2. GLOBALIZATION AND INDIAN SOCIETY by BABITA AGARWAL, ANIL AGARWAL, AP PUBLISHER GLOBALIZATION: A VERY SHORT INTRODUCTION by MANFRED B. STEGER, OXFORD UNIVERSITY PRESS

Course Code	DESOC558	Course Title	METHODOLOGY OF SOCIAL RESEARCH
			WEIGHTAGE
			CA ETE(Th.)
			30 70

Course Outcomes: Through this course, the student will be able to

C01: understand the basic concepts of social research.

C02: memorize various Research Designs in Social Research.

C03: write and create various hypotheses and measurement and scaling used in social research.

C04: analyze the data by using various quantitative methods.

C05: analyze the data by using various methods used in Qualitative research.

C06: apply various methods of research in data analysis and use of data sources.

Unit No.	Content
Unit-1	Philosophical roots of social research (I): concept of research, objectives and importance of research, issues in theory of epistemology.
Unit-2	Philosophical roots of social research (II) : steps and process of scientific research.
Unit-3	Nature of social reality (I): logic of inquiry, inductive and deductive, social facts.
Unit-4	Nature of social reality (II): objectivity and subjectivity, hypothesis.
Unit-5	Quantitative methods (I): survey method, questionnaire method.
Unit-6	Quantitative methods (II): sampling, reliability and validity.
Unit-7	Qualitative methods(I): observation method, case study method.
Unit-8	Qualitative methods (II): content analysis, life history, validity and reliability in qualitative research.
Unit-9	Statistics in social research (I): measures of central tendency: mean, median, mode.
Unit-10	Statistics in social research (II): measures of dispersion: standard deviation, quartile deviation.
Unit-11	Statistics in social research (III): correlation analysis: Karl Pearson, Spearman and covariance.
Unit-12	Skills for doing research (I): formulation of research questions, review of literature.
Unit-13	Skills for doing research (II): conduct of fieldwork.
Unit-14	Skills for doing research (III): report writing, arrangement of references, footnotes and bibliography.

ADDITIONAL READINGS:

1. RESEARCH METHODOLOGY: METHODS AND TECHNIQUES by KOTHARI, C R AND GAURAV, GARG, NEW AGE INTERNATIONAL.
2. A METHODOLOGY FOR SOCIAL RESEARCH by GIDEON SJOBERG & ROGER NETT, RAWAT PUBLICATIONS.

Course Code	DESOC580	Course Title	CRIMINAL JUSTICE AND CORRECTIONAL MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course student should be able to

CO1: familiar with the concept of criminology and its sociological contributions to the concept.

CO2: describe the different sociological schools of thought with regard to criminology.

CO3: examine the importance of sociological theories of criminology.

CO4: classify various courts and its challenges in the modern social system.

CO5: distinguish prison system and human rights exist in Indian social context.

CO6: develop awareness related to the criminal justice system, correctional institutions and legal aid.

Unit No.	Content
Unit-1	Introduction: criminal justice system (CJS): meaning, purpose and social relevance, legislative process and CJS, accusatorial and inquisitorial systems of CJS, coordination in CJS historical evolution–overview of criminal justice sectors, national and international perspective.
Unit-2	Psychology and crime: psychological vs. psycho-analytical approach to crime, behaviourist approach to crime learning criminal behaviour: instrumental learning-skinner, social learning & frustration- bandura, induced criminality, humanistic theories (Maslow), emotional perspective and situational factors. psychopath and psychopathic personality.
Unit-3	Theories of crime: sociological theories - cartographic school- Adolf Quetlet, Peter Kropotkin, culture conflict theory – Thorsten Sellin, social structure and anomie theory – Emile Durkheim, Robert K. Merton, social learning – differential association theory – EH Sutherland, containment theory – Reckless and Denitz.
Unit-4	Theories of crime: social processes theories - labelling theory – Edwin Lemert and Becker, Shame and re-integrative theory – Braithwaite, rational choice theory – Cornis& Clarke, routine activity theory – Cohen & Felson.
Unit-5	Judicial System: importance of judicial system in modern society, judicial administration in India. presiding officer, prosecutor and defence counsel, trials and access to justice, judicial administration in India. Presiding officer, prosecutor and defence counsel. Salient feature of India judicial system: independence, public and alternative dispute redressal system (ADRS): mediation, lok adalat, village nyaya-panchayat.
Unit-6	General principles and specific offences: elements of criminal liability, principles of group liability (section 149, 34, 109, 120b IPC), offences against person (IPC) homicide, kidnapping abduction, rape, offence against property (theft, robbery, dacoity and cheating, criminal breach of trust).
Unit-7	Criminal trial: summon trials, warrant trials and sessions trial, right to accused (pre-sentence hearing sec 235(2). 248)2, fair/speedy, trial, right against self-incrimination,

	rights of victims (plea bargaining and victim participation), free legal aid, punishments under IPC.
Unit-8	Police system: organization set up of Indian police in modern society, objectives and functions of police organizations interface with the community -maintenance of law and order, prevention of crime.
Unit-9	Penology and punishment: types of punishment - simple and rigorous punishment; objectives and trends of punishment; death penalty: rationale and current debate on its retention/abolition.
Unit-10	Prosecution system: meaning, purpose and relevance, need for independent prosecuting agency, prosecution organization in the states, relationship between police and prosecution, prosecution in lower court and prosecution in appellate court.
Unit-11	Institutional correctional programmes: meaning, purpose and objectives of prison system, probation of offender act., parole, model prison manual, various prison reforms committees and commissions, role of voluntary agencies in the prevention and correction of offenders.
Unit-12	Victimology and victim assistance: victim and victimization: concept, nature & related issues, U.N. declaration on basic principles of justice for victims of crime and abuse of power (1985), legal aid to victims of crime, National Organization for Victim Assistance (NOVA) USA & Victim Witness Assistance programs (VWA).
Unit-13	Human rights organizations: U.N. commission on human rights, sub- commissions on human rights, national human rights commission (NHRC), India, state human rights commissions in India, enforcement of human rights through public interest litigation in India (relevant case laws).
Unit-14	Human rights and criminal justice system: protection of human rights act in India, safeguards guaranteeing protection of the rights of, those facing death penalties, international convention on the prevention and punishment of crimes against internationally protected persons including diplomatic agents, 1973, convention on international trade in endangered 39, species of wild fauna and flora.

ADDITIONAL READINGS:

1. CRIMINOLOGY by ABUJA, R. (2000), RAWAT PUBLICATION.
2. CRIMINOLOGICAL THEORIES: INTRODUCTION, EVALUATION, AND APPLICATION by AKERS, R. L., & SELLERS, C. S. (2004), ROXBURY PUBLISHING COMPANY.
3. CRIMINAL JUSTICE by ALBANESE, J. S. (2000), ALLYN AND BACON.
4. LAW RELATING TO PROTECTION OF HUMAN RIGHTS by AWASTHI, S. K. (2004), ORIENT PUBLISHING CO.
5. CRIMINAL BEHAVIOUR: A PSYCHOSOCIAL APPROACH (5TH ED.) by BARTAL, C. R. (1999), PRENTICE HALL.
6. INSTITUTIONAL CORRECTIONS by CHAKRABARTI, N. K. (1999), DEEP & DEEP PUBLICATION.

7. CRIME AND SOCIAL JUSTICE by COMMONWEALTH SECRETARIAT. (2002), COMMONWEALTH SECRETARIAT.
8. FUNDAMENTAL HUMAN RIGHTS by DESHTA, S. (2003), DEEP AND DEEP PUBLICATIONS.
9. PSYCHOLOGY AND CRIME: AN INTRODUCTION TO CRIMINAL PSYCHOLOGY by HOLLIN, C. R. (1898), ROUTLEDGE AND KEGAN PAUL.
10. CRIMINAL JUSTICE REFORMS by JUSTICE MALIMATH COMMITTEE. (2003), UNIVERSAL LAW PUBLICATION.
11. LAW OF CRIMES AND CRIMINOLOGY by KATHURIA, R. P. (2007), VINOD PUBLISHING HOUSE.
12. CRIMINAL PROCEDURE (4TH ED.) by KELKAR, R. V. (2001), EASTERN BOOK COMPANY.
13. LAL, R., & LAL, D. (2002). INDIAN PENAL CODE. WADHWA AND COMPANY PUBLISHING.
14. THE CODE OF CRIMINAL PROCEDURE by LAL, R., & LAL, D. (2004), WADHWA AND COMPANY PUBLICATIONS.
15. THE OXFORD HANDBOOK OF CRIMINOLOGY by MAGUIRE, M., MORGAN, R., & REINER, R. (2007), OXFORD UNIVERSITY PRESS.
16. CHALLENGES TO POLICE, HUMAN RIGHTS AND NATIONAL SECURITY by MATHUR, K. M. (2003), KALPAZ PUBLICATIONS.
17. CRIME AND CRIMINAL JUSTICE SYSTEM IN INDIA by MEHRAJ UD-DIN, M. (1984), DEEP AND DEEP PUBLICATIONS.
18. POLICE REFORMS by PADMANABHAIAH COMMITTEE. (2001), GOVERNMENT OF INDIA.
19. CRIMINOLOGY AND PENOLOGY by PARANJAPE, N. V. (2009), CENTRAL LAW PUBLICATIONS.
20. INTRODUCTION TO CRIMINAL JUSTICE by PHELPS, T. R., SWANSON, C. R., KENNETH, JR., & EVANS, R. (1979), GOODYEAR PUBLISHING.
21. COMPANY, INC. CRIMINAL JUSTICE TODAY by SCHMALLEGER, F. (1999), PRENTICE HALL.
22. CRIME, JUSTICE AND SOCIETY by SHWETA. (2009), MD PUBLICATIONS.
23. CRIMINOLOGY by SIEGEL, L. J. (2007), WORDSWORTH THOMSON LEARNING.
24. CRIME, POLICE & CORRECTIONS by VADAEKUMCHERY, J. (1998), APH PUBLISHING HOUSE.
25. TEXTBOOK OF CRIMINOLOGY by WILLIAMS, K. S. (2001), UNIVERSAL LAW PUBLISHING CO. PVT. LTD.

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

Course Outcomes: Through this course student should be able to

C01: understand the teaching.

C02: visualize the learner's characteristics.

C03: describe the different factors affecting teaching.

C04: discuss various methods of teaching.

C05: evaluate teaching support system.

C06: 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 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 centred methods, learner centred 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 the 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.
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ADDITIONAL READINGS:

5. UGC-NET/JRF/SET TEACHING & RESEARCH APTITUDE (GENERAL PAPER-I) by DR. K. KAUTILYA, UPKAR.
6. NTA UGC NET/SET/JRF - PAPER 1: TEACHING AND RESEARCH APTITUDE by KVS MADAN, PEARSON.
7. Trueman's UGC NET/SET GENERAL PAPER I by M. GAGAN, SAJIT KUMARM DANIKA PUBLISHING COMPANY, 2019.
8. CBSE UGC-NET: TEACHING & RESEARCH APTITUDE by Dr. M.S. ANSARI & RPH EDITORIAL BOARD, RAMESH PUBLISHING HOUSE, 2019

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

Course Outcomes: Through this course student should be able to

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 to 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.

ADDITIONAL READINGS:

1. GENDER ROLE: A SOCIOLOGICAL PERSPECTIVE by LINDAL L. LINDSEY, PEARSON
2. WOMEN AND SOCIETY IN INDIA by DESAI, NEERA AND M. KRISHNARAJ, AJANTA PUBLICATIONS

Course Code	DESOC553	Course Title	SOCIOLOGY OF KINSHIP FAMILY AND MARRIAGE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course student should be able to

C01: identify in detail the basic sociological concepts related to family, marriage and kinship.

C02: understand the social structure and social function of formal and informal institutions.

C03: discover various contemporary types of kinship, marriage and family systems.

C04: differentiate the patterns of economic, and political institutions among different societies.

C05: illustrate beliefs systems and practices related to supernatural beings under the religious institutions.

C06: evaluate the significance of social institutions in everyday as well as in social life.

Unit No.	Content
Unit-1	Concept of kinship: lineage, clan, phratry, moiety, kin-group, inheritance, incest.
Unit-2	Descent: patrilineal, matrilineal, double and cognatic descent.
Unit-3	Types: consanguinity and affinity, relevance of kinship in contemporary societies.
Unit-4	Approaches to the study of kinship: historical and evolutionary.
Unit-5	Structural functional approach, cultural and gender perspective.
Unit-6	Cultural configurations of marriage: forms of marriages, rules of mate selection, age at marriage.
Unit-7	Theories: symmetrical and asymmetrical exchange theory.
Unit-8	Rules of residences: virilocal, uxorilocal, neolocal, avunculocal and ambilocal.
Unit-9	Family: Nature of the Family, Family and Household.
Unit-10	Developmental Cycle, types and functions of family.
Unit-11	Family and Marriage in India, Regional Diversities.
Unit-12	Family in the context of care of child and aged, demographic dimensions of family and marriage.
Unit-13	Force of change in marriage and family, emerging forms of family.
Unit-14	Contemporary issues, intra-family violence, parent-child violence, elderly abuse, remedial measures and suggestions, same-sex relationship and live-in relationship.

ADDITIONAL READINGS:

1. FAMILY, KINSHIP AND MARRIAGE IN INDIA by PATRICIA UBEROI, OXFORD UNIVERSITY PRESS.
2. ADDITIONAL READINGS IN KINSHIP AND SOCIAL STRUCTURE by NELSON H. GRABURN, HARPER AND ROSE, NEW YORK.
3. KINSHIP FAMILY AND MARRIAGE: CHANGING PERSPECTIVES by DHARAM VIR, NEW ACADEMIC PUBLISHERS.

Course Code	DESOC611	Course Title	SOCIOLOGY OF DEMOGRAPHY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course student should be able to

C01: Understand the basics of population structure in reference to current context.

C02: Study the structural aspects of population in modern society.

C03: Appraise the process of population and identify the dimensions in it.

C04: Construct the network system between population studies and social sciences.

C05: Administer population studies in the areas of social sciences.

C06: Survey the scope of applied demography in the field of social development.

Unit No.	Content
Unit-1	Introduction, population structure, age and sex.
Unit-2	Population distribution and suburbanization, marriage and family.
Unit-3	Population structure, demography of gender.
Unit-4	Demography of aging.
Unit-5	Demography of race and ethnicity, labour force.
Unit-6	Population process: fertility, infant mortality, adult mortality.
Unit-7	Internal migration and international migration.
Unit-8	Demography of social stratification.
Unit-9	Population and social sciences (I), social demography, organizational and corporate demography.
Unit-10	Urban and spatial demography, anthropological demography.
Unit-11	Population and social sciences (II) economic demography, historical demography.
Unit-12	Ecological demography, bio demography.
Unit-13	Applied demography fertility planning, small area and business demography.
Unit-14	Health demography, the demography of population health.

ADDITIONAL READINGS:

1. DEMOGRAPHY IN THE AGE OF THE POSTMODERN by NANCY E. RILEY, JAMES MCCARTHY, CAMBRIDGE UNIVERSITY PRESS.
2. SOCIAL DEMOGRAPHY by SAMIR DASGUPTA, PEARSON EDUCATION INDIA.

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

Course Outcomes: Through this course students should be able to

C01: define the core concepts of sociology and health and allied areas like social epidemiology.

C02: interpret and classify the available content in health discourse and its embodiment.

C03: solve or plan to resolve the problems in health organization with the practice of community health.

C04: analyze the contrast dimensions between sociology of risk and care system in modern society.

C05: reframe prioritize the social construction of illness and the determinants of health.

C06: design political and economic collaboration for better health and medical practices in the society.

Unit No.	Content
Unit-1	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 terms.
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 organization, 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	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.

ADDITIONAL READINGS:

1. ECOLOGY AND HEALTH by NAYAR, K. R. (2007), APH PUBLISHING CORPORATION.
2. UNDERSTANDING THE SOCIOLOGY OF HEALTH (4TH ED.) by BARRY, A. M., & YUILL, C. (2016), SAGE PUBLICATIONS.
3. THE BLACKWELL COMPANION TO MEDICAL SOCIOLOGY by COCKERHAM, W. C. (ED.). (2006), BLACKWELL.
4. ASIAN BIOTECH: ETHICS AND COMMUNITIES OF FATE by ONG, A., & CHEN, N. (EDS.). (2010), DUKE UNIVERSITY PRESS.

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

Course Outcomes: Through this course student should be able to

C01: differentiate between a range of authentic academic texts.

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

C03: construct a variety of essays and other assignments.

C04: appraise academic grammar.

C05: apply academic english and vocabulary in professional life.

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

Unit-14

Working with words: linking words, expressing the degree of certainty, capitalization, sexist language.

ADDITIONAL READINGS:

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

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

Course Outcomes: Through this course, the student will be able to

C01: understand the leading institutions of the Indian political system and the changing nature of these institutions.

C02: assess the laws pertaining to elections and analyse the electoral system of India.

C03: enumerate the working of Indian federalism in the constitutional context.

C04: distinguish the powers and functions of various organs of the government.

C05: discuss various constitutional and statutory bodies of India.

C06: evaluate the functioning of the local government institutions.

Unit No.	Content
Unit-1	Indian national movement to the making of the Indian constitution: definitions of constitution, functions of constitution, evolution of the Indian Constitution 1858-1935, The Company Rule (1773-1858), The Crown Rule (1858-1947).
Unit-2	Constituent assembly: meaning of constituent assembly, evolution of the concept of constituent assembly in India, cabinet mission plan and the formation of the constituent assembly, composition of the constituent assembly, working of the constituent assembly, objective resolution, Gandhian ideology, constitution assembly debates, decision making in the constituent assembly.
Unit-3	Philosophy of the constitution: key words in the preamble, salient features of the constitution, fundamental rights, directive principles of state policy.
Unit-4	Constitutionalism in India: democracy, features of the Indian democracy, social change, factors of social change, national unity, separation of powers, basic structure doctrine, evolution of basic structure doctrine, procedure of amendment.
Unit-5	Union executive: president, powers and functions of the president, prime minister, council of ministers.
Unit-6	Union parliament: composition of the parliament, officials of rajya sabha, sessions of parliament, functions of parliament, parliamentary committees.
Unit-7	Judiciary part-I: supreme court: jurisdiction and powers, high court: jurisdiction and powers.
Unit-8	Judiciary part -II: judicial review, judicial activism, judicial restraint, judicial reform.
Unit-9	State executive: governor, powers and functions of governor, position and role of the governor, chief minister, powers and functions of chief minister, council of ministers.

Unit-10	State legislature: composition of two houses, duration of two houses, membership of state legislature, presiding officer, sessions of state legislature, powers and functions of the state legislature, position of legislative council, privileges of state legislature.
Unit-11	Federalism in India: nature and scope, centre-state relations, federalism with a strong central government, role of intergovernmental coordination mechanisms in Indian federalism.
Unit-12	Electoral process and election commission of India: election commission, electoral reforms, issues in electoral politics in India, electoral reforms undertaken, functioning and reforms of the local government institutions.
Unit-13	Constitutional and statutory bodies part-I: comptroller and auditor general: duties and powers, national commission for scheduled castes: evolution and functions, national commission for scheduled tribes: function and reports.
Unit-14	Constitutional and statutory bodies part-II: national commission for human rights, national commission for women, national commission for minorities.

ADDITIONAL 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.

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

Course Outcomes: Through this course student should be able to

CO1: analyze the sources and methodologies used to reconstruct ancient Indian history and interpret historical trends.

CO2: examine the socio-economic and cultural transformations from the Stone Age to the early farming and urbanization phases.

CO3: evaluate the political, economic, and religious developments from the Vedic period to the early Iron Age.

CO4: assess the formation and expansion of territorial states, empires, and their administrative, economic, and cultural contributions.

CO5: investigate the role of religion, art, architecture, literature, and the status of women in shaping early Indian society.

Unit No.	Content
Unit-1	Reconstructing ancient Indian history: sources and interpreting historical trends.
Unit-2	Stone age: hunting-gathering-paleolithic, mesolithic cultures and rock art.
Unit-3	Early farming communities: pastoralism and incipient farming: neolithic revolution and chalcolithic cultures.
Unit-4	Bronze age- first urbanisation: early harappan, mature harappan, late and post harappan culture, debate on decline.
Unit-5	Vedic society: polity, economy, religion- importance of vedas in historical reconstruction of vedic period.
Unit-6	Early iron age: burial practices, megalithic culture, use of iron and economic development, social stratification: beginning of <i>varna</i> , <i>ashram</i> and <i>jati</i> system, gender, marriage, property rights, <i>samskar</i> .
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 <i>arthashastra</i> and Megasthenes' <i>indica</i> , nature of state-centralisation, foreign relations, economy, trade and trade routes, coinage, art & architecture, Ashoka's edicts and <i>dhamma</i> .
Unit-9	Post-Mauryan developments: <i>sungas</i> , <i>kanvas</i> , Indo-Greeks, <i>shaka-pallavas</i> : society, polity and economy.
Unit-10	Satvahanas, shaka-kshatrapas: state formation, land grants, agricultural expansion, trade and trade guilds, silk route and coinage.

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, coinage, sanskrit literature, science and technology, <i>huna's</i> invasion.
Unit-12	Vakatakas and other dynasties of peninsular India: land grants, art and architecture, painting, society and religion.
Unit-13	Vardhan and other kingdoms: <i>harsha, chalukyas and pallavas</i> , extent of kingdoms, administration, religion, society and cultural activities, sangam age.
Unit-14	Status of women: family, marriage and property rights.

ADDITIONAL READINGS:

1. ANCIENT INDIAN HISTORY AND CIVILIZATION (TRENDS & PERSPECTIVES) by BHATTACHARYYA, MANOHAR PUBLISHERS & DISTRIBUTORS.
2. ANCIENT INDIA: IN HISTORICAL OUTLINE by JHA, D. N., MANOHAR PUBLISHERS & DISTRIBUTORS.
3. INDIA'S ANCIENT PAST by SHARMA, R., OXFORD.
4. ASPECTS OF POLITICAL IDEAS AND INSTITUTIONS IN ANCIENT INDIA by SHARMA, R. S., MOTILAL BANARSIDASS PUBLISHERS.
5. ANCIENT INDIA: SOCIAL HISTORY by THAPAR, R., ORIENT BLACKSWAN PVT. LTD.

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

Course Outcomes: Through this course, the student will be able to

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

ADDITIONAL 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: Through this course, the student will be able to

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: 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 corporate. 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.

ADDITIONAL 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	DEMGN581	Course Title	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course, the student will be able to

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, Process of Job Analysis, Job Design and its approaches,
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

ADDITIONAL READINGS:

1. ORGANIZATIONAL BEHAVIOUR by STEPHEN P. ROBBINS. TIMOTHY A. JUDGE. NEHARIKA VOHRA, PEARSON
2. MANAGEMENT by STEPHEN P. ROBBINS. MARY COULTER. NEHARIKA VOHRA, PEARSON
3. HUMAN RESOURCE MANAGEMENT by DESSLER, G. AND VARKKEY, B, PEARSON

Course Code	DEMKT509	Course Title	CONSUMER BEHAVIOR	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course, the student will be able to

C01: understand the implications of consumer behaviour concepts & theories for businesses and wider society.

C02: discern how individuals and groups influence consumer behaviour, and how marketers utilize this knowledge to help achieve organizational objectives.

C03: analyse the dynamic interplay of internal and external factors influencing consumer behaviour and accordingly develop a marketing strategy.

C04: articulate practical and comprehensive managerial understanding of consumer behaviour.

C05: develop the understanding of marketing regulation, consumer protection act and contemporary issues in consumer behaviour.

Unit No.	Content
Unit 1	Consumer Behaviour and Marketing strategy: consumer behaviour, market strategy and applications of consumer behaviour.
Unit 2	Market Analysis and Consumer Decisions: market analysis components, segmentation strategy and consumer decisions and consumer behaviour models.
Unit 3	Culture and Group influence: cultural and group influence on consumer behaviour, 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 Behaviour and Marketing Regulation: regulation and marketing to children, regulation and marketing to adults, consumer protection act and contemporary issues in consumer behaviour.

ADDITIONAL READINGS:

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

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

Course Outcomes: Through this course, the student will be able to

C01: analyze the theoretical foundations of international trade.

C02: examine the pattern, structure and policy framework of foreign trade.

C03: assess the role of international trade, gains from trade, trade patterns, exchange rates.

C04: analyze the trade and commercial policies including protectionism and liberalism.

C05: evaluate the role of international financial systems and foreign exchange markets.

C06: 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

ADDITIONAL 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: Through this course, students will be able to

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

CO2: measure a random variable that describes randomness or an uncertainty in certain realistic situations. 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.

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

Course Outcomes: Through this course the student will be able to:

CO1: identify vowels and consonants in phonetics.

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

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

Unit No.	Content
Unit-1	Language and Phonetics: introduction to first and second language, introduction to phonetics
Unit-2	Language and Phonetics: meaning and importance of phonetics, difference between phonetics and phonology
Unit-3	The Production of Speech Sounds: introduction to the speech organs, articulators above the larynx
Unit-4	The Production of Speech Sounds: vowels and consonants, long vowels and short vowels
Unit-5	Vowels, Diphthongs, and Triphthongs: introduction to vowels, long vowels, short vowels
Unit-6	Vowels, Diphthongs, and Triphthongs: introduction, diphthongs, triphthongs
Unit-7	Voicing and Consonants: the larynx, respiration and voicing, plosives
Unit-8	Voicing and Consonants: place of articulation, manner of articulation, fortis and lenis
Unit-9	The Phoneme and Phonology: the functioning and patterning of sounds, the phoneme
Unit-10	The Phoneme and Phonology: the phonology, symbols and transcription, minimal pairs

Unit-11	The Syllable and Stress: strong and weak syllables, close front and close back vowels
Unit-12	The Syllable and Stress: syllabic consonants, nature of stress
Unit-13	The Syllable and Stress: levels of stress, placement of stress within the word
Unit- 14	Aspects of Connected Speech: rhythm, assimilation, elision, linking

ADDITIONAL 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, CAMBRIDGE UNIVERSITY PRESS
4. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY, OXFORD UNIVERSITY PRESS

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

Course Outcomes: Through this course, the student will be able to

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 Concept of Public Policy; Meaning, Evolution, Scope and Importance of Public Administration; Public Policy & Public Administration in India, Evolution of Indian Administration
Unit-2	Public and Private Administration: Approaches, System Theory, Organization Theory, Decision Making Theory,
Unit-3	Public Administration Theories and Concepts: Meaning, Ecological Approach
Unit-4	Scientific Management Theory, Rational Choice theory, New Public Administration, Development Administration
Unit-5	Comparative Public Administration in India: Comparative Public Administration in India
Unit-6	New Public Management: Themes, Significance, Consequences, Good Governance
Unit-7	Changing Nature of Public Administration: Case of Bureaucracy, Characteristics of Bureaucracy, Impact of Globalization
Unit-8	Theories and Principles of Organisation and its Operations in India: Principles of Organisation, Theories of Organisation: Classical, Neo-classical & Modern Bureaucratic Theory, Human Relations Theory
Unit-9	Managing the Organization: Theories of Leadership, Types of Theories of Leadership, Trait Theory, Behavioural Theory, Theories of Motivation
Unit-10	Organisational Communication: Theories and Principles, Theory X & Theory Y, Functioning in India and its impacts
Unit-11	Chester Bernard: Principles of Communication, Information Management in the Organization

Unit-12	Conflict in the Organization: Factors influencing conflict, Views of Mary Parker Follett, Views of Peter Drucker
Unit-13	Public Policy and Governance in India: Types of Public Policy, Stages, Basis of Policy-Making
Unit-14	Public Policy Issues and Challenges in India: Constraints in Policy Implementation

ADDITIONAL READINGS:

1. INTRODUCTION TO THE STUDY OF PUBLIC ADMINISTRATION by SHAFRITZ, J.M. AND HYDE, WADSWORTH.
2. PUBLIC ADMINISTRATION IN INDIA by STERLING PUBLICATIONS, STERLING PUBLICATIONS.

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

Course Outcomes: Through this course student should be able to

C01: analyze the political, economic, and social transformations in early medieval India through an evaluation of historical sources, regional variations, and patterns of governance.

C02: evaluate the agrarian and urban economies by examining land grants, trade networks, craft guilds, and forms of exchange in different regions.

C03: interpret the complexities of social stratification, caste proliferation, gender roles, and the evolution of educational institutions and everyday life.

C04: examine the development of religious movements, philosophical traditions, and the emergence of regional languages and literature.

C05: assess the artistic and architectural contributions of early medieval India, including temple architecture, cave paintings, and regional stylistic variations.

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 North- 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- Patrilineal society, Marriage, Property rights, Inheritance
Unit-8	Society II: Educational ideas and institutions- Nalanda, Taxila, Vikramshila, Odantpuri, valabhi and Kashi, everyday life, Migrations and Settlement in new regions
Unit-9	Religion: Bhakti Movement- Saivism, Vaishnavism, other popular religious movements – Tantricism and Other Religions- Jainism, Buddhism, Judaism, Christianity and Islam
Unit-10	Philosophy: Schools of Vedanta and Mimansa

Unit-11	Literature: Sanskrit, Prakrit, Tamil and Apabhramsha
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

ADDITIONAL 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

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

Course Outcomes: Through this course, the student will be able to

C01: recognize the process and practices of training and development.

C02: ability to assess training needs and design training programmes in an organizational setting.

C03: appreciate the worth of training investment by evaluating the training programmes.

C04: 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

ADDITIONAL READINGS:

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

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

Course Outcomes: Through this course, the student will be able to

CO1: understand the critical financial issues of international firms and international investors in the 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 the 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, and 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	Foreign Direct Investment and Cross Border Acquisitions: global trends in FDI, benefits of investing overseas, political risk and FDI, cross border mergers and acquisitions.
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.

ADDITIONAL READINGS:

1. MULTINATIONAL FINANCIAL MANAGEMENT by SHAPIRO, A.C. (2013). (10THED.). JOHN, INC.
2. MULTINATIONAL FINANCE. (5THED.) by BUCKLEY, A. (2009), PEARSON EDUCATION.
3. INTERNATIONAL FINANCE. (6TH ED.) by LEVI, M.D. (2018), ROUTLEDGE PUBLICATIONS
4. INTERNATIONAL FINANCIAL MANAGEMENT. (13THED.) by MADURA, J. (2018), CENGAGE LEARNING INDIA PVT LTD

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

Course Outcomes: Through this course, the student will be able to

C01: analyze business environment and trends to take decisions with respect to international business operations.

C02: interpret and apply international trade theories in international business operations.

C03: identify and critically analyse the role of foreign exchange market and usage of fundamental instruments for currency exchange.

C04: develop skills on analysing the business data, and problem solving in other functional areas such as marketing, business strategy and human resources.

C05: develop responsiveness to contextual social issues/ problems and exploring solutions, understanding business ethics and resolving ethical dilemmas.

C06: identify aspects of global business and cross-cultural understanding.

Unit No.	Content
Unit 1	Overview of international business environment: Introduction to international business, types of international business, globalization and 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 Labor Conditions, Ethics and the Environment, legislation for anti-competitive and unfair trade practices

ADDITIONAL READINGS:

1. INTERNATIONAL BUSINESS ENVIRONMENTS AND OPERATIONS by DANIELS, RADEBAUGH, SULLIVAN & SALWAN, PEARSON
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: Through this course, the student will be able to

C01: analyze and respond to environmental and competitive changes, their impact on marketing planning, strategies and practices.

C02: apply the conceptual frameworks, theory and techniques to various marketing contexts.

C03: prepare marketing and sales plans appropriate to the needs of customers and contexts.

C04: 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. Porter's 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

ADDITIONAL READINGS:

1. MARKETING MANAGEMENT by KOTLER, P. & KELLER, K. L. (2017), PEARSON
2. BASIC MARKETING by MCCARTHY, E. J., CANNON, J. AND PERREAULT, W. (2014), MCGRAW-HILL EDUCATION
3. MARKETING CONCEPTS AND CASES by ETZEL, M. J., WALKER, B. J., STATON, W. J., & PANDIT, A. (2010), TATA MCGRAW HILL

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

Course Outcomes: Through this course student should be able to

C01: analyze the key issues in health and educational economics.

C02: grasp theoretical and conceptual understanding of health and education as an economic dimension.

C03: appreciate and analyze the key issues in the health sector and educational sector in the Indian context.

C04: analyze microeconomic framework in the demand for health and education.

Unit No.	Content
Unit-1	Micro economic foundation of health care: Introduction to demand for health, Empirical analysis of demand for health care, Income and price effect, Supply of health care, Factors affecting supply and demand for health, Demand for health care in medical insurance
Unit-2	Economic dimension of health care: Health and development, Income-health linkages, Health care as a factor of economic development
Unit-3	Determinations of health-poverty: Malnutrition and environmental issues, Risk pooling in health care delivery, Development assistance in health care
Unit-4	Financing of health care: Financing of health care, Principles and constraints, Implications of health care resource mobilization
Unit-5	Resources allocation of health care purchasing: Magnitude of health care, Rashtriya Swasthya Bima Yojna: challenges and implementation
Unit-6	Demand and supply considerations of education: Demand and supply of education, Cost of education, Effects of education, Ability and family backgrounds on earnings
Unit-7	Education and economic growth: Education as an instrument for economic growth, Human capital versus physical capital
Unit-8	Demand for education: Private demand and social demand, Significance of education to economic development, Measurement of economic value of education
Unit-9	Educational financing: Introduction to educational finance, Sources of educational finance, Linkage of education with poverty and inequality

Unit-10	Policies of educational financing: Policies of educational financing in India, Expenditure on education
Unit-11	Education Investment in Human Capital: Rate of Return to Education: Private and Social; Quality of Education; Signaling or Human Capital
Unit-12	Social aspects of health and education: Gender and caste discrimination in educational sector in India, Theories of discrimination, Private and public delivery system of health and education,
Unit-13	Disparities in health care delivery system: Statistical discrimination in higher education, Health and education and its linkages with social exclusion
Unit-14	Role of Health and Education in Human Development: Importance in poverty alleviation; Health and Education outcomes and their relationship with macroeconomic performance

ADDITIONAL 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.)
			30	70

Course Outcomes: Through this course, students will be able to

- C01:** understand the concept and need for data science.
- C02:** discuss the various phases in the data analytics lifecycle.
- C03:** analyze the fundamental areas of study in data science.
- C04:** understand the concept of data preprocessing.
- C05:** understand the importance of data visualization.
- C06:** learn the various data visualization software and libraries.
- C07:** understand different types of machine learning techniques.
- C08:** use Python for developing machine learning algorithms.
- C09:** use various data science tools for developing algorithms.

Unit No.	Content
Unit-1	Introduction to Data Science: Why learn data science?, Life cycle of data analytics: Data discovery, Data preparation, Model planning, Model building, Communicate results, Operationalization. Type of data analysis: Descriptive analysis, Diagnostic analysis, Predictive analysis, Prescriptive analysis, types of data analytics.
Unit-2	Data pre-processing: Introduction to data preprocessing, Data preprocessing, Data wrangling, Data types and forms, Possible data error types.
Unit-3	Various data preprocessing operations: Data cleaning, Data integration, Data transformation, Data reduction, Data discretization.
Unit-4	Data Plotting and Visualization: Introduction to data visualization, Visual encoding, Data visualization software, Data visualization libraries, Basic data visualization tools, Advanced data visualization tools, Data visualization types.
Unit-5	Role of statistics in data science: Hypothesis testing, null hypothesis, alternative hypothesis, Statistical significance: Type 1 and type 2 errors, Data science, p-value, ANOVA, Chi-square test.
Unit-6	Machine learning: Introduction, types of machine learning techniques, learning problems and systems, designing a learning system, concept of learning task.
Unit-7	Unsupervised learning: Introduction to Clustering algorithms, K Means, K mode, K median, Performance measures of clustering.
Unit-8	Supervised learning: Introduction to Classification algorithms, KNN (k-nearest neighbors) algorithm, Naïve Bayes algorithm, cross-validation and metrics.

Unit-9	Regression models: Introduction to regression, types of regression, Machine linear regression, machine logistic regression, regularization, performance metrics.
Unit-10	Weka: Introduction to weka tool, Data import, Choose model (algorithm), Hands on analysis of clustering and classification algorithms.
Unit-11	Excel data analysis: Introduction to excel data analysis, Data analysis tool pack, Descriptive statistics, Analysis of variance (ANOVA), Regression, Histogram.
Unit-12	R tool: Introduction R, RStudio, Some important R data structures: Vectors, character strings, Matrices, Lists, Dataframe, R programming structure.
Unit-13	NumPy and Pandas: Introduction to python, NumPy, understanding data types in python, Pandas for data analysis, data indexing and selection: Data selection in series, Data selection in DataFrame, Missing data in Pandas, Handling missing data
Unit-14	Machine learning packages in python: Data import, Visualization with Matplotlib, simple line and scatter plots, Seaborn, heatmap, Introducing Sci-kit learn package.

PRACTICAL WORK:

1. Build a Binary Classifier for Tweets using a Logistic Regression.
2. Build a Naive Bayes Tweet Classifier.
3. Create Word Vectors that Capture Dependencies between Words, then Visualize their relationships in Two Dimensions using PCA.
4. Transform Word Vectors and Assign them to Subsets using Locality Sensitive Hashing.
5. Build your own Spellchecker to Correct Misspelled Words.
6. Create Part-of-Speech Tags for a Wall Street Journal Text corpus using Markov models.
7. Build your own Autocomplete Language model using a Text corpus from Twitter using N-gram Language models.
8. Build your own Continuous Bag-of-Words model to Create Word Embeddings from Shakespeare text.
9. Build a Sophisticated Tweet Classifier that places Tweets into Positive or Negative Sentiment categories, using a Deep Neural Network.
10. Build your own Next-Word Generator using a simple RNN on Shakespeare Text data.
11. Build your own Named Entity Recognition system using an LSTM and Data from Kaggle.
12. Build your own Siamese Network that Identifies Question Duplicates in a Dataset from Quora.
13. Build a Neural Machine Translation model with Attention that Translates English Sentences into German.
14. Create a Tool that Generates Text Summaries.

ADDITIONAL READINGS:

1. THE ART OF R PROGRAMMING by NORMAN MATLOFF, NO STARCH PRESS, 2011.
2. MACHINE LEARNING: HANDS-ON FOR DEVELOPERS AND TECHNICAL PROFESSIONALS by JASON BELL, WILEY PUBLICATION, 2015
3. PYTHON DATA SCIENCE HANDBOOK by JAKE VANDERPLAS, O'REILLY, 2017.
4. VISUAL ANALYTICS WITH TABLEAU by ALEXANDER LOTH, NATE VOGEL AND SOPHIE SPARKES, WILEY, 2019.
5. DATA SCIENCE FUNDAMENTALS AND PRACTICAL APPROACH by GYPSY NANDI AND RUPAM KUMAR SHARMA, BPB PUBLISHER, 2020.
6. BIG DATA: A REVOLUTION THAT WILL TRANSFORM HOW WE LIVE, WORK, AND THINK by KENNETH CUKIER AND VIKTOR MAYER-SCHÖNBERGER, HODDER AND STOUGHTON, 2013.
7. DATA MINING AND PREDICTIVE ANALYTICS by DANIEL T. LAROSE, CHANTAL D. LAROSE, SECOND ED., WILEY PUBLICATION, 2015
8. MACHINE LEARNING WITH R: EXPERT TECHNIQUES FOR PREDICTIVE MODELING, 3RD EDITION APRIL 15, 2019, by BERTT LANTZ.

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

Course Outcomes: Through this course, the student will be able to

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

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

Course Outcomes: Through this course, the student will be able to

C01: describe the theoretical approaches to the study of comparative politics.

C02: state the differences and similarities between the various constitutional arrangements.

C03: analyze various classifications of states and different constitutional structures.

C04: develop an understanding to compare the world political system.

Unit No.	Content
Unit-1	Introduction to comparative government and politics: meaning and definitions of comparative politics, growth and evolution of comparative politics.
Unit-2	Scope of comparative politics: Significance of comparison, nature of comparative politics, scope 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

ADDITIONAL READINGS:

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

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

Course Outcomes: Through this course student should be able to

CO1: understand historical Feminist consciousness.

CO2: evaluate the role of women in the National Movements.

CO3: know about the Post-Independence Women's Movements.

CO4: explore the impact of the partition on the women.

CO5: evaluate contemporary issues and legal frameworks in context to women empowerment.

Unit No.	Content
Unit-1	Feminist Consciousness in Ancient India: Women in Indian Thought: Arthashastra, Manusmriti, Therigathas
Unit-2	Feminist Consciousness in Medieval India: Cases of Queen Didda, Razia Sultana, Nurjahan and Jahanara
Unit-3	Feminist Consciousness in Modern India: Feminists in Colonial India: Begum Rokeya Sakhawat Hossain, Sarla Devi Chaudharani
Unit-4	Women's participation in the National Movement: Women participation in Civil Disobedience Movement, Quit India Movement
Unit-5	Women's Movement in Post-Independence period in India I: Dalit Women's Issues, Chipko Movement
Unit-6	Women's Movement in Post-Independence period in India II: Devadasi Movements, Anti-Arrack Movement
Unit-7	Partition and Women I: Recovery, Restoration, Re-settlement, Official and unofficial records of the abducted women
Unit-8	Partition and Women II: Victimization of Women during partition, The abducted and Widowed women, Plight of women during partition riots of 1947
Unit-9	Political Empowerment of Women: Committees and Commissions on Women's participation 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

ADDITIONAL 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 B.R. NANDA, VIKAS PUBLISHING HOUSE.
6. VIOLENCE, LAW AND WOMEN'S RIGHTS IN SOUTH ASIA by GOONESEKERE, SAVITRI.
7. CRIME AGAINST WOMEN by AHUJA, RAM, RAWAT PUBLICATIONS.
8. CONTENTIOUS MARRIAGES: ELOPING COUPLES: GENDER, CASTE AND PATRIARCHY IN NORTHERN 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	DEHRM615	Course Title	INDUSTRIAL RELATION AND LABOUR LAWS	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course, the student will be able to

C01: analyze the nature and importance of employee Relations in India with a reflection of the history of unions in India.

C02: develop an understanding of the economic, social and political environment and labour force in the Indian context.

C03 analyzes the constitution, laws and issues related to Trade Unions in India.

C04: evaluate Role of government in Industrial Relations and Social dialogue.

C05: analyze worker-management cooperation and importance of participation in Industrial Relations.

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

Unit-10	Industrial Harmony: Recommendations of National Commission of labour, Guiding framework for sound Labour Management Relations, Labour Administrative Machinery
Unit-11	Employee Participation and Labour-Management Cooperation: Labour participation schemes; Constitutional and Legal framework; Indirect representation versus direct participation; Levels of Indirect Participation; Participation versus Collective Bargaining; Suggestion schemes; Quality Circles
Unit-12	Grievance and Discipline Handling: Managing Employee Grievance; Nature and Cause of Grievance; Guiding principles for Grievance procedure; Grievance Procedure; Interest Issues and Rights Issues; Managing Discipline; Different types of approaches; Different types of punishments
Unit-13	HRM and IR in India: Management philosophy and Approaches; Integrative Approaches to Human Resource Management; HRM-IR-HRD
Unit-14	ILO, India and International Labour Standards: ILO & India; The Case of India; Lessons from foreign Unions; OECD guidelines; The road ahead for Indian IR Contemporary issues

ADDITIONAL READINGS:

1. DYNAMICS OF INDUSTRIAL RELATIONS by MAMORIA, S., MAMORIA, C.B. & GANKAR. (2010), NEW DELHI: HIMALAYA PUBLISHING.
2. INDUSTRIAL RELATIONS by VENKATA RATNAM, C.S., & DHAL, M. (2017), OXFORD UNIVERSITY PRESS, INDIA.
3. INDUSTRIAL RELATIONS by MONAPPA, A. (2000), NEW DELHI: TATA MCGRAW.

Course Code	DEFIN508	Course Title	INTERNATIONAL BANKING AND FOREX MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course, the student will be able to

C01: understand the dimensions of international banking.

C02: establish legal and regulatory issues in international banking institutions.

C03: demonstrate foreign exchange market operations.

C04: analyze and understand the way in which the international financial system operates.

Unit No.	Content
Unit-1	International banking: Global trends and developments in international banking, international financial centers, 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 MNCs, 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

ADDITIONAL READINGS:

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

Course Code	DEMGN801	Course Title	BUSINESS ANALYTICS
		WEIGHTAGE	
		CA	ETE(Th.)
		30	70

Course Outcomes: Through this course, the student will be able to

C01: apply quantitative modelling and data analysis techniques to problems of the real world.

C02: employ best practices in data visualization to develop charts, maps, tables, and other visual representations techniques to communicate findings to diverse audiences.

C03: identify and describe complex business problems in terms of analytical models.

C04: apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.

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 businesses: 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 database 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

ADDITIONAL 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.

Course Code	DEMKT505	Course Title	DIGITAL AND SOCIAL MEDIA MARKETING	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course student should be able to

C01: define social media marketing goals necessary to achieve successful online campaigns.

C02: describe the stages of the social media marketing strategy development process.

C03: develop effective social media marketing strategies for various types of industries.

C04: devise integrated social media marketing strategies using a variety of services, tools, and platforms to accomplish marketing objectives.

C05: analyze the progress in achieving social media goals using a variety of powerful measurement tools, services, and metrics.

Unit No.	Content
Unit-1	Evolution of digital marketing: the digital consumer & communities online, 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	Social media marketing plan: planning cycle, observing social media presence, conducting a competitive analysis, setting goals, determining strategies, monitoring
Unit-6	Social listening: importance of social analytics, know your influencers, customer insights
Unit-7	Mobile Marketing: integrating digital and social media strategies
Unit-8	Social media monitoring: tracking, measuring, the net promoter score, return on investment, evaluation, selecting social media monitoring tools
Unit-9	Mobile computing and location marketing: mobile marketing, marketing with mobile computing, location-based social network, marketing with location-based social networks
Unit-10	Engagement on the social web: permission vs. interruption marketing, initial entry strategy: passive vs. active, principles of success, rules of engagement, defining social media marketing ethics, global perspective

Unit-11	Social networks: marketing with social networks, white label social networks, the future of social networks
Unit-12	Publishing blogs: introduction to blogs, everyone is a publisher, marketing benefits of blogging, linking a blog to marketing objectives, creating a content strategy, tips for successful blogging, monitoring the blogosphere
Unit-13	Publishing podcasts and webinars: creating and sharing podcasts, marketing with podcasting, hosting webinars, marketing with webinars and/or podcasts
Unit-14	Sharing photos, images and videos: marketing with photo sharing, marketing with online videos, how to create appealing video content, sharing online videos, encouraging user generated content

ADDITIONAL READINGS:

1. SOCIAL MEDIA MARKETING by DAVE EVANS & JAKE MCKEE.
2. SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH by BARKER ET AL.
3. ADVANCED SOCIAL MEDIA MARKETING by TOM FUNK.

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

Course Outcomes: Through this course student should be able to

C01: research key factors of development models of global economic scenario.

C02: criticize various development models in comparative perspective.

C03: differentiate between capitalistic approach and socialistic approach of development models.

C04: visualize international economic issues through study of applied developmental techniques.

C05: 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 cope with scarcity?
Unit-5	Socialistic Approach: introduction, objectives, history of socialism, socialist revolution, the socialist command economy, the socialistic mode of production, how socialism copes with scarcity?
Unit-6	The Mixed Economy Approach: introduction, objectives, public private partnerships
Unit-7	The East Asian Experience: introduction, objectives, export-driven model of economic development, the common characteristics of the four Asian tigers, Singapore, Taiwan, Hong Kong, South Korea
Unit-8	Experience of United States and Japan: objectives, capitalistic approach: experience of USA, capitalistic approach: experience of Japan
Unit-9	Experience of China and Soviet Union: objectives, socialistic approach: experience of Soviet Union, socialistic approach: experience of People Republic of China
Unit-10	Emerging Information and Technology Order: introduction, objectives, applications of information technology, information technology can help productivity growth and

	overall economic performance, an emerging opportunity for India: the productivity of interactions
Unit-11	Technological Challenges: introduction, information technology industry in India, performance of IT software and service export, contribution to GDP and employment, IT-enabled services (ITES) and broad-based development, some problems and challenges, e-governance programmes, sustainable model of e-governance
Unit-12	Role of IT: information technology in India's financial sector, information technology in Indian agriculture
Unit-13	Emerging Financial System: objectives, financial system and its functions, development of world monetary system and IMF, evaluation of world bank, international development association, Asian development bank, special drawing rights and its features, new Bretton woods, the present international monetary system, the future of the monetary system
Unit-14	International Economic Issues: introduction, objectives, the scale of the debt crisis, causes of the debt crisis, what are the costs of the debt crisis?, terms of trade, India's trade with different countries/alliances and terms of trade, globalization and emerging trends in terms of trade, trade and inequality, exchange rate volatility

ADDITIONAL READINGS:

1. COMPARATIVE ECONOMIC DEVELOPMENT by GIRISH MISHRA, PRAGATI PRAKASHAN
2. UNDERSTANDING POVERTY by A. BANERJEE, R. BENABOU, D. MOOKERJEE (EDS.), OXFORD UNIVERSITY PRESS (2006)

Course Code	DECAP794	Course Title	ADVANCE DATA VISUALISATION	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course, students will be able to

C01: discuss the terminology used in Tableau Prep.

C02: identify how Tableau Prep approaches data sampling.

C03: construct and understand data prep flows that address common scenarios encountered in data preparation, as applied to common data use cases.

C04: review the quality of the data and perform exploratory analysis.

C05: 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

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

Course Outcomes: Through this course, the student will be able to

C01: identify the impact of colonialism on culture.

C02: estimate the significance of the post-colonial era in the life of its inhabitants.

C03: apply the post-colonial theory of Homi Bhabha and Edward Said in the prescribed texts.

C04: justify new trends in post-colonial discourse through the lens of selected texts.

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

Unit 11	Derek Walcott: Dream On Monkey Mountain: the significance of the title of the drama, the post-colonial elements in the drama, the theme of the loss of identity
Unit 12	Derek Walcott: Dream On Monkey Mountain: the theme of marginalization and the application of the theory of Homi Bhabha, Makak and his confrontation with the colonial rulers, the significance of the ending of the drama
Unit 13	Margaret Atwood: Surfacing: the life and achievements of the writer, the significance of the title, the theme of alienation and the application of the theory of hybridity of Homi Bhabha
Unit 14	Margaret Atwood: Surfacing: the postcolonial elements in the novel, the theme of feminism in the novel, the role of nature in the novel, the plot structure of the novel

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

Course Outcomes: Through this course, the student will be able to

C01: discuss the nature of Indian state, economy and developmental models.

C02: assess the social and civil society movements in consolidating democracy in India.

C03: examine the regional disparities; demand for new states and its implications.

C04: analyse the nature of political parties, electoral system and emerging trends.

Unit No.	Content
Unit-1	State, Economy and Development: Definition of State, Changing Perspectives on The Nature Of State, The Economic system in India: Background, Economic Development and Reforms, Economic Reforms and Social Justice
Unit-2	Planning Model: Five Year Plans and Results from 1951-2017
Unit-3	New Economic Policy: Policies Before Liberalization, Policies After Liberalization (1991)
Unit-4	Process of Globalization: Social and Economic Implications and Impact of Globalization on Indian Society
Unit-5	Identity Politics: Religion, Tribe, Caste, Region, and Language.
Unit-6	Social Movements: Dalit Movement, Tribal Movement, Women's Movement, Farmer's Movement and Labour Movement
Unit-7	Civil Society Groups: Civil Society, Non-Governmental Organisations, Non-Party Social Formations, and Social Action Groups.
Unit-8	Regionalization of Indian Politics: Government Actions, States, Union Territories, Regionalism
Unit-9	Regional Disparity: Historical Background, Regional issues, Demand for New States,
Unit-10	Gender and Politics in India: Women's Reservation Bill, Need for Effective Legislation, Encouraging Female Participation
Unit-11	Ideology and Social Basis of Political Parties: National Parties and State Parties.
Unit-12	Electoral Politics: Participation and Contestation, Explaining Electoral Politics in Indian States, Electoral Politics and Democratization, Election Commission, Contesting Elections in India
Unit-13	Election and Emerging Trends in India: Representation, Emerging Trends in the Indian Elections

Unit-14	Political Processes in India, Challenge and Solution: Communalism, Regionalism, Ethnic Assertion
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ADDITIONAL READINGS:

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

Course Outcomes: Through this course student should be able to

C01: analyze the impact of 19th-century developments such as capitalism, imperialism, liberalism, socialism, and nationalism on global history.

C02: examine the causes, consequences, and ideological shifts resulting from the First World War and the Russian Revolution.

C03: evaluate the interwar period, including the failures of the League of Nations, the Great Depression, and the rise of totalitarian ideologies like Nazism and Fascism.

C04: assess the global transformations brought by the Second World War, including nationalist movements, decolonization, and the Chinese Communist Revolution.

C05: interpret the Cold War era, its ideological and political dimensions, the role of the Non-Aligned Movement, the disintegration of the Socialist Bloc, and the rise of globalization.

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

ADDITIONAL 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 HISTORY by SNEH MAHAJAN, MACMILLAN

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

Course Outcomes: Through this course students should be able to

C01: understand components of executive and non-executive compensation.

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

C03: analyze job evaluation tools and various compensation packages.

C04: evaluate various approaches of compensation design and practices in a dynamic global environment.

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

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

Unit-13	Performance Management and Reward System: traditional and contingent pay plans, reasons for introducing contingent pay plans, managing team performance, challenges of team performance management, evaluating efficacy of performance management system
Unit-14	Recent trends in rewards: employee stock options, investment advisory, tax planning, insurance, wellness

ADDITIONAL READINGS:

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

Course Code	DEFIN576	Course Title	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course students should be able to

C01: assess the characteristics of different Investment alternatives and how to trade in the stock market.

C02: apply different valuation models to find the intrinsic value of the shares.

C03: use the fundamental and technical analysis to predict the stock price movement.

C04: 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

ADDITIONAL 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: Through this course students should be able to

C01: analyze how to optimally utilize the resources.

C02: apply the concepts in solving real life problems.

C03: adapt different opinions and make correct judgment.

C04: apply mathematical models to a given problem.

C05: 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

ADDITIONAL READINGS:

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

Course Code	DEMKT517	Course Title	CUSTOMER RELATIONSHIP MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course students should be able to

C01: develop insight and new learning in the area of customer relationship management.

C02: identify and respond to customers' needs, expectations and issues to build productive and rewarding relationships with customers.

C03: discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

C04: develop a conceptual understanding and the knowledge pertaining to practical application for building and managing partnering relationships with customers and suppliers.

C05: 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 relationships 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 centre 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.

ADDITIONAL READINGS:

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

Course Code	DEECO510	Course Title	INTERNATIONAL CAPITAL MARKET AND FINANCE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course students should be able to

C01: describe the basic concepts and working of financial markets.

C02: associate the theories pertaining to financial markets and their link with monetary policy.

C03: analyze the derivatives market.

C04: classify the international money market.

C05: evaluate the foreign exchange market and the forwards market.

C06: collaboratethefactsoftherecentfinancialcrisisandevaluatethesituation.

Unit No.	Content
Unit-1	International Financial Environment: foreign exchange and political risks, market imperfections, expanded opportunity set
Unit-2	Globalization of the World Economy: emergence of globalized financial markets, advent of Euro, Europe's Sovereign Debt Crisis of 2010, trade liberalization and economic integration, global financial crisis of 2008-2009
Unit-3	International Financial Markets: history of foreign exchange market, interpreting foreign exchange quotations
Unit-4	International Money Market: origin and development, money market interest rates among currencies, standardized global bank regulations
Unit-5	International Stock Markets: issuance of stock in foreign markets, issuance of foreign stock in India
Unit-6	The open economy: introduction to open economy, trade balance, balance of payment, international flow of capital and goods, Mudell Flaming model, open economy model
Unit-7	Exchange rate in open economy: saving and investment in a small open economy, exchange rates, nominal and real exchange rate, its determination, national income accounting, factors affecting exchange rate.
Unit-8	Stock Market: portfolio selection-Markowitz approach, feasible and efficient set, new portfolio theory-capital asset pricing model,
Unit-9	Issues in Stock Market: arbitrage pricing theory, consumption capital asset pricing model, equity premium puzzle
Unit-10	Financial Derivatives Market: options and futures, pricing of Options-Black-Scholes Model and Binomial Option Pricing Model, pricing of futures

Unit-11	International Monetary System: paper currency standard, purchasing power parity & Bretton Woods Agreement, paper currency standard theories of purchasing power parity
Unit-12	Market for Foreign Exchange: international finance in practice, the spot market, cross exchange rate quotations, forward market, Asian financial crisis, global financial crisis
Unit-13	International Capital Structure and Cost of Capital: cost of capital, cross border listing of stocks, capital asset pricing under cross listings, the effect of foreign equity ownership restrictions
Unit-14	International Monetary System: the gold standard, bretton woods system, international monetary fund and the rise of alternative world order, tariff and non-tariff barriers

ADDITIONAL READINGS:

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

Course Code	DECAP737	Course Title	MACHINE LEARNING		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE(Pr.)
			30	40	30

Course Outcomes: Through this course students should be able to

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

CO2: evaluate important features from a given dataset.

CO3: apply machine learning models for real world problems.

CO4: evaluate the performances of different machine learning models.

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

Unit-13	Neural network: Biological Structure of a Neuron, Perceptron, multilayer networks and back propagation, introduction to deep neural Networks, Evaluation Metrics of machine learning models.
Unit-14	Neural network Implementation: Design of an Artificial Neural Network for given dataset, Implement and compare the performances of any three-machine learning based classification models on different datasets

PRACTICAL 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)

ADDITIONAL 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	DESOC567	Course Title	ENVIRONMENT AND SOCIETY	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course, students will be able to

C01: explain the foundational concepts of environment, ecology and environmental sociology in relation to society.

C02: examine environmental degradation, ecological crises and their social consequences across rural and urban contexts.

C03: analyze environmental issues using social impact assessment and sociological perspectives on development and displacement.

C04: evaluate environmental justice, ecological movements, risk society and sustainability through contemporary sociological approaches.

C05: interpret the relationship between globalization, technology, governance and environmental policy in addressing environmental challenges.

C06: design socially sustainable and environmentally responsible approaches for conservation, climate resilience and community development.

Unit No.	Content
Unit-1	Environment and Society: meaning, nature and scope of environmental sociology; environment, ecology, ecosystem, society–nature relationship; human ecology; environment as a social system.
Unit-2	Environmental thought: anthropocentrism, ecocentrism, deep ecology, social ecology, ecofeminism, environmental ethics and ecological citizenship.
Unit-3	Development and environment: development, modernization, industrialization, displacement, rehabilitation, relocation, environmental degradation, sustainable alternatives to development.
Unit-4	Social impact assessment: concept, objectives, process and significance; assessment of social, cultural and environmental impacts; rehabilitation policies and community participation.
Unit-5	Natural resources and environmental management: land, forests, water, biodiversity, common property resources, conservation and community resource management.
Unit-6	Environmental issues: pollution (air, water, soil and noise), sanitation, waste management, housing, energy crisis, urbanization, rural environmental problems and population–environment relationship.

Unit-7	Environment and technology: science, technology and environmental change; industrialization, biotechnology, digital technologies, renewable energy, green innovation and environmental sustainability.
Unit-8	Climate change and risk society: climate change, global warming, environmental disasters, disaster resilience, ecological risk, environmental vulnerability and risk society.
Unit-9	Environmental movements and justice: Chipko Movement, Narmada Bachao Andolan, Silent Valley Movement, environmental justice, indigenous environmental struggles, environmental activism and civil society.
Unit-10	Global environmental governance: globalization and environment; sustainable development goals (SDGs); international environmental agreements; climate negotiations; biodiversity conservation; environmental diplomacy.
Unit-11	Environmental policy and governance: constitutional provisions relating to environment, Environmental Protection Act, Forest Conservation Act, Wildlife Protection Act, pollution control institutions, environmental governance in India.
Unit-12	Environment, health and society: environmental health, food security, water security, sanitation, occupational hazards, environmental diseases, environmental inequalities and vulnerable populations.
Unit-13	Sustainable development: concepts and dimensions of sustainability; circular economy; sustainable agriculture; social forestry; afforestation; renewable energy; water conservation; environmental education and community participation.
Unit-14	Environment, society and social inclusion: environmental inequality; environmental rights; climate justice; gender and environment; caste, tribal and indigenous communities; environmental migration; inclusive environmental governance and future sustainability.

ADDITIONAL READINGS:

1. GUHA, RAMACHANDRA. (2000). ENVIRONMENTALISM: A GLOBAL HISTORY. LONGMAN.
2. HANNIGAN, JOHN. (2014). ENVIRONMENTAL SOCIOLOGY (3RD ED.). ROUTLEDGE.
3. REDCLIFT, MICHAEL. (1987). SUSTAINABLE DEVELOPMENT: EXPLORING THE CONTRADICTIONS. ROUTLEDGE.
4. SHIVA, VANDANA. (1988). STAYING ALIVE: WOMEN, ECOLOGY AND DEVELOPMENT. ZED BOOKS.
5. BECK, ULRICH. (1992). RISK SOCIETY: TOWARDS A NEW MODERNITY. SAGE PUBLICATIONS.
6. GIDDENS, ANTHONY. (2009). THE POLITICS OF CLIMATE CHANGE. POLITY PRESS.
7. MARTÍNEZ-ALIER, JOAN. (2002). THE ENVIRONMENTALISM OF THE POOR: A STUDY OF ECOLOGICAL CONFLICTS AND VALUATION. EDWARD ELGAR PUBLISHING.

Course Code	DESOC661	Course Title	SOCIOLOGY OF MASS MEDIA AND POPULAR CULTURE	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes: Through this course student should be able to

C01: define and explain the scope, concepts, and theoretical perspectives of popular culture, and assess its relationship with mass media and societal change.

C02: analyse key theories of media and culture from scholars such as McLuhan, Baudrillard, Habermas, and Roland Barthes, and apply them to contemporary media examples.

C03: evaluate various forms of popular culture—including cinema, music, sports, folk traditions, and digital culture—considering their production, audience reception, and socio-cultural impact.

C04: critically assess the role of commercialization, cultural industries, and globalization in shaping, commodifying, and transforming popular culture in both traditional and modern contexts.

Unit No.	Content
Unit-1	Introduction to popular culture and media: Definition and scope of popular culture, importance of popular culture in contemporary society, relation between media and popular culture.
Unit-2	Basic concepts: understanding mass culture, mass media and mass ideology, distinction between popular and elite culture, formation and dissemination of cultural norms via media
Unit-3	Popular culture and communication: nature of mass communication, influence of communication on cultural forms
Unit-4	McLuhan-the media as message, core ideas of Marshall McLuhan, impact of media technologies on perception and society, media as an extension of human faculties
Unit-5	Baudrillard-Hyperreality, concept of simulacra and simulation, media-generated reality vs. actual reality, postmortem condition and collapse of meaning
Unit-6	Habermas-the public sphere, definition and evolution of public sphere, media's role in shaping public opinion, democratization and rational-critical debate
Unit-7	Roland Barthes-semiology, signs and symbols in media and culture, mythologies and cultural codes, meaning-making through media texts
Unit-8	Forms of popular culture- cinema and films as cultural expressions, popular music and youth culture, sports and soap operas as mass cultural forms
Unit-9	Artists and Audience: role of the artist in shaping popular culture, audience reception and interpretation, interactive between production and consumption
Unit-10	Traditional mediums: folk traditions, fairs, festivals, songs and dancers, role of folklore in cultural continuity
Unit-11	Modern mediums: cinema, television and their social impact, rise of multimedia platforms and digital storytelling, internet culture and memes as communication

Unit-12	Commercialization of leisure: transformation of leisure into market driven activity, cultural commodification through branding and advertisement, consumerism and lifestyle media
Unit-13	Mass culture as industry: cultural industry by Adorno and Horkheimer, standardization and passive consumption, critique of homogenization of taste
Unit-14	Globalization and popular culture: cross-border flow of media and cultural content, hybridization and glocalization of culture, impact of global media corporations

ADDITIONAL READINGS:

1. INDIA'S URBANISATION by BOSE, ASHISH, 1901-2001 (TATA MCGRAW HILL, N. DELHI).
2. URBANISATION AND URBAN DEVELOPMENT IN INDIA by KOSAMBIMEERA, 1994, ICSSR, NEW DELHI.

Course Code	DESOC569	Course Title	POLITICAL SOCIOLOGY
			WEIGHTAGE
			CA ETE(Th.)
			30 70

Course Outcomes: Through this course student should be able to

C01: explain the scope, emergence, and theoretical approaches of political sociology, and interpret concepts such as political culture, power, elites, and political systems.

C02: analyze the functioning of the Indian political system, including the role of caste, religion, region, ethnicity, and nationalism in shaping political processes.

C03: evaluate forms of political participation, the role of political parties, pressure groups, agents of political socialization, and the impact of media on political communication and public opinion.

C04: assess contemporary political challenges, including political violence, communalism, globalization, populism, authoritarianism, and identity politics, and propose informed sociological responses.

Unit No	Content
Unit-1	Introduction to Political sociology: Definition, scope and importance of political sociology, emergence of political sociology as a discipline
Unit-2	Theoretical approach: base-superstructure, class struggle, structural-functional approach, system equilibrium, roles and norms
Unit-3	Political culture: definition and significance of political culture, types of political culture (parochial, subject, participant), political socialization and transmission of culture
Unit-4	Concept of power: meaning and dimensions of power, types: authority (Weber), hegemony (Gramsci), knowledge/power (Foucault), theoretical debates on power
Unit-5	Elites and society: nature and characteristics of elite theory, circulation of elites, power elite, ruling class
Unit-6	Political system: definition and functions of political systems, types of systems (primitive, modern-democratic, totalitarian, system theory in political sociology)
Unit-7	The Indian political system: salient features of secularism, federalism, parliamentary democracy, role of caste, religion, region in politics
Unit-8	Ethnicity and Nationalism: meaning and theories of ethnicity, nation and nationalism, ethnic conflicts and identity politics in India
Unit-9	Political participation and representation: forms of political participation (voting, protests, petitions), political apathy and activism, representation of marginalized communities
Unit-10	Political parties and pressure groups: roles and types of political parties, pressure groups vs. interest groups, functions in democratic systems
Unit-11	Political socialization and communication: family, education, media, peers as the agents of political socialization, political communication and public opinion, impact of new media and digital platforms

Unit-12	Political violence: definition and dimensions of political violence, types of political violence (state sponsored, communal, revolutionary, religious), causes and consequences
Unit-13	Communalism: concept and historical background of communalism, socio-economic roots and political instrumentalization, role of education, media, and civil society in communal harmony
Unit-14	Contemporary issues in political sociology: globalization and its impact on political institutions, rise of populism and authoritarianism, identity politics and post-truth challenges

ADDITIONAL READINGS:

1. INDIA'S URBANISATION by BOSE, ASHISH: 1901-2001 (TATA MCGRAW HILL, N. DELHI).
2. URBANISATION AND URBAN DEVELOPMENT IN INDIA by KOSAMBIMEERA, 1994, ICSSR, NEW DELHI.